



Do-It-Yourself Billion Dollar Graphics: 3 Fast and Easy Steps to Turn Your Text and Ideas Into Persuasive Graphics

Mike Parkinson

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Mike Parkinson's Do-It-Yourself Billion Dollar Graphics reveals the graphic steps, tips, and tricks you need to increase your success rate by 43% or more. Clear, compelling visuals are proven to make you and your organization more successful. Talking with pictures is one of the fastest ways to communicate with, educate, influence, and motivate your audience. This book shows busy professionals how to quickly turn text and ideas into powerful graphics. Do-It-Yourself Billion Dollar Graphics uses real-world graphic examples that helped to win million and billion dollar contracts for Mike's clients. Each chapter details the steps needed to translate ideas into winning graphics: the three steps to creating a successful graphic, four methods of conceptualization, design techniques, three traps and seven rules of graphic communication, and samples of successful graphics. Includes a Virtual CD, which allows readers to access a password-protected website for free graphics, graphic templates, PowerPoint templates, and article downloads, so they can begin applying the process and best practices taught in the book.

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