

≡ IN THE MARGINS ≡

OCTOBER 2022



~ CLARITY ~

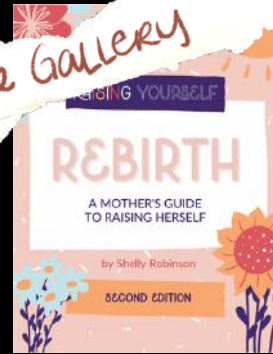
{ A ZINE ALL ABOUT SHARING
YOUR MESSAGE CLEARLY & TAKING
YOUR IDEAS SERIOUSLY. }

CONTENTS

LEARNING

- 01 October letter from Laura
- 02 Clarity Workshop!
- 03 Upcoming articles
- 04 Clarity In Your Client Process

New to The Gallery



Take a look at a current client project. See how we transformed her brand with baby steps and launched her first product + what's coming next in our project queue!!

TOOLS + SUPPORT

- 05 Vision Mapping Kit | \$35
- 06 Vision Mapping | \$350
- 09 VIP Days | \$1250
- 11 Workshops for Your Program



EXPERT INTERVIEW

BWB shares how they midwife brands so that your messaging can be whatever you want it to be!

FEATURES

- 07 GALLERY SPOTLIGHT: Raising Yourself Product Launch
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EVENTS

See what's happening in the month of October at Illustrative.



TOOLS

Do your own vision mapping for yourself or with your clients! This toolbox will help you get started <3



Calling All Feedback!

I'm planning out a new offering for late winter that will involve community learning and service support and I'm looking for input so I can craft something meaningful & useful for you.

Tap the coffee mug below if you're interested in supporting/sharing by answering questions <3



Happy October! I had so much fun writing a letter for the September zine that I decided to do it again <3 First, I want to thank you so much for being here. Your support by reading and engaging with what I create helps me fine tune my skills and improve what I provide to support the online coaching and leadership industry as a whole. Thank you for your presence because I know it's so valuable.

The weather here is getting crispy and our neighbor just installed a GIANT skeleton that we have lovingly named Smooky after the word my nephew used for spooky things as a child, so I'm definitely feeling the full fall vibes here in New York. One thing I love about Fall is the clarity we gain when we see the end of the year approaching. Clarity in general is important to me because as Brene Brown says "Clarity is Kind." So this month in the zine, we are focusing on how to get clear and speak clearly with our visuals.

Clarity is especially important for those of us who have trouble putting our kaleidoscopic ideas into words while sitting by ourselves at a desk. The truth is when we think differently we also need to allow ourselves to brainstorm differently. So grab a warm beverage - or cold if you're in the southern hemisphere ;) and let's chat about clarity!

Laura



You're Invited!

FREE CLARITY WORKSHOP | OCT. 19 | 1:00PM EST

Let's dive into your client process from marketing to sales and then into your client's experience working with you to see where visuals can bring clarity to what you do.

Great for...

- Complex topics that you talk about
- Topics that you can't physically see in real life
- Something new and innovative
- Helping clients through growth pains
- Guiding clients at the beginning of a process
- Getting to know clients clearly so you can support them
- Helping them make a buying decision
- Reorienting during editing/misunderstanding phases

Use code: CLARITY22 to get this session for free!!!

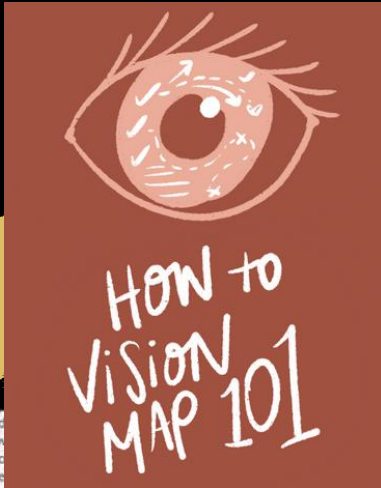
The screenshot shows a registration page for 'The CLARITY Workshop'. It includes a 'Type of purchase' section with a 'One Time - \$10.00' option. Below this are 'Log in' and 'Registration' buttons. A red circle highlights the 'CLARITY22' coupon code field in the 'Summary' section, which shows a total of '\$0.00'. A white arrow points from the 'sign up here' text to the registration area.

sign up
here

October

ARTICLES

These articles are coming weekly to the library for the month of October:



This article is a step-by-step visual guide to vision mapping for yourself + a free guide to help you get started. You'll learn what it is, why it's essential, and how to use it in your everyday life.

