



“The Content Marketer’s Guide to Creating Money-Making Info-Graphics”

Executive Summary

This is webinar #3 in the 3-part series:

1. The Content Marketer's Guide to Converting Articles to YouTube Videos
2. The Content Marketer's Quick-Start Guide to Marketing with Articles on LinkedIn
3. The Content Marketer's Guide to Creating Money-Making Info-Graphics

**The Content Marketer’s Guide to
Creating Money-Making Info-Graphics**

- With Jim Edwards and Jeff Herring

What IS an Info-Graphic

in·fo·graph·ic

/,ɪnfō'græfɪk/

noun

a visual image such as a chart or diagram used to represent information or data.
"a good infographic is worth a thousand words"

Jim: Said this definition is more of an image or graphic used to simplify a complex idea so that people can understand it quickly if not instantly.

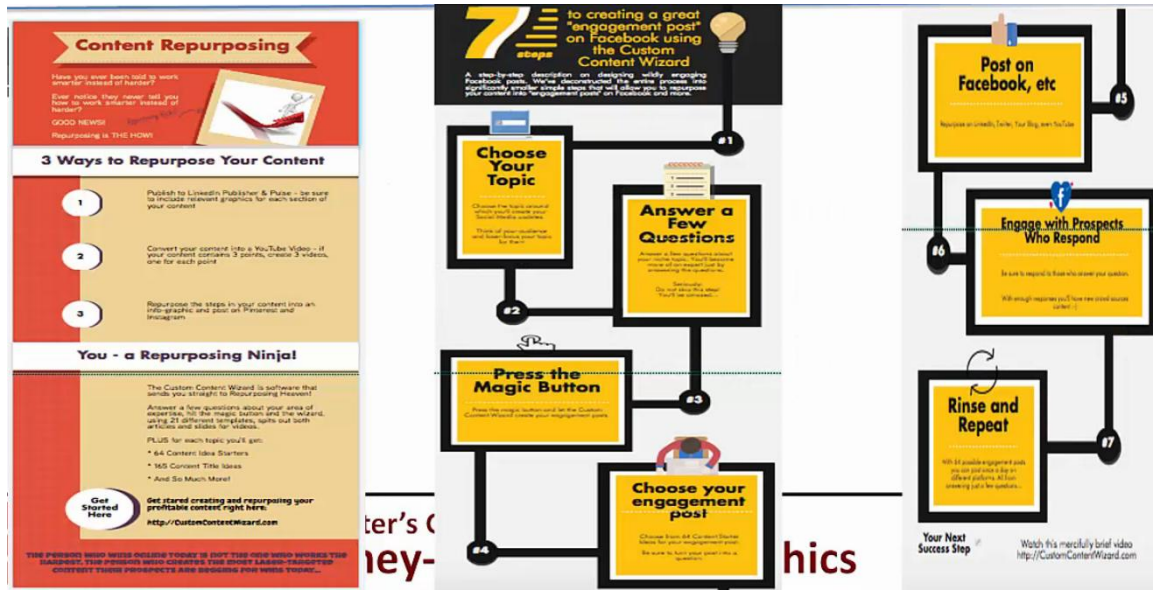
Why do They Work in Internet Marketing?

In a world of ever-shortening attention spans, info-graphics visually capture attention and deliver valuable information in seconds, leading to your prospects taking desired actions.

Anatomy of a Great Info-Graphic

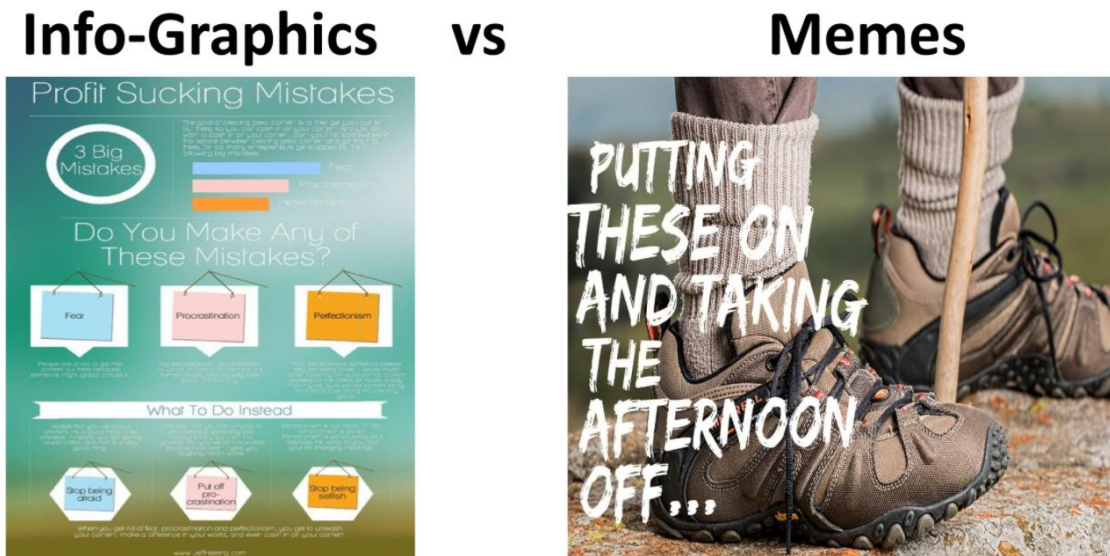
- Powerful graphical look
- Compelling title
- Bulleted steps / points
- Clear flow
- Call to action

