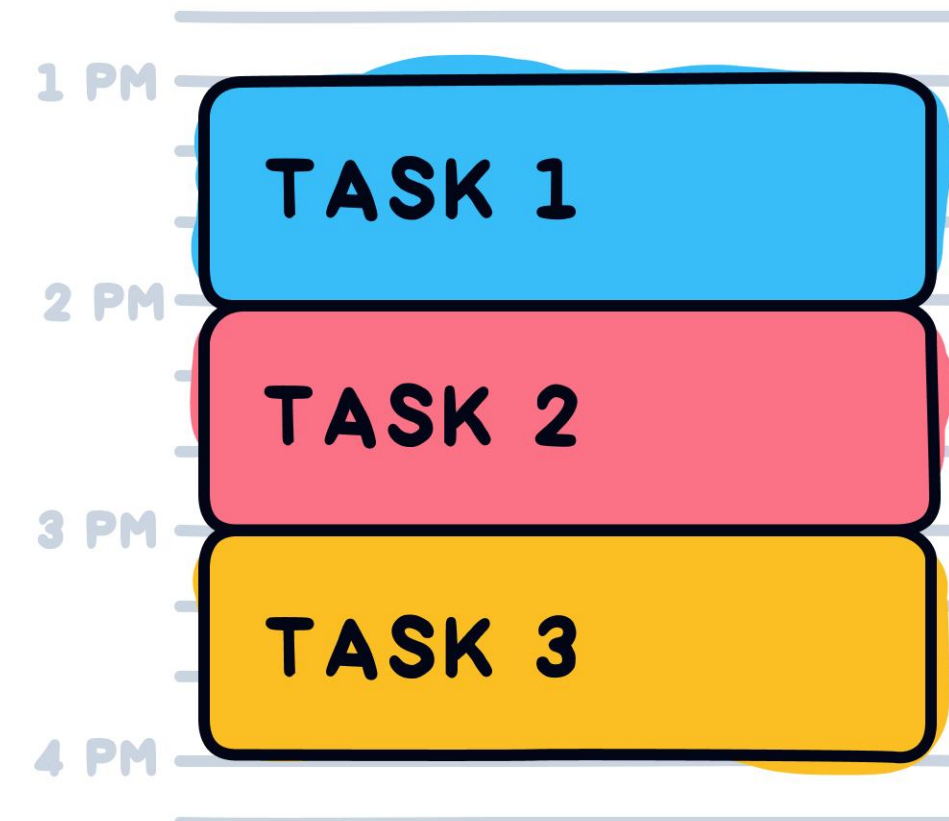
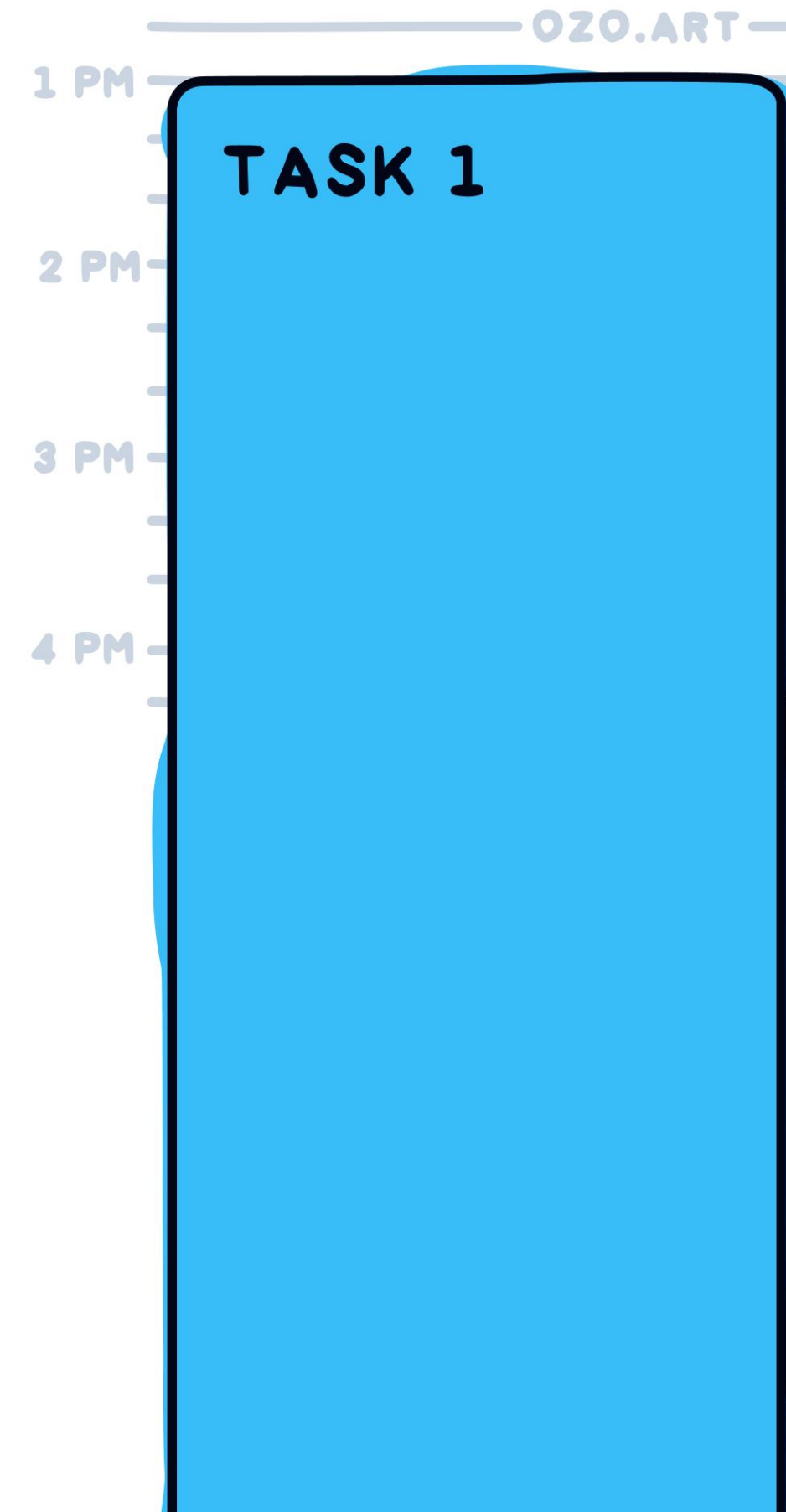


PLAN



REALITY



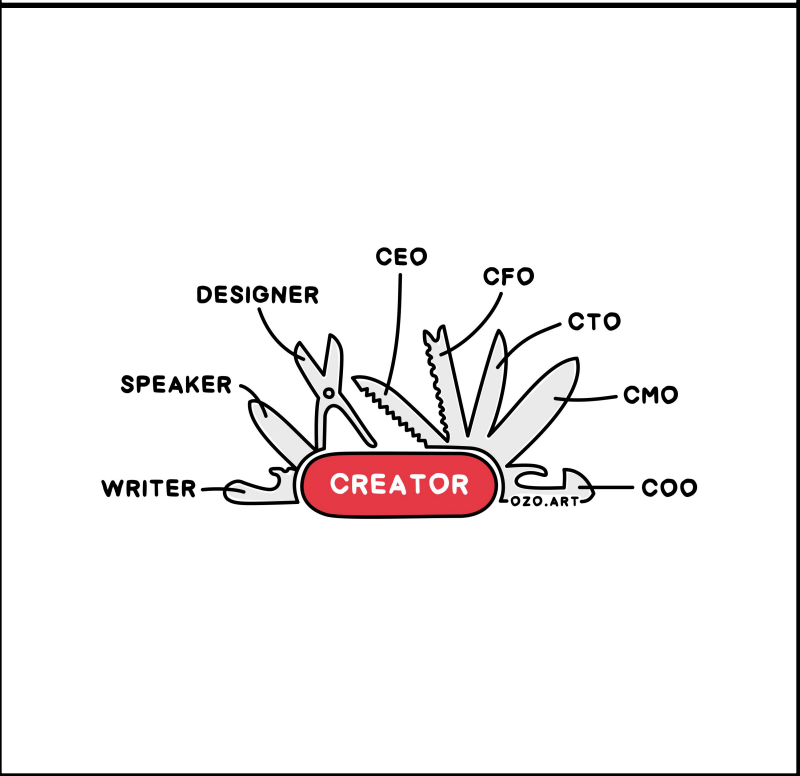
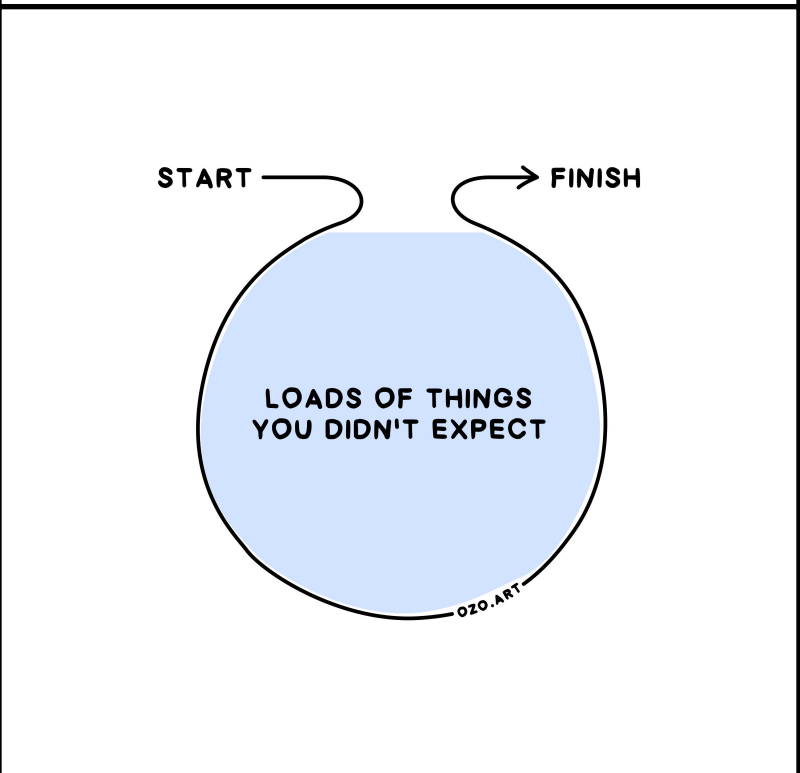
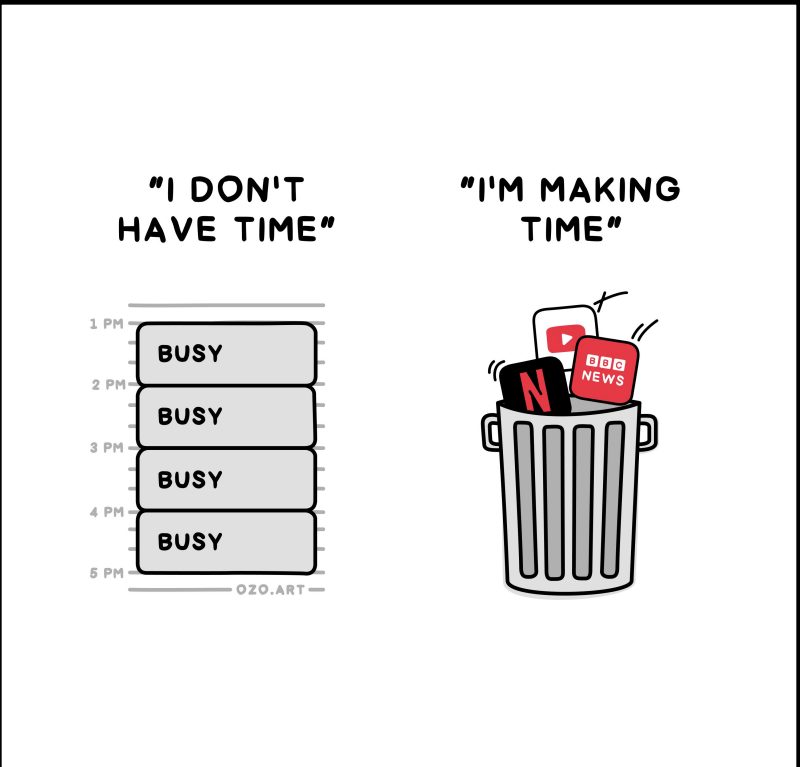
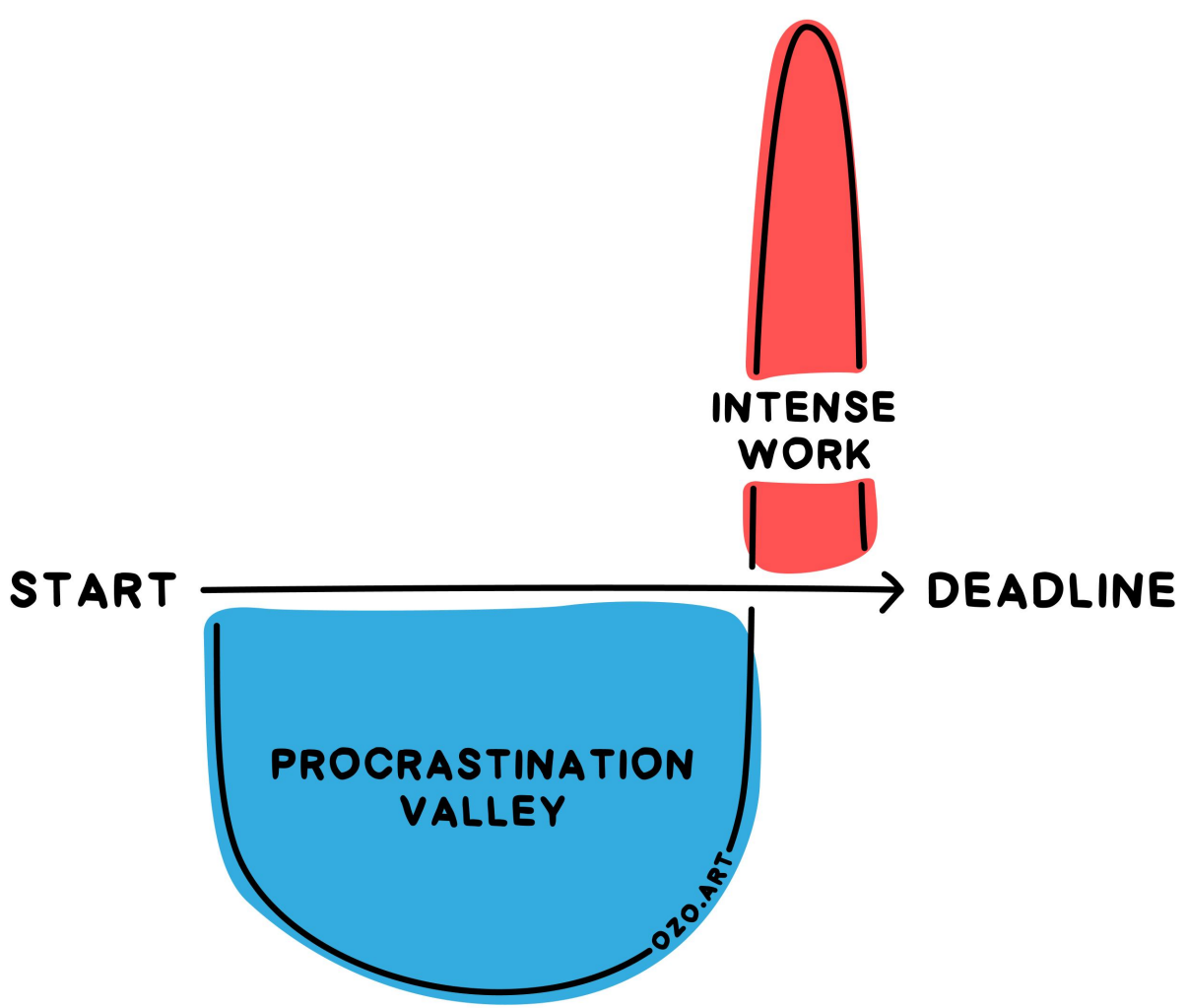


Janis Ozolins

Started visuals in 2020.

My work has reached tens of millions of people, and I've built an audience of 220,000+ people.

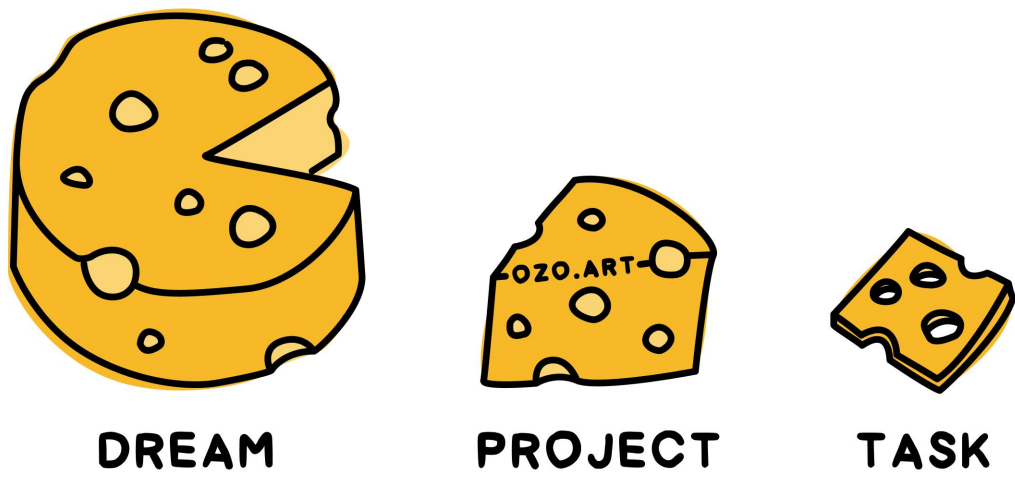
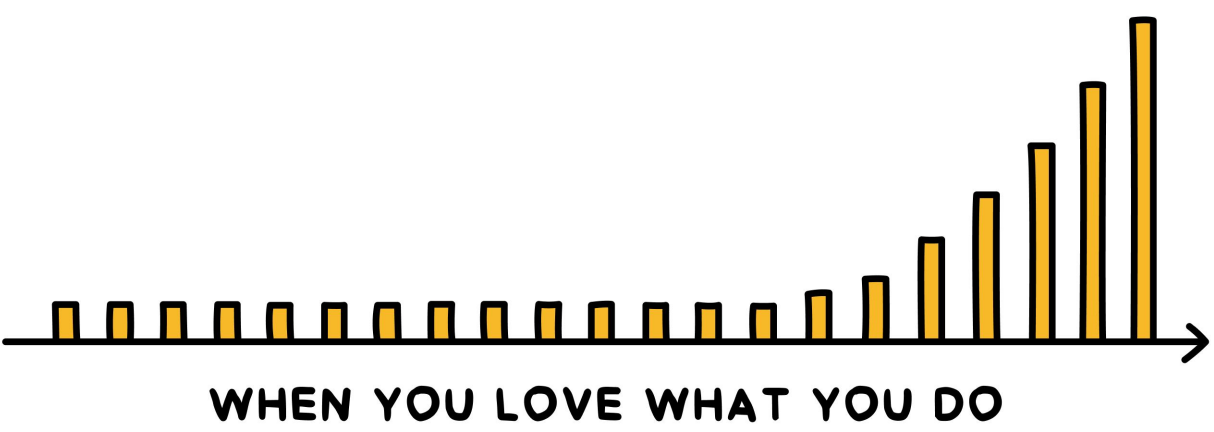
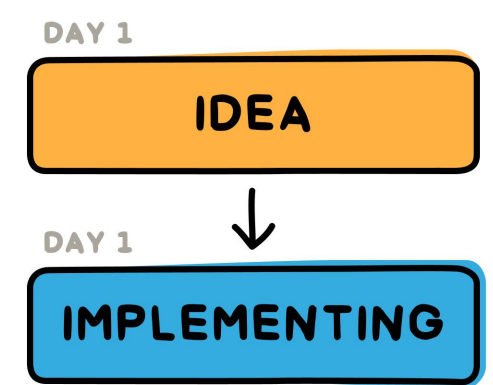
I'm not a designer.



WORKING IN A CORPORATION



WORKING AS SELF-EMPLOYED



explainideasvisually.substack.com/p/sharing

6

14

Dashboard

JANIS OZOLINS AND LINDA LINDE

APR 12, 2025

72

15

6

Share

Sharing My Early Visuals (For Your Motivation)

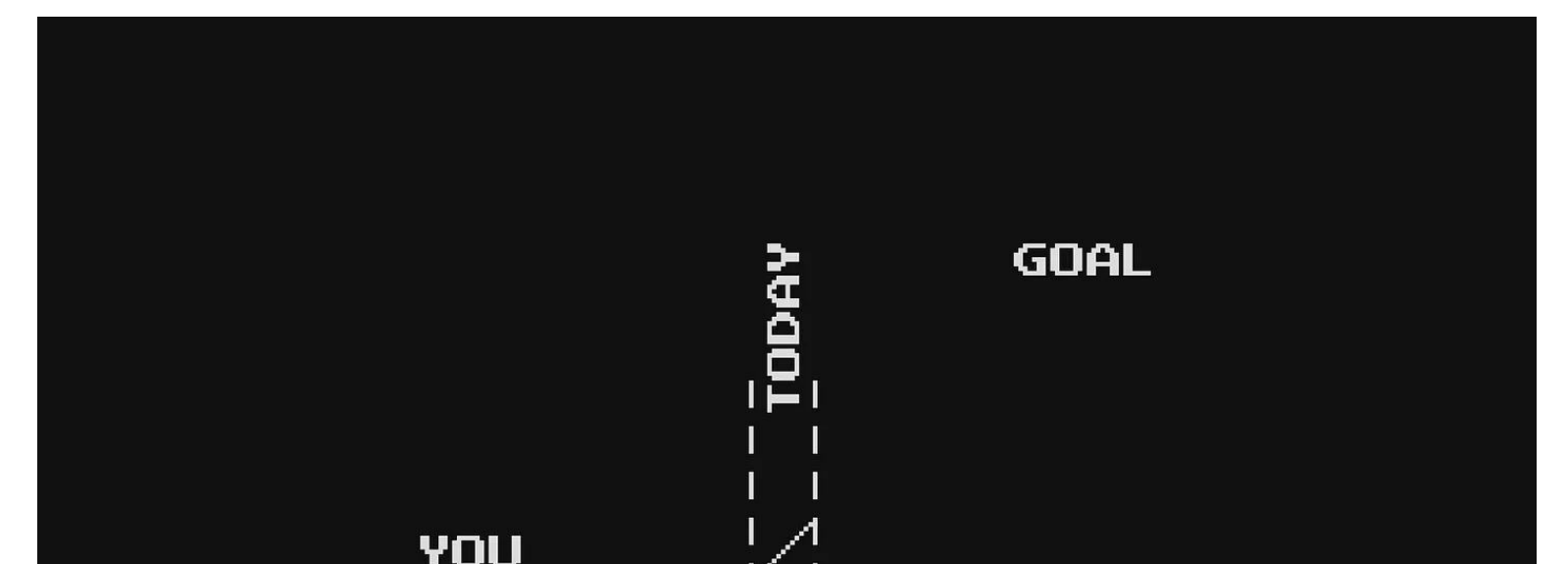
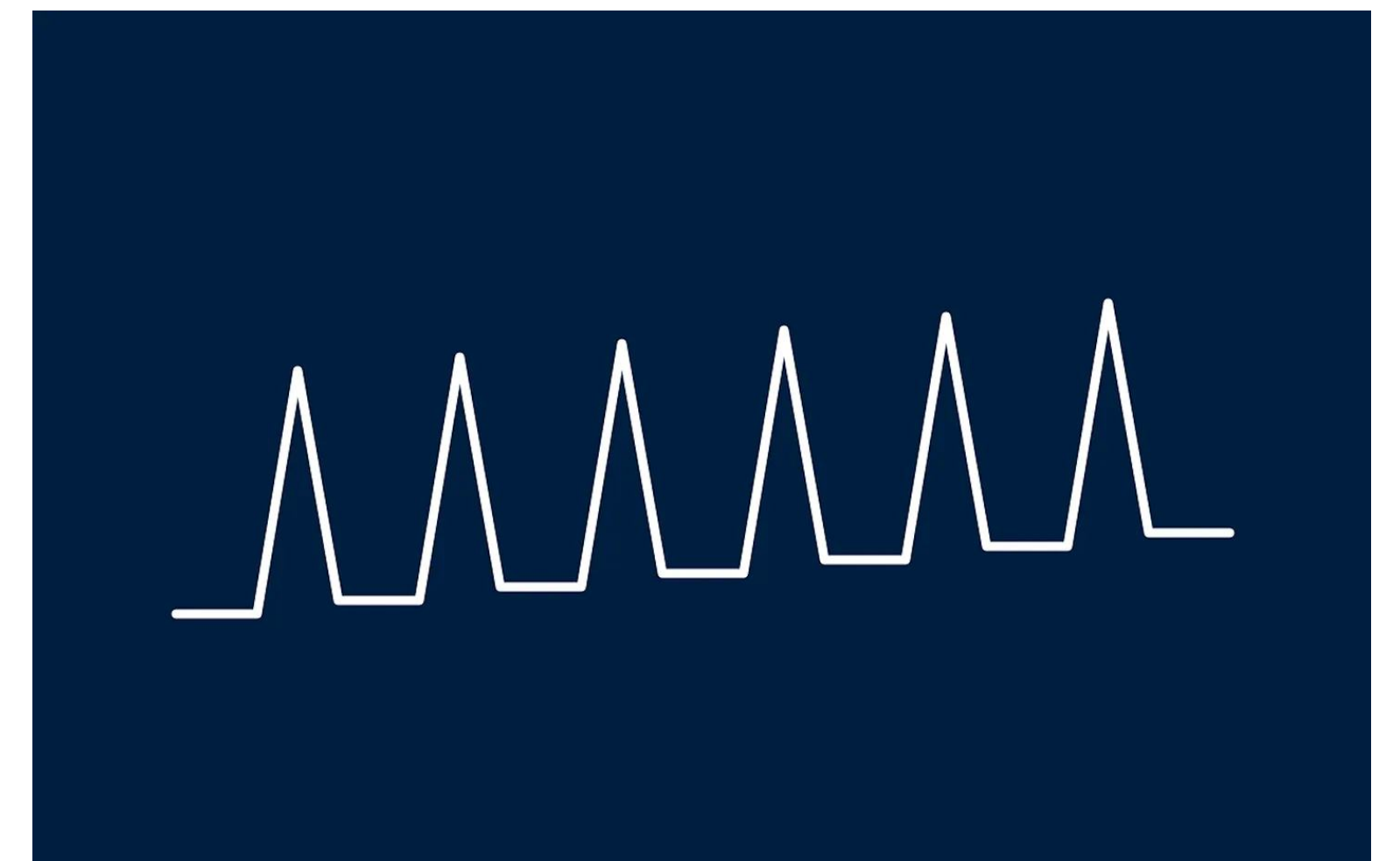
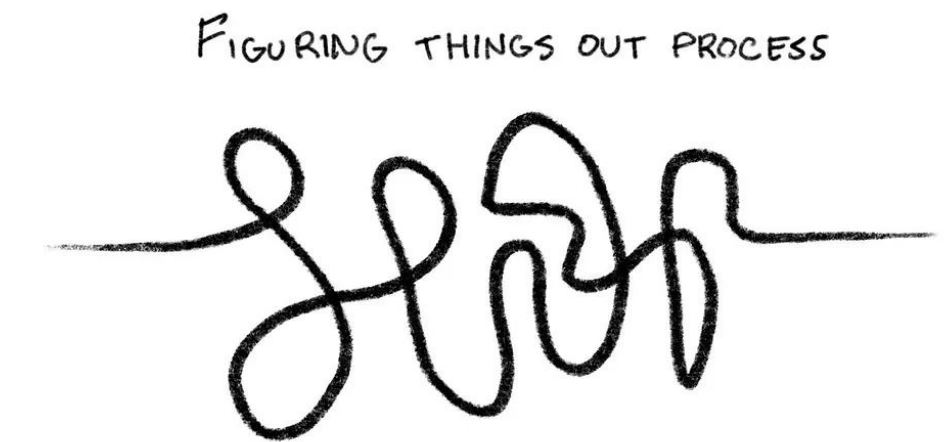
So you're not an artist, you're not a designer. You don't have that many ideas. You don't have that much time. You can't find the pencil sharpener.

