Stop losing time and money doing graphics and desktop publishing the wrong way. Eliminate wasted effort—learn the proven, award-winning process to make clear, compelling graphics that grow your business and lower your cost.
Our Custom Training

If you need your next presentation, proposal, sales or marketing effort, or seminar to be a winner, then you want clear, communicative, compelling graphics. You have very little time to convince your audience that you are the best-of-the-best. Graphics communicate volumes about you, your company, and your product or service in seconds. You say your company and solution are the best, then your business materials need to support that assertion. For example, which company is bigger, thought more about the solution, and is invested in the project: Company A or Company B?

You have to quickly share your features, benefits, and discriminators while influencing or motivating your audience to buy. Visuals are proven to succeed better than words alone. But how do you do it? How do you turn your words and ideas into a winning graphic? How do you make the right graphic for the right job?

The graphics training course shows you how to quickly turn your words and ideas into powerful, persuasive graphics that are guaranteed to win for you and your business. The course is for business, sales/marketing, and design professionals as well as technical experts that need to communicate complex concepts and solutions visually.
You and your company have great ideas. It would be a shame if you lost revenue because your audience didn’t understand your solution. What if you and your company looked less professional than your competition? Everything you put in front of a current or future client must be synonymous with professionalism and quality. The good news is that there is an easy-to-learn graphics process that will help you eclipse your competition and increase your success.

The course is specifically made to help you win more and achieve your growth goals. The process was born from 20 years of real-world experience helping other highly successful companies increase their collective revenue by billions of dollars.

Don’t lose anymore of your energy, money, and time over-explaining your ideas, getting negative feedback, or failing to hit your goals. Help your audience better absorb your solutions, concepts, data, processes, and ideas. Influence and motivate your audience to take action. Leave no doubt that you offer the best solution. Get the training now. You are losing sales for every day you wait.
How It Works

Option 1: One-On-One Training

First, we will review your current needs, processes, and goals. Then, we share best practices, tips, tricks, and secrets that will get you your desired results. Next, we will apply what you learned to real-world business graphics situations (e.g., proposal development or presentation design). This way, you can get immediate answers to your questions. We will tailor the training to meet your needs. If you identify a specific step or challenge as a hurdle, we will focus on that.

Option 2: Group Training

This class uses real-world challenges to educate you and your colleagues on how to conceptualize clear, communicative, compelling graphics. First, we will review your company’s current needs, processes, and goals. We will tailor the training to share best practices, tips, tricks, and secrets that solve you and your group’s challenges and achieve the company’s goals.

Who?

All training is performed by either Mike Parkinson or Colleen Jolly. Both are internationally recognized, award-winning visual communication experts. Both are multi-published authors, professional trainers and public speakers. Both have spearheaded multi-billion dollar projects and created thousands of graphics resulting in billions of dollars in increased revenue for clients. They are regular contributors for international magazines, newsletters, and a variety of professional websites regarding best practices of visual communication. They have trained business, technical, and design professionals at companies like BAE Systems, Lockheed Martin, ManTech International, Northrop Grumman, CSC, Staubach, Verizon, and many more.

Mike authored the first and only book that shows professionals in virtually any industry the secrets of how to turn their ideas into clear, communicative and compelling graphics. He also started BillionDollarGraphics.com and GetMyGraphic.com to further the use of information graphics. Colleen is accredited at the Professional level—the highest level offered by the Association of Proposal Management Professionals (APMP)—and is currently working on the companion book to Billion Dollar Business Graphics focused on document layout best practices. Both Mike and Colleen have been honored as APMP Fellows—the highest award the Association bestows, and are award-winning fine artists.

Over 30 Years of Visual Communication Experience

Mike Parkinson
Colleen Jolly
Combined, they have more than 30 years of visual communications experience supporting industries ranging from legal, defense, healthcare to environmental through ad campaigns, tutorials, corporate briefings, web portals and more.

**Where and When?**

All training is conducted at your facility with schedules arranged to fit your needs. Conducting training at your facility ensures that real-world, day-to-day challenges are in the same building and can be seen, reviewed, and solved.

