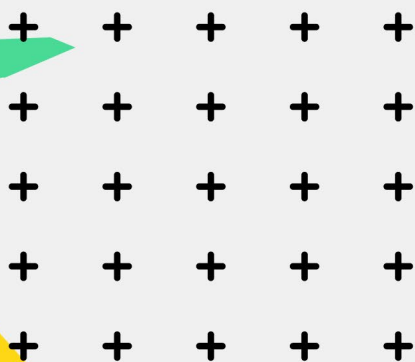


DESIGN PICKLE®

5 GRAPHICS

EVERY ONLINE
CONTENT CREATOR
NEEDS IN 2019



5 GRAPHICS EVERY ONLINE CONTENT CREATOR NEEDS IN 2019

You're already making BIG moves towards dominating as a content creator. You're building your personal brand, curating and publishing content on a regular basis, and working consistently to expand your reach and engagement.

So what's the crucial necessity that you're missing? GRAPHICS.

In today's digital world, your online traffic is more scrutinizing than ever. This is where professional graphic design comes in.

First impressions matter and your traffic will judge your brand in just a few seconds based on visual appeal alone. Innovative and high-quality graphic design gives you and your brand credibility — a priceless value that can't be overlooked.

So what types of graphics should you be focusing on as a content creator? Keep reading for our top five...



1. BLOG HEADERS

Your blog header is one of the first things that visitors to your website will see, so it serves as not just a fashionable visual, but a functional piece of your overall brand. A good rule of thumb is to start with a background image that appeals to your target demographic, then overlay with a one-line call-to-action.

2. EMAIL TEMPLATES

Email marketing is a key part of your online brand, serving as the main communication mechanism with your audience. Whether you want to promote a product or tell your story, the right template will be an extension of your content, utilizing similar fonts, colors, textures, and mood.

3. SOCIAL MEDIA GRAPHICS

Branding your social media graphics matters big time for your business. No matter what social media platform you're using, you'll want people across all networks to be able to recognize your brand. It's a great way to get people to remember your brand no matter what social network they're on. Creating consistent and memorable brand imagery will catch your audience's eyes and remind them, "hey, I recognize that brand!"

4. PROMOTIONAL WEBSITE GRAPHICS

Paid ads, flash sales, and promotions are an exciting part of your brand - it's where you make money! The best promotional graphics don't just capture attention, but they drive a need for action from your audience. You only have a few seconds to capture attention. Do your best to make your promotion as original - graphically and textually - as possible, with plenty of eye-catching design.

5. E-BOOK & LEAD MAGNETS

How do you craft yourself as a guru in your niche? Through effective digital resources like e-books and lead magnets. It's not just about the content - it's how you present it, and this is where professional graphic design comes in. Four main components to e-book covers: images, fonts, background, and color. Just like all the other graphics, creating one that is cohesive with your brand will make the most impact with your content.

1

BLOG HEADERS







Get Customers Buzzing on Social Media



Work With Local Media to Attract Customers



Use PPC Advertising to Help Customers Find You



Use Email to Keep Sales Coming in

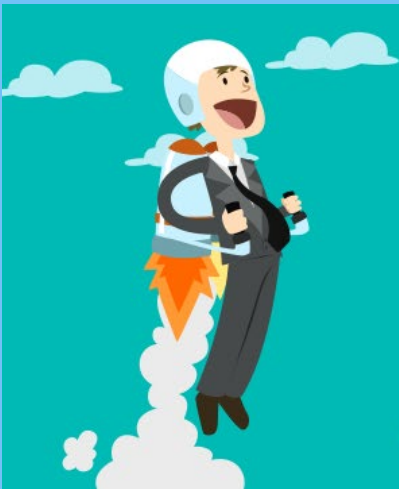
Webinar: Measuring CX 101

Where and How to Measure CX to Optimize
Your Customer Journey

WATCH NOW



7 TECHNIQUES TO TURBOCHARGE EMAIL LIST GROWTH IN 2016





2 EMAIL TEMPLATES

MONSTER
LEAD GROUP



Branches Setting New Records Using
This Conventional Marketing Program

Last month we improved the way we target Conventional loans and the results were extraordinary. Here is a snapshot of the results one of our clients had over the last 4 weeks:



There is enough data to continue to get these results. If you are interested contact todd@monster-lead.com and let's see if you are a good fit for this program.

LEARN MORE CONTACT US

3 articles you'll love



Little secrets to bigger loans
How this mortgage company set new records...