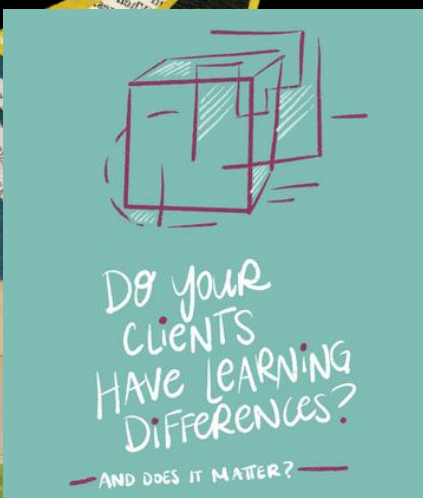
Coming to the Library on October 13th

Assessing the data can feel overwhelming for brains that are already full of ideas and looking for visual ways to simplify things. Well here's your go-to list of ways to visually simplify things!

Coming to the library October 20th



SIMPLE WAYS
TO FIND
GAPS
IN YOUR
✓ CLIENT
JOURNEY,
✓ MARKETING
✓ & SALES



Not all people learn the same way. We know this but do we care? What matters and what doesn't? Society has told us so much about what's disabled and what isn't. Let's take a closer look to see how we can rewrite the narrative for the spaces we tend.

