

So, in Video #7, we are going to talk about how to create InfoGraphics with Piktochart. To access Piktochart, simply go to Piktochart.com. When you get to the front side, you'll be able to see a button that says Start for Free. Click that button. Go ahead and create an account because we'll see you on the inside.

Before I continue, I want to say that even though you can create a free account, there are limitations so just keep that in mind. There are two plans as you can see – a Lite version and a Pro version. The Lite version allows you to access templates, access icons, however you cannot remove the watermark, you cannot save it to PDF, and you cannot do these other things here. But with the Pro version, you can do a lot more such as save it to PDF file and to other different types of files as well. But as you can see, it is about \$29/month. But if you plan to utilize this strategy to really skyrocket and get a lot of flood of traffic, then this is a great tool to have. We've tested a lot of the other tools and really, we found Piktochart to be one of the best as far as being newbie friendly and being advanced friendly as well.

As you can see, this is what it looks like on the free level itself so that way, you have a good idea of what it looks like on the inside. Of course, you can upgrade in the future whenever you want to. As you can see, Piktochart provides you with InfoGraphics, presentations, posters, and reports. These are four different possible medians that you can attempt. Now obviously, this video course surrounds InfoGraphics but you can create these other ones here as well. Now, if we click on InfoGraphic here, we can see all the free templates. As you could see, if we moved to poster, you can see that it has actually changed down below. So clicking InfoGraphic allows us to see all the free templates that are available to you.

Even within the free level, there's a lot of free templates that you can use. As you can see, there is a limitation. To upgrade to Lite and Pro, you're going to get access to a lot more InfoGraphics that look a lot nicer, that have more of an upgraded look as you can see here. Now, on the free level, let's go ahead and click one of these. Let's go ahead and click this one here. We can click on Preview to see if we really like it and when you're ready, you can click Create. So, as you can see here, this one says 2014 Startup. Even though it says something that may not relate specifically to what we want, remember that you can always change the template around to make it look how you wish.

For example, if we double-click here, you can change the text, you can change the font – and there are so many different fonts here but like I said, you do not want to pick too many different font types. So, pick something that's simple; pick something that's not too fancy. Let's say something like ... and you can change the color, you can change the background of the color, you can change the icons. If you double-click this, you can always move the icon around. As you can see, this is on a circle. We can move the circle around, we can move the icons around; we can even import icons as well. As you could see, there are different icons here. We can simply pull them, drag and drop them in, we

can increase the size, decrease the size, you can sort through tons of different categories of icons. So besides icons, we have photos as well – series, we have photo frames, we have shapes and lines, we also have uploads so you can upload your own images as well. You also have background images. We have text. So, we could pull in different types of texts and different logos as you could see here. You can even customize the logo as well. You can also add videos. If I click on Video here, you can add videos by entering the YouTube URL or the Vimeo URL. Keep in mind that YouTube and Vimeo are actually supported. You also have access to maps so you can look at the world map preview. But let's say for example that we only want to focus in on a specific area. Let's say for example, we want to do United States. We can see that it focuses in. we can also focus in on very specific states. We can insert maps.

You can also insert charts. Obviously, to create charts, you have different charts that you can include. If you look at a typical InfoGraphic, you'll notice that they have a lot of charts. This is a great way to express data and numbers like I said earlier. We have triangle bars, we have horizontal bars, we have lines, we have areas, we have dots, pies – which you'll see a lot of these, stack Venn diagrams, icon matrix, gradient hierarchy, gauges, donuts, swatch, and of course progress bar. As you can see, we can always edit these over here. for example, we can make this into \$50 and as you can see, that changes. So, we have Apples, Oranges, Berries – we could easily change this to Cherries and it changes here too. So, it's very dynamic in the sense that you can edit things, insert them, you can edit charts and you really can add different things to your InfoGraphic.

Obviously, just to get started, I would recommend you taking a look at the template, copying the template, taking things out, removing it, replacing them with your information. Once you get comfortable utilizing Piktochart, that's when I recommend that you go all out. Go with icons, switch them out, and get a hang of this tool because it's super as you can see to use.

And of course, you can download different files, different sizes, different file formats, PNG or even JPEG as the free version goes. Of course, there is a watermark so you want to upgrade if you want to remove the watermark. What I recommend you do is just use it, get acquainted with it, understand it and when it comes the time for you to really start driving traffic, then upgrade to the paid level. So, that way, you get a pretty good head start.

And of course, you can publish, share – to share and to do private, you obviously have to upgrade as well. So, these are the reasons why we like Piktochart but I'm not saying that you have to stick with them. You can try other ones. Test them out. See how you like them and go from there.

With that said, let's move onto Video #8 and let's talk about driving traffic to your InfoGraphic by utilizing social media.