

# How To Make An Infographic Like A Pro

## *In 7 Easy Steps*

*Are you excited to dive into the world of infographics? Infographics are 30 times more likely to be read, and the highest shared content!*

*Let's take it step-by-step, and then before you know it, you'll have a beautiful finished infographic that you can share.*

### **Step 1: Find A Topic**

There are a few key questions to ask before you choose your topic:

What are people asking about?

What problem does your audience have?

What current ideas could be better explained?

What is the goal?

*Choose a topic based on the answers to the questions above.  
Creating an infographic from a post you've already written? Skip to step #3.*

## Step 2: Do Your Research

- Say hello to Google. Find everything you can on that subject.
- Start with the large sources.
- Dig a little further. What other information can you find?
- Search for the opposing viewpoint to get more perspective.
- Look for numbers, statistics, and data.
- Choose a metaphor that can turn your data into a story.

## Step 3: Gather Visual Inspiration

- Find examples of charts and graphics.
- Check out Pinterest, Dribbble, or Behance for design inspiration.

What do your readers seem to be drawn to visually?

Look at your examples. What was successful about them?

Look at them again. What could be improved?

## Step 4: Design

Evaluate your time. Do you want to design the infographic yourself or hire someone?

### Option #1: Outsourcing.

- Check out sites like 99Designs, Fiverr, and DesignCrowd.
- Do your research on what they all entail as far as the design process.
- If a design contest isn't the route you'd like to go, check out Dribbble or Behance to find a designer directly.
- Set your price, and communicate well with your designer.
- Share your goals, who your audience is, and any additional specifications.

## Option #2: Create It Yourself

- Choose which tool(s) you'd like to use to design in: Visualize, Easel.ly, Piktochart, Infogr.am, Visual.ly, Venngage, Get About, Visme.co, or Canva
- Choose a main color scheme with Adobe Kuler.
- Organize your story into three major sections, and then design each one.
- Fill in the captions, details within those major sections.
- Don't forget about your intro and conclusion.

## Step 5: Review

- Display your infographic in either print or digital format.
- Take a step back from your infographic to ask yourself:
  - What do you see?
  - Is anything standing out too much?
  - What needs to stand out more?
  - Does the story flow nicely from start to finish?
- Ask family, friends, and co-workers for their advice.

## Step 6: Complete The Design

- Take all your feedback and fine tune your infographic.
- Add a call to action that matches the goal of your infographic.
- Add the resources used at the far bottom of your infographic.
- Add any branding elements such as your name or logo.
- If sharing on the web, export your design for web resolution.
- If printing, save your infographic with the highest possible resolution.

## Step 7: Publish and Share

- Let's share it with the world!
- Find the correct size for the social network you'd like to share to.
- Save your images accordingly.
- Use the 'Best Times To Share' guide to schedule your messages.
- Sit back and watch the traffic come in!

*There you have it. Everything step by step to complete your very first infographic! Choose your topic, make sure you have some awesome data to back it up, create the story, design, gather feedback, and then share it with the world!*

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*—Jay Bear, Founder of Convince and Convert*



**Michael Hyatt**  
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