Get out of your own way and watch your revenue climb
What's the secret to more sales? It's pretty simple...



Check out this new tech that's taking the industry by storm
"The mortgage industry will never be the same"...

BEST SALES TRAINING EVER

Meet the team that will set your sales team on fire
MBS Highway is the industry leading...



Lorem Ipsum



Lorem Ipsum



Lorem Ipsum

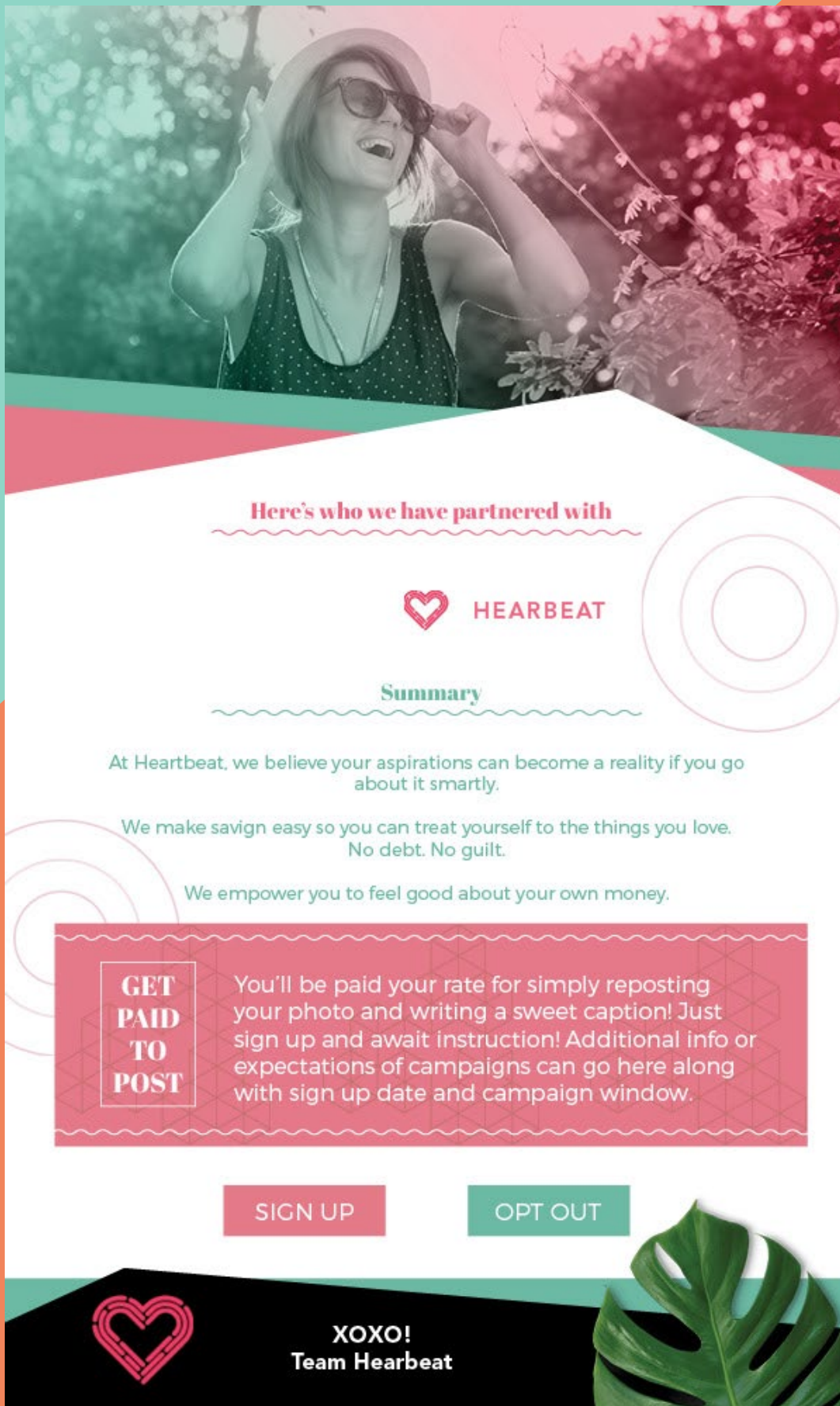


Lorem Ipsum

Quote of the day

"Don't look backwards when you're trying to go forwards"
- Smart Guy Quote

10999 Red Run Blvd, Suite 215 | Owings Mills | MD 21117



DETOX YOUR LIVER FROM ALCOHOL

SHOP NOW

1


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim



2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation



3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation



4

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex

BESPOKE TAILORS



TITLE TEXT HERE

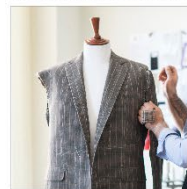
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur consectetur elementum mauris sed consectetur. In hac habitasse platea dictumst.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur consectetur elementum mauris sed consectetur. In hac habitasse platea dictumst.

