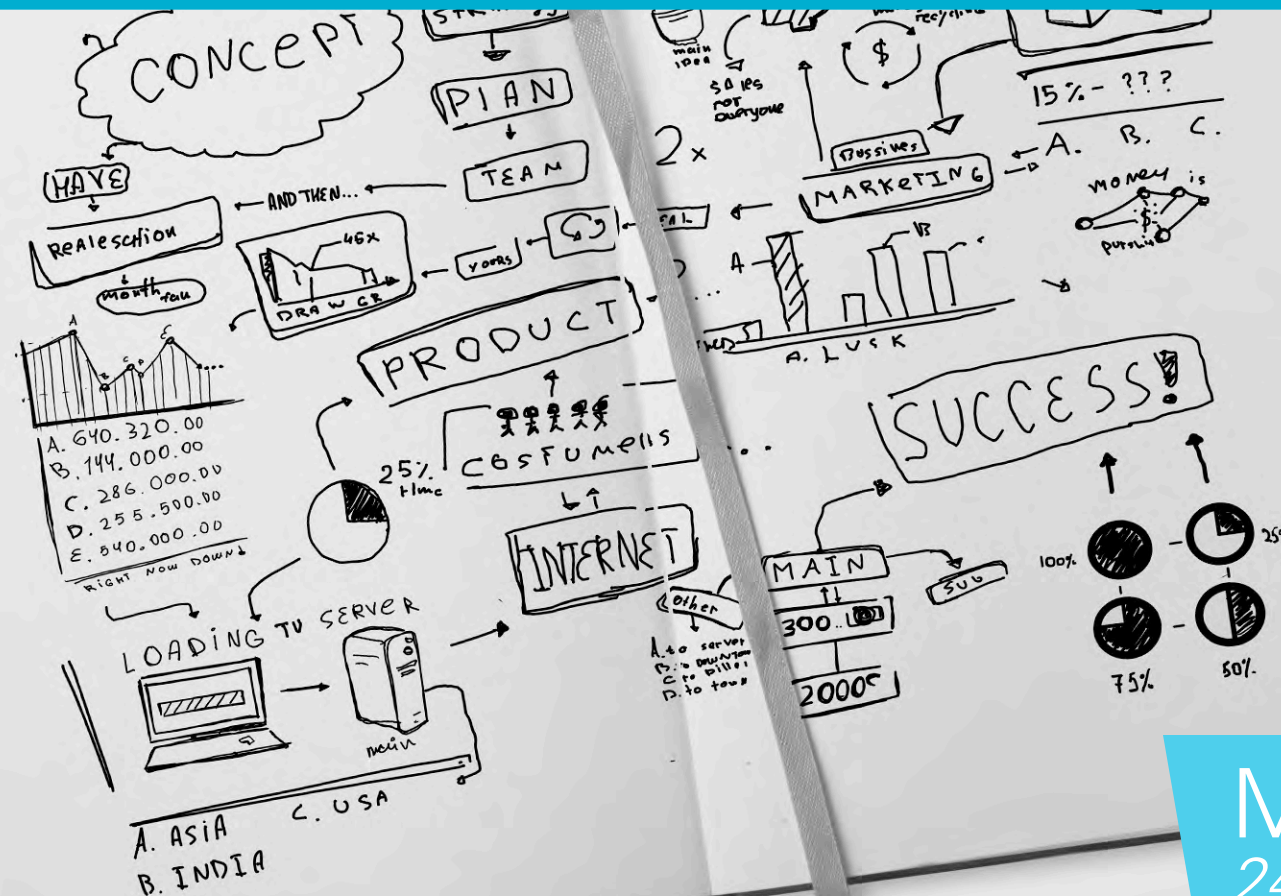


A DIY Guide to Making Winning Proposal Graphics



Mike Parkinson
24 Hour Company

50% Concept



Audience

Step 1

Know your audience.
What motivates them?
What do they want?



Message

Step 2

Know your message.
One sentence. If your
goal is to motivate,
include a benefit.