Examples:



Think of something you teach that's done in steps, and it could probably be turned into an info-graphic.

Info-Graphics vs. Memes



Info-infographics are more for professional use or getting in front of people who don't already know you, whereas memes are less formal. Jeff uses memes on Facebook for audience engagement.

Memes don't ask you to do anything; something to share to just be top of mind on social media.

Info-Graphics tell a story and / or used as teaching tools. A meme is a comment (as expressed by a webinar viewer)

When people feel like they know you, they will buy from you because engaged people buy from those they know, like and trust.

Where & When to Use Info-Graphics in Your Content Marketing

There's lots of places you can do it. Use info-graphics when you want...

- Online visibility
- Traffic generation
- List building
- Social media engagement
- Opt-in offers
- Bonuses
- Info-product

Where to use info-graphics online...

- Pinterest
- Instagram
- Your blog
- Facebook
- Twitter
- LinkedIn
- YouTube

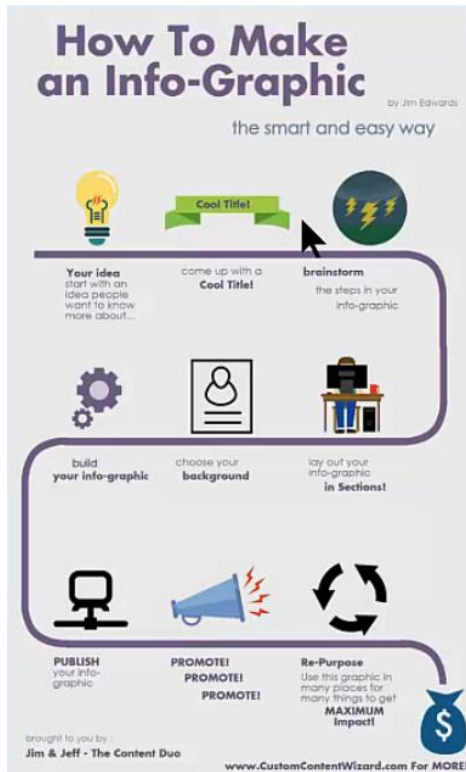
How to Create a Professional Level Info-Graphic FAST

For it to be effective, it doesn't need to look like it was published in a glossy magazine. You want it to be well-done and organized, but not too slick or over-complicated. You shouldn't have to spend hours and hours on it.

If you don't want to do it yourself, you can get it done by designers on Fiverr, you just need to map out the concepts.

Jim did a live demonstration of using [Piktochart](#) - the free version. (See webinar replay to follow along)

He chose the Info-graphic section where they have a bunch of examples / templates.



An alternative is to do your best shot with this tool, and then send it to a graphic designer to have them clean it up or make it look better.

NOTE: You can also use PowerPoint to make info-graphic or to sketch out your idea to pass off to a designer on Fiverr.

Demonstration of WordSwag on Jim's iPad

WordSwag is great for creating memes



- Make the graphic
- Saves to your camera role
- Post it on Facebook

For Android you can use an app called Over, and it does pretty much the same thing.

Info-Graphic Tools:

- Presenter Media
- Piktochart
- WordSwag (app)
- Canva

NOTE: You do need to check the terms of service for commercial use.

Words or Not on Your Info-Graphics?

- Always use words on a traditional info-graphic
- If a "meme" captures all you need to say, words are not necessary
- When you do use words, aim for using only 7 (something magic about that number)

The "Secret" psychology behind the number of words you use to get the biggest bang for your buck with any info-graphic...