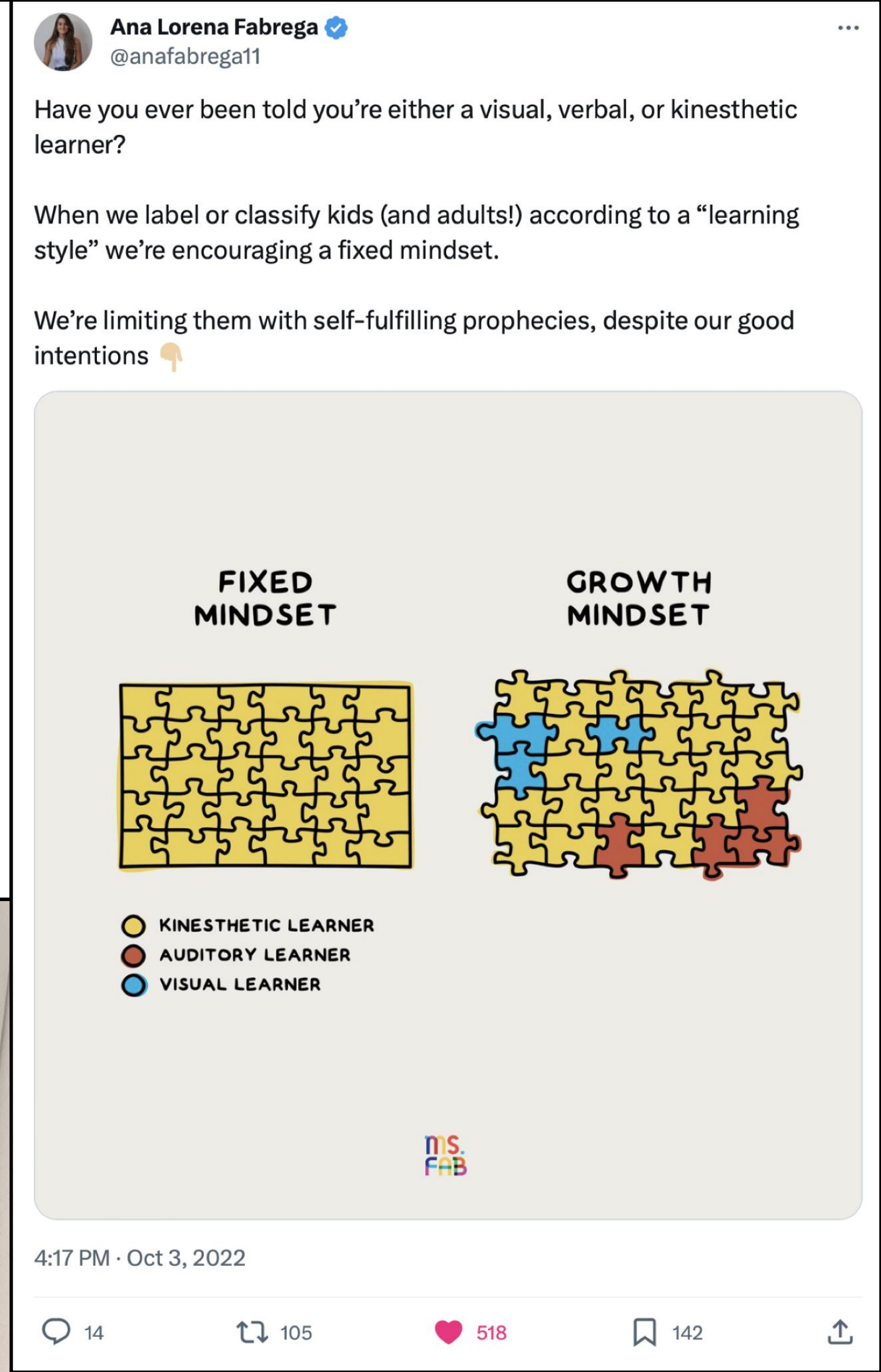
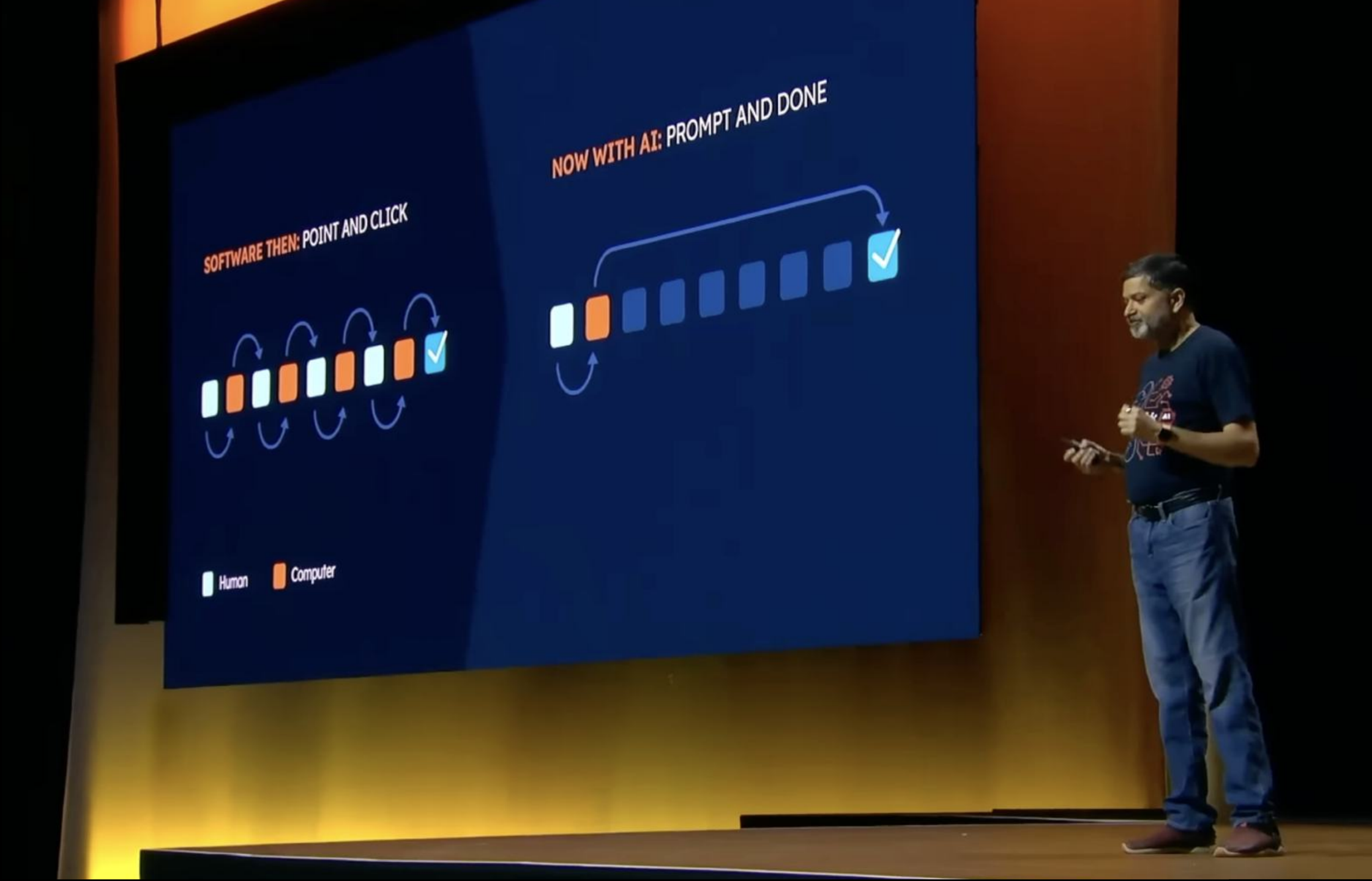
The good news? You don't need all that. The only thing you need to start creating visuals, is a voice in your head saying: you can do this!

I'm not normally an annoying person, but I've been told I've crossed the line by quoting Brendon Burchard too many times:

“I believe in my ability to figure things out.”

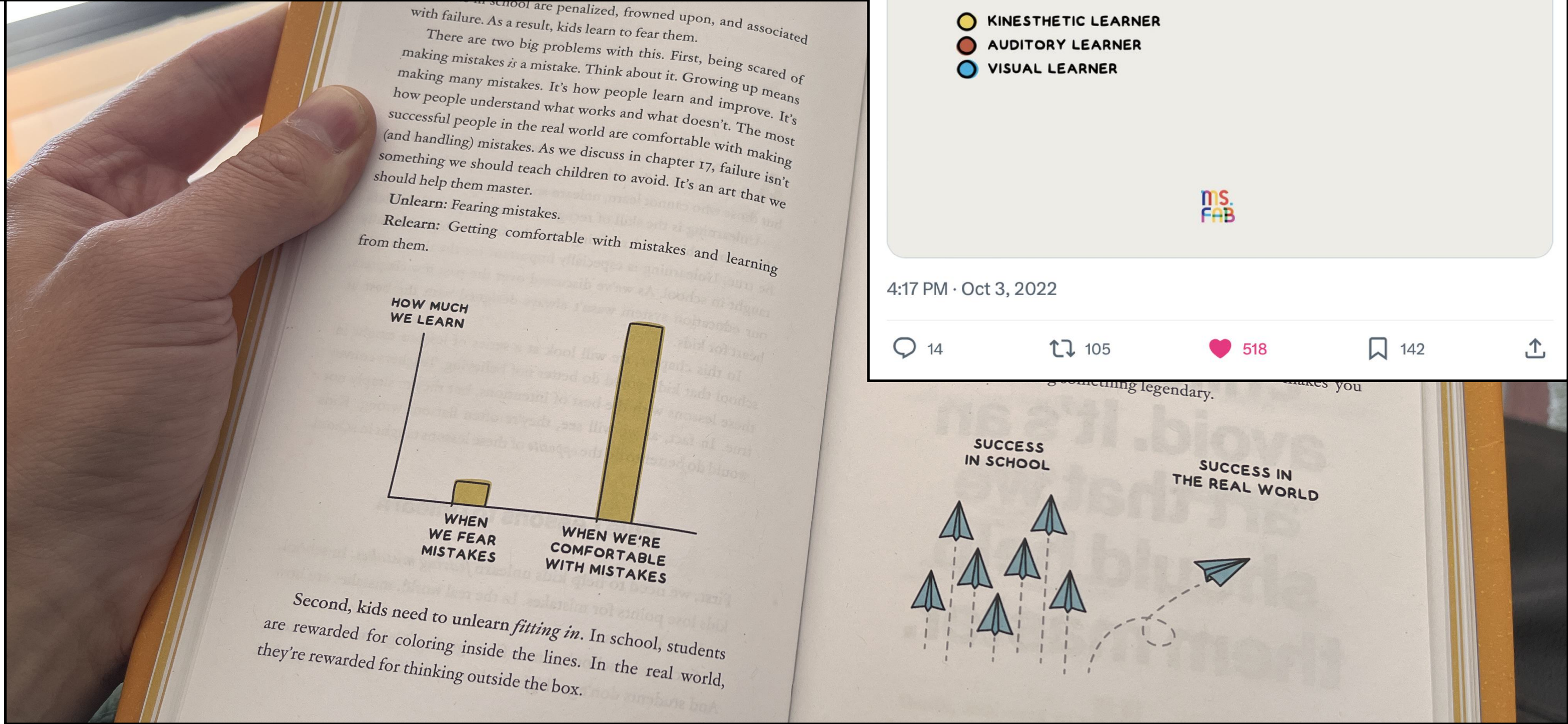
What I love about this quote is that it's not trying to trick you into some false positive thinking. It's a reminder that it's okay not to know everything and it's more important to have confidence in working things out when you get to them.





I've created visuals for Dharmesh Shah, Naval Ravikant, Steven Bartlett, and many more.

I have taught over 1000+ people in my Explain Ideas Visually Course and Community.



AGENDA

1. A quick belief boost – you can do this.
2. What makes a good visual (in my world)
3. My process to create one.
4. Common mistakes and best practices.
5. Q&A

**Explaining ideas visually
is not fancy art, and you
can do it too!**

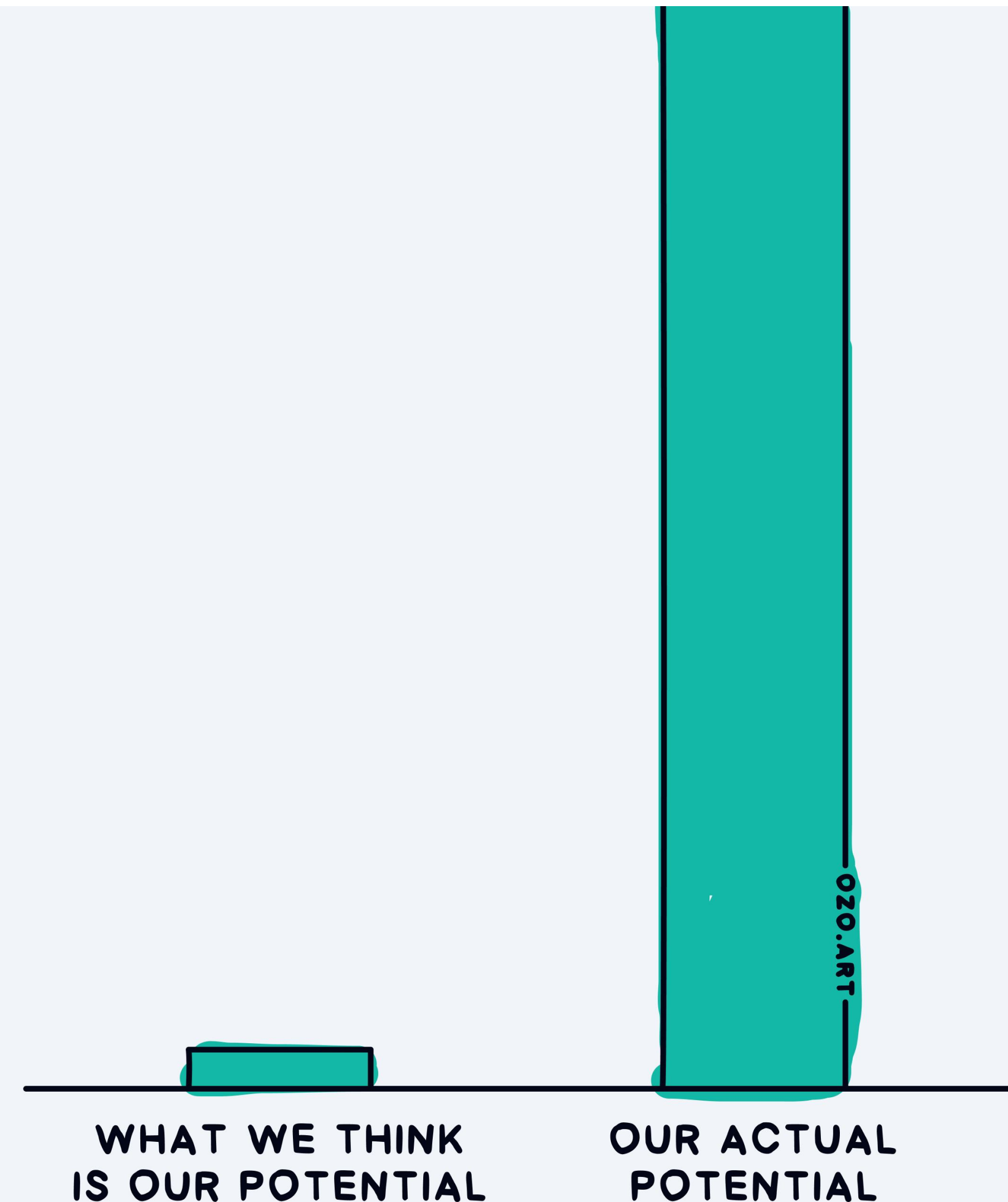
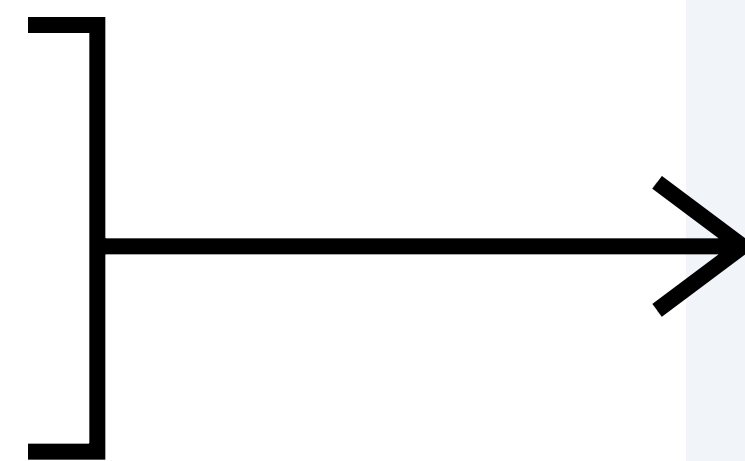
Visuals are for designers and creative people.

~~Visuals are for designers and creative people.~~
It's just another another language.

Written English:

Our perceived potential may be confined, but in reality, it soars boundlessly beyond the limits of our wildest imagination. We downplay ourselves way way too much.

Visual Communication (with a bit of English)

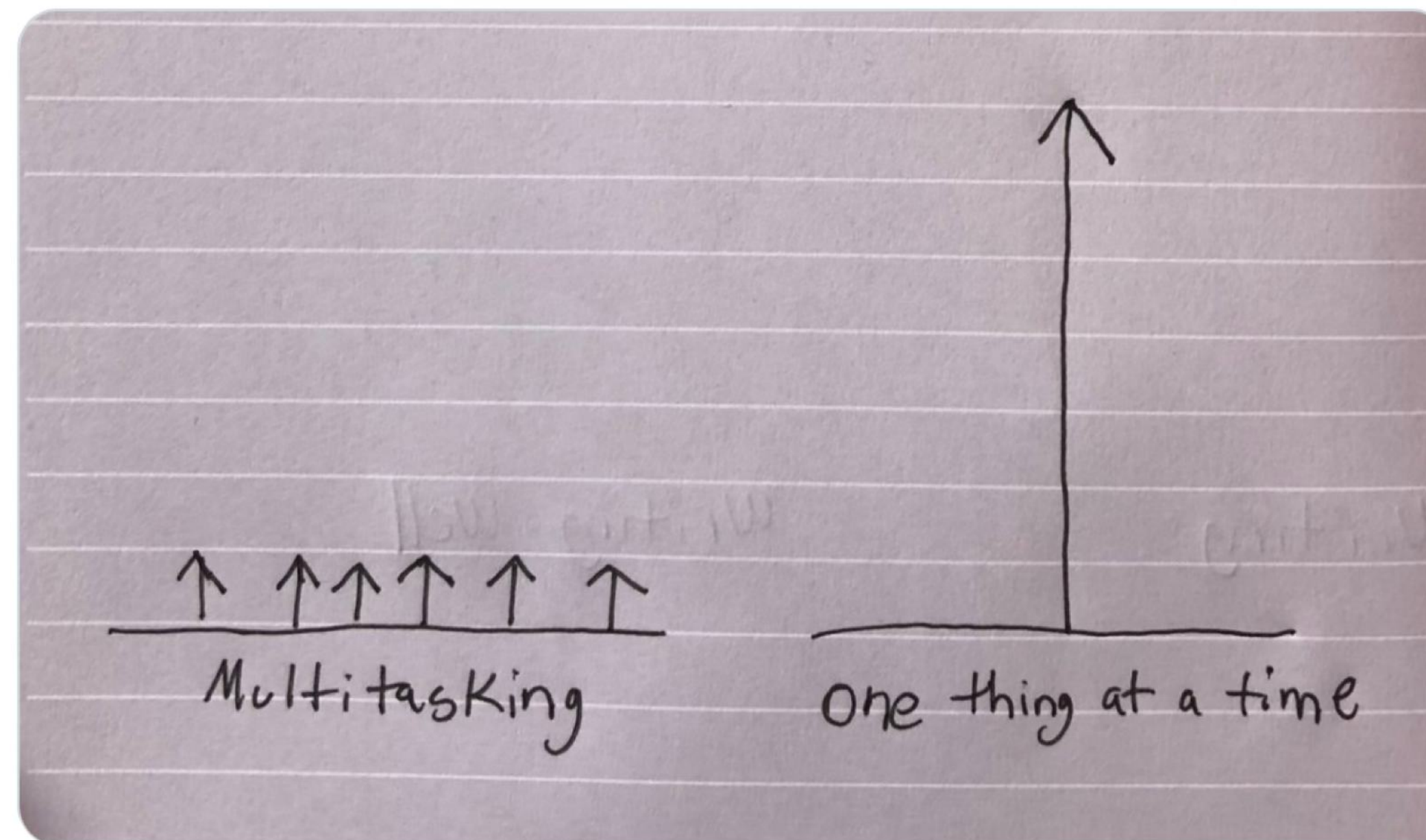




JK MOLINA ✓
@OneJKMolina

12 hand drawings that will change how you think about business + life

1) Multitasking



3:20 PM · Jan 8, 2022

21K Retweets **807** Quotes **54.1K** Likes **14.3K** Bookmarks

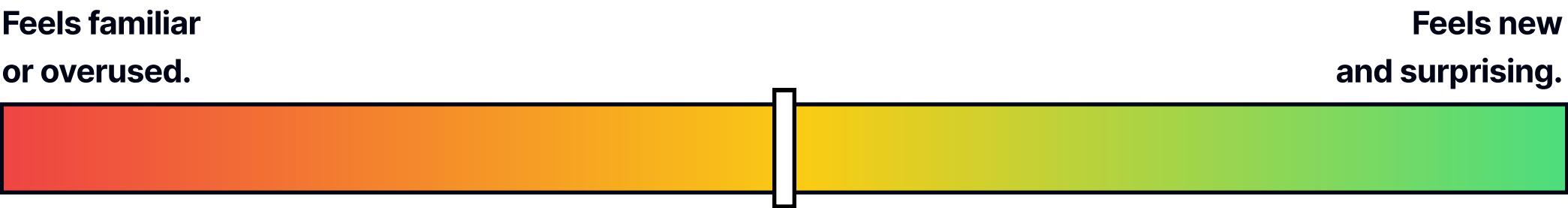
Ideas and concepts > Aesthetics

Why this stuff works?

There are 6 things I pay attention to and try to question before finalizing any new visual.

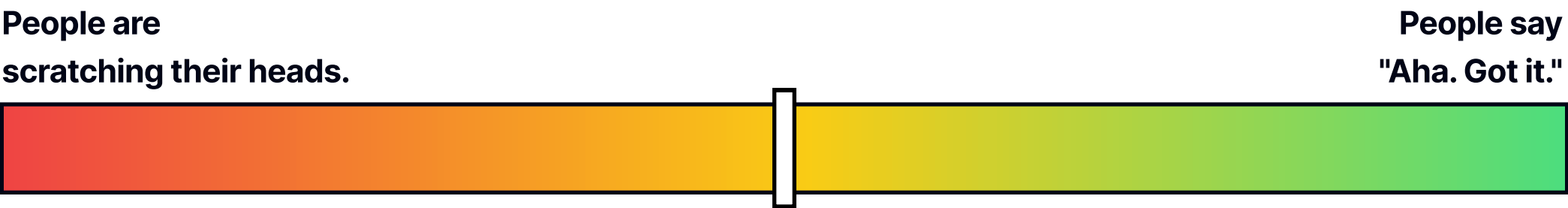
Novelty

Does it look fresh? Or it's something people have seen a hundred times?



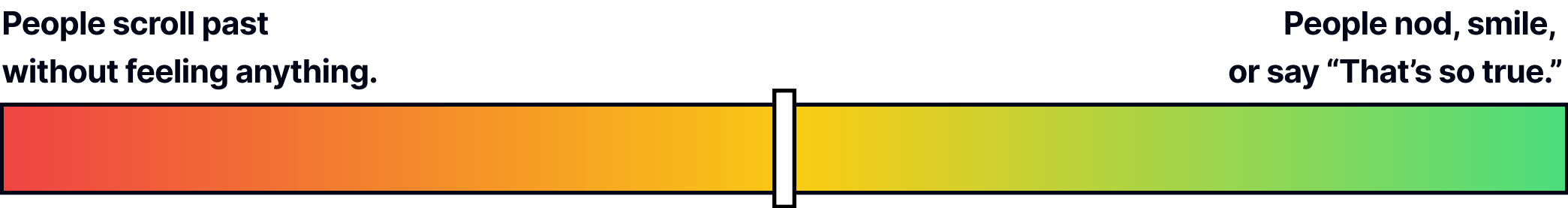
Clarity

Is the idea clear or people are scratching their heads?



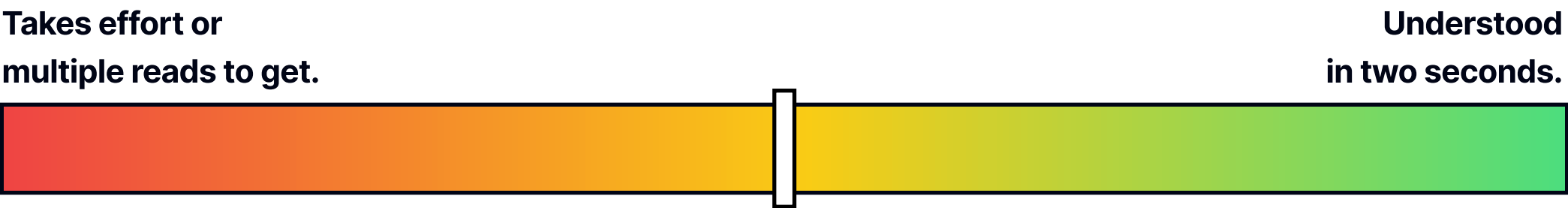
Resonance

Does it emotionally connect or leave people indifferent?



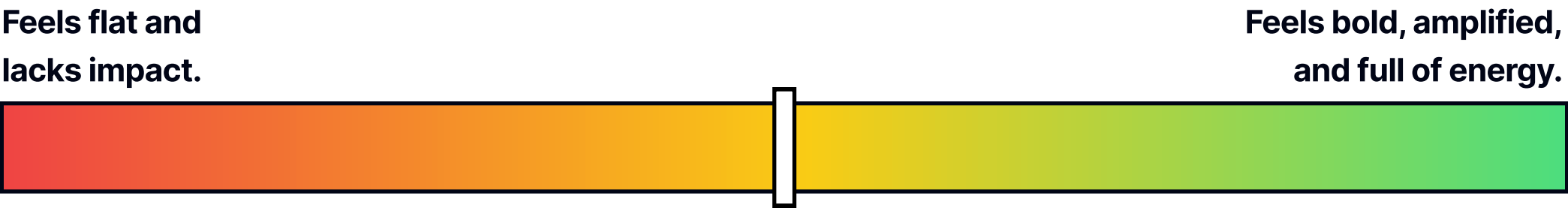
Speed

When people look at it, how quickly they get the idea?