**Takeaways**

Takeaways will vary from session to session based upon the needs of the company or individuals involved. Takeaways include, but are not limited to, the following:

- Increase your sales or win rate by 43% (based upon independent research on visual communication)
- Make any complex idea easy to understand
- Increase audience retention rates
- Influence and motivate your audience
- Turn ideas and text into graphics
- Visualize and better communicate your solutions
- Make professional graphics that are clear, communicative and compelling
- Know what imagery, colors, fonts, and style to use (and why)
- Master Quality Control (stop making errors that cost you money, time and credibility)
- Eliminate reoccurring challenges ... *permanently*
- Know where to go to find the right imagery at the right price
- Get graphics right the first time
- Accurately schedule support and budget for design and printing needs
- Estimate level of effort and staffing needs
- Learn how proposals, presentations, marketing slicks, brochures and any other business materials write themselves with effective visualization
- Avoid Microsoft Office crashes and errors
- Know how to make anything you can imagine in the Adobe Creative Suite
- Know Word and PowerPoint tips, tricks and secrets
- Make better Word and PowerPoint templates
- Finish work faster
- Learn basic and advanced usage of Word (all participants are tested before training to judge level needed)
Training Classes

All classes are customized to meet the needs of those requesting training. The descriptions listed are general explanations for each class. Classes range from 1-20 attendees. ODCs (Other Direct Costs—travel expenses, lodging, transportation, meals) will be added to the prices below when applicable.

**Billion Dollar Graphics***

Learn why graphics matter (graphics ROI), how to turn words and ideas into powerful graphics and learn design tricks, tips and techniques. Materials include (but are not limited to) the *Billion Dollar Graphics* book, P.A.Q.S. Questionnaire™, and Graphics Cheat Sheet™.

Contact us for pricing.

**Billion Dollar Graphics (Advanced)*

Learn advanced design techniques and apply the processes learned in the introductory class to real-world needs. Materials include (but are not limited to) the *Billion Dollar Graphics* book, P.A.Q.S. Questionnaire™, Graphics Cheat Sheet™, Top Free and Low-cost Graphics Websites, QC Checklist, and Color Cheat Sheet. (Must complete the Billion Dollar Graphics introductory class to attend.)

Contact us for pricing.

**Desktop Publishing**

Learn how to quickly make and professionally format documents while avoiding Microsoft Word errors and crashes. Materials include (but are not limited to) the Microsoft Word Mastery CD and binder and the Word Competency Test.

Contact us for pricing.

**Photoshop and Illustrator**

Learn the secrets of rendering professional graphics in Adobe Photoshop and Illustrator. Materials include (but are not limited to) the *Billion Dollar Graphics* book, BDG Master Collection™ DVD (contains 152 Photoshop and Illustrator graphics), Photoshop Cheat Sheet, and Illustrator Cheat Sheet.

Contact us for pricing.

**PowerPoint**

Learn how to quickly make and edit graphics and presentations in Microsoft PowerPoint using a combination of built-in tools and ad-ins. Materials include (but are not limited to) *Get My Graphic* credits, PowerPoint Cheat Sheet, PowerPoint training slides, and the *Billion Dollar Graphics* book.

Contact us for pricing.

*Courses accredited by the Association of Proposal Management Professionals. Half-day class 5 CEUs awarded; Full-day class 8 CEUs awarded; Two-day class 10 CEUs awarded.*
Companies Trained (Partial List)

- Lockheed Martin
- Motorola
- Raytheon
- Northrop Grumman
- Association for Proposal Mgmt. Professionals (APMP)
- Orbital
- Verizon
- HP
- Computer Sciences Corporation (CSC)
- L3 Communications
- Nortel
- SAIC
- Honeywell
- Institute for International Research (IIR)

- Dell
- Nextira One
- American Systems
- NCI
- Wellpoint
- Morgan Franklin
- Noblis
- Pragmatech
- Staubach Company
- Boeing
- Kadient
- Triple Canopy
- CAMBER Corporation
- Grant Thornton

Learn to turn A into B.
Testimonials

“For most companies, determining when and where to use graphics ... is a constant challenge. Mike showed us that if you use the right tools and methodology, getting technical abstract thought on paper and transforming it into a visual that technical and/or managerial evaluators [and decision makers] understand does not have to be an overwhelming dilemma. Mike’s training session was an immediate hit. Some of the participants were so excited, that they started using the new methodology the very next day. I would highly recommend Mike for his ability to communicate with his audience--whether it be subject matter experts, graphic designers, proposal managers, or executives. With this new level of efficiency, we can now focus more of our time and effort on creating a winning solution.”
—Kathy Furlong, Nortel

