



# WEBINAR #16

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Founder & Lead Coach



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# TODAY'S TOPIC:

## “INFOGRAPHIC CREATION”

A promotional banner for a webinar. On the left is the Virtual Staff Entrepreneur Program logo with a red ribbon and the hashtag #VSEP. In the center is a circular infographic with icons for a camera, bar chart, star, person, smartphone, rocket, leaf, and lightbulb. On the right, the text reads: "JOIN", "Infographic Creation" (in red cursive), "Free Webinar", and "June 4, 7 PM".

JOIN

*Infographic Creation*

Free Webinar

June 4, 7 PM





An infographic with a light blue background, a rainbow, and a globe. At the top, the title "WHAT Infographics ARE" is written in a mix of bold sans-serif and cursive fonts. A yellow starburst contains a "Hint: You're looking at one right now!". A central text box defines an infographic as an image containing graphics and text, including statistics, about a certain subject. It also states it is done in a creative way to let people easily understand the message or the story being delivered. To the left, a woman is painting a picture on an easel. To the right, there are icons for a landscape photo, a magnifying glass over a document, and a 3D pie chart. At the bottom, the text "What contributes to its popularity?" is written in bold. Two small black stick figures are at the bottom right.

# WHAT IS AN INFOGRAPHICS


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# WHAT IS AN INFOGRAPHIC?

You are looking at one! Infographics are a fun and quick way to learn about a topic without a ton of heavy reading. There are many different styles of infographics and data visualizations, but the ultimate goal for all infographics is to be shared. Learn what makes a great infographic, why they are useful for everyone, some tips to create a viral infographic and the numbers to back it all up.

## AN INFOGRAPHIC IS:

- 

A data-rich visualization of a story or thesis
- 

A tool to educate and inform
- 

A way to build brand awareness and inbound links at half the cost of standard online marketing campaigns

# WHY USE INFOGRAPHICS?

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## INFOGRAPHICS MAKE IT EASY TO LEARN AND REMEMBER THINGS!!

**65%** of people are visual learners.

People following instructions with a visual element perform 323% better than those without.

**40%**

of people will respond better to visual information than plain text.



VISUAL DATA **1%**



**99%**  
SENSORY DATA

99% of all sensory data gets filtered out by the brain immediately. Visual data is in the 1% that is left.



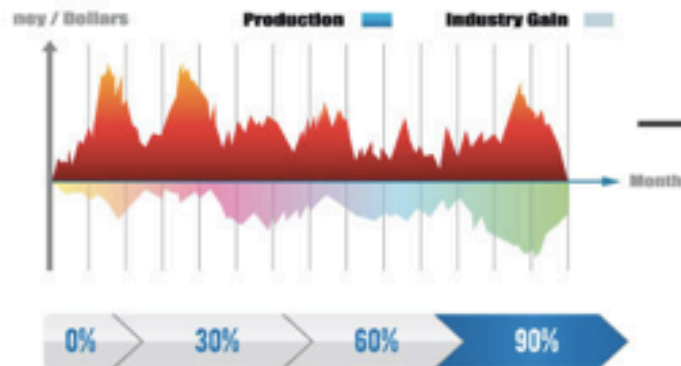
# What are the major parts of an Infographic?

## The Visual

This refers to the colors, graphics and icons used in designing the infographic.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