TEXT HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur consectetur elementum mauris sed consectetur. In hac habitasse platea dictumst.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur consectetur elementum mauris sed consectetur. In hac habitasse platea dictumst.



TEXT HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur consectetur elementum mauris sed consectetur. In hac habitasse platea dictumst.

TEXT HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur consectetur elementum mauris sed consectetur. In hac habitasse platea dictumst.



All Garments are Custom Tailored to Your Preference & Measurements

4 IN-HAND PACKAGE \$1,799

- Three Custom Tailored Suits
- Four Custom Tailored Dress Shirts
- Two Ties

WINDSOR PACKAGE \$1,899

- Three Custom Tailored Suits
- Four Custom Tailored Dress Shirts
- Two Ties
- Monogram Name in Three Custom Tailored Suits
- Monogram Initials on Four Dress Shirts

BOW TIE PACKAGE \$2,299

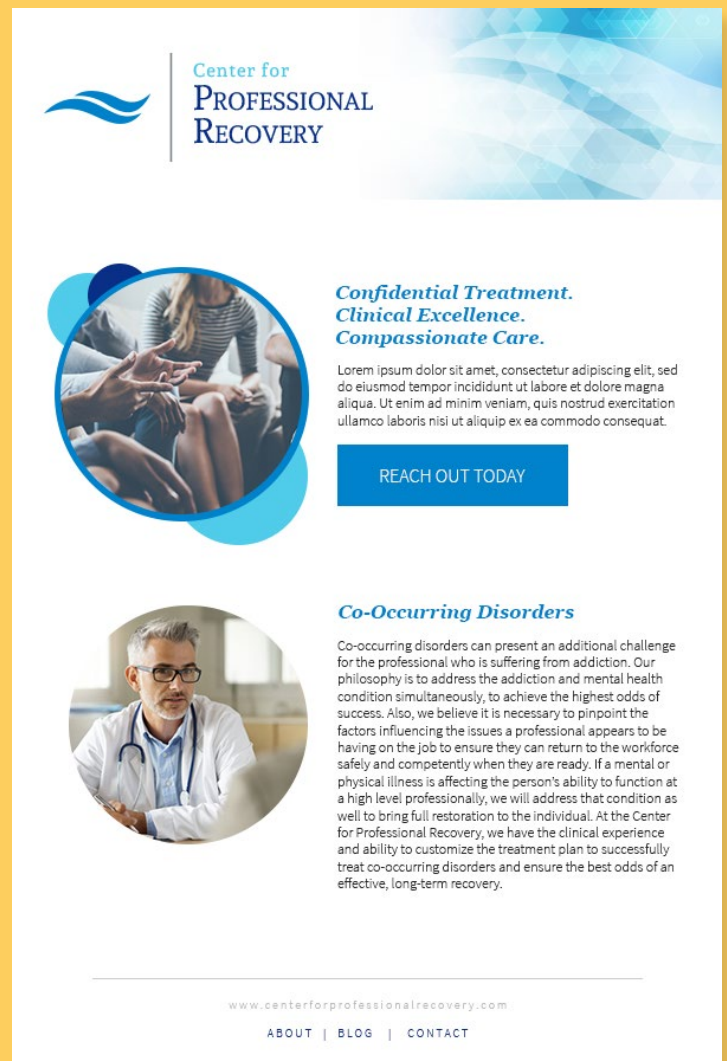
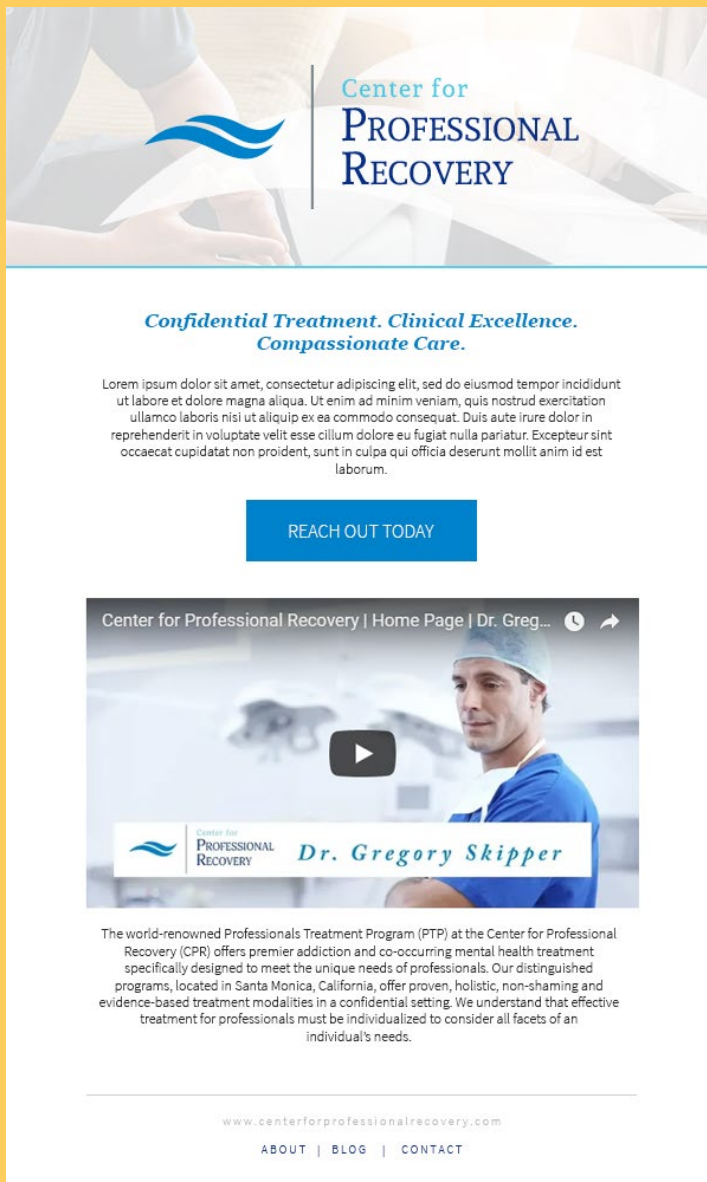
- Three Custom Tailored Suits
- Five Custom Tailored Dress Shirts
- Two Ties
- Monogram Initials in Five Dress Shirts
- Monogram Name in Three Suits