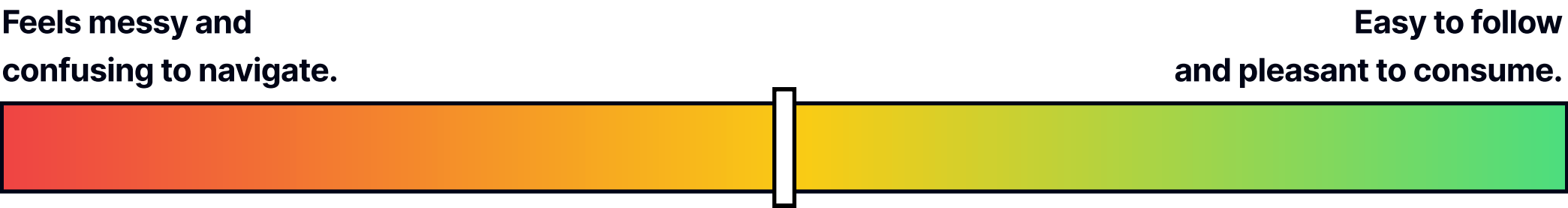
Amplification

Are you adding more punch and power to the idea, or it feels plain?



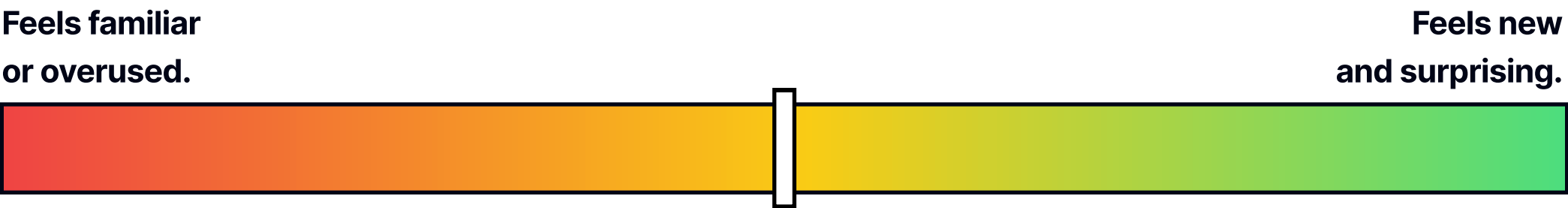
Flow

Does the eye flow naturally from top to bottom / left to right or jump around trying to make sense of it?



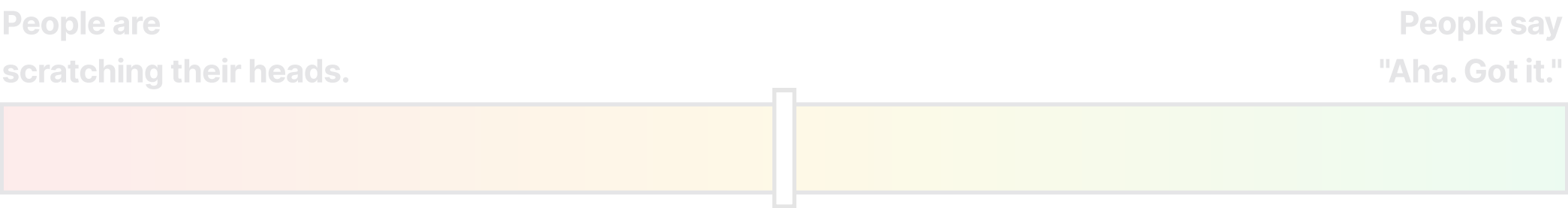
Novelty

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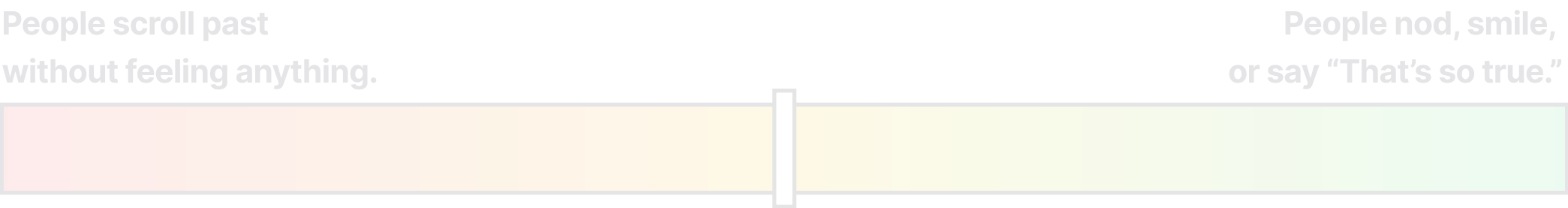
Clarity

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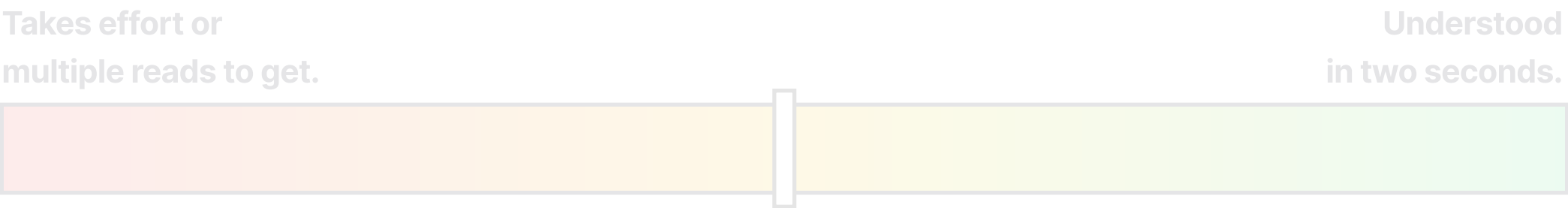
Resonance

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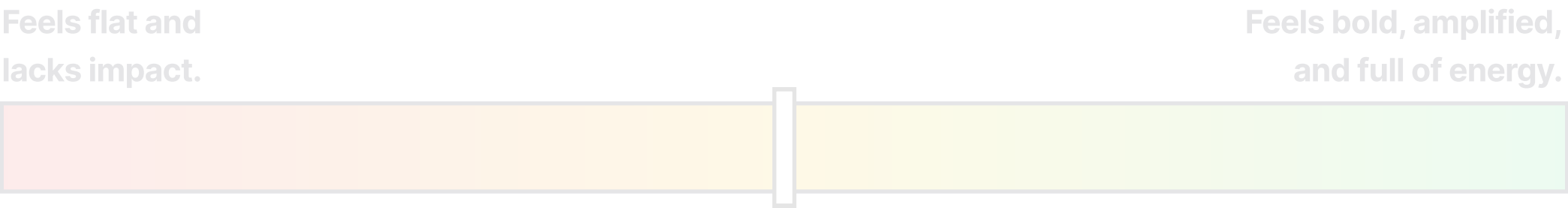
Speed

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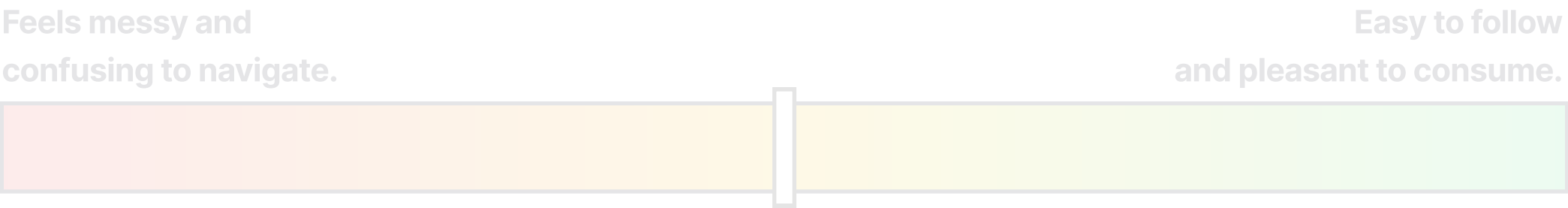
Amplification

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Flow

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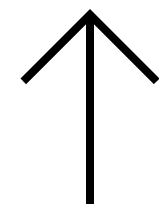


Novelty

Creating something new, different, or unexpected.

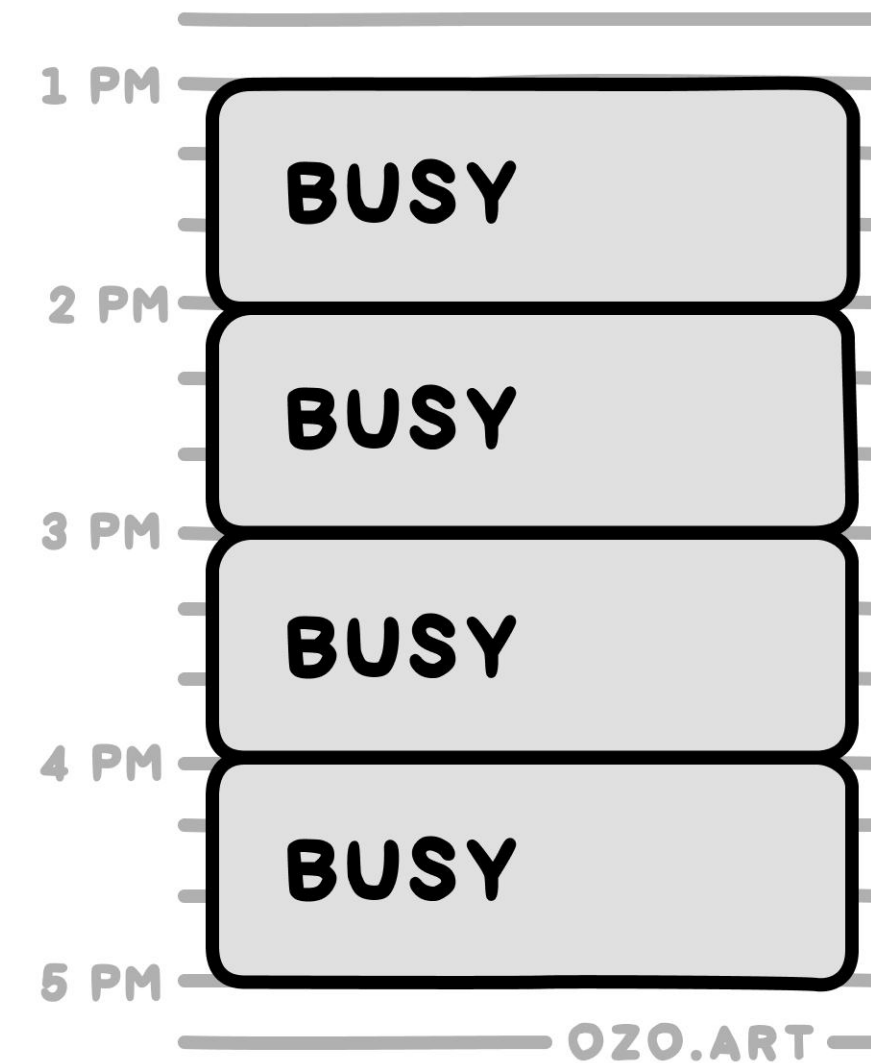
Novelty

Creating something new, different, or unexpected.



Visuals do this almost by default!

**"I DON'T
HAVE TIME"**



**"I'M MAKING
TIME"**



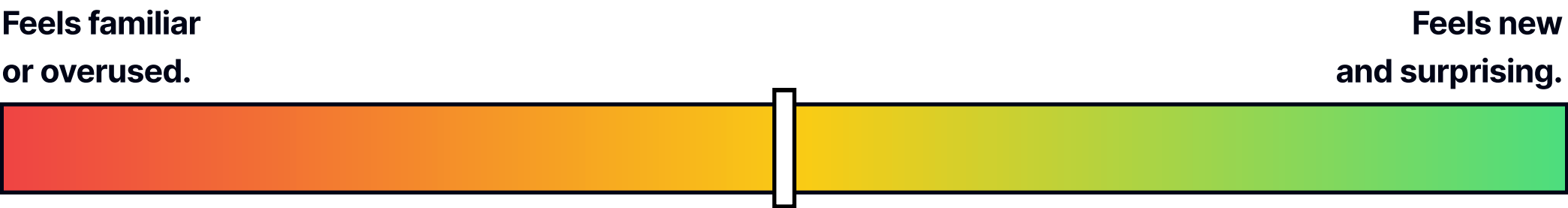


Love has more patience, so pursue projects that excite you.



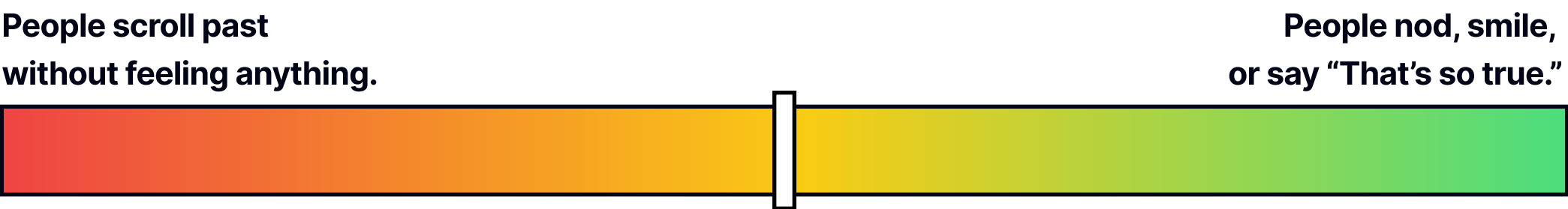
Novelty

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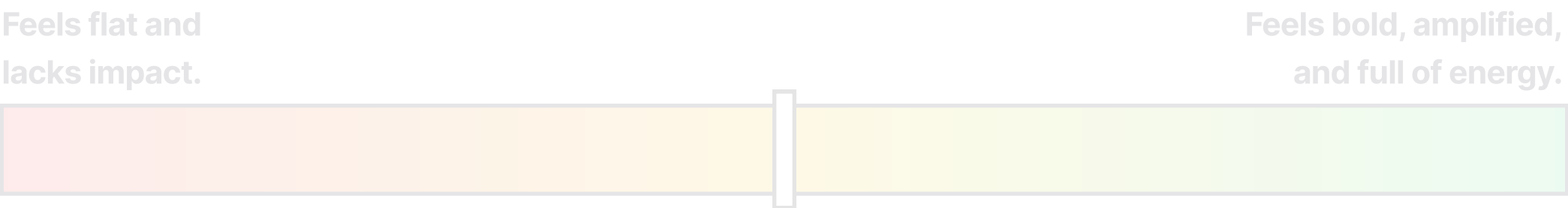
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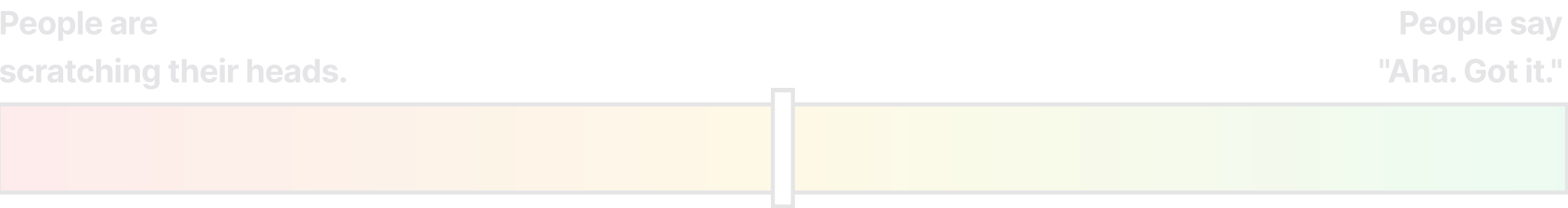
Amplification

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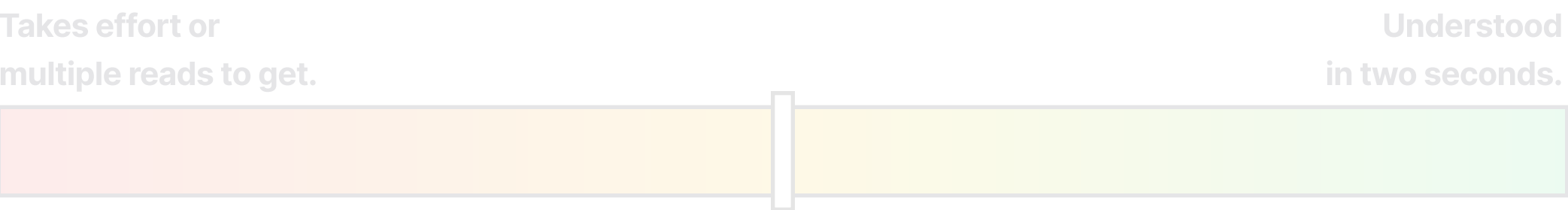
Clarity

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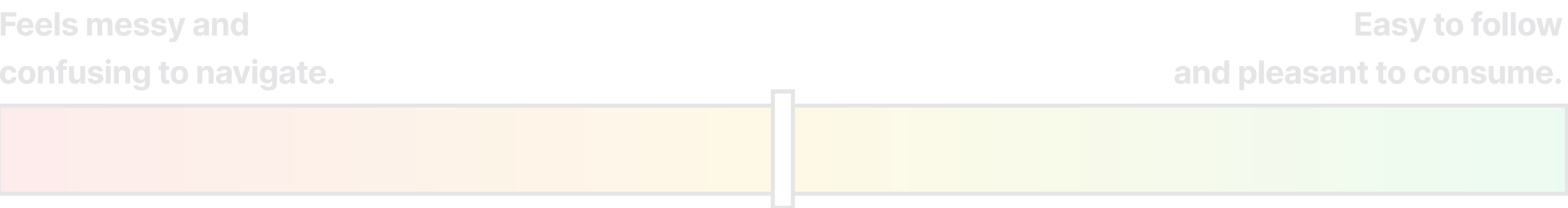
Speed

When people look at it, how quickly they get the idea?



Flow

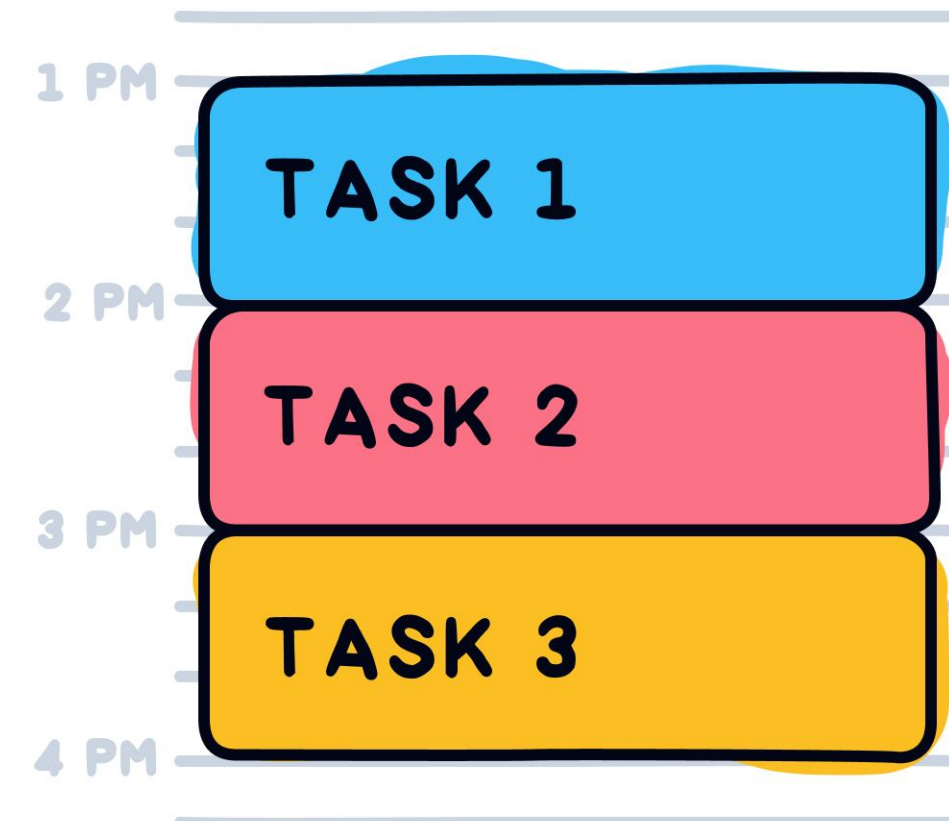
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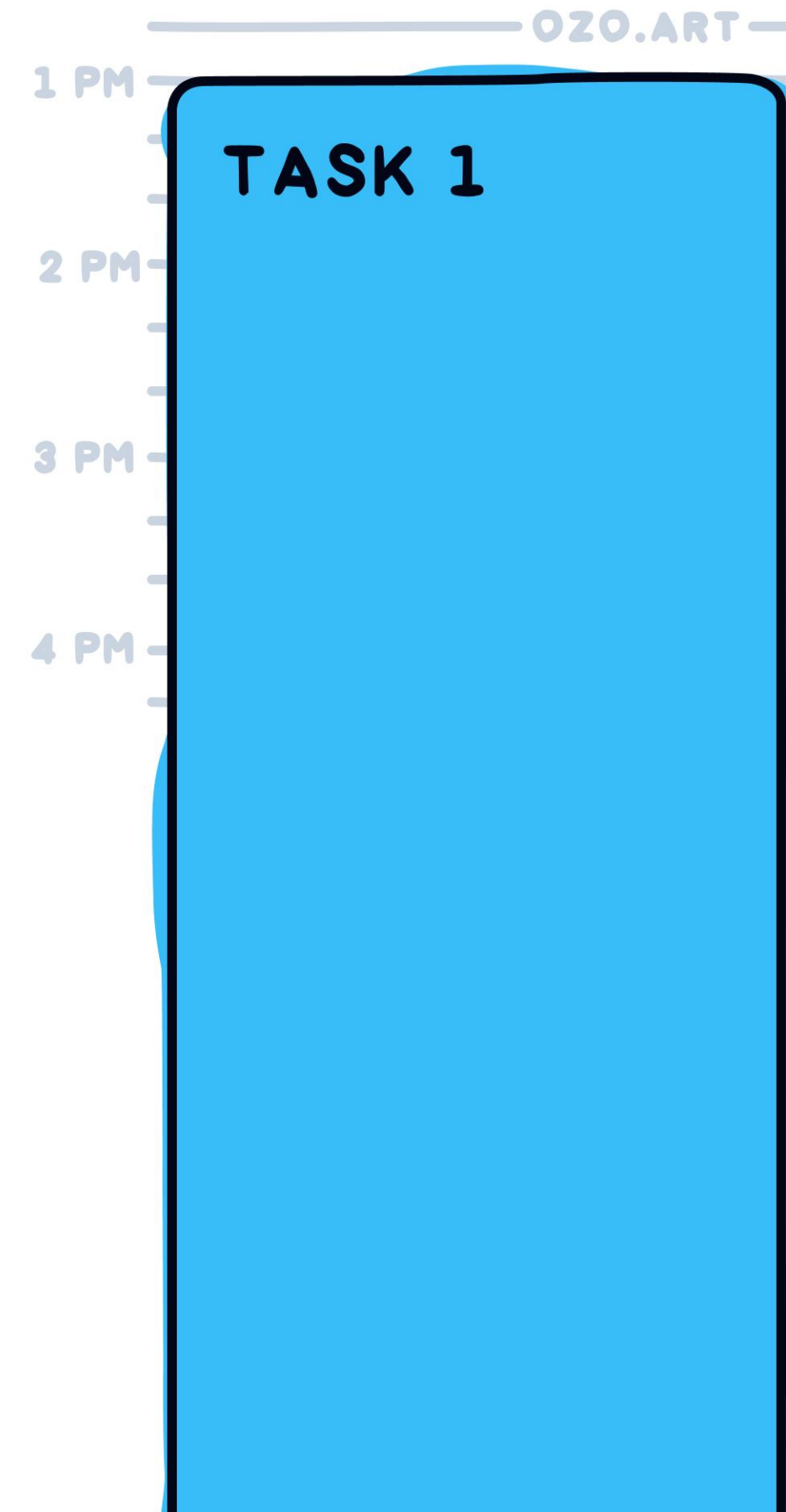
Resonance

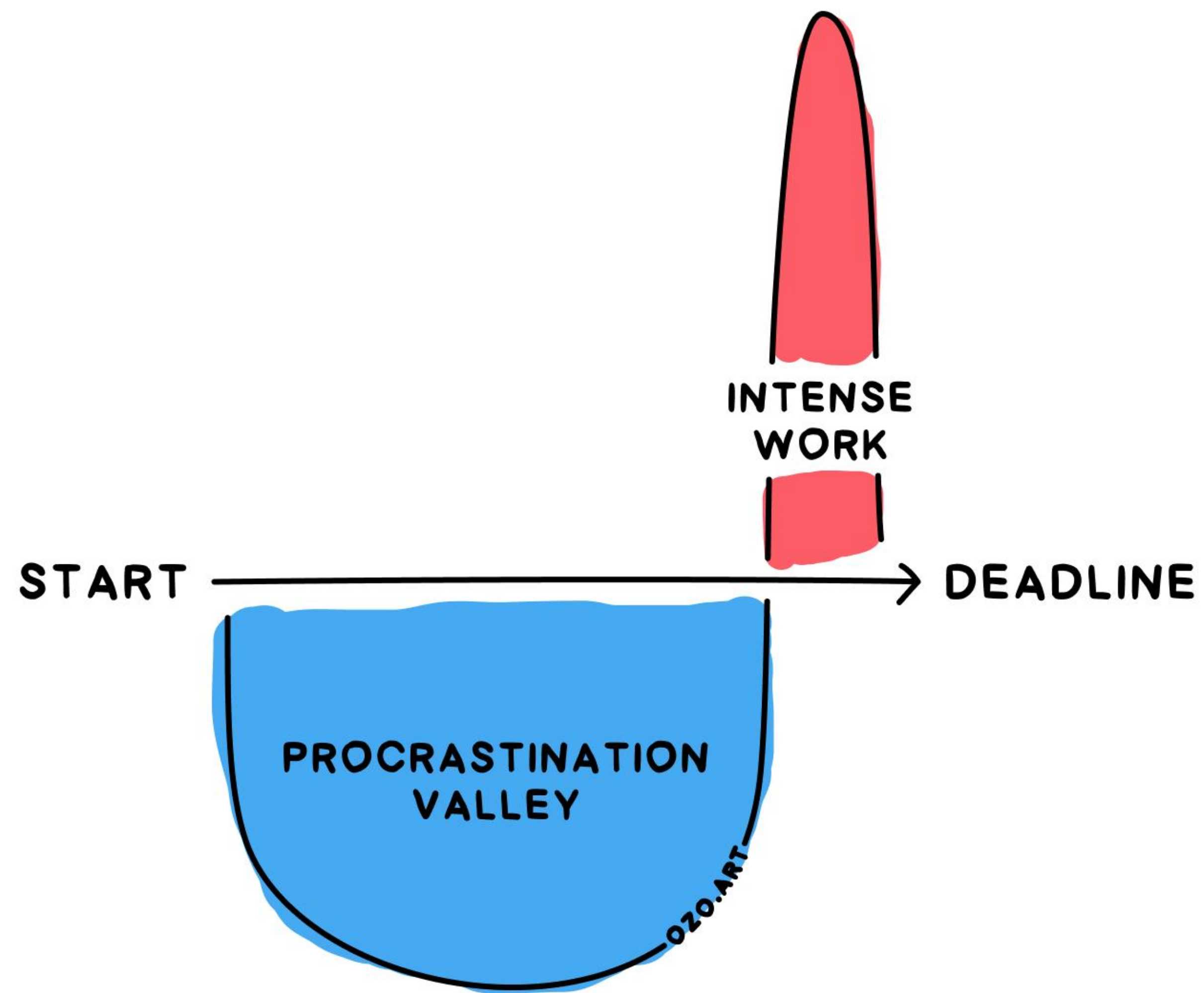
Capture what your audience feels and relates to.

