

**BONUS CONTENT:**

**Creative Ways to Use Infographics  
for Your Online Business**

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## **Bonus Content: Creative Ways To Use Infographics For Your Business**

Reading written texts can be exhausting sometimes. This is maybe not the case for bookworms, but when you read for the purpose of learning, it can be a tedious task. This is where Infographics come in.

With Infographics, some messages can be conveyed easily and comprehensibly. Most of us would shy away from written texts. They could be, let's face it, dull and boring. Plus, it's hard to absorb all the information from just text.

With Infographics, information can be relayed to everyone, including the ones who would turn themselves off upon seeing rows and rows of texts. There are texts in Infographics, but very minimal because the idea of Infographics actually is to use mainly, but not exclusively, graphics to convey messages.

When these Infographics were designed, each one has its text cut down as much as we could. If we could cut more, we would. But some texts are necessary. That is why we believe Infographics are a powerful way to communicate. It incorporates two mediums into one, which makes communication easier than ever.

**So you've got some Infographics ready to go! But how do you use them, exactly?**

## **Share Them on Facebook, Twitter, &Pinterest**

**When you have these Infographics, you can share them on Facebook.**

For example, if you have a closed company Facebook group and you want to share one of the Infographics that gives pointers on a certain thing, you can do so. It's just a matter of uploading and clicking 'share'.

Perhaps, if you're sharing the Infographic, "How To Deal With Difficult Customers" with your staff or colleagues, you can just do it with Facebook. And we all know that we could use a little help in dealing with difficult customers...

This is how Infographics can come in handy. They provide a helping hand when we need one.

Or you can even upload them on Twitter or Pinterest. The best thing about Pinterest is that, once you've uploaded it there and people click on the image, they will be directed to the source page of the image.

If you upload the image on your website first, then put it on Pinterest, you can direct passive traffic from Pinterest to your website. It's like killing two birds with one stone.

Speaking of birds, you can also upload the Infographics on Twitter. If there's a platform that welcomes the brevity of an Infographic, it's Twitter. It's easy to share on Twitter and people are more apt to read on Twitter, as well.

With you posting relevant contents, and people sharing, you are, like what you would do with Pinterest, increasing traffic and followers passively and indirectly.

## **Share On Company's Closed Network**

**You can share your Infographics on your company's intranet.**

Big companies usually use closed networks where some information or content shared by the staff can only be accessed by the staff. You can upload these Infographics to the closed network to be seen by other members of the company.

Let's use back the "How To Handle Difficult Customers" example as stated before.

If you are running a telemarketing office and you are training new staff members, you can just let them refer to the Infographics as part of their training.

Or even for your staff members who are experienced but need a little reminder sometimes. Infographics are not necessarily a motivational poster that you usually see in office clichés like the picture of the cat hanging from a wire with the words, "Hang In There". But Infographics can provide motivation, in a way.

Oh, speaking of motivational posters...

## **Print Them Out**

**You can print the Infographics out and hang them in your office.**

They can function almost similarly to motivational posters but perhaps not as annoying as cat posters with words of encouragement. However, it's important to note that you may have to adjust a fitting size so that you can get all of the graphics printed.

They make great decorations because all the Infographics were made with vibrant designs. Our designers are professionals who know how to use vibrant graphics to communicate.

But, of course, these Infographics do more than just to decorate. If they were for mere decorations, we might as well just sell you some wallpaper. These Infographics can be reference for your staff, as well, and hanging them on the wall is just a plus to make your office a little sprightly.

You don't have to use cat pictures anymore.

## **Use Them For Personal Use**

**You can refer to them yourself, when you have to.**

Of course, as professionals, it's best that we refer to books and other programs when it comes to having a stronger grasp of knowledge in our field. But a set of Infographics can come in handy.

Use these Infographics for your own personal learning. As mentioned earlier, the Infographics incorporate text and images into one medium, and that is more stimulating than reading an endless flow of texts.

Images when incorporated into text can improve memory. We usually associate memories with images. When there's an Infographic, it provides a great help for you to remember certain things. With these Infographics by your side, it'll be easier for you to remember important pointers as they provide with the best art.

Our designers specialized the designs in these Infographics to complement all the information shared. They are not elements to simply make the Infographics pretty, but also to strengthen the contents of the infographics. They are not distracting. They bring the contents together.

With these Infographics that you can save in your computer, you can study them, even daily, as you're not going to get tired of them. How can you get tired with all these pretty images!

## **Infographic Ideas**

**You can let them inspire you.**

If you are in the information technology business as well and you need inspiration for designs, these Infographics will come in handy.

You can study how we deliver information by harmonizing images and text in one single image. This requires special skills and lots of experience. Above all, you need creativity. And where else can creativity come from other than inspiration?

What we hope to achieve in these Infographics is not just to share information and teach people, but also to inspire.

So, if you were to make your own Infographics and stumped on ideas or just simply feel like there's something wrong with your designs, you can look at ours for inspiration and reference.

## **Promote Your Services**

**You can use the Infographics here that is related to your field to promote your services.**

For example, if you run a Human Resources Outsourcing company, we have Infographics that will show you what to look for in a candidate. Not only can you apply the techniques, you can display it on your official website so that your prospective clients can see your techniques.

In business, when we're offering services, it's important to share some of our methods for promotional purposes, of course. Prospects can see what we are about and they would know what to expect if they become our clients.

You can see this in all of the renowned service providers' websites. They will tell you what they offer to do but only as a sneak peek.

By displaying an Infographic that is related to your method and service, the prospects would be more interested in knowing more about your service. Not only because you display information there, but also because Infographics are fun to read!

Our Infographics are designed to be attention grabbing and fun. They would never overlook it if you display it at your website. It's hard to ignore the Infographic.

For example, if you are a public speaking coach, you can display the "How To Be A Confident Presenter" Infographic on your website.



## **Image For Article**

**You can use it as the image for an article.**

Most articles found online are simplified because that is the age we're living in now - the age of simplicity.

Some news articles provide bullet points at the top of the article so that the readers could see the breakdown of the whole article. People seem to not want to waste time reading anymore.

Anyway, if you have articles that you work on, you can use these Infographics as summary or to complement the article.

Images not only make the contents of your articles more well defined, but also able to grab the attention of casual readers.