

Congratulations on grabbing access to this video course on InfoGraphic Traffic. We're going to help you find out how to bring more eyeballs back to your site via InfoGraphics. But before we go out and we create an InfoGraphic, really what it comes down to is understanding how to create a high converting InfoGraphic. So that starts with the basic fundamentals - that's what we're going to be covering in the next few videos. And then once you understand the breakdown or anatomy of the InfoGraphic itself then we will begin to piece it together, then we can drive traffic, and then you can do everything else. But before you can do that, you have to know the basic fundamentals, right?

So, this is Video #1, which is the introduction. We'll talk about things that you're going to need to have and understanding of your audience and your niche and everything like that before you really begin to think about the colors and the graphics and everything like that. That's actually 10% of this whole process. So, I want you to understand that because a lot of times, we want to jump in. We want to go ahead and create the InfoGraphics right away but the reality is understanding how to create high converting InfoGraphics. Because if we go all out there, we create an InfoGraphic that just looks nice and we don't really make it appeal to our target audience, it's not really going to do any of us any good, right? That's actually the first thing we want to figure out. So, delivering value through information.

So, if you look at a lot of InfoGraphics, it uses statistics, you'll see a lot of facts, which you'll see some sort of value that is being offered to that specific target audience. And that target audience feels like - wow, this is something maybe that would've taken me a while to figure out or maybe it would've cost me money to figure out. So, in a way, it's kind of like a preselling mechanism to help you sell your products and services. Before we get to that point, the key is to get people to become loyal followers. So, that's that preselling mechanism. So, in order to do that, what we need to do is we need to determine your niche. What is your niche or what is your sub-niche of your product and service? People are not necessarily going to be interested in your product or service unless it fulfills some sort of emotion; some sort of problem that they're having in a particular niche. So, obviously, go ahead, pause this video if you need to and jot that right now.

The next thing you'll want to do is determine your target audience. Now, this can be quite broad but you really want it to be as specific as you can. So, a specific niche, a specific audience, and a specific need and desire - like what is their end result? What are they willing to pay money for kind a thing in order to resolve a particular problem? And then of course you can determine your presentation style. So, as you can see, the first two, the niche is 1/3, the target audience is another 1/3, and then the presentation style is the other last 1/3. So, we can see that presentation and graphics and coloring is important. And as you know the specific colors that you put on there can make people feel a certain way and invoke certain emotions and everything like that. So, we'll talk more about that later on. But as you can see, we need to figure out the most important parts of the pieces of the puzzle first. So, I really want you to pause this video if you can

and just jot that down so that you have an idea. Also jot down what you think people are willing to buy. What do you think people are willing to spend time on? And jot those thoughts down. Don't think about having to organize them or fix grammar issues or anything like that – just let your creative mind flow throughout right now.

The next thing I want you to think about is the information that you will be offering. You see, too much information on your page is one sure way to turn people off. Creating InfoGraphics is a great way to engage your audience and keep them interested. Anyway, a picture is worth a thousand words. So, if you can think about it, if you look at a lot of InfoGraphics, we take a look at them and we see statistics, facts and in association with the fact, you see pictures. So, there are more pictures on the InfoGraphic than there are texts. So, if we were to measure them both, you should at the end result see more graphics, more images, more icons than words. So, if you can jot down just the questions, just the desires, just the problems people face right now and then go out and find the pictures and then replace those words with pictures, that's the best way to go about doing this. And that way, your end goal is to get rid of as many words as possible and replace them with pictures.

Before we jump on and move onto Video #2, I want to talk about this video course as a whole. So, you know exactly what to expect, exactly what we're going to talk about in this particular video course and that way, things will be sped up and it will be easier to implement for you.

Video #1 of course is this particular video.

Video #2 is the anatomy of a successful InfoGraphic – so we are going to break things apart so that you understand segment by segment.

#3 - we're going to talk about different styles of InfoGraphics. There are many different angles, many different directions that you can take; I want to make sure that I explain those so that you can pick and choose which one is the best for you.

Video #4 – we're going to talk about strategies to build curiosity within your InfoGraphic. Right off the bat, when somebody takes a look at your InfoGraphic, that should build curiosity from the top to the bottom. It should get them into the mode of really wanting to see the whole InfoGraphic. So, how do you do that? We'll talk about that in that particular video.

Video #5 – we're going to talk about strategies to invoke call to action. Getting somebody to take action is crucial. How do you do that? We'll talk about that.

#6 – we're going to talk about the top tested free and paid tools. So, we're going to give you both sides of the coin. That way, you can pick and choose what is best for you if you

want to test whatever InfoGraphic tool you can or you can just simply use Piktochart, which is what we recommend and that's what we're going to be using in Video #7.

Video #8 – we're going to talk about how to promote your InfoGraphics on social media.

Video #9 – we're going to talk about bonus ninja tricks and how you can get a flood of visitors to your InfoGraphics. So, Video #9 is a bonus video that will help you take things further on. But the real goal of this video course is to show you how to create high converting InfoGraphics. But how do you take it beyond that? How do you drive traffic? So, that is going to be Videos 8 and 9.

So, with that said, let's move onto Video #2 and that is The Anatomy of Successful InfoGraphics.