Coming to the Library October 27th

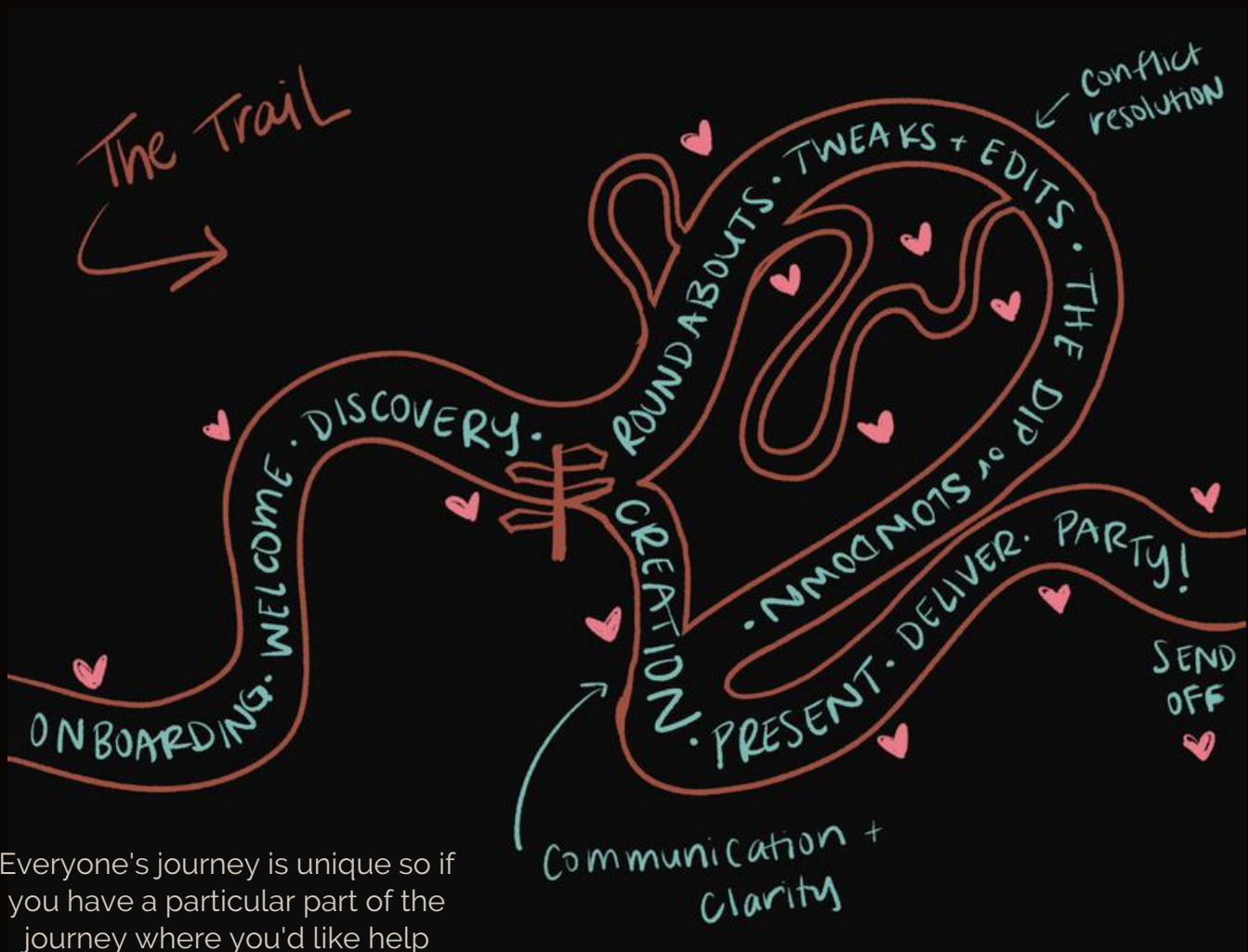
Clear Client Journeys

A MINI LESSON WITH LAURA

During all of our dig sessions we take a look at this journey map below. The key to understanding your unique client experience when you're feeling stuck is by attaching it to an analogy so you can plan for the unexpected.

In this particular analogy, we use a hiking trail to see where some clients may leave the trail on mini tracks and then come back to the main trail. Seeing where that happens allows us plan ahead for ways to improve the visual "wayfinding" in our process.

The words below show the different stages of a client journey that we can add intentional visuals to so that we can support our clients.



Everyone's journey is unique so if you have a particular part of the journey where you'd like help knowing what visual aids to use [come join us at a dig session!](#)

NEW TO THE SHOP
THIS MONTH

VISION MAPPING KIT!

Created by Laura Matteson

Everything you need to do your own vision mapping for all five of the idea types. You'll learn how to recognize your idea needs and set up the perfect container for them to play.

Dropping on October 24th!

Price: \$35

Ways to use VISION MAPPING...



- Identify client journey for marketing & sales
- Reimagine sales "funnels" to fit their natural vibe
- Build out a brand vibe for new products
- Help a client niche down a life's work into one offering
- See their ideal client avatar
- Create a brand values visual
- Plan out marketing for the quarter
- Walk through online user experience
- Identify where members are churning
- Map out a signature framework
- See their signature process to check for gaps
- Prioritize personal and business life tasks
- Homeschool planning
- Identify free vs. paid resources
- Pivot in changing economy
- Choose a business structure/model
- Outline a book
- Decide whether or not to move or leave a job
- Plan out team structure
- Come up with visibility and media ideas

VISION MAPPING BULK DEALS

Vision Mapping Bulk Deals will be extended to the end of the year. Whenever you are in need of a multiple session for yourself or your clients you can visit the buttons below or the Illustrative shop page

[Bundle 2 Vision Mapping Sessions & save \\$100](#)

[Bundle 5 Vision Mapping Sessions & save \\$500](#)


Pssst.... here's a NEW page about vision mapping and how it works



Visuals *in the* Wild!

"Each month I'll spotlight a different project from the gallery. This month we are looking at the behind-the-scenes of launching a new brand, product, and online presence with Shelly from Raising Yourself."

Read more about it here:



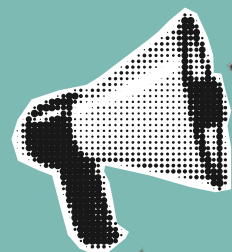
View
Case
Study



YOUR
HOMECOMING
STARTS HERE



Raising Yourself



exclusive
INTERVIEW

[Visit Article Here](#)

