

THE VALUE OF USING VISUAL NOTES IN YOUR BUSINESS EVERYDAY

WWW.DYANBURGESS.COM

THE STORY CURATOR

WHY

**CREATES A
MEMORABLE
TOUCHPOINT**

**ENCOURAGES
ENGAGEMENT**

**SUMMARISES
COMPLEX IDEAS**

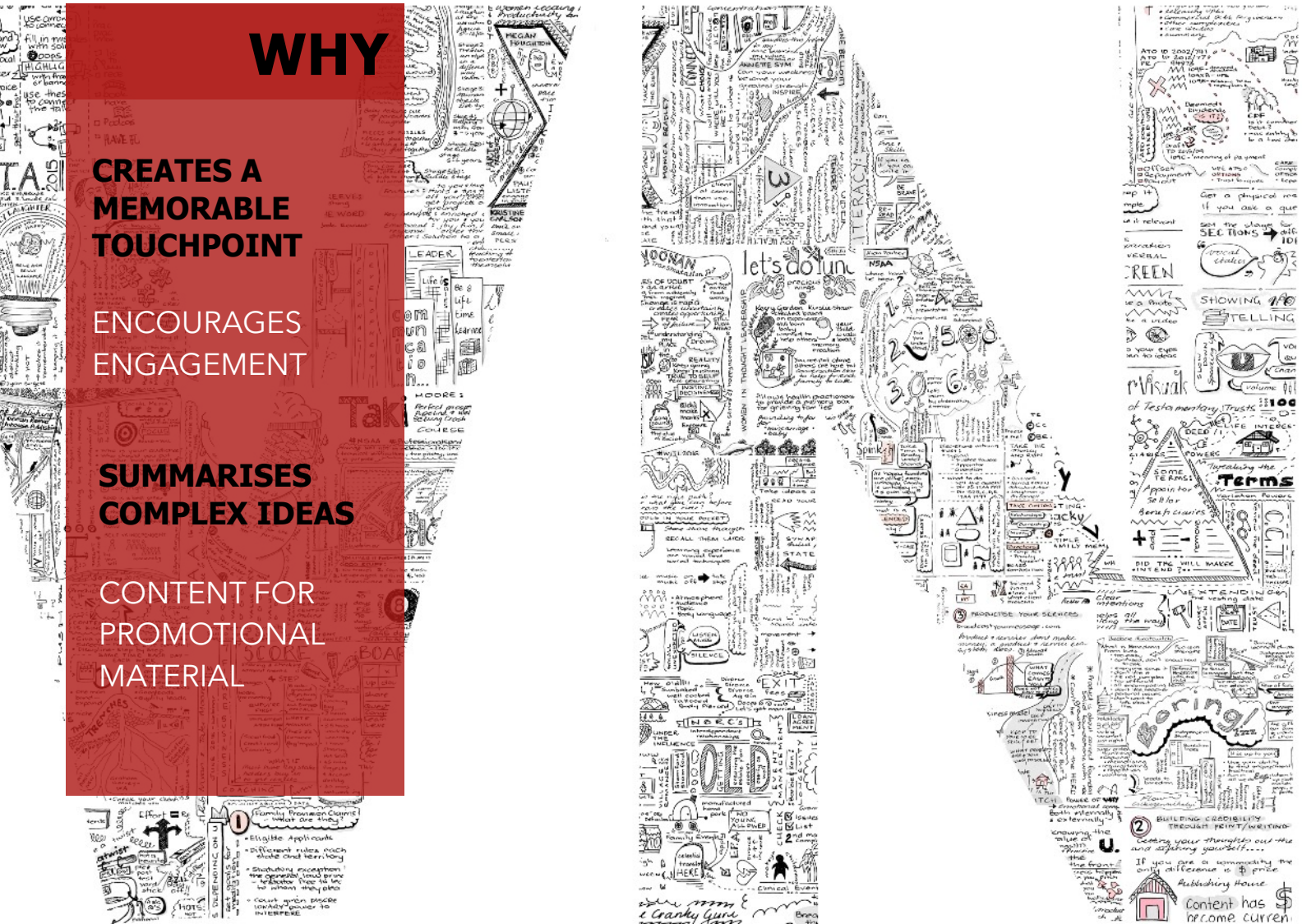
**CONTENT FOR
PROMOTIONAL
MATERIAL**

**BEING SOCIAL WITH
VISUAL NOTES**

INSTAGRAM FACEBOOK
WEBSITE LINKEDIN
SNAPCHAT TUMBLR

**WORDS WITH
VISUAL NOTES**

COMPLEMENTS
ARTICLES WEBINARS
TECHNICAL CONTENT



SOME OF THE WAYS TO LEVERAGE VISUAL NOTES IN YOUR BUSINESS EVERYDAY

#1

CAPTURE PRESENTATIONS

WITH THE VISUAL NOTE AS THE BACKGROUND & SHARE ON YOUR SOCIAL MEDIA



#2

USE AS THE BACKGROUND ON YOUR LINKEDIN PROFILE

AND CHANGE AS YOU HAVE NEW NOTES CREATED

#3

HEADER FOR WRITTEN CONTENT

USE THE VISUAL NOTE TO COMPLEMENT A POST OR ARTICLE

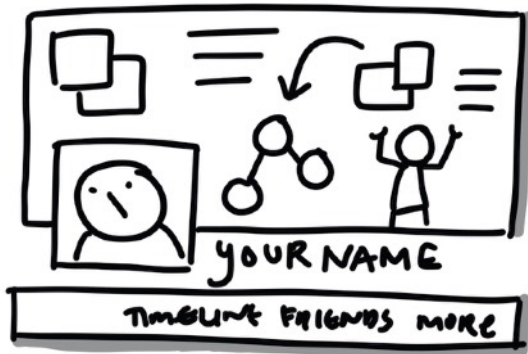


SOME OF THE WAYS TO LEVERAGE VISUAL NOTES
IN YOUR BUSINESS EVERYDAY

#4

**INSTEAD OF POWER
POINT**

YOUR VISUAL NOTE CAN
BE A CANVAS TO PRESENT
FROM



#5

FACEBOOK HEADER

TO REMIND YOUR
COMMUNITY OF EVENTS
PAST AND PRESENT

#6

HANDOUTS

ASSISTS CUSTOMERS TO
REMEMBER YOUR
PRESENTATION & CREATE
THEIR OWN NOTES



DYAN BURGESS

CURATING ONE STORY AT A TIME

How do you make an excellent presentation even more meaningful and memorable? Leveraging from the skills that she has developed over the last two decades in finance, graphic design and project management, Dyan has harnessed these abilities to provide a unique view of the world through visual note taking.

Whether she is drawing in large scale format or in her notebook, her ability to distill complex thoughts into simple images provides an engaging platform for audiences. These images can create conversations and assist with the extension of the audience experience long after the event.

As a country girl beginning life in rural Victoria and NSW, you can probably imagine the gorgeous surrounds, quirky people and outdoor adventures that dotted the landscape of Dyan's early years. A fascination with people and their vast potential followed her through a science degree in Brisbane, Australia, extending into two decades of banking and finance, travel adventures, family creation and business development.

These adventures led Dyan to embrace the field of independent publishing, which linked closely with her passion for organising information, developing effective processes and continuous learning. While doing this she discovered the joys of visual note taking while researching publishing processes and listening to presentations. She found that it complemented her creative way of viewing the world and sorting information logically.

Once Dyan started capturing ideas visually, she began carrying a notebook and pen wherever she went, and was soon creating beautiful visual expressions of every presentation and meeting that she attended.

Dyan has created a 'how to' guide to inspire other visual note takers, and is regularly commissioned by event organisers to 'draw' the key points of speakers' presentations.

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