

8

APPROACHES FOR COMING UP WITH INFOGRAPHIC IDEAS

The first step in creating an awesome infographic is to pick a topic that people will care about. **Here are 8 approaches you can take to pick a great topic for your infographic.**

1. SOLVE A BURNING PROBLEM

Find a problem your audience faces and create an infographic that tells them how to solve that problem.

There are two ways to do this:



a. Ask your audience.

Email, call, or survey your audience to find common problems they face.



b. Solve your own problem.

If there's a problem you keep running into, chances are other people are as well.

2. CHALLENGE THE STATUS QUO

Think of things that are a give-in in your job, field or industry. Then challenge those beliefs:



Make your audience rethink conventional wisdom



Challenge your audience's beliefs and behaviors

3. CHANGE THE PERSPECTIVE

There is always a traditional way of framing a narrative. You can make it more interesting by changing or reframing the perspective.



4. FINE ORIGINS STORIES

The origin stories of a field of interest, industry, company or influential person often make for a great infographic.



5. FIND EXTREME CASES

In statistics, outliers are often removed because their influence on the rest of the data might skew the analysis. But these outliers are often interesting topics for an infographic.



6. GO OUTSIDE YOUR IMMEDIATE FIELD

Look for a topic in a related field that you are not directly a part of. There may be questions that your audience is asking about a related field that you can answer.



7. FIND NICHE AND SUBCULTURES

Finding a niche audience is a strategy that businesses use when they are trying to enter a new market. The same approach can be applied to infographics and content marketing.



8. MASHUP TWO OR MORE TOPICS

This is as straightforward as it sounds: take two seemingly unrelated topics and mash them up. The resulting topic is usually something with a fresh perspective.



When in doubt, ask yourself honestly: do YOU think your topic is interesting?