PRINCE ALBERT PACKAGE \$2,799

- Four Custom Tailored Suits • Five Custom Tailored Dress Shirts • Five Ties • One Extra Pair of Pants
- Two Upgraded Liners • Monogram Initials on Five Shirts • Monogram Name in Five Suit Jackets



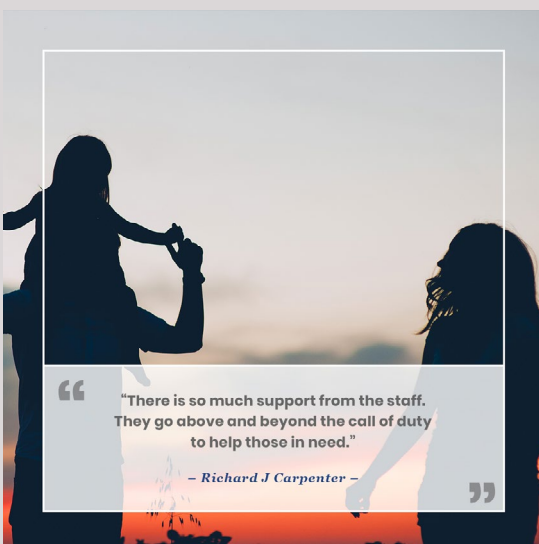
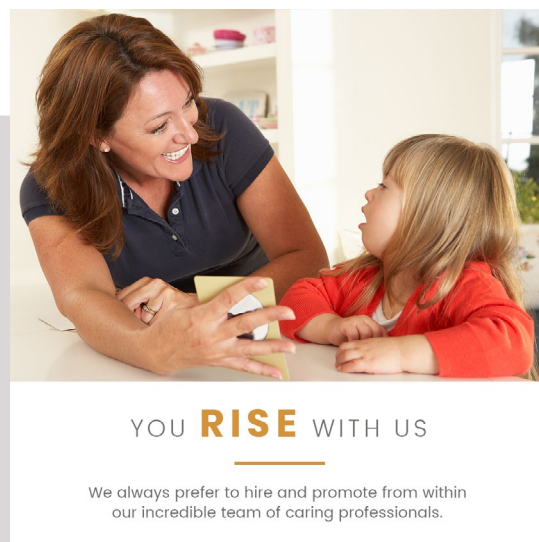
© 2018



3

SOCIAL MEDIA GRAPHICS













4 PROMOTIONAL WEBSITE GRAPHICS



THE MADNESS OF *Motherhood*

A One-Day Intensive...
Because Parenting Is No Joke.