“Was an incredible class! This class is one of the most powerfully packed, concise, creative conceptual graphics classes I’ve ever attended.”
—Barbara Best, Booze Allen Hamilton

“What I liked most was the quick easy tips that I have been able to apply right away to our work products.”
—Karen Winger, Veolia Transportation

“In the end ... we had real and practical knowledge for developing graphics quickly and easily. We’ve had very positive reactions [and] I am anxious to [use the process in our next effort].”
—Randy Thomas, Wellpoint

“The class was totally awesome - we will be sending our entire proposal team to you over the course of the year. I was able to hit the ground running last night and today using the tools you showed in class. It was time well spent. I feel that I will be able to better help our writers and better communicate with our graphic department - which will save time and money at the same time producing a quality product for our proposals.”
—Jaime Chase, L-3 Communications

“The power in the process is that it eliminates rewrites, gets the message right, and validates your approach all at the same time. It really validates the whole proposal solution.”
—Bob Gillette, CRI
“I cannot begin to tell your how helpful this class was to me. ... Real life scenarios [helped me] practice the concepts which helped me in retaining the information. Thank you so much.”
—Nicole Solomon, MCR

“In short, we started to be more proactive and not reactive to the working with consultants (i.e., online graphic database, more emphasis on one-one concept meetings).”
—Leonard Marshall, Dell

“[Colleen’s desktop publishing training was] insightful and informative.”
—Beccy Gilbert, Siemens Enterprise Communications Limited

“Mike Parkinson’s ... workshop is an indispensable tool ... While his books teach you how to clearly express your ideas through graphics, the [training] provided you with the advantage of learning directly from an expert who is available to answer your questions.”
—Nathan Chiantella, Lockheed Martin

“The class put our business graphics into the various types, which cuts down the time selecting which method to use and is a great starting point. Also, the Billion Dollar Graphics book is a well thought out how to do book, that actually is usable. (I refer to it at least once a week.)”
—Lester Amen, Occam Solutions

“I really found the (desktop publishing) session very useful and will forward this on to the wider team.”
—Conrad Bator, Experian

“Biggest benefit I experienced in your class was learning the thought process of creating a good graphic. I enjoyed learning how best to craft and drive a message home. I also like the strategies you gave us for conceptualizing and creating a graphic. That was very helpful.”
—Kelsey Richardson, Jefferson Consulting Group
Sample Curriculum

Part 1: Review your current needs, processes, and goals. A questionnaire, phone interview, or question and answer session provides the necessary feedback we need to tailor your training.

Part 2: Provide specific best practices, tips, tricks, and secrets that will get you your desired results. The following is a list of optional topics:

a) Graphics 101 (a basic understanding of visual communication):
   - Why graphics matter
   - How to estimate level of effort, support, and schedule projects
   - Styles
   - Vector vs. raster
   - Color theory
   - Fonts
   - Icons and symbols
   - Resolution and dimensions
   - Templates
   - Legibility
   - Legends
   - Telling a story
   - Animations (when applicable)
   - Copyright and rights-of-use law
   - Critique

b) Getting Graphics Right the First Time (save time and money by getting graphics correct on the first version):
   - Six Strategies:
     - Designers and teams
     - Storyboards
     - Leverage existing graphics
     - Evolve the concept (exercise)
     - Templates (exercise)
     - Customer focus
c) Conceptualization (how best to translate words and ideas into clear, compelling graphics):

- The Lifecycle of a Winning Graphic (overview and introduction)
- Step 1—Know the P.A.Q.S.
  - The Primary Objective
  - The Audience
  - The Questions
  - The Subject Matter
  - P.A.Q.S. Questionnaire
  - Interactive Testing and Application
- Step 2—Conceptualize
  - Four Methods
  - Design Techniques
  - Affecting Emotions
  - Interactive Testing and Application
- Step 3—Render
  - Problem Solving—Three Traps and Eight Rules
  - Interactive Testing and Application
- Conclusion and Summary of Lessons Learned
- Putting It All Together—Interactive Application

d) How to better use graphics software to get what you want (tips, tricks, techniques, and software secrets shared):

- Adobe Photoshop
- Adobe Illustrator
- Microsoft PowerPoint

Part 3: Real-world application.
We will evaluate, conceptualize, or render graphics for your day-to-day needs. Mike will also answer any outstanding questions and help solve any reoccurring challenges.
Call or email now to ensure you get the training you need when you need it.

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