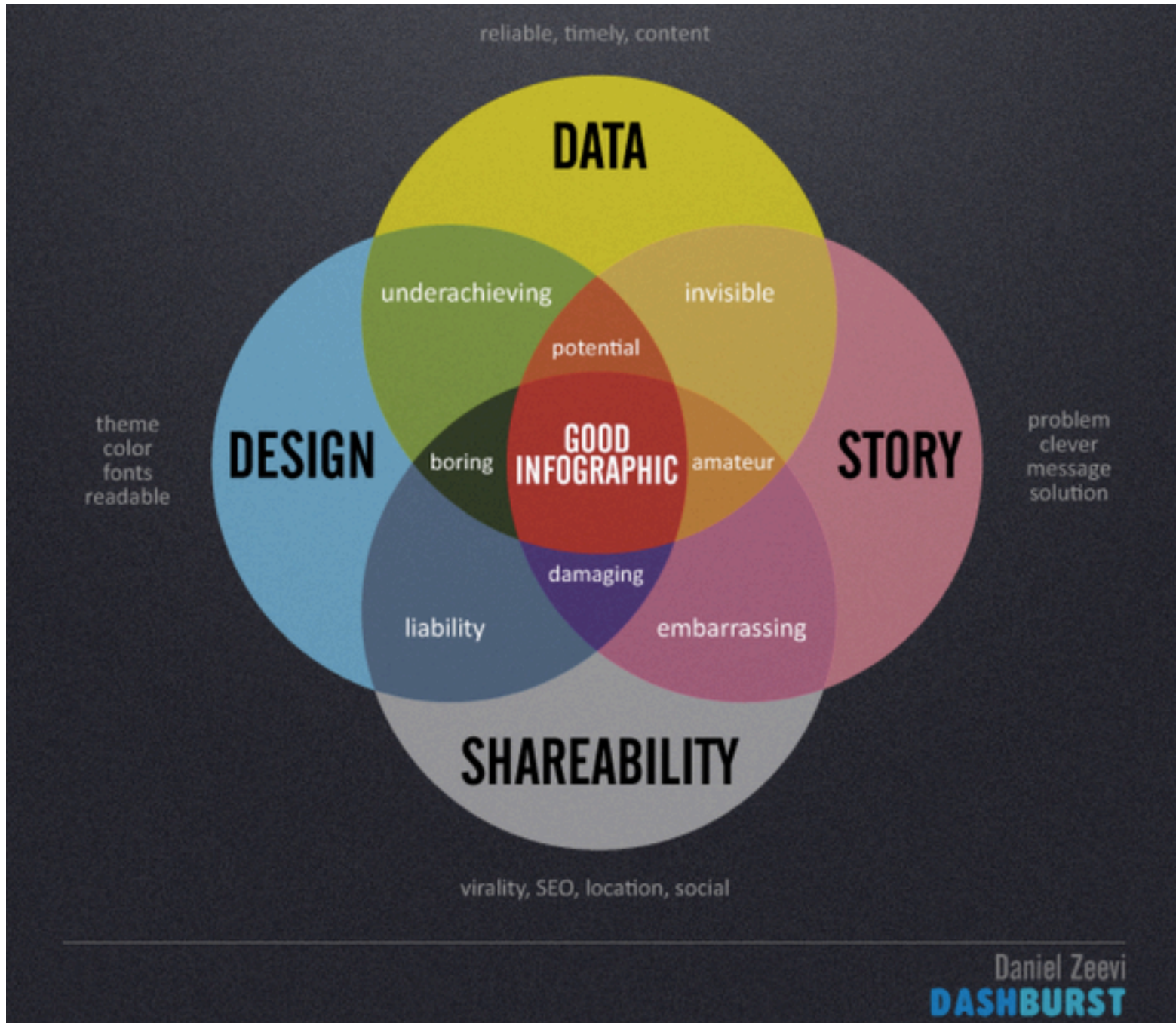


## The Content

This includes the text, statistics, time frames and references.

## The Knowledge

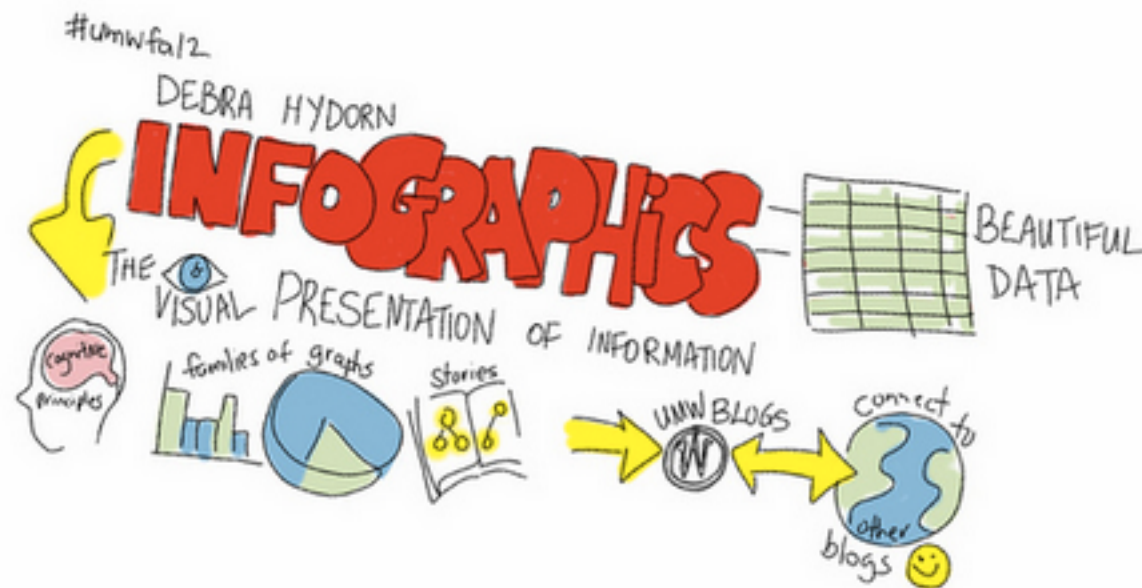
This refers to the facts and conclusions to convey the overall message or story.

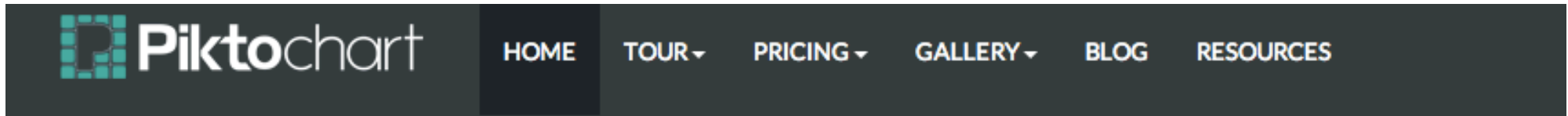






# WHAT TOOLS TO USE IN CREATING INFOGRAPHICS?





**START NOW**

**What are INFOGRAPHICS**

According to wikipedia, information graphics or infographics are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly.

**MASSIVE MARKET**  
increased interest over time

40% A

**Easy Steps for MODERN PARENTING**  
Guide for Moms & Dads

**Parenting**

Raising a happy, healthy child is one of the most challenging jobs a parent can have — and also one of the most rewarding. Yet many of us don't approach parenting with the same focus we would use for a job.

**DAD**

- ✓ Trust Yourself
- 📞 You Can Do It
- 🕒 Time & Tolerance
- 👶 Motherhood

**St. Patrick's Day**

A few things you may not know about...

**MARCH 17**

Saint Patrick's feast day, as a national day, was already celebrated by the Irish in Europe in the 9th and 10th century. It was only much later that he became known as the patron saint of Ireland.

**DID YOU KNOW?**

- Very few St. Patrick's Day parades were not in Ireland. It is in Boston in 1737.
- St. Patrick's Day is a river in Chicago is dyed green.
- Mostern Secret is St. Patrick's real name.
- St. Patrick was actually born in Britain, but moved to Ireland after being kidnapped and enslaved by Irish raiders.



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