April 8, 2017 | 9AM - 4PM
Trinity Church of Wheat Ridge

\$35 online

\$45 at the door

Register online by April 5th
(madnessofmotherhood.eventbrite.com)

Lunch sponsored by



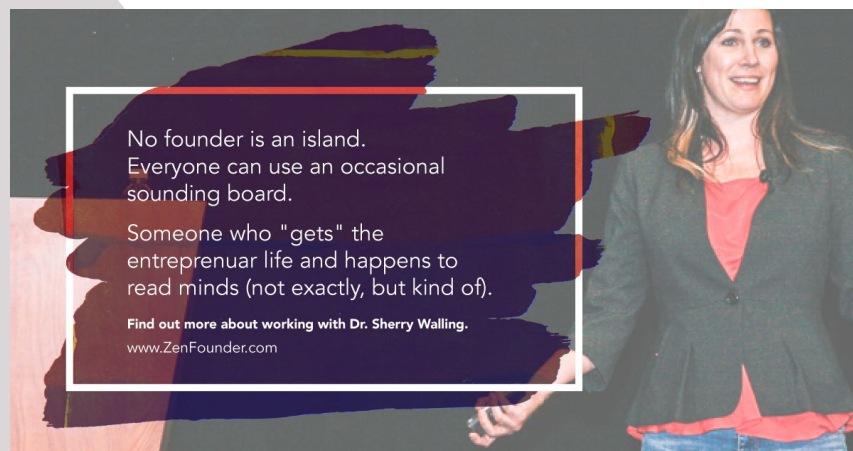
Ever feel like you love your kids, but not sure you're doing this whole "parenting" thing right? Ever feel alone? Frustrated? Or that you just need a huge dose of encouragement as a mom? Then join us for a day of incredible general sessions, delicious food, sweet surprises, and space to breathe.

Presenters:

Julie Thomas
Dee Dee Woodman
Nicole Espy

Jes Olson
Natalie Twedell
Lisa Williams

Paula Valenta
Brenda Kaker
Shanna Schmitz



WELCOME TO THE EMPIRE!

THIS IS HOW TO GET STARTED



MEET YOUR MENTORS



HOW TO USE THE WEBSITE + COMMUNITY



ADVICE FROM PREVIOUS MEMBERS



FIRST STEPS OF E-COMMERCE SUCCESS

► THIS IS WHAT YOU CAN EXPECT:

1

2

3

4

5

6

7

8

9

CHECK OUT THE BONUS SESSIONS

JOIN THE **facebook** COMMUNITY

P.S. Email updates will be coming from
 >>>>> will@startupbros.com <<<<<<<<

5

**E-BOOK/
LEAD MAGS**

10

BLOG POSTS YOU CAN WRITE IN 10 MINUTES OR LESS

BY RENAE GREGOIRE • WWW.INEEDCOPY.COM

Blogging consistently is a lot easier if you mix meaty, thoughtful posts with lighter bits that keep you in touch with your audience. Just keep in mind that the authorities say your post should be at least 300 words.

HERE ARE 10 BLOG POSTS YOU CAN WRITE IN 10 MINUTES—OR LESS!

1 A LISTICLE POST
Just like this one!

2 A NEWS POST
Did you update your certification?
Are your office hours expanding? Blog about the happenings in your world.

3 A FUNNY THING THAT HAPPENED POST
Have a <facepalm> experience that will help your prospects and customers avoid similar pains? Share it!

4 A RANT POST
Did a poor experience fry the circuits in your brain? Vent, but keep it respectful, and try to draw a lesson learned.

5 AN FAQ POST
Did you just answer the same question about your work—for the umpteenth time? Write it up as a blog post and point the next person who asks you to it.

6 A ROUNDUP POST
As you surf the web, bookmark pieces that would be of interest to your audience, and then share those gems in a weekly roundup post.

7 A RESOURCE POST
Did your Wordpress maintenance firm do a bang-up job of restoring your site after a hack? (True story!) Write it up; share the love.