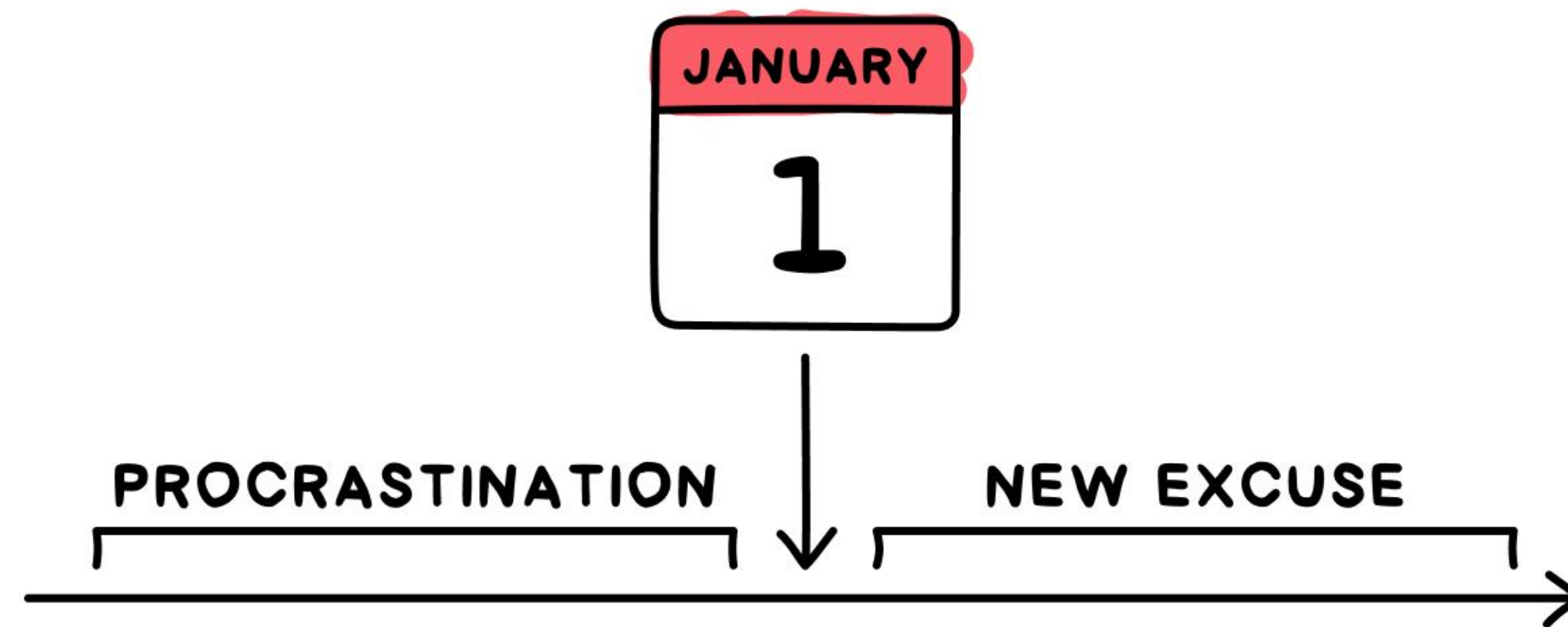
PLAN



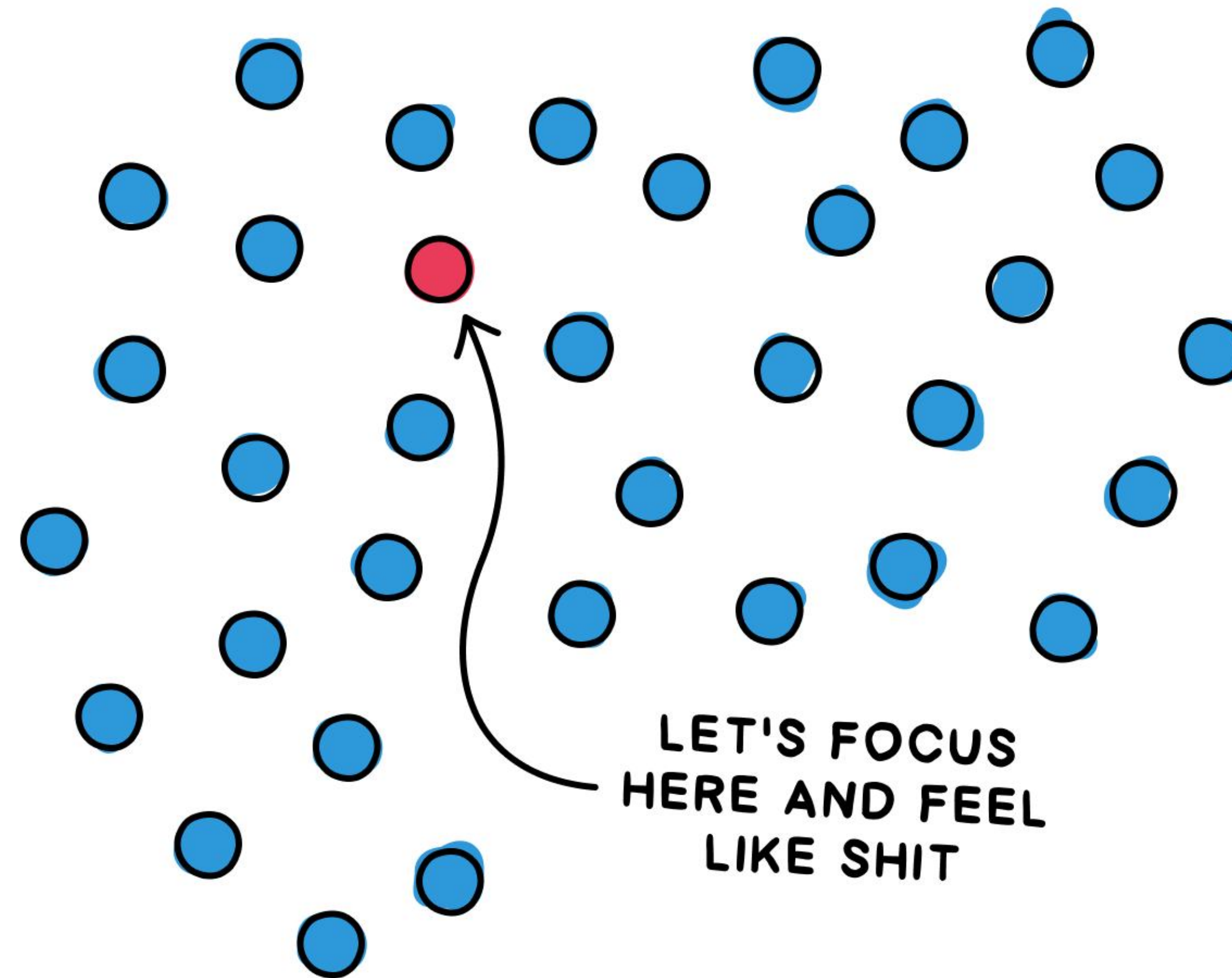
REALITY





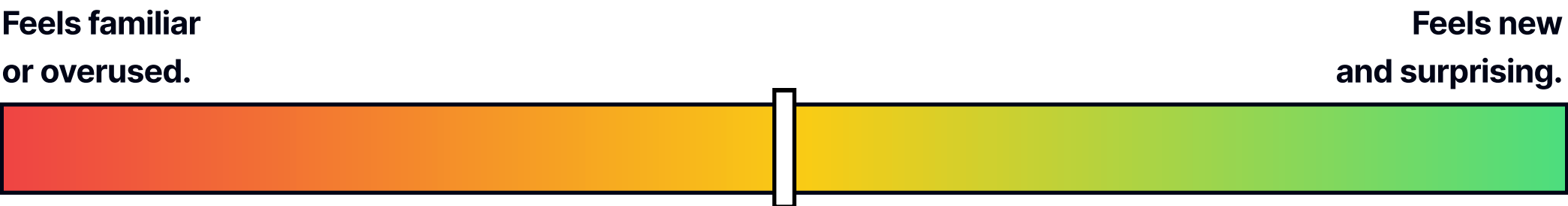


- POSITIVE COMMENTS
- NEGATIVE COMMENTS



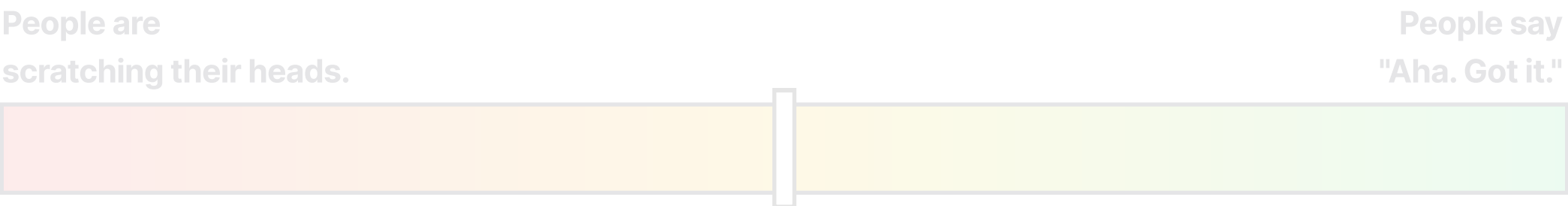
Novelty

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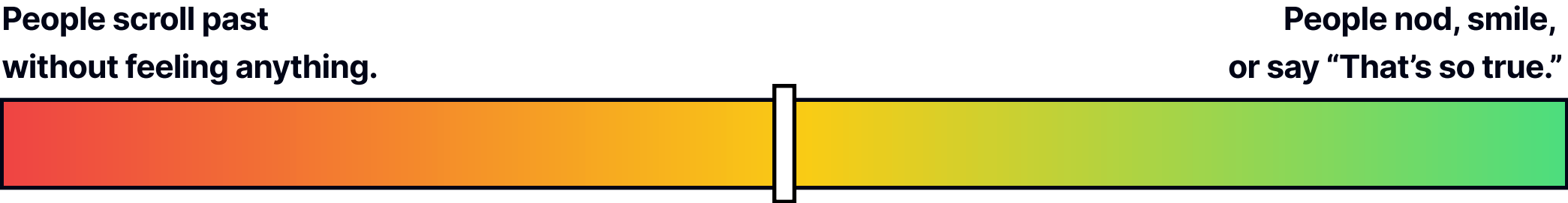
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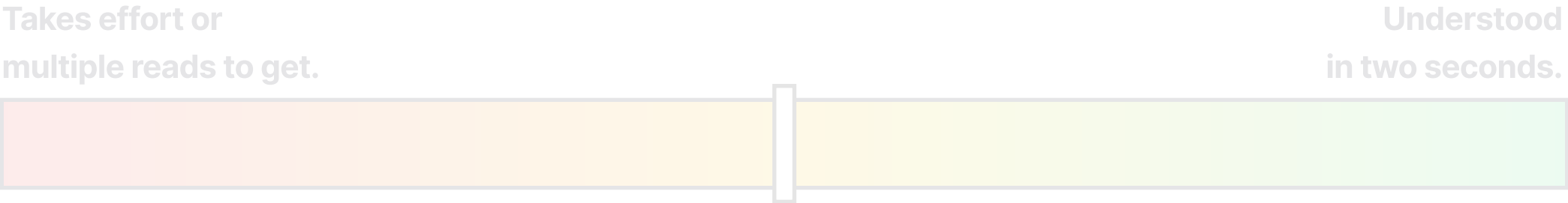
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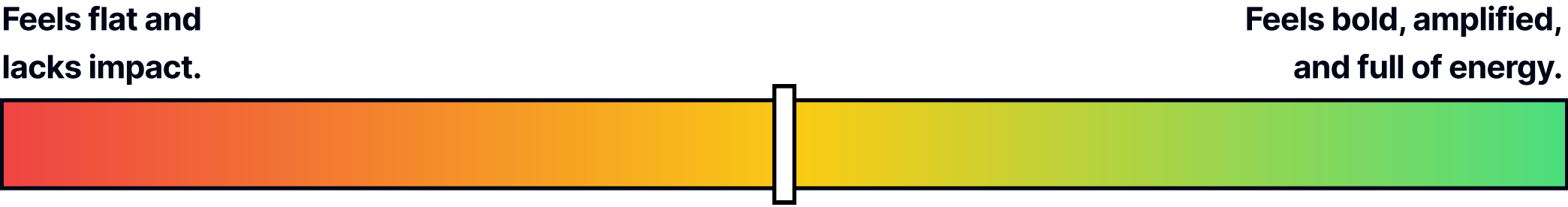
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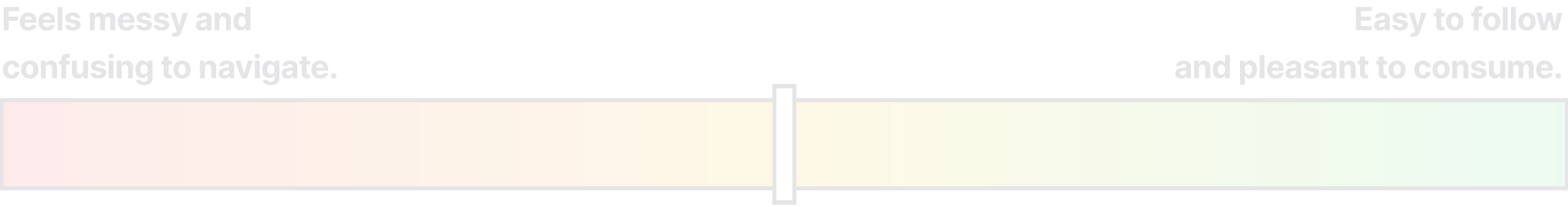
Amplification

Are you adding more punch and power to the idea, or it feels plain?



Flow

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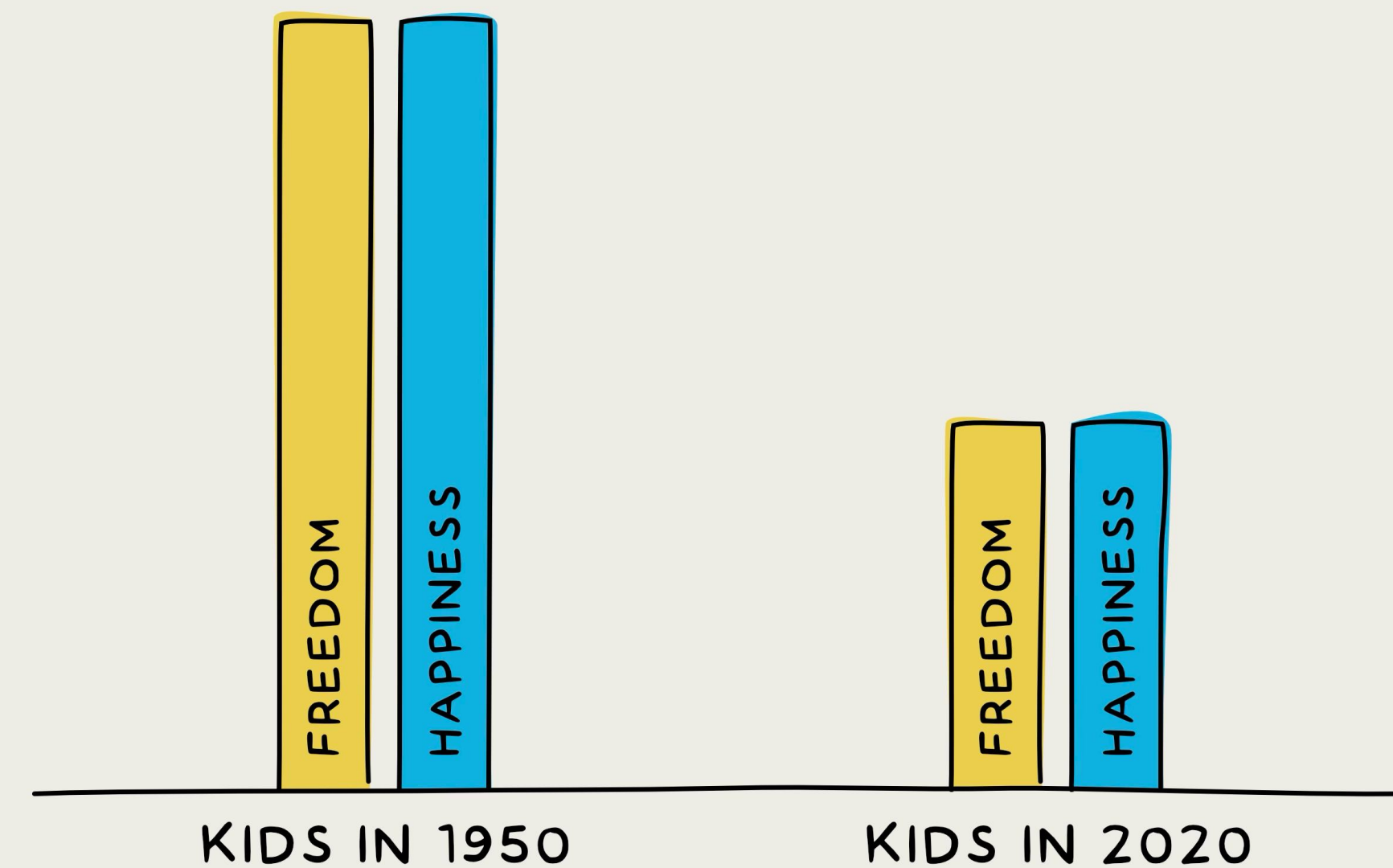


Amplification

Add more punch to your idea (if it makes sense).

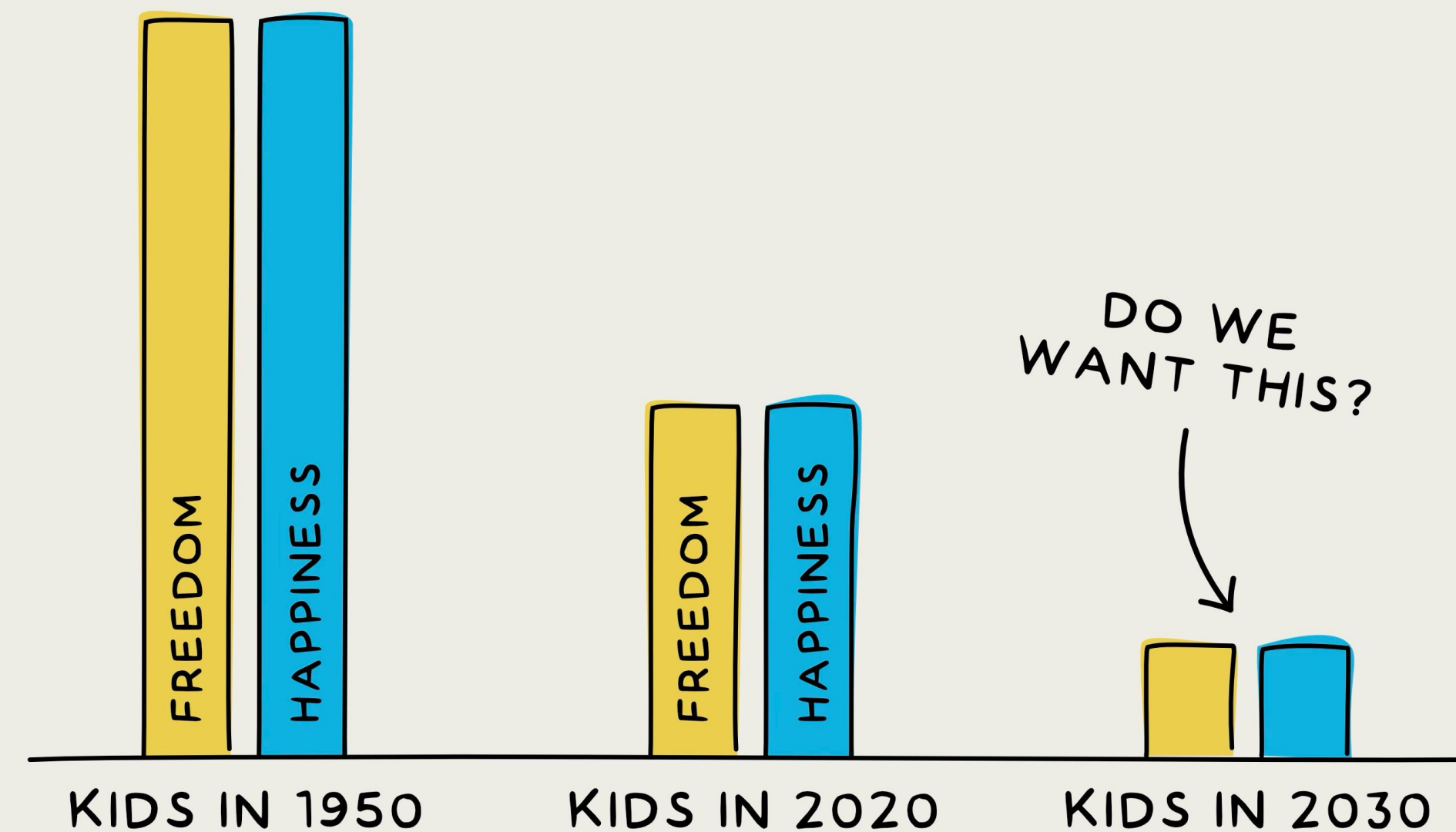
Other studies have found quite similar results. Kids feel much more stressed today than seventy years ago. In fact, the suicide rate of kids under 15 in the US has quadrupled since 1950. It's hard to think of a more concerning statistic.

We're faced with a real puzzle here. Kids experience worse mental health today, even though their lives are much better according to objective standards. Seventy years ago, there was more violent crime, more poverty, and more childhood deaths, but kids were happier! What explains the difference?



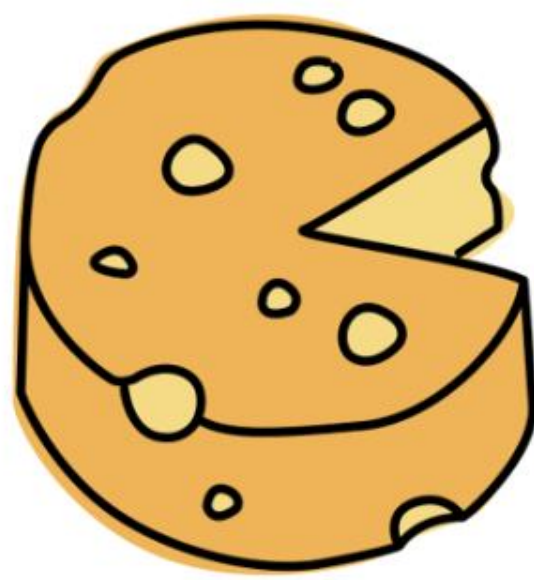
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 **Janis Ozolins** ✓
@OzolinsJanis

Slice and start.



DREAM



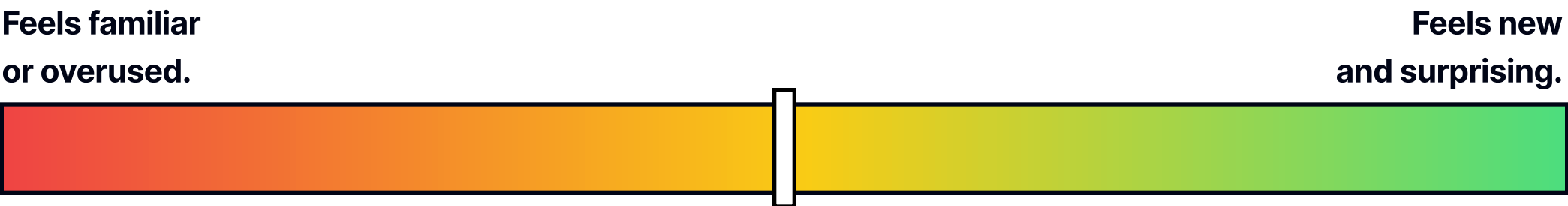
PROJECT



TASK

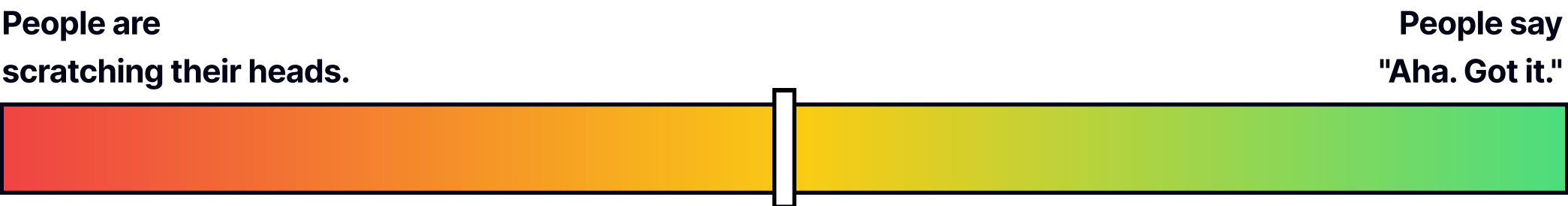
Novelty

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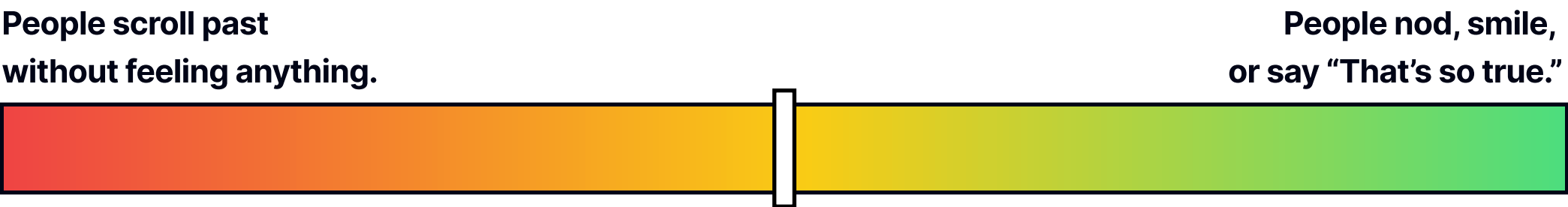
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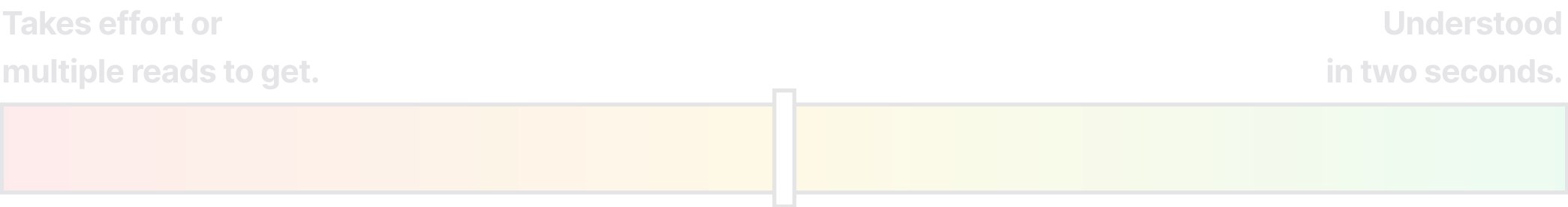
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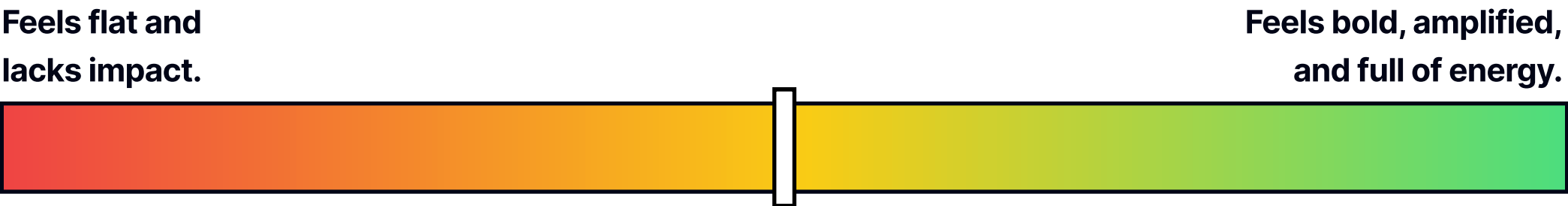
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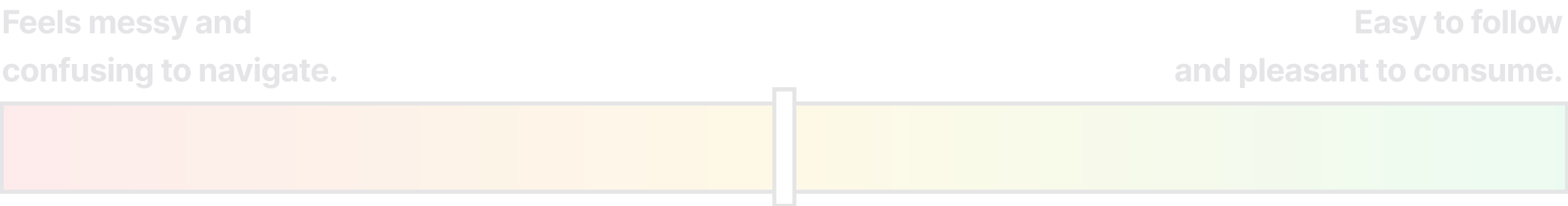
Amplification

Are you adding more punch and power to the idea, or it feels plain?



