



Presented by
[MyNAMS Insiders Club](#)



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Ultimate Guide to Blog Visuals

CHECKLIST

- I understand that the right visual elements can help augment my blog's unique voice and messages
- I realize that the right visual elements can add life, value and impact to my words
- I understand that visuals can help engage my visitors' emotions and senses, as well as their brains
- I am ensuring that my visuals help qualify and polarize my visitors, so that they attract the right ones and help repel the wrong ones
- I am getting into the habit of examining and keeping an eye on current graphics and visuals trends
- I have implemented a plan to keep track of both facts and the latest visual trend statistics and demographics
- I have noted that the perfect ratio of graphic content to text equals one graphic every 75-150 words—no more; no less
- I am now considering enhancing my blog with many different types of visuals, including:
 - Image quotes
 - Cover photos for your podcasts (consistency; branding)
 - Embedded videos
 - Photographs
 - Illustrations
 - Charts and spreadsheets
 - Icons and avatars

- Branding elements
- Games, quizzes, polls (yes, these can count as visuals)
- Screenshots
- 3D images
- Cartoons
- Graphs
- Pie charts
- Diagrams
- I am checking out SaaS sites and tools, to see which ones are going to work best for me and my visuals creations
- I have signed up for my favorite SaaS site newsletters and blog feeds
- I understand the basic principles of strong design:
 - Lots of 'white space'
 - Colors that "brand" your blog
 - A strong focal point to your graphic
 - At least one area of dramatic contrast
 - High quality graphics
 - Fonts that support your message and help your text stand out
- I am optimizing my blog photos for mobile, and making sure they stand out clearly in reduced mobile screen size
- I am being vigilant about unrecognized elements in my graphic images that might contradict or undermine my blog's message

- I am asking myself questions like:
 - "Is there anything in this graphic that contradicts or undermines my main message?"
 - "Is this the best type of visual to illustrate this post?"
 - "How can I kick this up a notch? What would give this graphic/video/photograph even more impact?"
 - "What grabbed me about this graphic/video/photograph? What stirred my emotions?"
- I always make sure that stock photo sites I use:
 - Are cleared for commercial use
 - Have obtained model release forms for photographs of people
 - Have all the types of graphic elements I need
- I have familiarized myself with copyright and trademark processes such as:
 - Fair Use
 - Editorial Use Only
 - Creative Commons licensing
 - Public domain use
- I am looking for multiple ways to use photographs and images on my blog, including:
 - Proof that I practice what I preach (photos or videos of me in action)
 - Showcasing successful clients
 - Verifying awards that I or my clients have won
 - Sharing photos of scenes and topics clients can identify with

ULTIMATE GUIDE TO BLOG VISUALS: CHECKLIST

- ☐ Displaying information highlights
- ☐ Other_____
- ☐ I am also mixing mood and purpose in my visuals to help produce:
 - ☐ Playful photos
 - ☐ Product shots
 - ☐ Step-by-step “how to” diagrams
 - ☐ Location shots
 - ☐ Personal shots
 - ☐ Inspirational shots
 - ☐ On-the-scene shots (events, awards)
 - ☐ Viral shots
 - ☐ Book cover shots
 - ☐ Podcast cover photos
 - ☐ Backgrounds
 - ☐ Other_____
- ☐ I am aware not to upload my videos to my blog and store them on my own server
- ☐ I am uploading and storing my videos on sites like YouTube and Vimeo
- ☐ I am aware that I can:
 - ☐ License videos from stock sites
 - ☐ Invite clients and readers to share video testimonials about my coaching or products
- ☐ I am considering outsources visuals like diagrams, logos and freehand drawing to professional designers

ULTIMATE GUIDE TO BLOG VISUALS: CHECKLIST

- I am aware of typography as a design element
- My fonts reinforce my message
- My fonts are clean, crisp and stand out
- I am considering checking out graphics courses and memberships, as well as signing up to design magazines and blogs
- I am looking for ways to be creative, including trying out effects and tactics such as:
 - Applying vintage or sepia effects
 - Applying different filters
 - Experimenting with physical filters: For example, shooting through a plastic bottle, or draping a nylon scarf over my lens.
 - Using plugins and apps
 - Featuring kids' drawings
 - Featuring subscriber photos
 - Sharing video doodles
 - Other_____
- I am making sure my blog pages strike a balance between text and design, to reinforce a single message
- I am keeping a graphics journal
- I am ready to make my blog more visually appealing!

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