- Brain and communication studies show we are able to quickly grasp and retain 7 (+/-) items (like phone numbers)
- This is confirmed by graphics that cause people to pay attention and stop scrolling or surfing for info

How to Repurpose Your Info-Graphics

So you can increase your reach and visibility without any extra work...

With the demo on WordSwag, you could see that the software makes it easy to post your info-graphic on many different social media platforms with a few taps.

- Create one info-graphic and post it on Pinterest, Instagram, Facebook, LinkedIn, Twitter, YouTube
- Create it on your smartphone and post it straight from there

Don't forget to simply share it through email too!

How to Use Other People's Content to Create Info-Graphics

Use quotations!

How To Legally Use Other People's Content To Create Your Own Info-graphics



You can go to quotationspage.com and just type in what you're looking for to find great quotations you can put on your memes.

NOTE: **Neither Jim nor Jeff are attorneys and this is NOT legal advice....** When using quotes, you are fine, but once you start putting them on T-shirts and books, etc. the rules change. You should check terms of service to be sure if it is legal to use other people's content

Another quotation resource site is quotegarden.com

IMPORTANT NOTE: When you are trying to find pictures for your info-graphic, just think about a word for the main idea and see what comes up. It should not be something people have to think about, but the association should be obvious. If you're having trouble coming up with an idea for an image, you can search on images.Google.com to ONLY GET IDEAS for pictures. DO NOT USE THESE IMAGES IN YOUR CONTENT. But use the idea to go find graphics / pictures that you can use legally (have the rights to use in your content).

Try to keep a consistent look on your info-graphic - all icons, all photos, etc. should be consistent.

Do It in Less Than 10 Minutes a Day

How to do everything in less than 10 minutes a day (and see amazing results)

Create a traditional info-graphic once a week

1. Choose your topic
2. Begin your info-graphic
3. Finish your info-graphic
4. Publish it to Pinterest & Instagram
5. Repurpose it by posting on Facebook, LinkedIn, Twitter & YouTube

You can do an info-graphic each week following this schedule (5 days a week)

Additionally, you could do a screen capture video where you show the different parts of the graphic and explain it.

Create a "Meme" info-graphic 3-5 times a week

1. Choose your topic
2. Create your meme
3. Publish to Pinterest & Instagram
4. Repurpose to Facebook, LinkedIn, Twitter, YouTube
5. Rinse & Repeat

Remember, the purpose is to engage people because engaged people spend more money with you.

Questions

What is the definition of Meme again?

Basically it's just putting words on a picture. It's a single idea designed to capture attention and get engagement.

How do you get memes off of WordSwag on your phone onto the computer?

Jeff just emails it to himself and does a screen capture from there. Jim recommends emailing the largest version of it that you can.

Your Action Steps

Info-Graphics

- Use your [Custom Content Wizard](#)
- Output your content to a docx file
- Choose from 21 templates
- Create an info-graphic
- Publish and repurpose it
- Wash - Rinse - Repeat

Memes

- Use your [Custom Content Wizard](#)
- Output your content to a docx file
- Choose from 64 Content Idea Starters
- Create Memes
- Publish & repurpose
- Wash - Rinse - Repeat

Info-Graphics are Important

If you don't think info-graphics are important, think about this:

- The research required to create an info-graphic will display your knowledge and position as an expert on your category or topic (Web Marketing Group)

- An info-graphic is 30 times more likely to be read than a purely textual article (Content Desk)
- People remember 80% of what they see and do, compared with just 20% of what they read (Content Desk)

Final thoughts

- Instagram has 300 million monthly active users - 70% of these people are outside the US (Econsultancy)
- Pinterest Pins with prices get more likes than those without (SproutSocial)
- In minutes a day you can tap into a huge source on new prospects and customers
- The [Custom Content Wizard](#) gives you an ENORMOUS advantage over anyone else in your niche

Final summation for the whole series by Jim...

It's really all about taking an idea and then putting it out in different formats so you can hit people from different angles. Looking at the 3 parts of this webinar series, it's about reaching people in different ways, often repeatedly, with the type of learning they like best. It's how to reach the biggest number of people with the least amount of effort.

Some of these will go viral if you're doing it on a regular basis. You don't know which one will hit. Make it fun so you'll do it regularly.

Watch the Webinar Replay

<http://thejimedwardsmethod.com/trifecta-dashboard/>