Flow

Does the eye flow naturally from top to bottom / left to right or jump around trying to make sense of it?



Clarity

*“People are drawn to clarity and away from confusion.” –
Donald Miller*

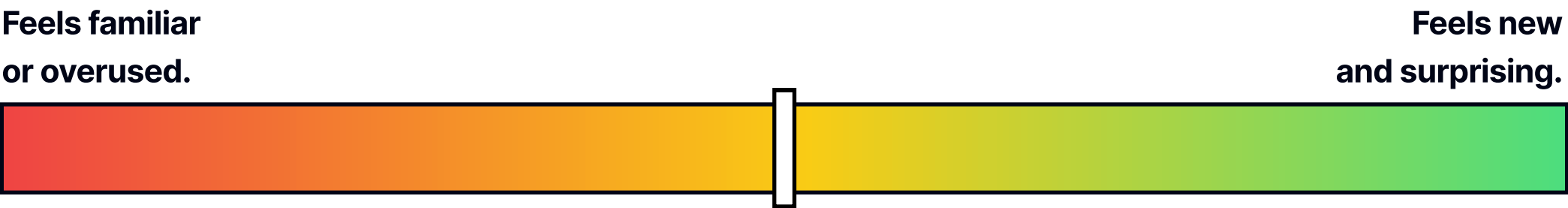
It's fine to be clever, but it shouldn't come at the cost of clarity.

“Check this. Do you get it?”

Do they scratch head or within few second answer: “Yes!”

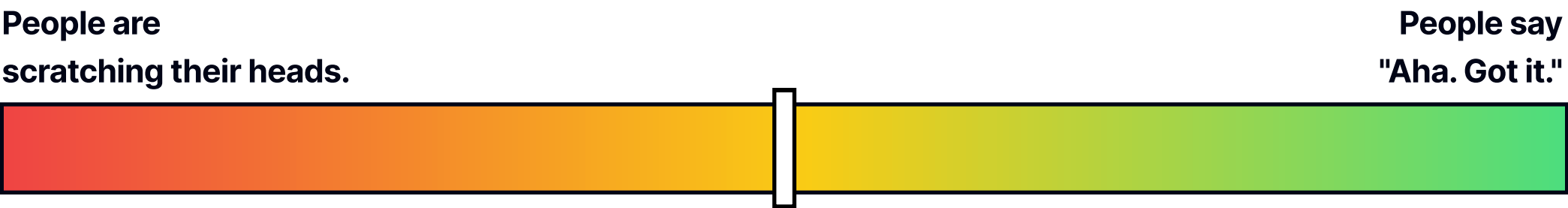
Novelty

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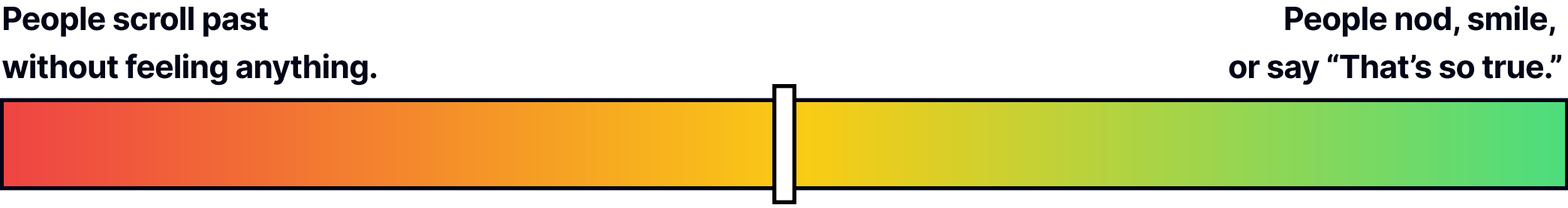
Clarity

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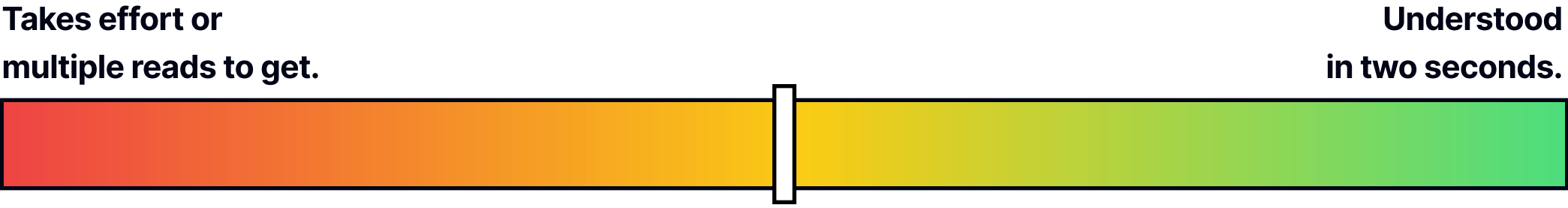
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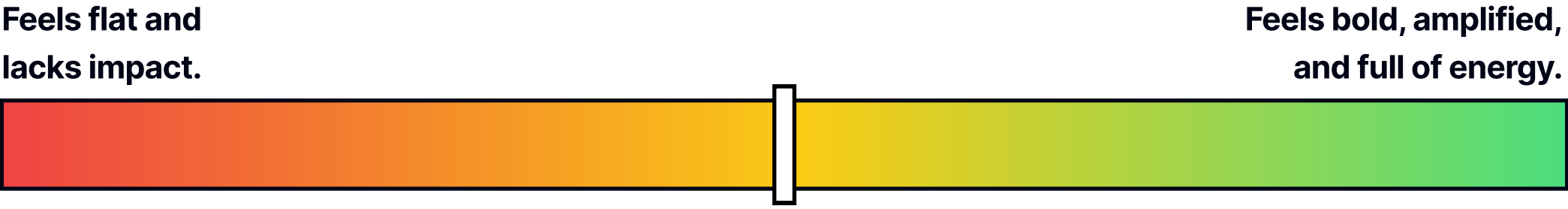
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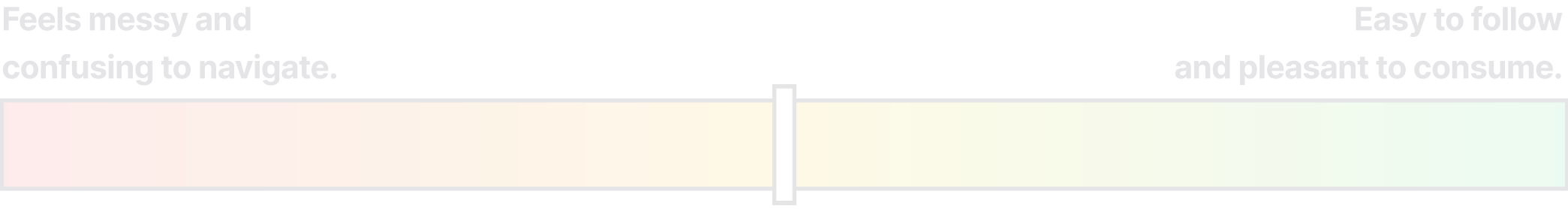
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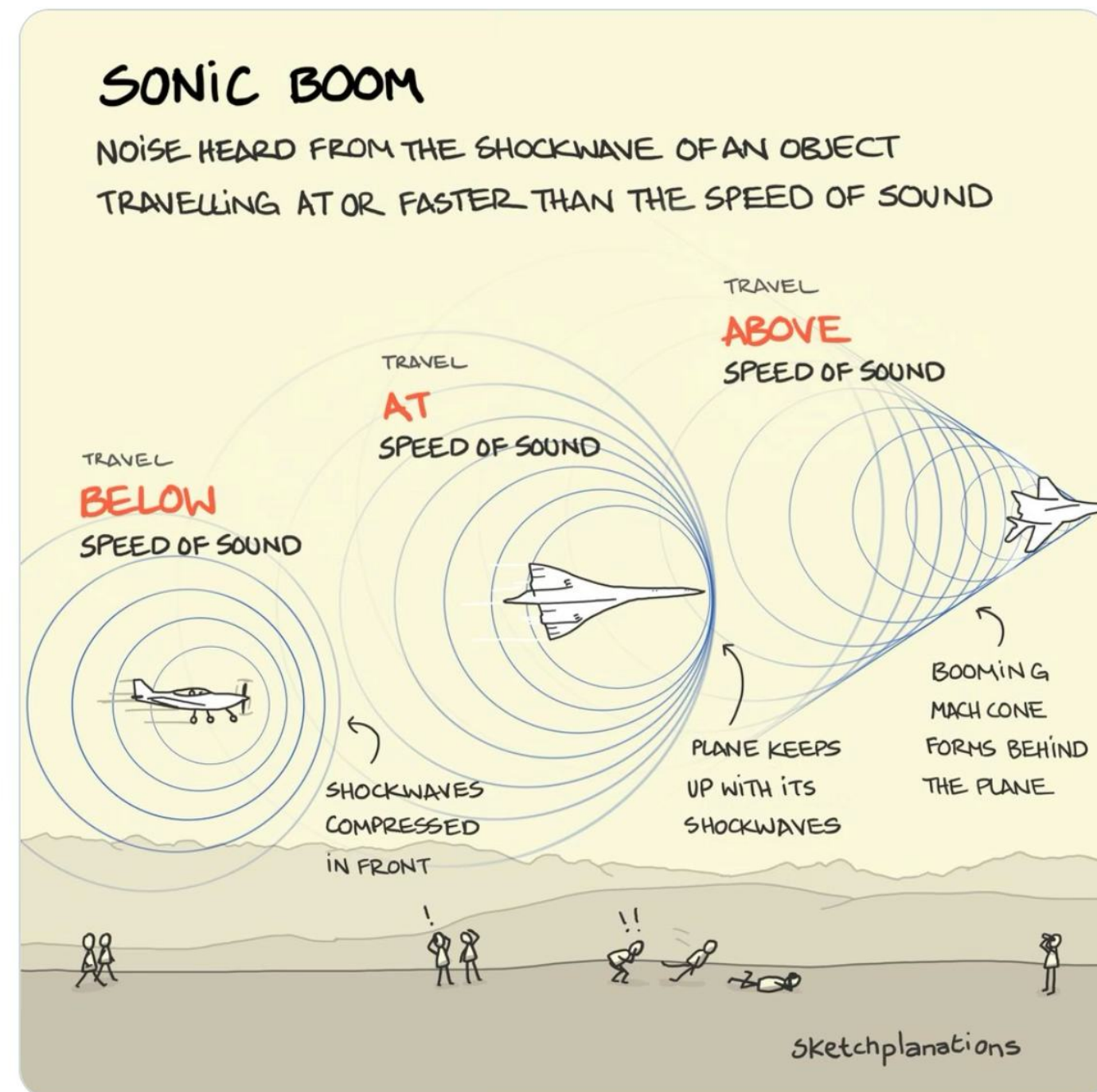


Speed

One digestible idea at a time, without unnecessary details.



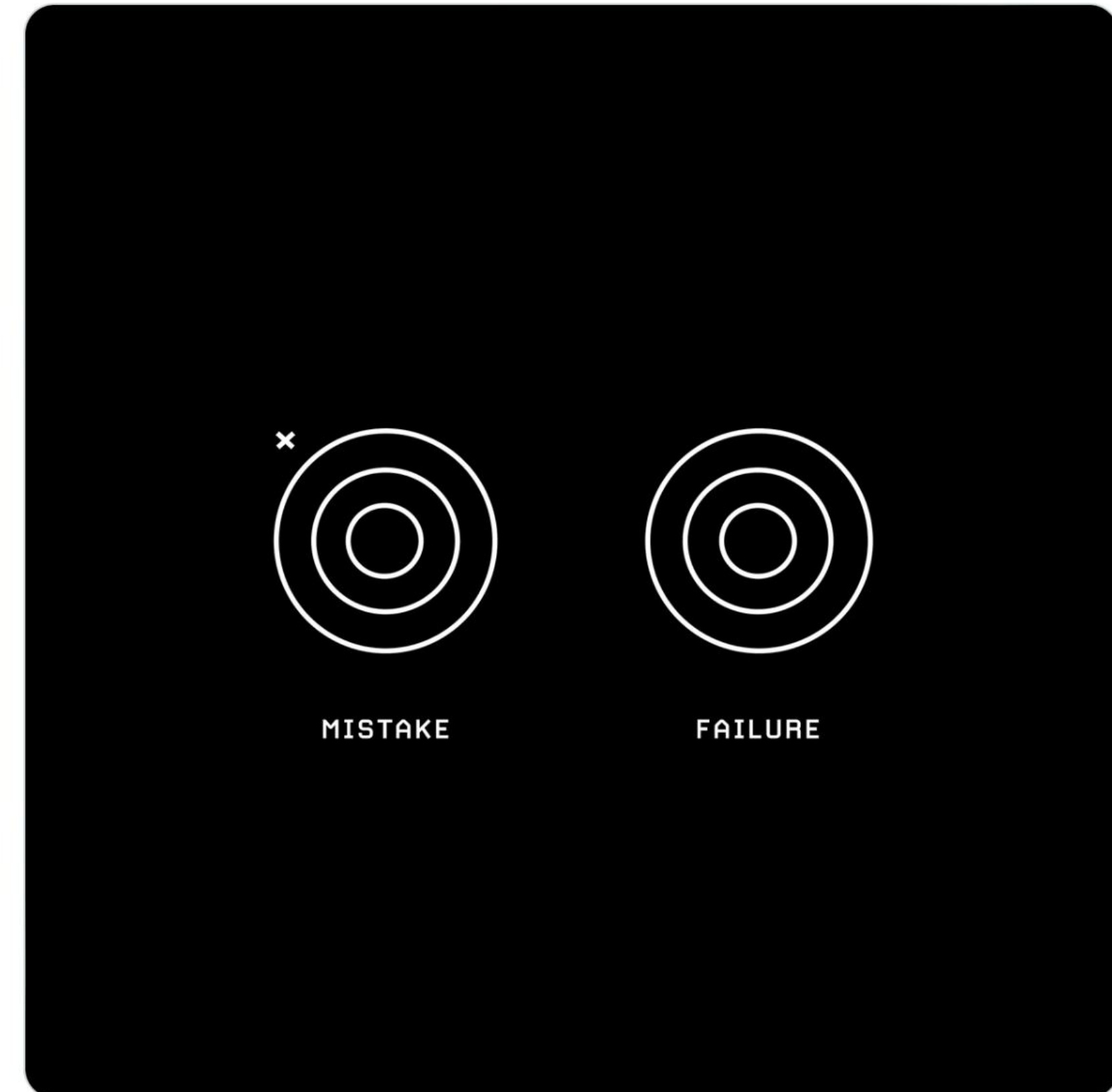
Sonic booms are the noise heard when an object travels at or faster than the speed of sound. I like the visual of imagining myself in a plane catching up with my own shockwaves in front until none can get away and 'boom'



Get overwhelmed



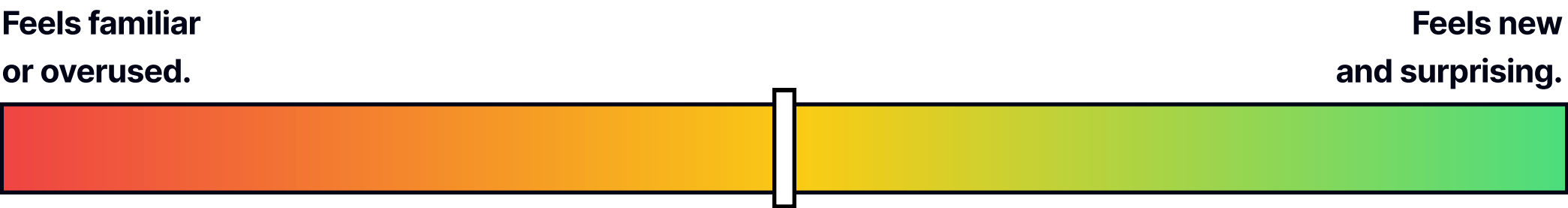
Shoot.



Observe with easy

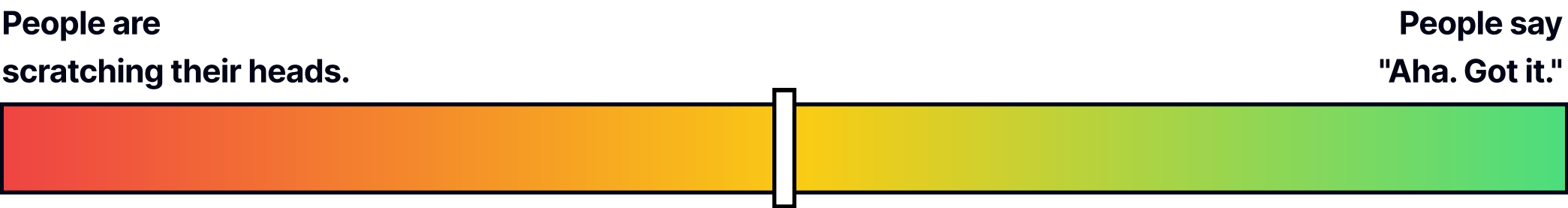
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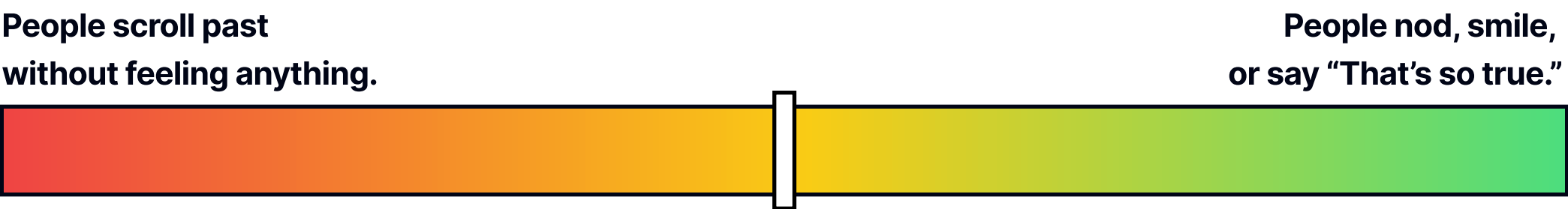
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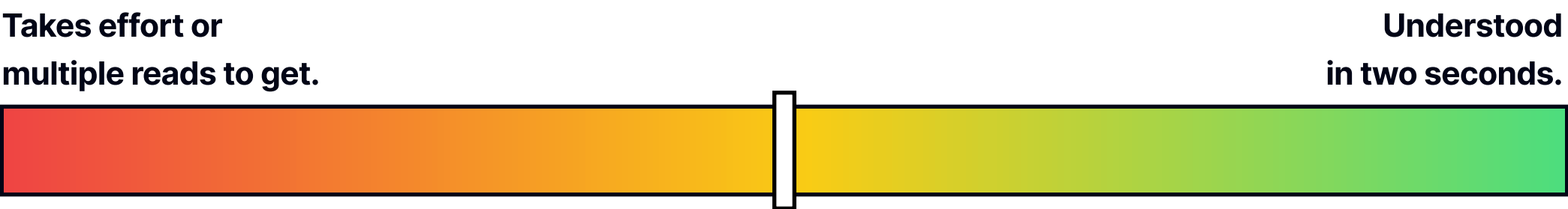
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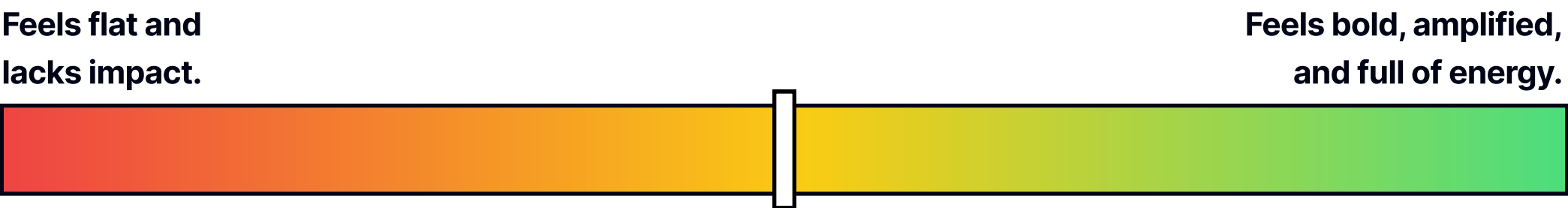
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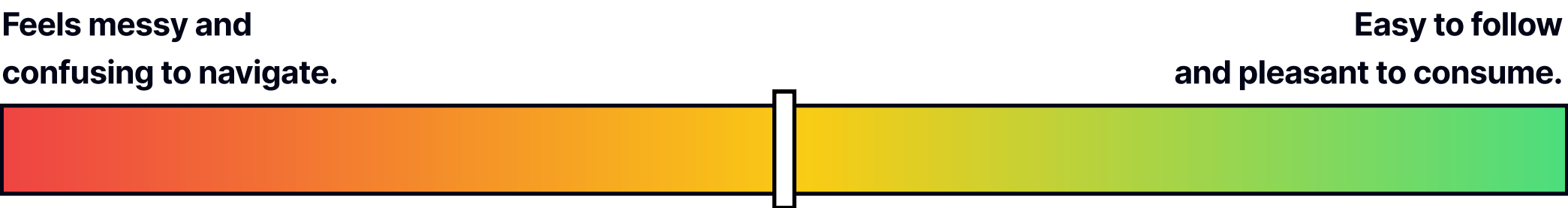
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Are you adding more punch and power to the idea, or it feels plain?



Flow

Does the eye flow naturally from top to bottom / left to right or jump around trying to make sense of it?

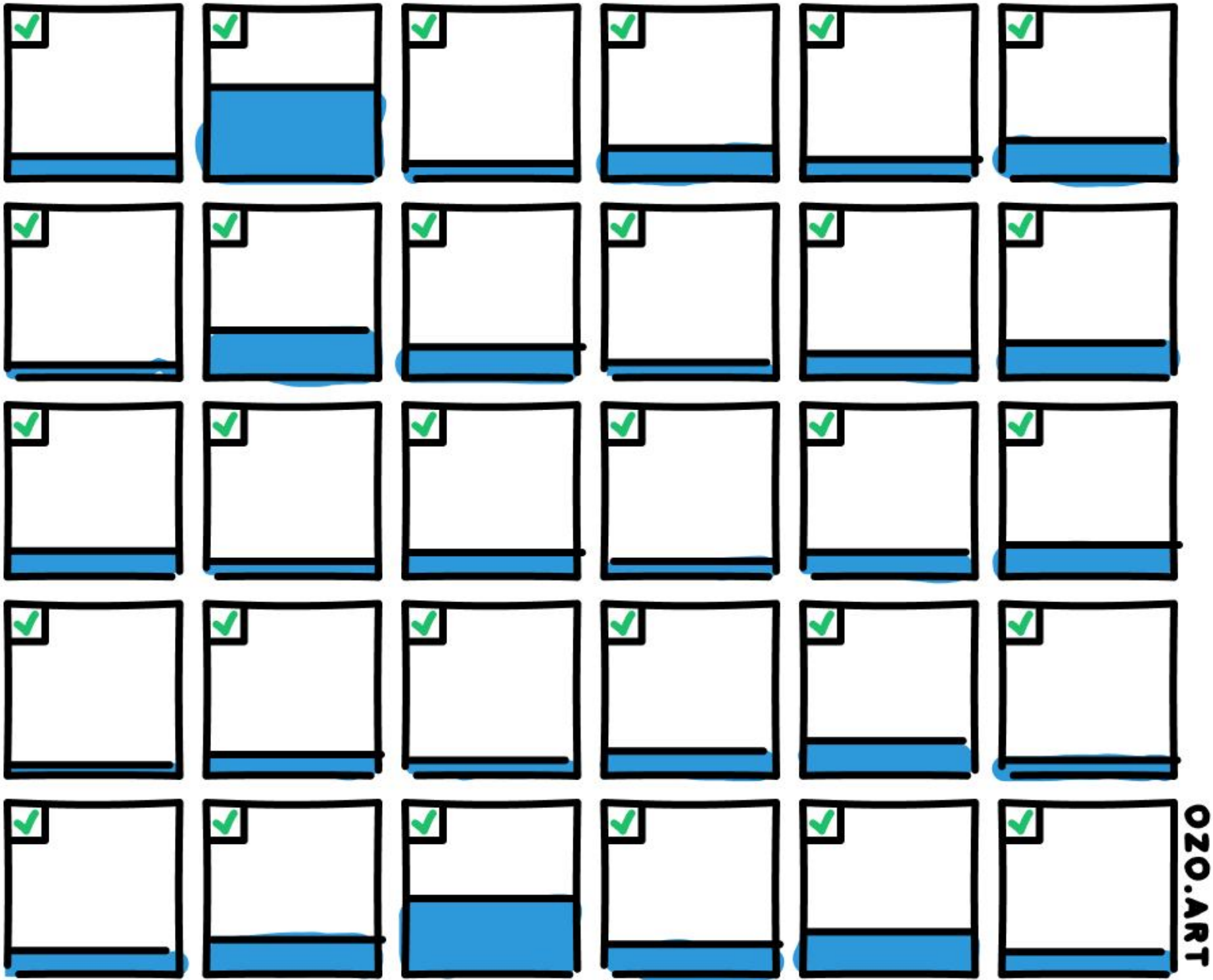


Flow

Top to bottom, left to right, all elements seamlessly connecting in your mind.