Explain or
Prove

Step 3

Explain or prove your
message. Use
quantitative data to
validate assertions.

WINNING Proposal Graphics



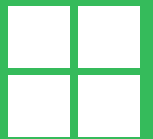
50% Render



Chunk

Step 4

Break your explanatory
text into bite-sized
chunks.



Assemble

Step 5

Assemble the chunks
to tell a story or show a
process.



Visualize

Step 6

Add icons and symbols
and/or use a visual
metaphor, simile or
analogy or help clarify.

MIKE PARKINSON'S
Graphic Cheat Sheet

	Simple <small>The information is best presented in a way that is easy to understand.</small>	Complex <small>The information is best presented in a way that is easy to understand.</small>	Quantitative <small>The information is best presented in a way that is easy to understand.</small>
Hierarchy	[Icons: tree, funnel, pyramid, etc.]	[Icons: complex flow, network, etc.]	[Icons: bar chart, line chart, etc.]
Architecture or Structure	[Icons: building, floor plan, etc.]	[Icons: complex structure, etc.]	[Icons: bar chart, line chart, etc.]
Process or Flow	[Icons: flowchart, funnel, etc.]	[Icons: complex flow, network, etc.]	[Icons: bar chart, line chart, etc.]
Cause and Effect	[Icons: funnel, flowchart, etc.]	[Icons: complex flow, network, etc.]	[Icons: bar chart, line chart, etc.]
Comparison <small>(Another option is to show two of the same graphic type and highlight the similarities and differences between both.)</small>	[Icons: bar chart, line chart, etc.]	[Icons: complex flow, network, etc.]	[Icons: bar chart, line chart, etc.]
Synergy	[Icons: bar chart, line chart, etc.]	[Icons: complex flow, network, etc.]	[Icons: bar chart, line chart, etc.]
Relationship <small>(These graphics focus on the relationships between elements. The graphic types pictured here are those most often used.)</small>	[Icons: bar chart, line chart, etc.]	[Icons: complex flow, network, etc.]	[Icons: bar chart, line chart, etc.]
Transition	[Icons: bar chart, line chart, etc.]	[Icons: complex flow, network, etc.]	[Icons: bar chart, line chart, etc.]
Amount or Value <small>(These graphics focus on the amount or value of elements. The graphic types pictured here are those most often used.)</small>	[Icons: bar chart, line chart, etc.]	[Icons: complex flow, network, etc.]	[Icons: bar chart, line chart, etc.]
Time <small>(These graphics focus on the amount or value of elements. The graphic types pictured here are those most often used.)</small>	[Icons: bar chart, line chart, etc.]	[Icons: complex flow, network, etc.]	[Icons: bar chart, line chart, etc.]
Physical Description	[Icons: bar chart, line chart, etc.]	[Icons: complex flow, network, etc.]	[Icons: bar chart, line chart, etc.]
Location or Distance	[Icons: bar chart, line chart, etc.]	[Icons: complex flow, network, etc.]	[Icons: bar chart, line chart, etc.]
Protection or Isolation	[Icons: bar chart, line chart, etc.]	[Icons: complex flow, network, etc.]	[Icons: bar chart, line chart, etc.]

GRAPHIC CHEAT SHEET!

- Graphic Types...
- building block graphic
 - calendar
 - canal/stack chart
 - chain graphic
 - circle chart
 - collage
 - connector ball graphic
 - cross section diagram
 - cutaway diagram
 - gantt chart
 - gauge graphic
 - gear graphic
 - herringbone graphic
 - hub and spoke graphic
 - icons & symbols
 - illustration
 - line chart
 - looping graphic
 - map graphic
 - pie chart
 - point chart
 - powerPoint template
 - process diagram
 - pyramid graphic
 - radar chart
 - report diagram
 - tree diagram
 - view diagram
 - waterfall diagram
 - zipper graphic

