

Engage and Attract Your Target Audience with Visuals

Create & use visual content to explode your business



YOUR TRUE POTENTIAL

IGNITE YOUR POWER WITHIN

Workbook

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Introduction

1. Using the benefits covered in the module as a starting point, write down 2 or 3 ways that improving your use of visual content could help your business.

- Visual content is memorable
- You can take in visuals at a glance
- They're highly engaging
- You can show rather than tell
- They create an emotional connection
- They're versatile
- There's no language barrier
- Visuals are excellent for branding
- There's a wide variety of types of content

How Improving Visuals Will Help Your Business

Identify the Visuals that Resonate

1. Using the worksheet, create a visual profile of your target market.

Include:

- a. Where your audience views visual content online
- b. The types of visual content your audience prefers

	Your Target Market
Demographics	
Psychographics	
Where they view visual content	
Types of visual content they prefer	

VISUAL CONTENT

2. Find some examples of visual content that have been produced by your competitors.
 - a. Make notes on what you like and don't like about their content.
 - b. Note what you could do to make your visual content different.

Content	What You Like/Dislike	How You Can Make Yours Different

Plan Your Visual Content Focus

1. Write down the overall goals for your visual content

Your Content Goals	
1	
2	
3	

2. Make a list of all of the content you currently have that you can repurpose into visual content that meets your goals

Content You Have	Notes

Enhance Engagement with Your Branding

1. Specify the key elements of your brand that you'll need to incorporate into your visual content. Note location of current files and information that you already have.

Logos	
Colors	
Fonts	
Layout	
Framing/Borders	
Style	

Create Your Attention-Grabbing Visual Content

1. Complete the visual content worksheet including details of all of the elements you'll incorporate into your visual content.

Content Type	
Canvas Size	
Fonts	
Colors	
Imagery	

2. Go ahead and create at least one piece of the visual content you outlined, following the tips from the module.

Publish Your Visual Content for Maximum Visibility

1. Note where you'll publish your new visual content and what format you'll use for each place.

Location	Format

Conclusion and Next Steps

1. List the tasks you'll need to complete to finish creating your new visual content, or to go on and create the next piece. Include deadlines for each task.

Task	Notes	Deadline