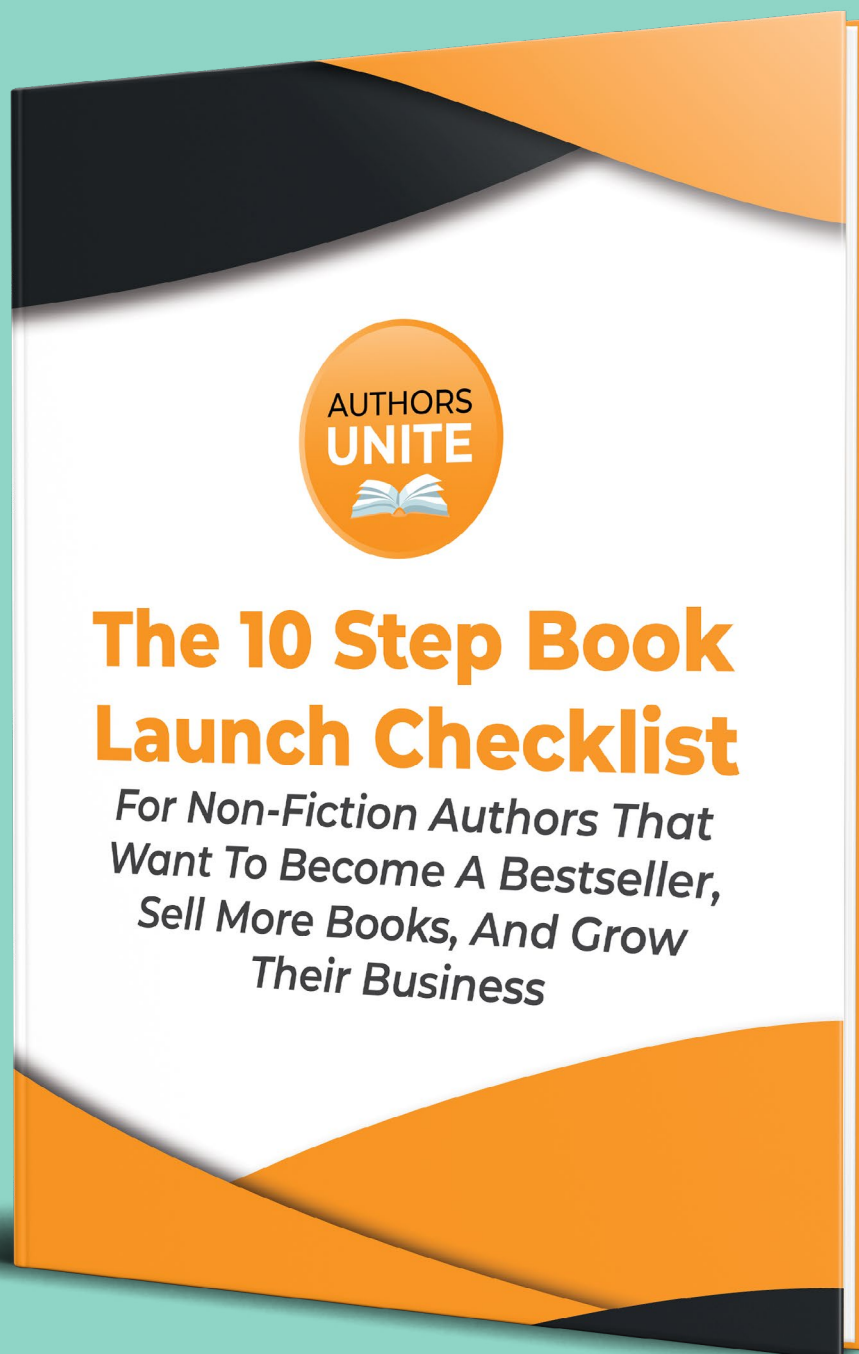
8 A SUCCESS STORY POST
Did a customer just leave you words of praise? Ask if you can share their story as a write-up on your blog.

9 A VIDEO POST
Yes, video counts! Create a short video in which you answer a customer question, share a tool, or praise a vendor's generosity.

10 A WHAT-IF POST
Help your prospects dream a little by posing a what-if question, and then elaborating on the answer.

There you have it — 10 blog posts you can write in 10 minutes or less. Enjoy!
P.S. Without graphics or design, this post took me 10 minutes to write from start to finish.
P.P.S. Without this P.P.S., and without the title, this article is 340 words.









DID YOU FIND **THE ONE?**

Submit a design request today by signing up!
On-demand, flat-rate graphic design support. Powered by people.

LEARN MORE