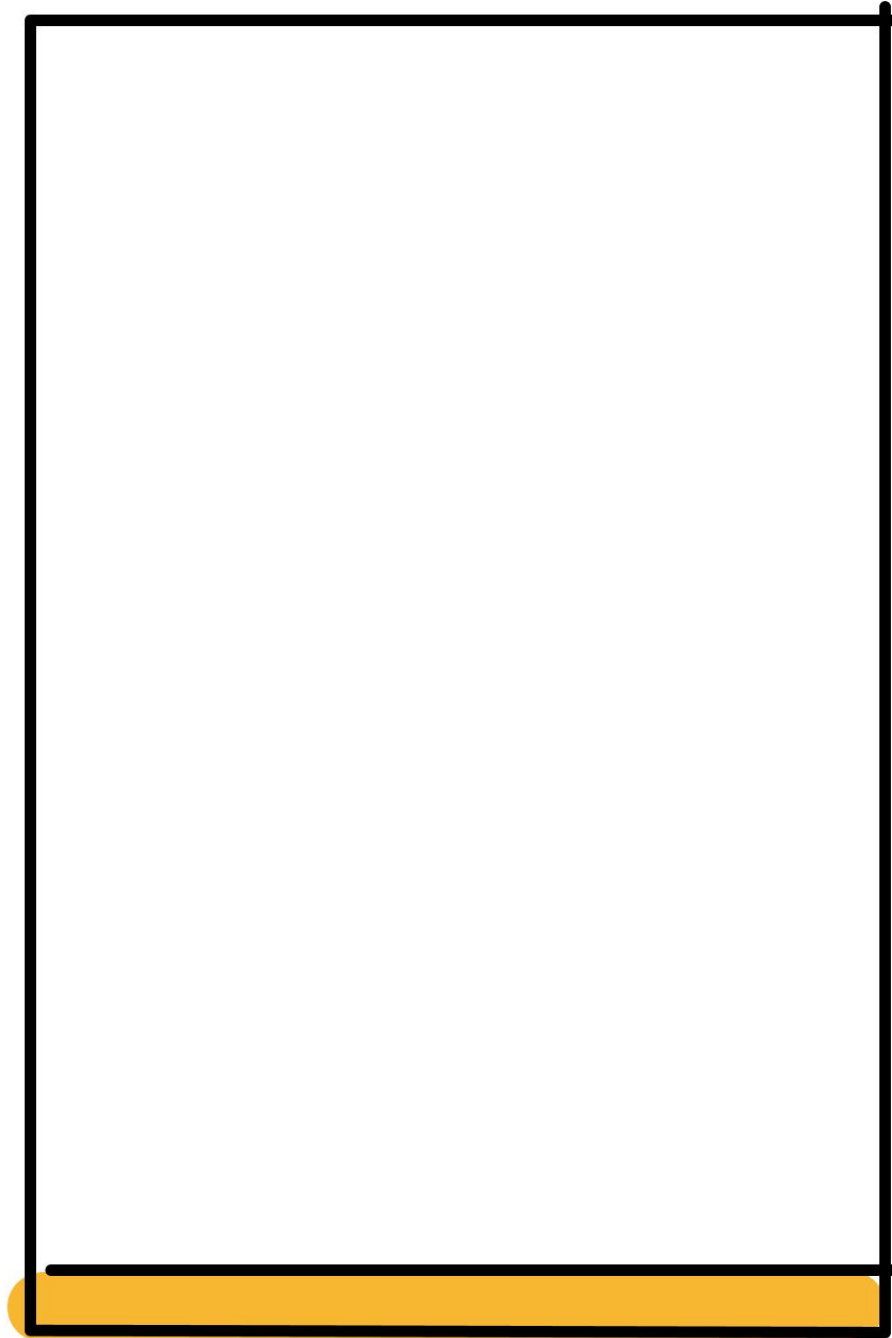
☒ SHOW UP EVERY DAY

☒ NO MATTER HOW SMALL

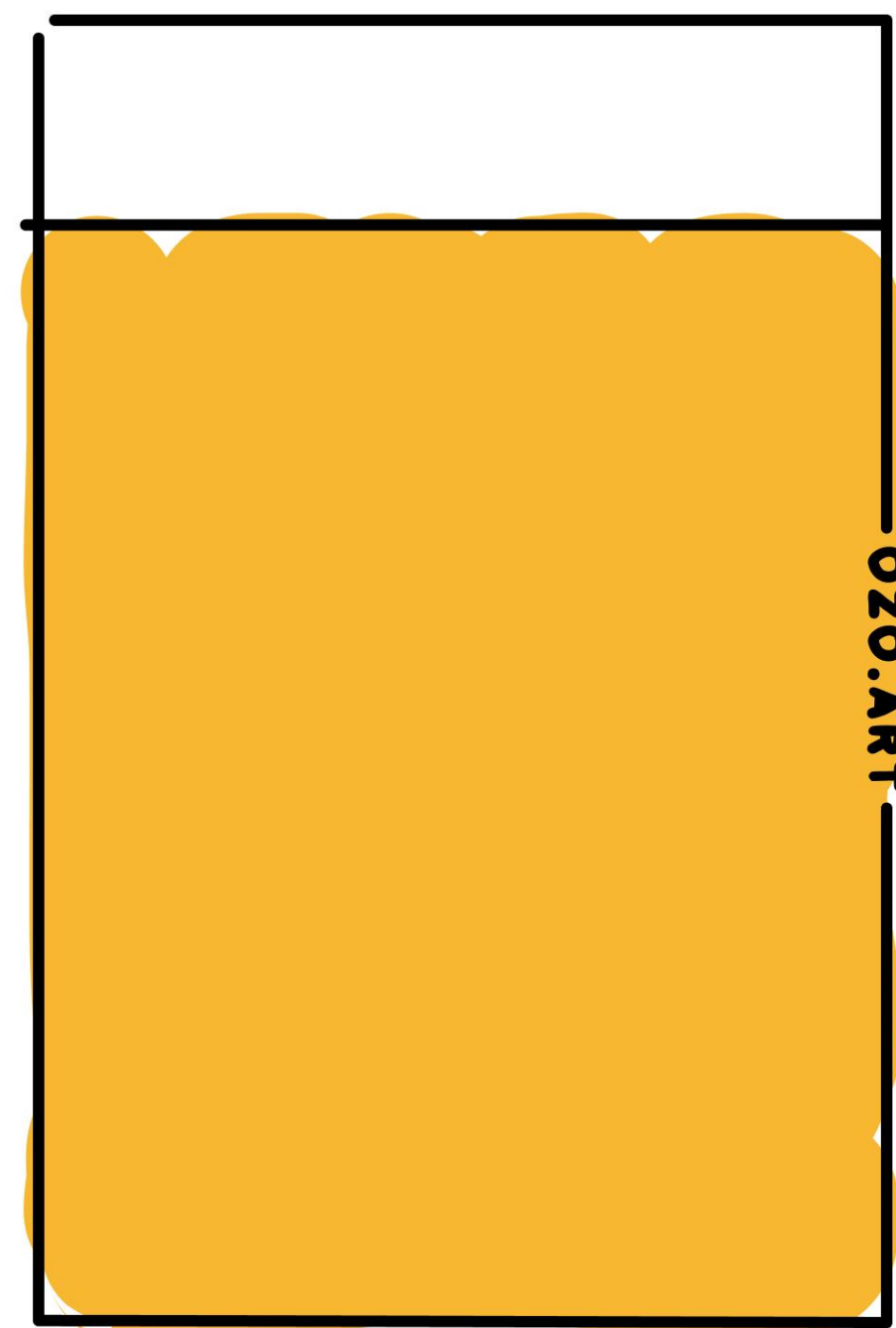


OZO.ART

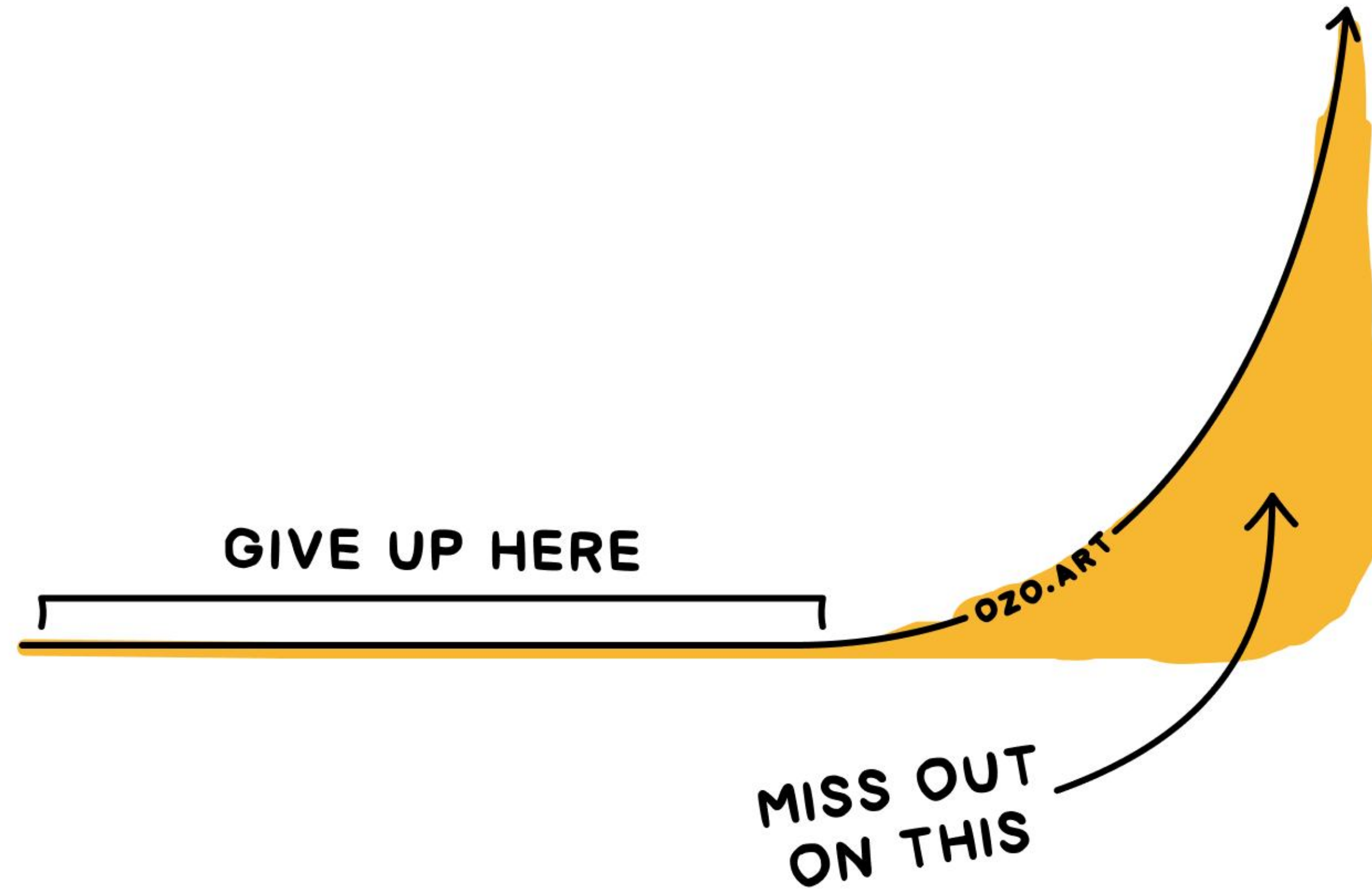
 TINY MUST-DO TASKS



ENERGY REQUIRED
FOR COMPLETING



MENTAL WEIGHT
FROM AVOIDING



Novelty

Resonance

Amplification

Clarity

Speed

Flow

Novelty

Resonance

Amplification

Clarity

Speed

Flow

Think about this (mostly) during brainstorming.

Novelty

Resonance

Amplification

Think about this (mostly) during packaging.

Clarity

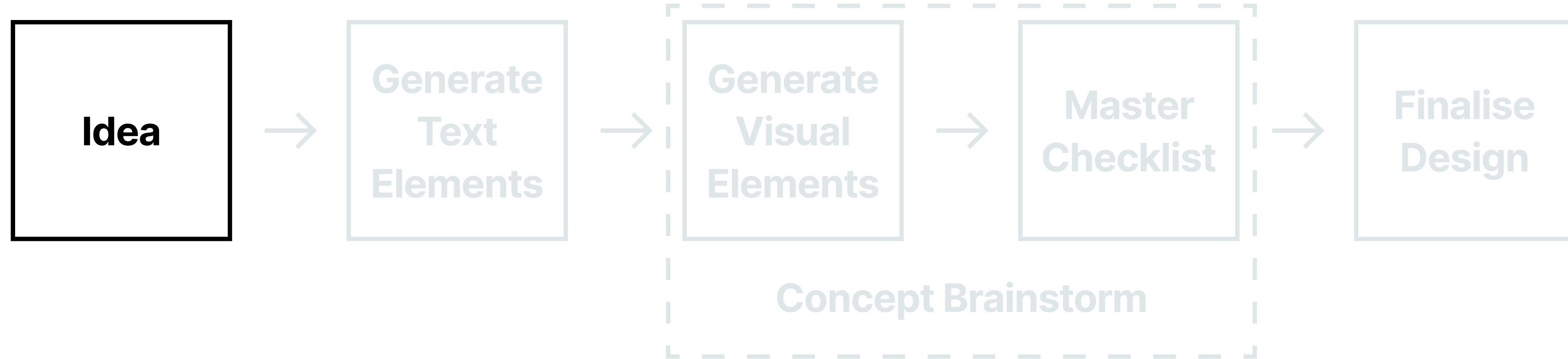
Speed

Flow

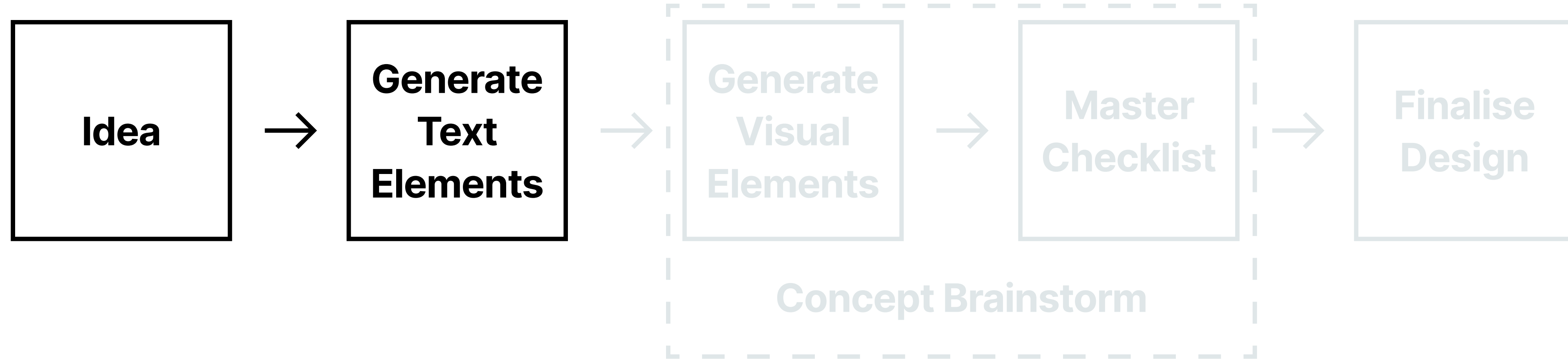
Process Overview

Here's the process I follow to create visuals.

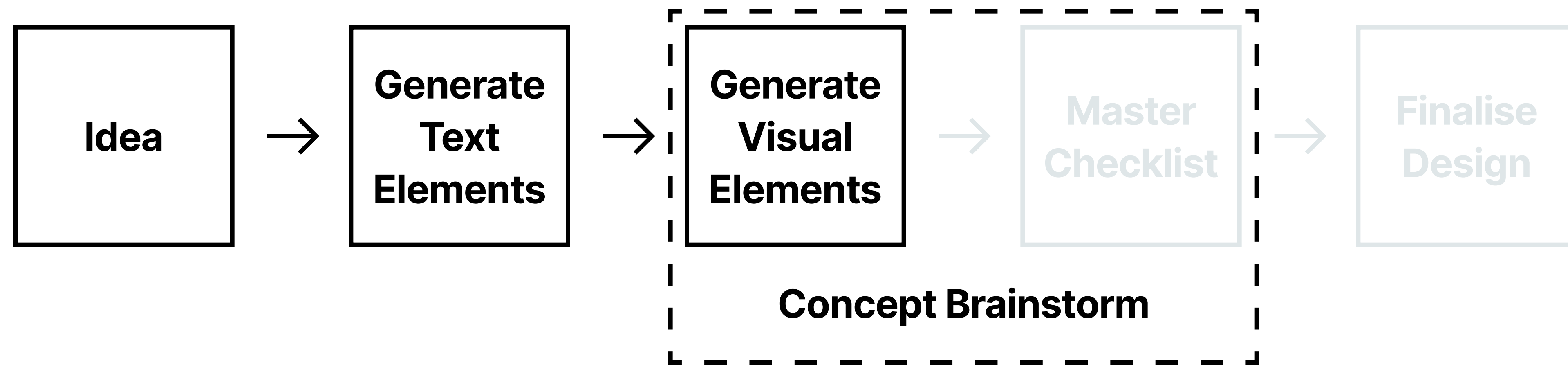
Process Overview



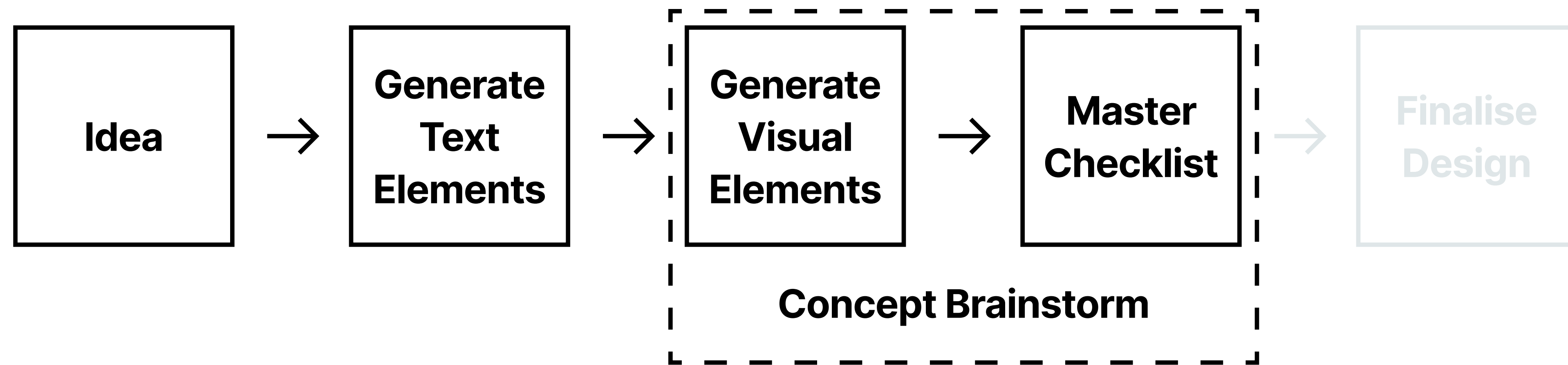
Process Overview



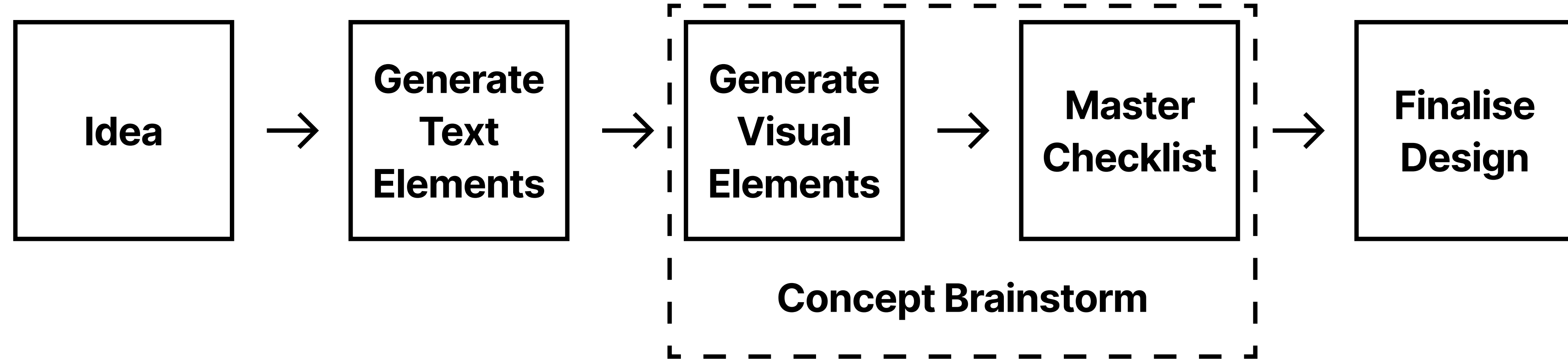
Process Overview



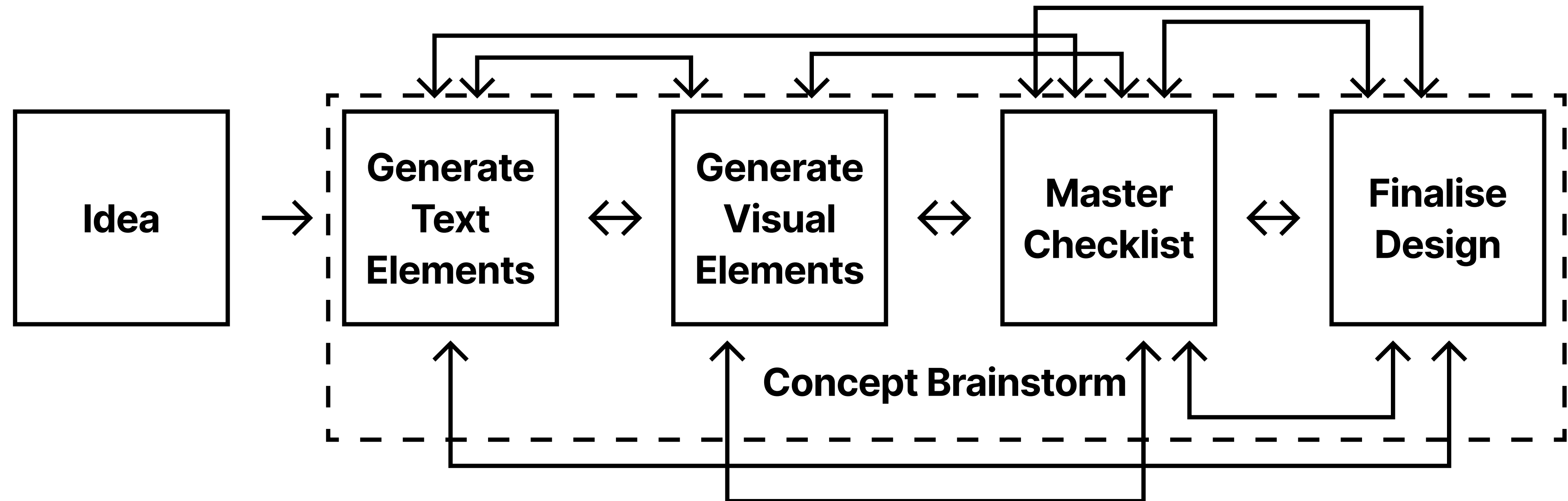
Process Overview



Process Overview



Process Overview (reality)



Generate Text Elements

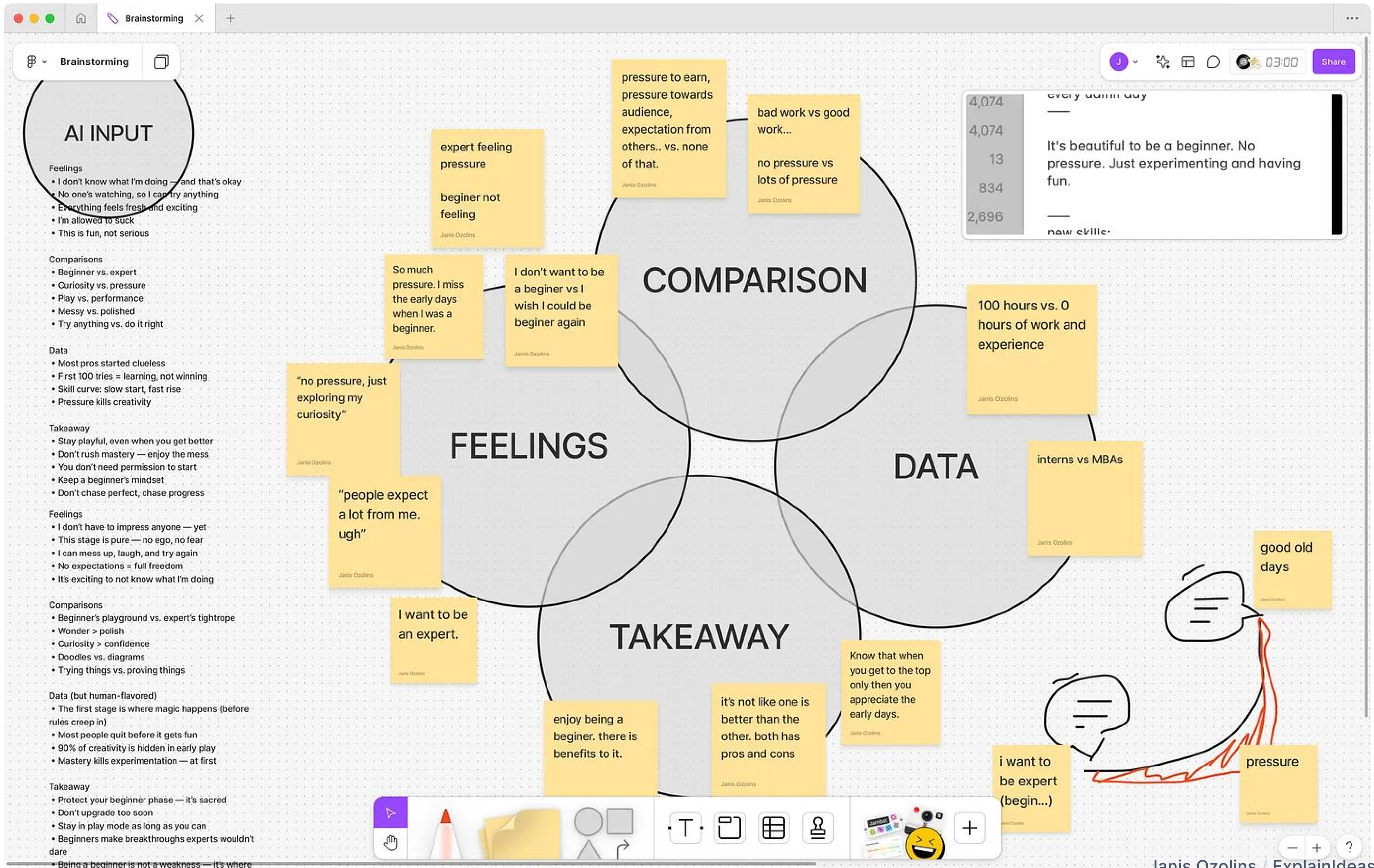
By taking your idea and answering questions like these:

What do people feel, think, or say about your idea? Are there any hidden truths or relatable moments you can uncover?

What data do we have (results, timeline, likelihood, statistics, cost)?

What comparisons can we create? (now/later, expectations/reality, before/after, success/failure, effort/outcome, problem/solution, risk/reward, past/present...)