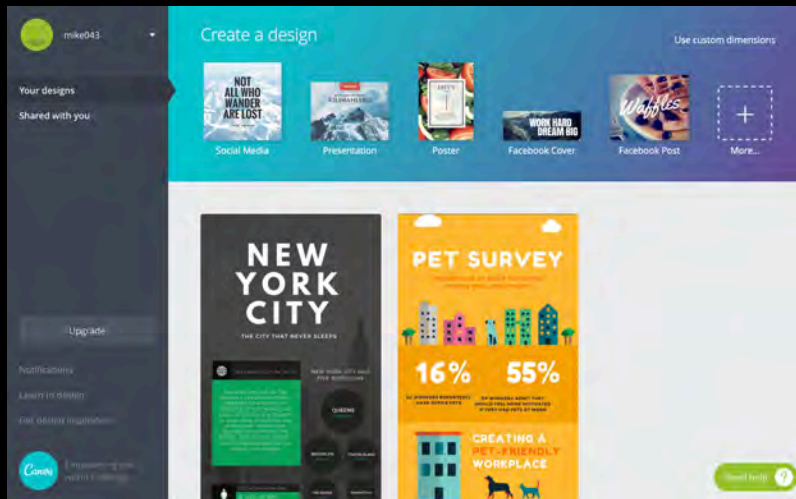
Combine graphics and use icons, symbols, and photos to build an infinite number of graphs.

Creative Training
 Mike@BillionDollarGraphics.com
 (61) 703.608.9568
 Mike Parkinson
 @Mike_Parkinson