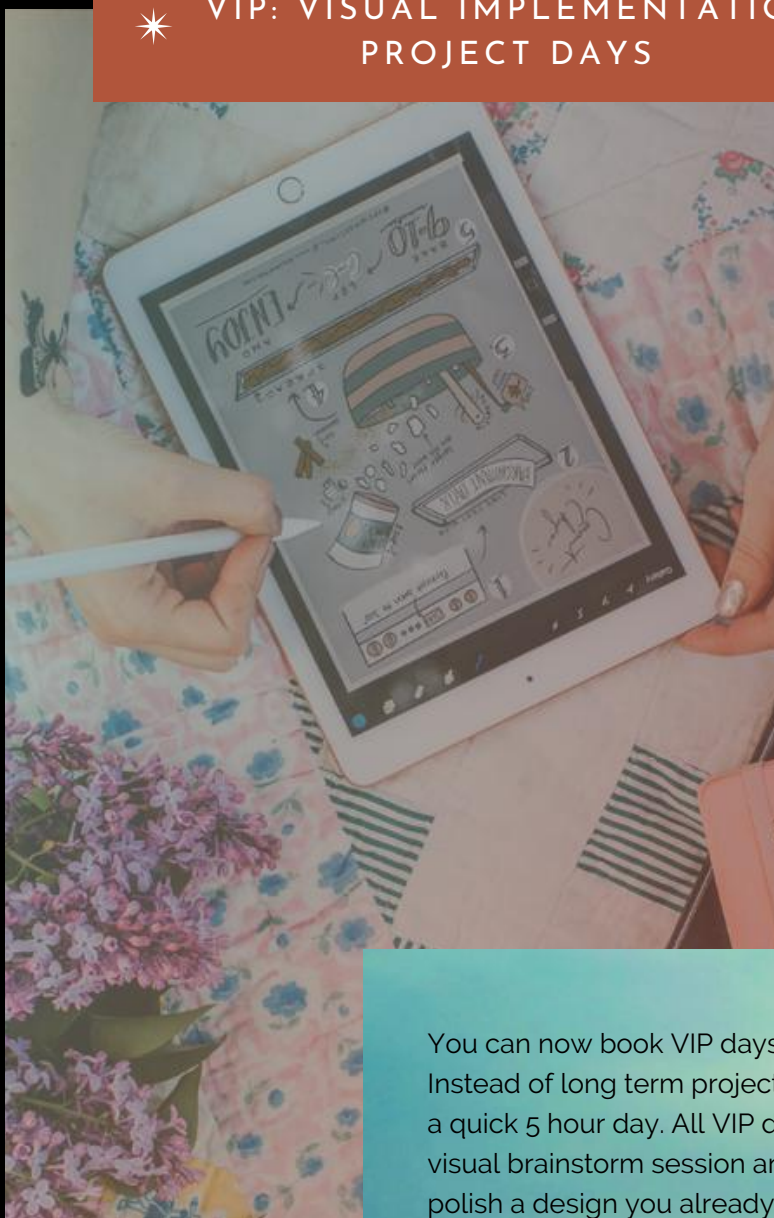
”
YOUR BRAND
.... AND YOUR
Messaging
→ CAN BE **WHATEVER** THE ←
FUCK
YOU WANT IT TO BE!

BWB x ILLUSTRATIVE

YOU ARE A VERY IMPORTANT PERSON

VIP

* VIP: VISUAL IMPLEMENTATION
PROJECT DAYS *



5 HOURS OF CUSTOM
VISUAL AID CREATION



You can now book VIP days for custom visual aids. Instead of long term projects, get what you need in a quick 5 hour day. All VIP days begining with a short visual brainstorm session and can be used to polish a design you already have, create something new or mockup possibilities for you and your team. / **Investment: \$1250**

[LEARN MORE HERE](#)

This Month's Events



OCTOBER

October

S M T W T F S

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
						30

OCTOBER 12TH-
GROUP DIG SESSION

THE CLARITY
WORKSHOP

JOIN US!

AVAILABILITY



6 VIP days are available in October.
[Book here.](#)

Drawn Out Encouragement

@ILLUSTRATIVE.US

"The fact that my way of thinking doesn't work in academia or corporate doesn't discount my ideas... it probably makes them the very thing that is needed to change things."

Your *difference* is an asset.

CLICK TO
DOWNLOAD

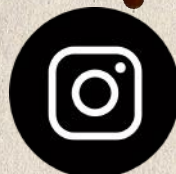
Each month's zine will have a Drawn Out Encouragement page with a quote or reminder that you can print or screenshot to save when you need it. Kaleidoscopic thinkers often need visual reminders for the simplest of things so we can use our brain power on those big innovative ideas - and we've got you covered!

next MONTH...

I'm taking a Zine break in November to put together something supportive for you!!! Here are some hints of what's in the surprise:



I know it's going to be very hard to survive November without a zine. So you can visit the [Zine Archive](#) to look through past zines or follow along on Instagram to see what I'm working on behind the scenes



Want to chat about
something in this zine?

Reach out by email:
Laura@illustrative.us

or DM me on IG:
[@illustrative.us](https://www.instagram.com/illustrative.us)

Well, that's
clear!