Is there advice or a takeaway? (do this, this was bad, this doesn't work, avoid this, try that, learn from this, consider this, watch out for this)

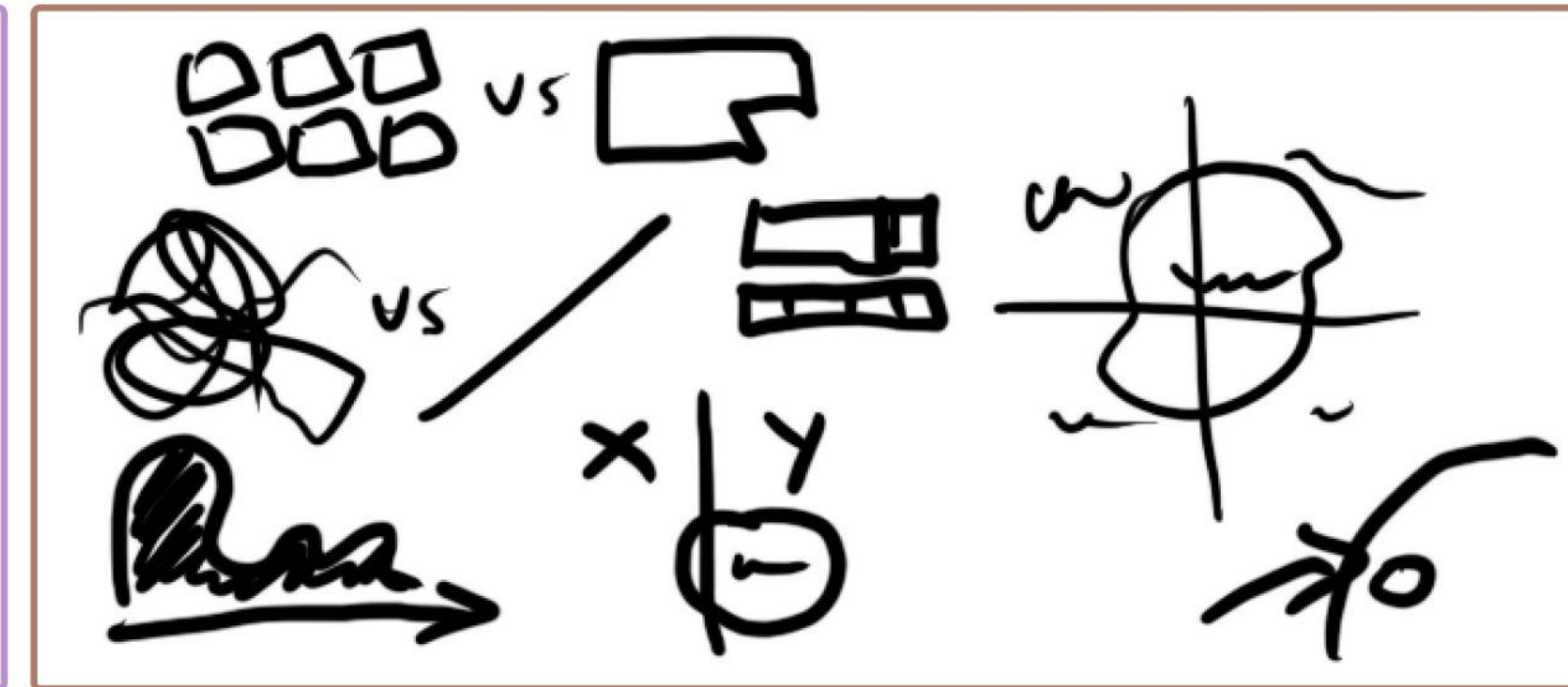


**Generating visual elements
(while keeping in mind the
text elements).**

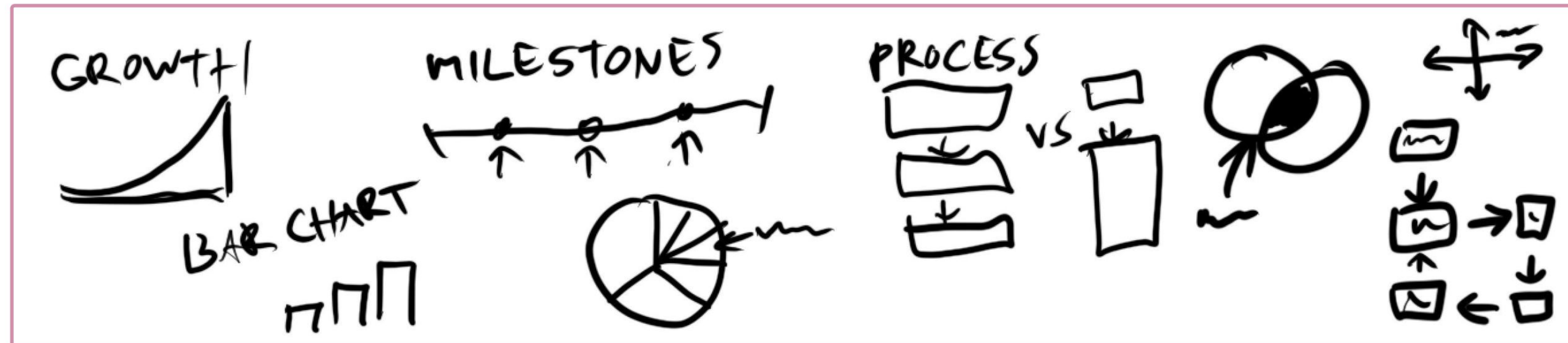
Visualise Context



Geometric Abstractions



Classic Elements



Create Characters



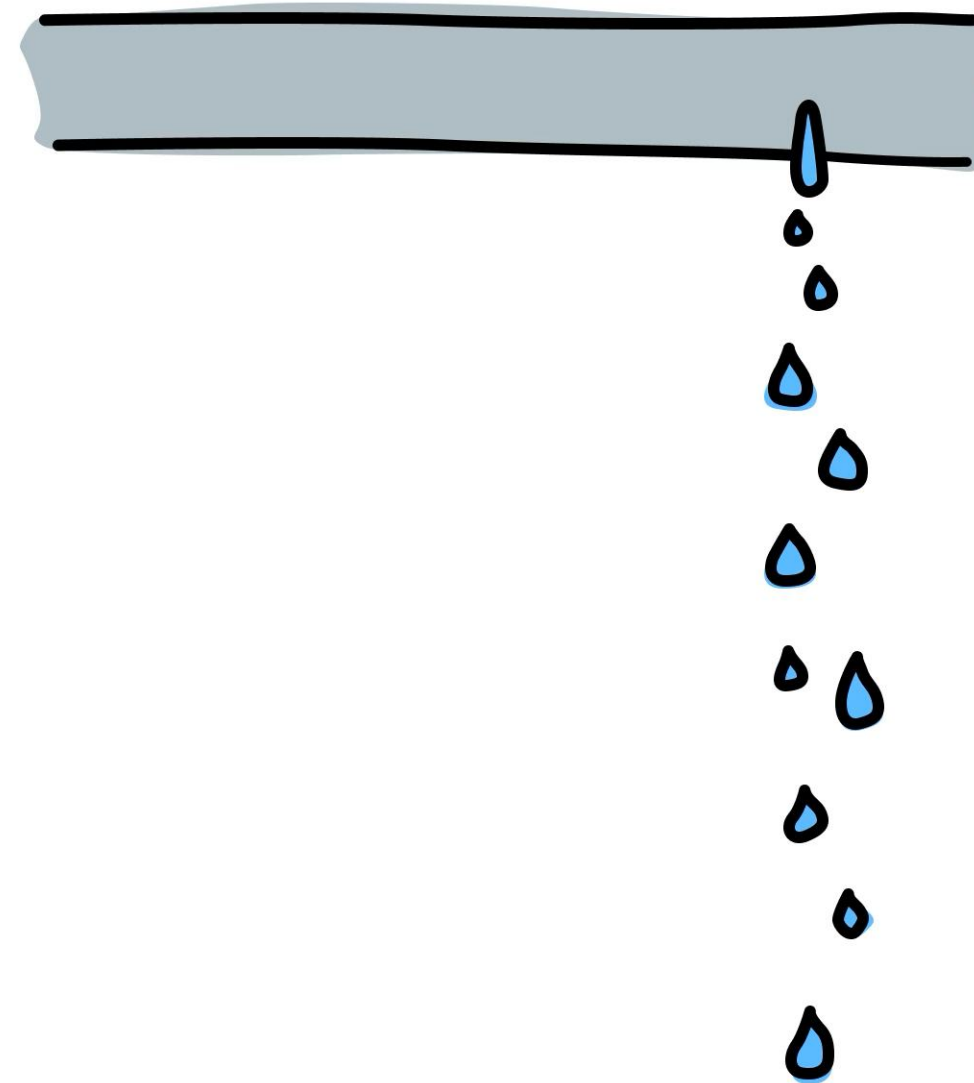
Find Metaphors





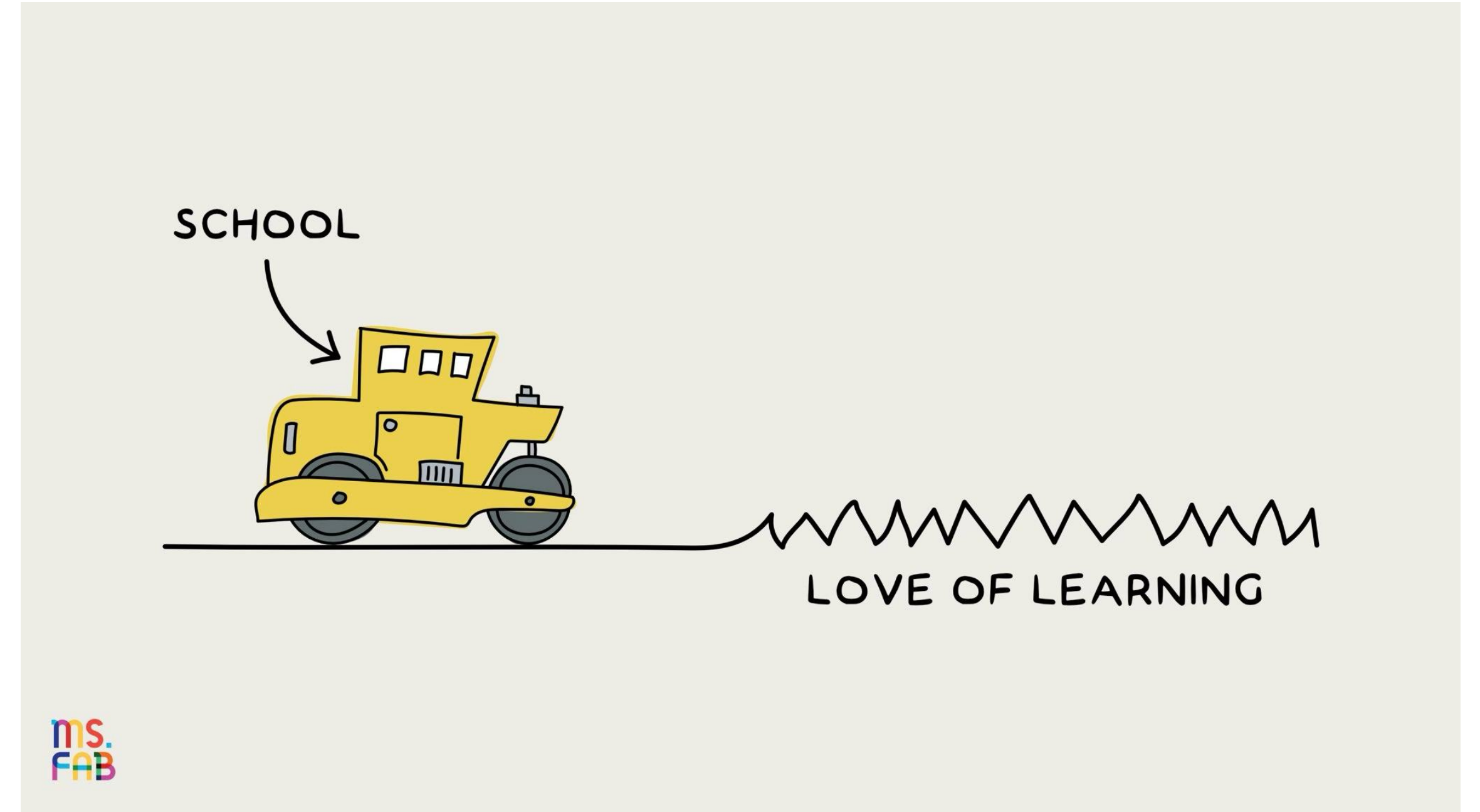
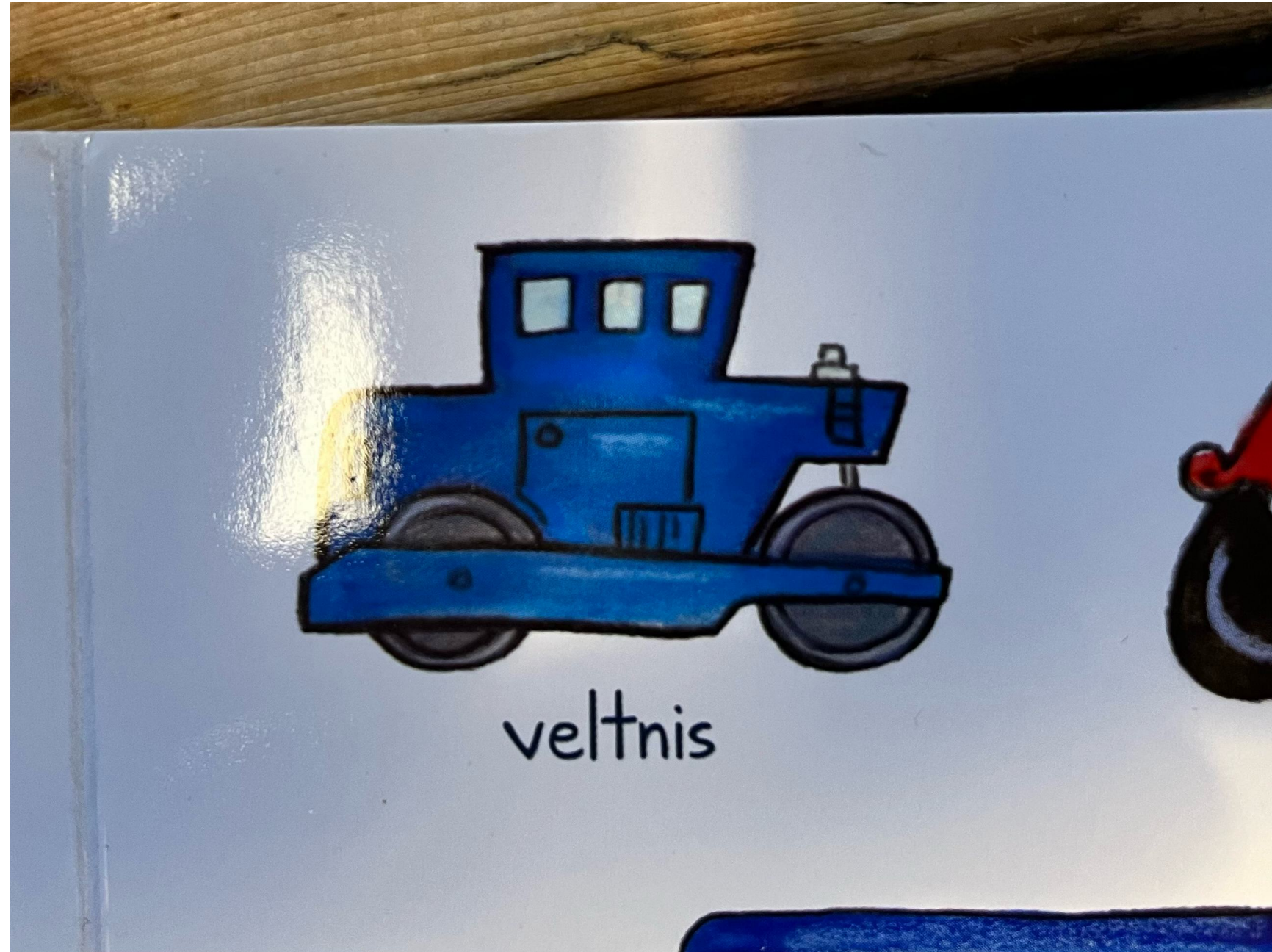