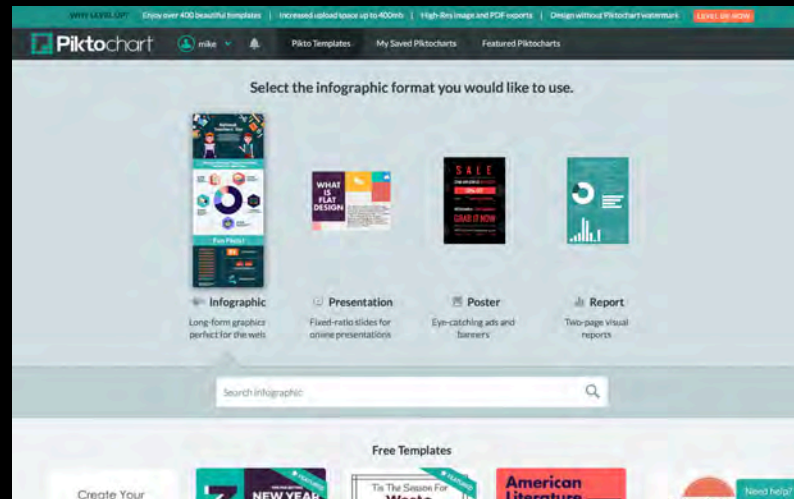
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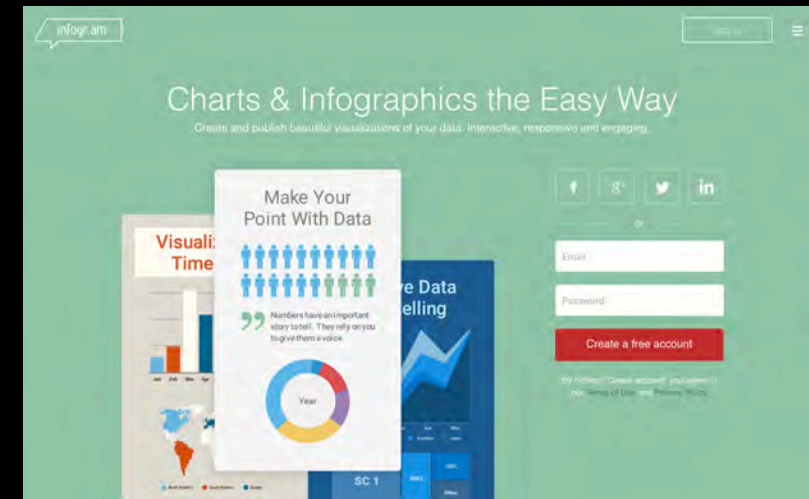
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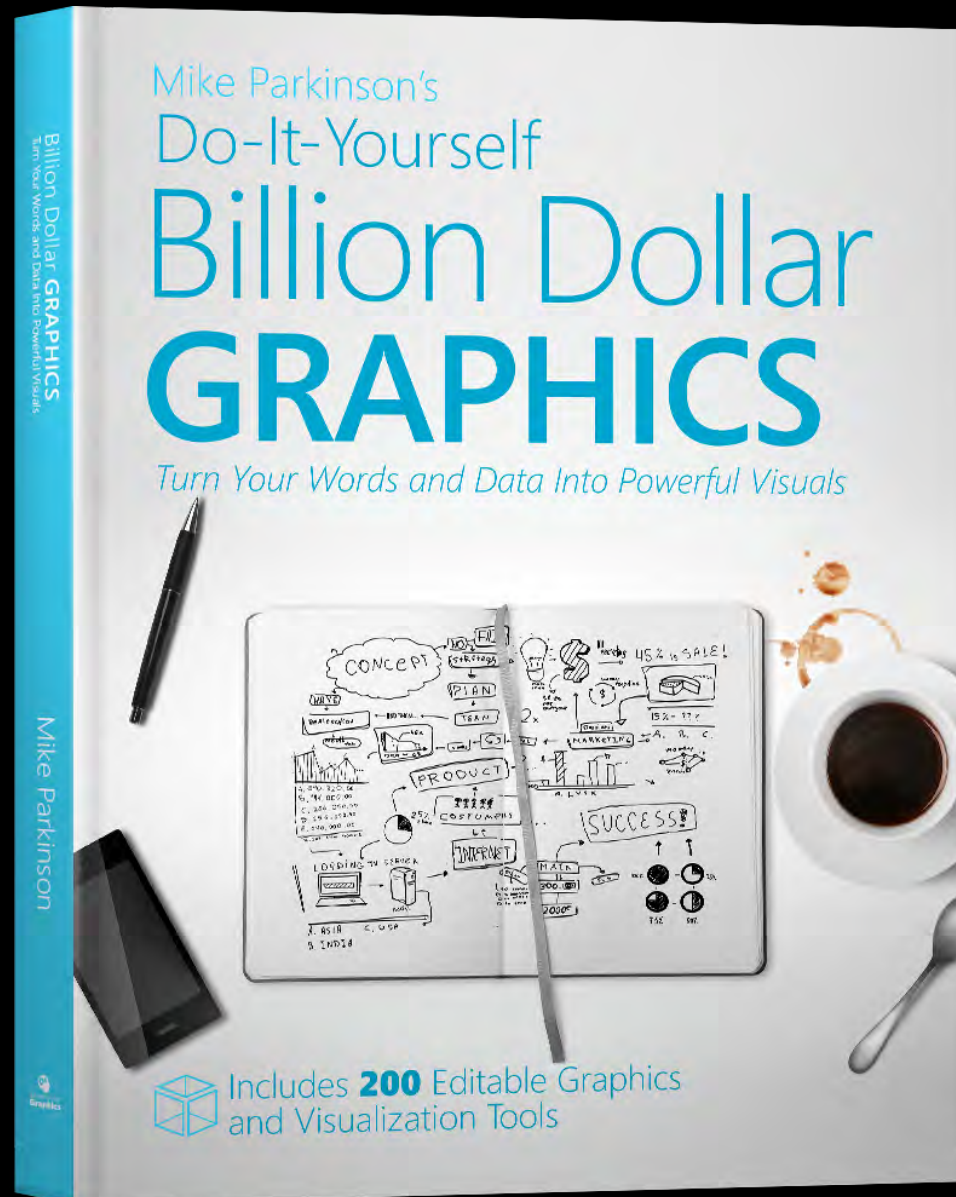
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