**INFORMATION
30 YEARS AGO**



**INFORMATION
TODAY**



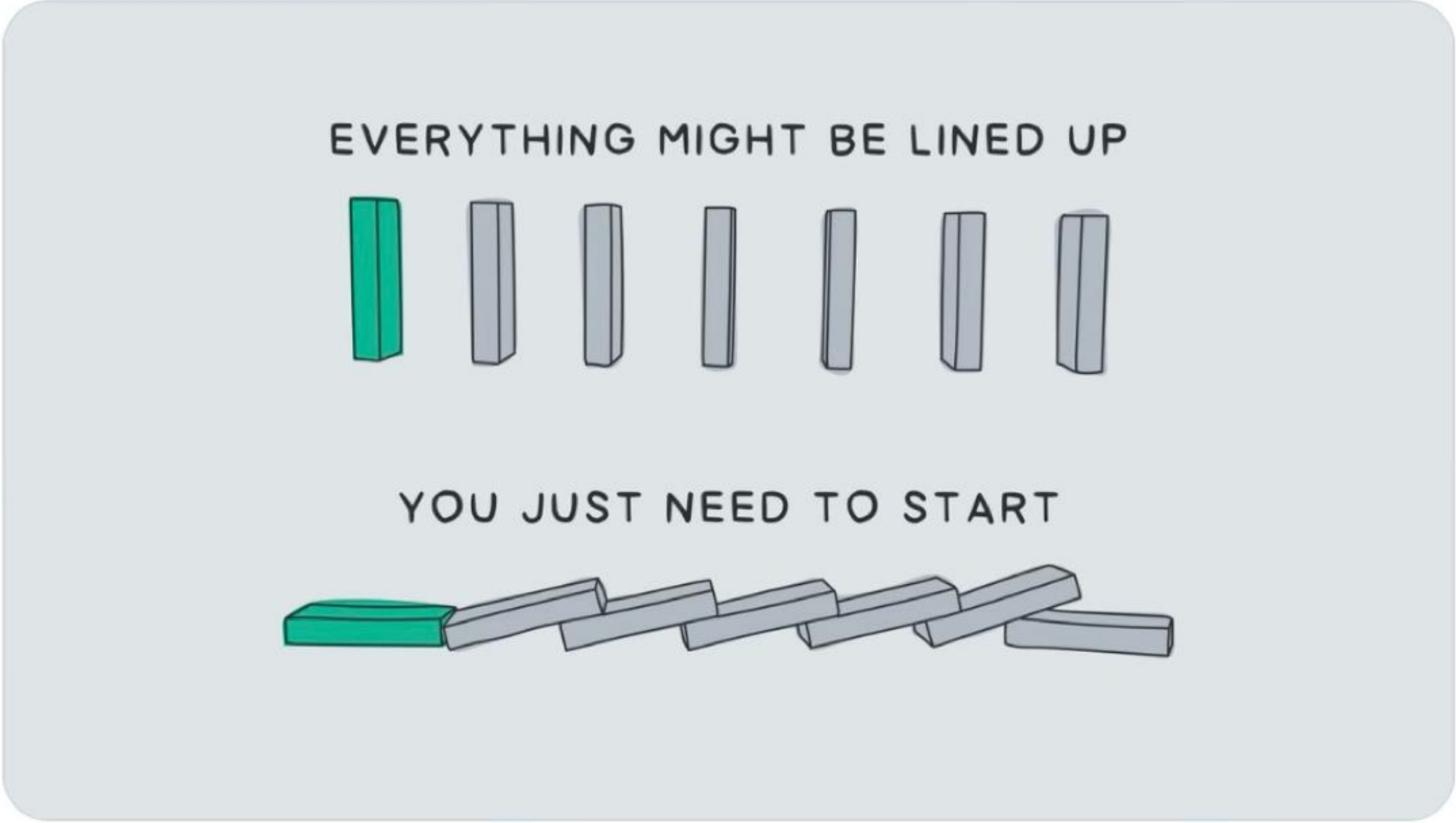


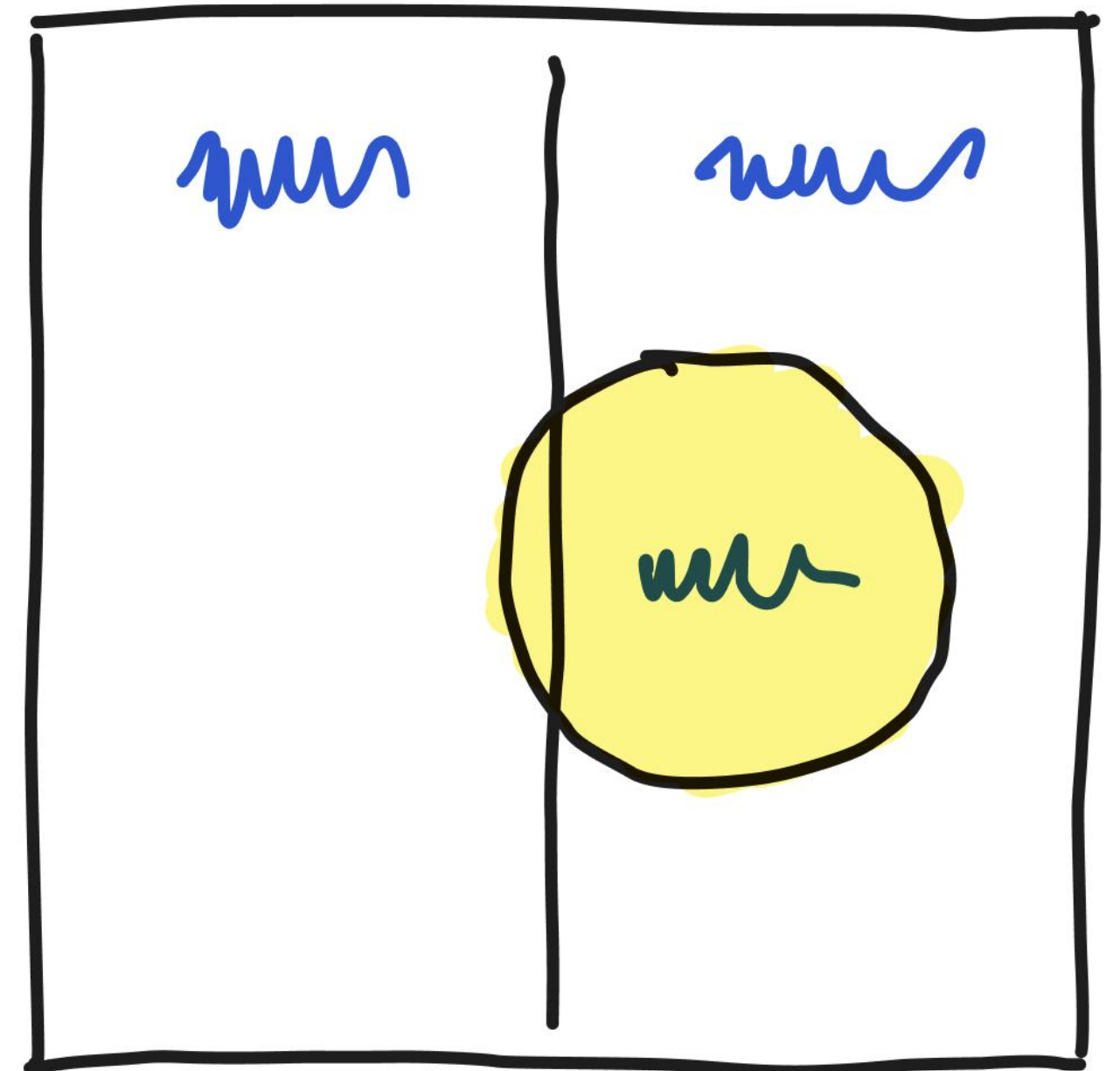
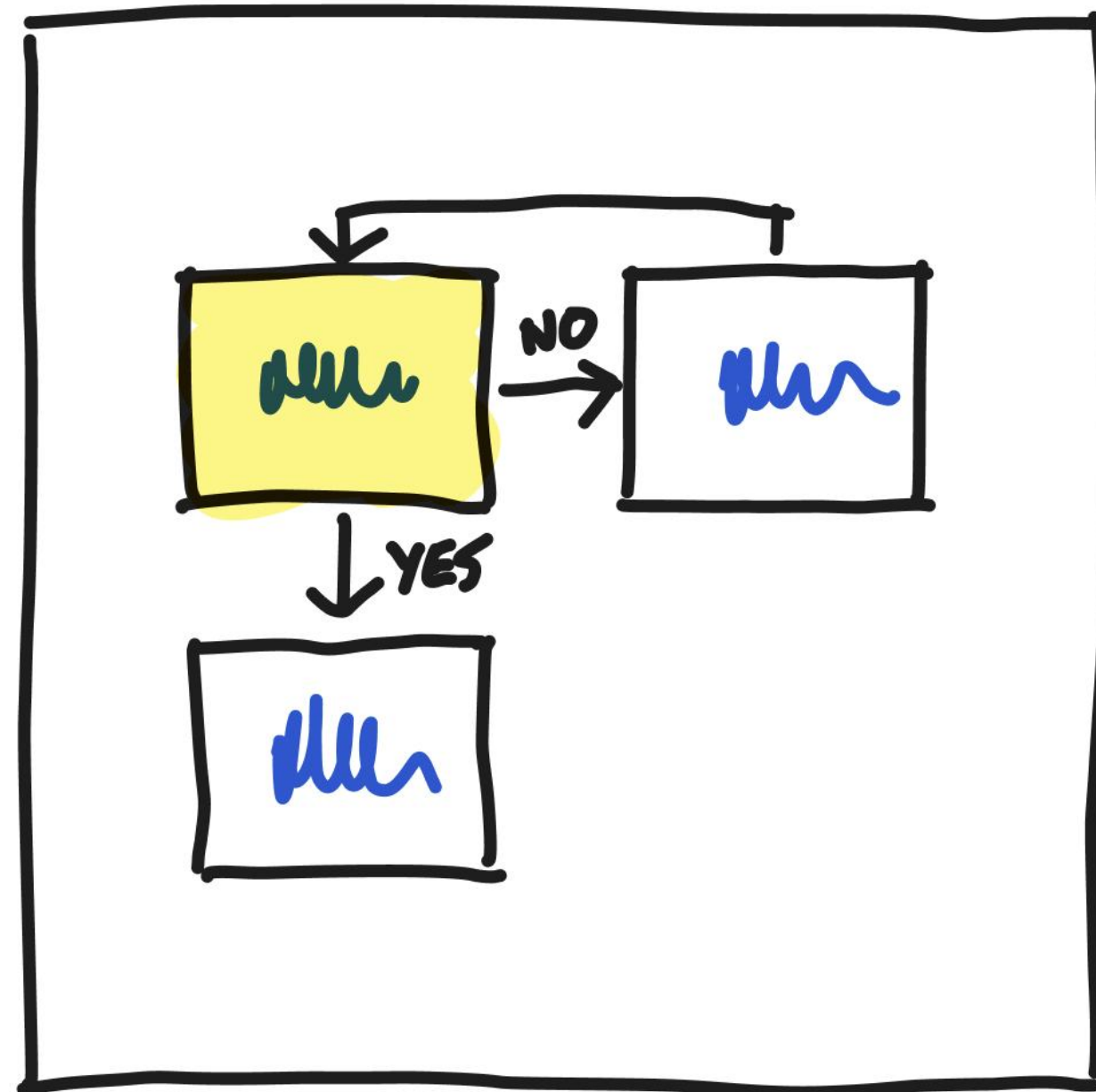
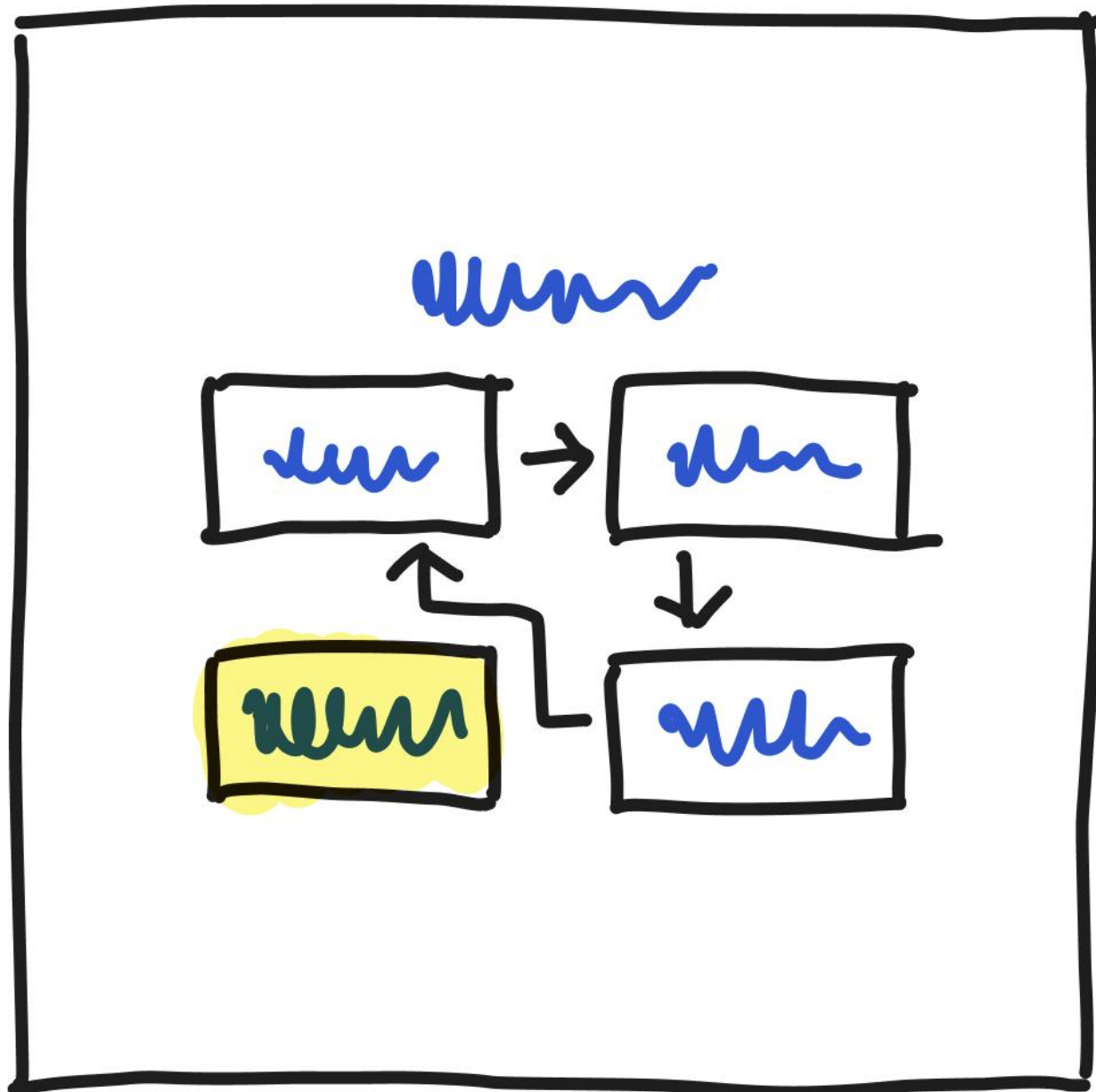
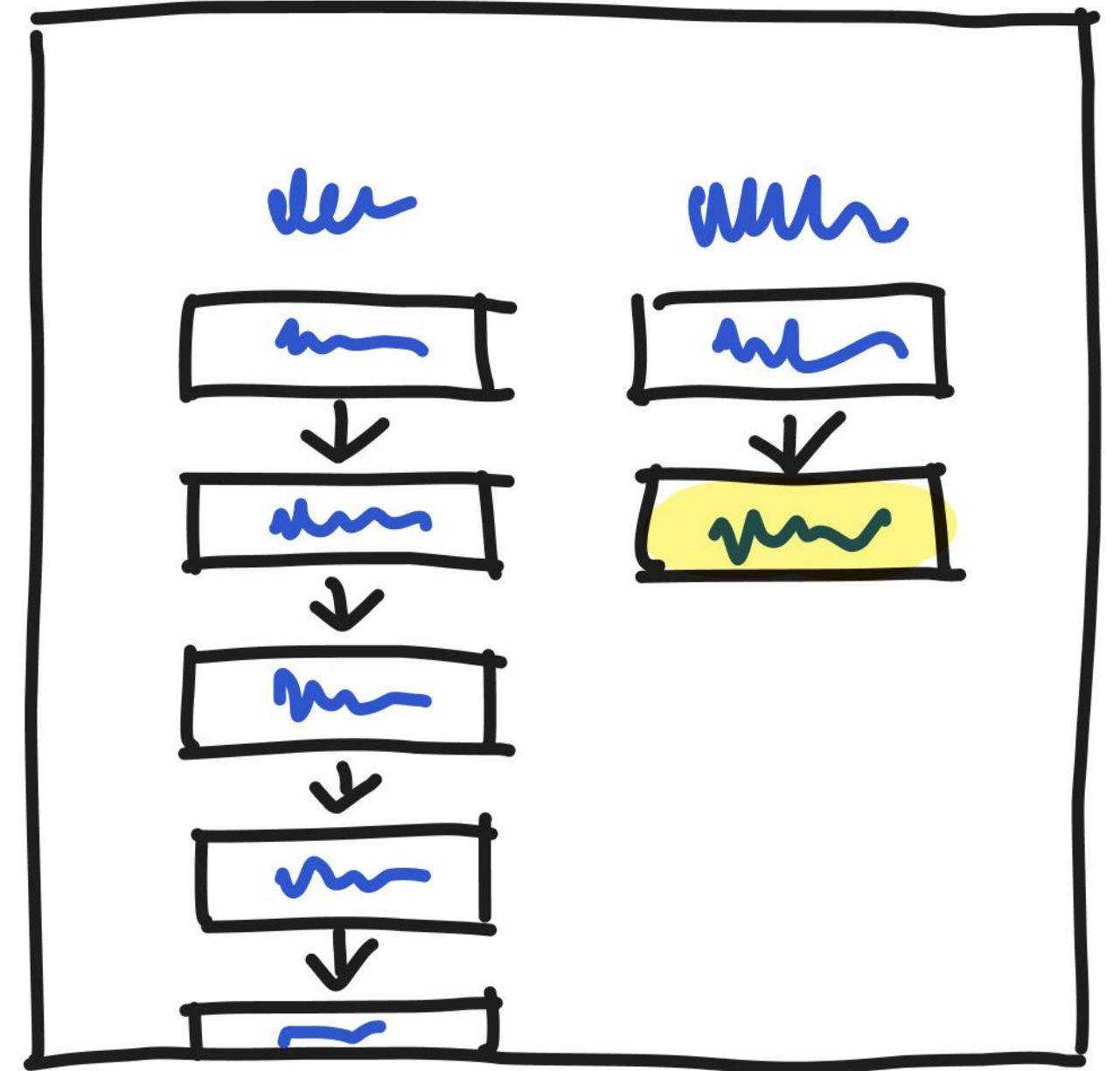
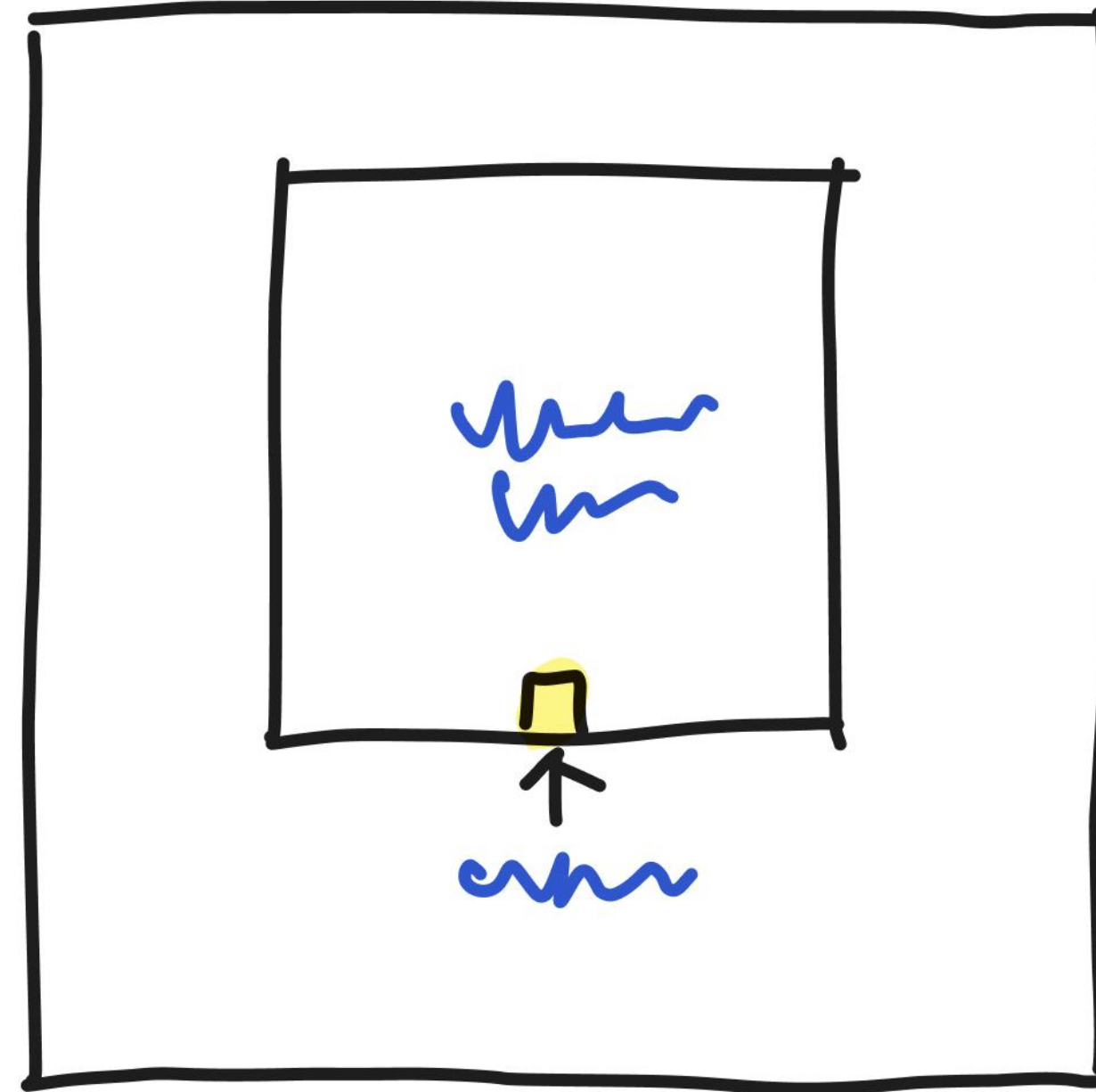
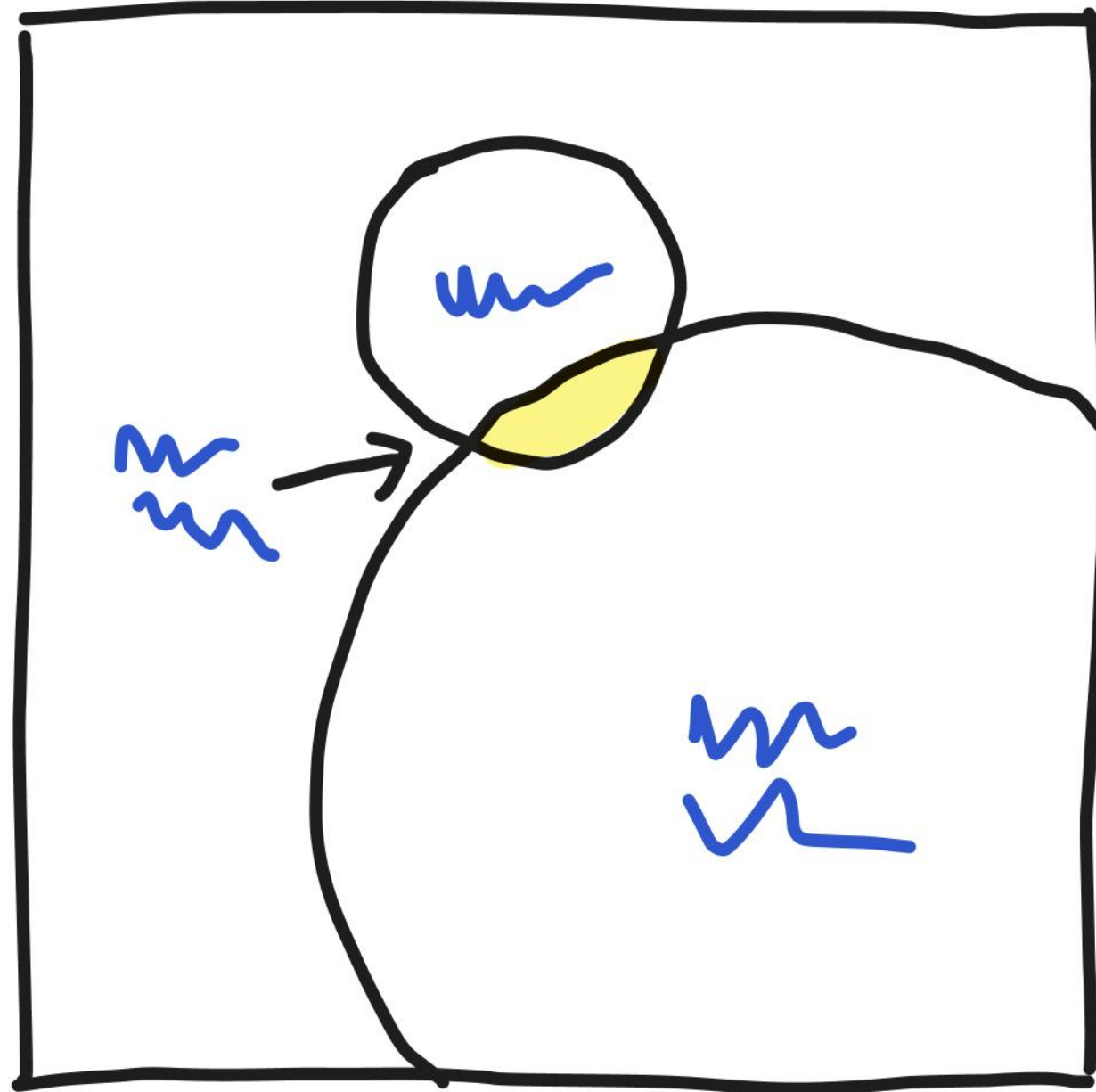


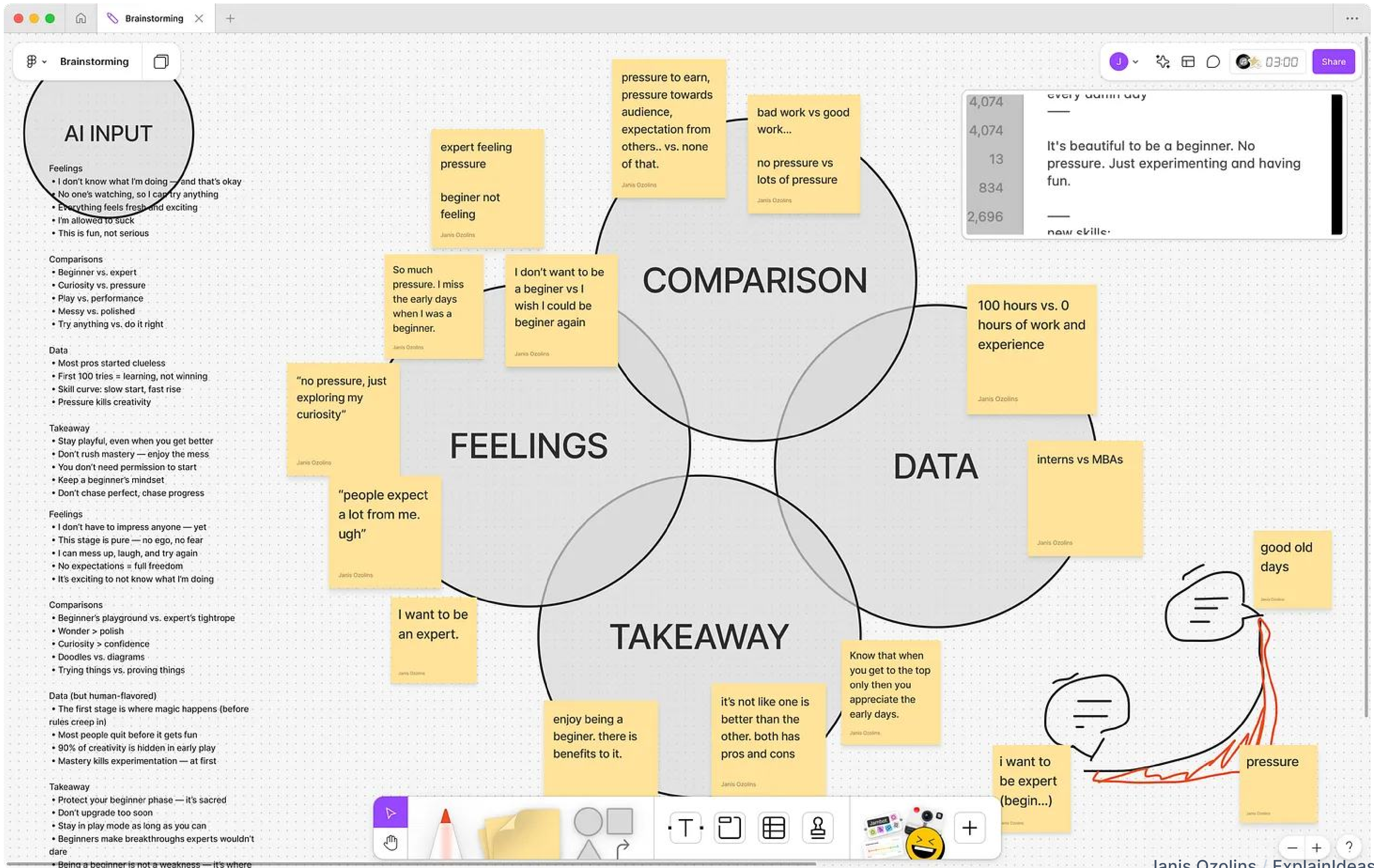
↻ You Retweeted

 **Janis Ozolins** @OzolinsJanis · Jul 16

You never know until you start.

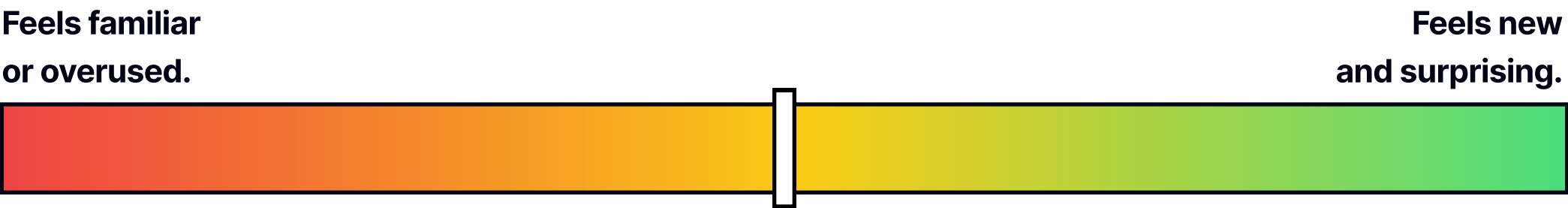






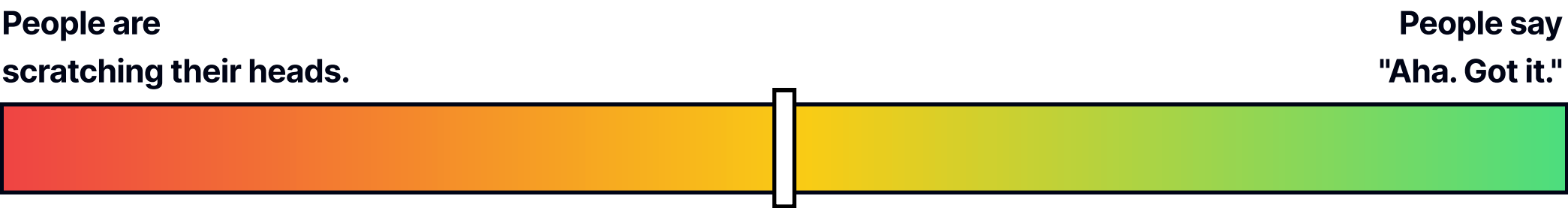
Novelty

Does it look fresh? Or it's something people have seen a hundred times?



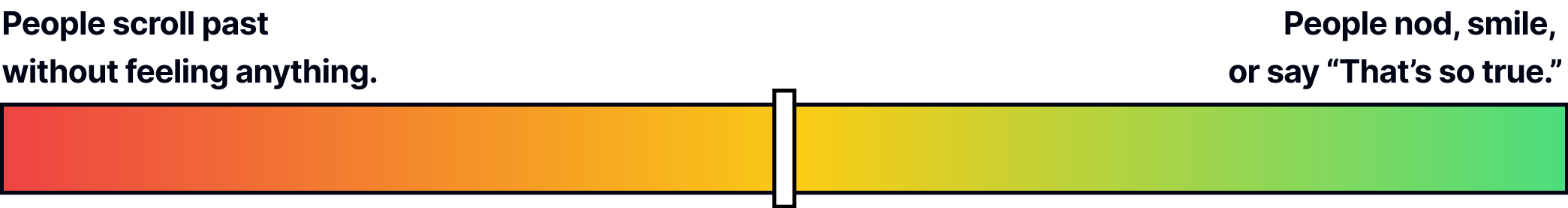
Clarity

Is the idea clear or people are scratching their heads?



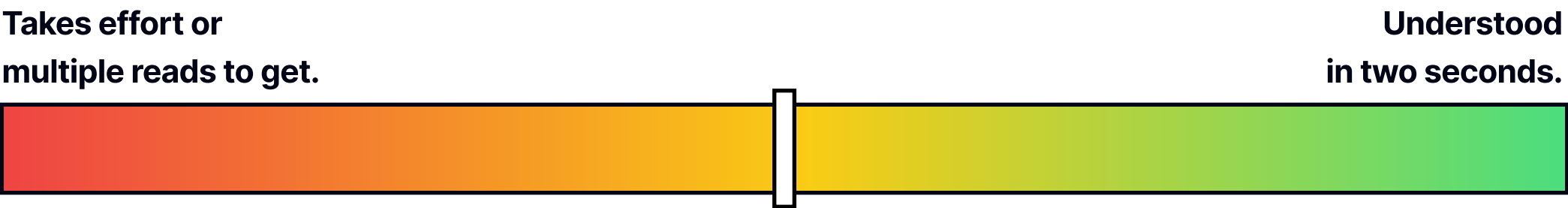
Resonance

Does it emotionally connect or leave people indifferent?



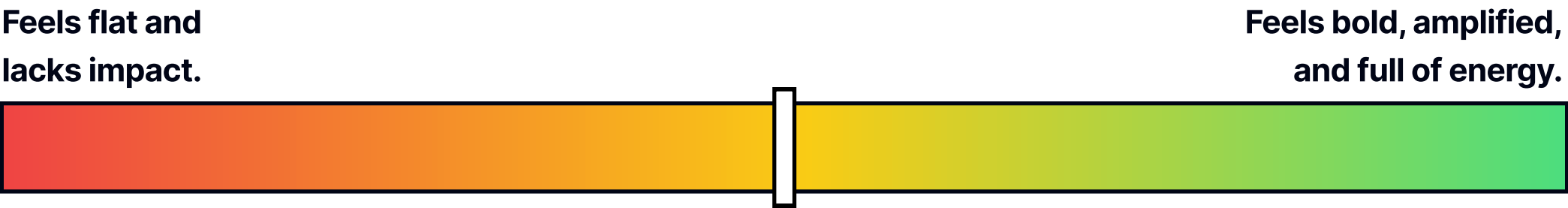
Speed

When people look at it, how quickly they get the idea?



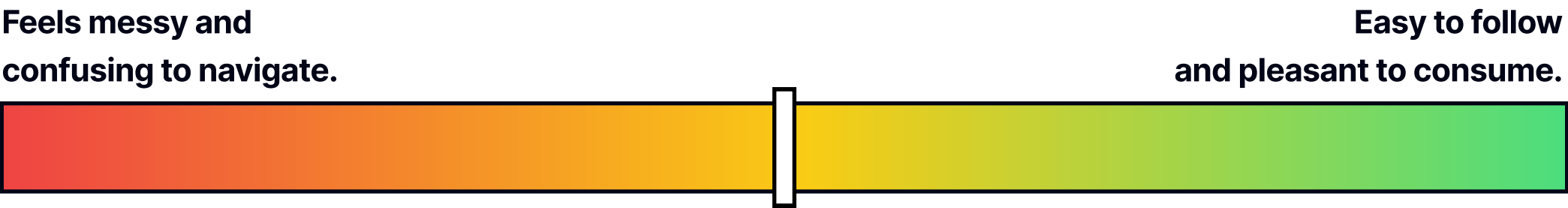
Amplification

Are you adding more punch and power to the idea, or it feels plain?



Flow

Does the eye flow naturally from top to bottom / left to right or jump around trying to make sense of it?



**Common mistakes
and best practices.**

Clear > Clever

Good Scrappy Concept > Average Beautiful Concept

Social captions.

Amplify instead of repeating yourself.



Janis Ozolins  • You

I help folks explain ideas visually. I create in the intersection of a...

[Visit my website](#)

3w • 

...

Love has more patience, so pursue projects that excite you.



WHEN YOU LOVE WHAT YOU DO

WHEN YOU ONLY WANT RESULTS

OZO.ART



Edoardo Pallaro and 180 others

12 comments · 13 reposts

 ▼

 Like

 Comment

 Repost

 Send



6,339 impressions

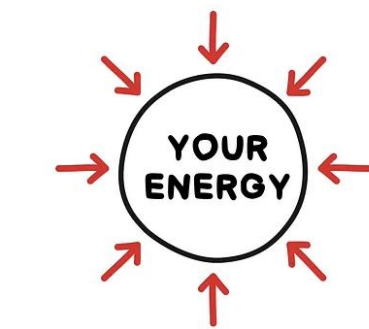
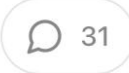
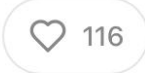
[View analytics](#)

Newsletter.

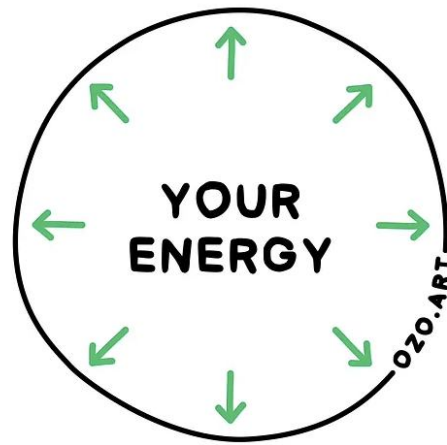
Visuals are the best whitespace.

4 ideas: people & energy, worthwhile patience, in a bubble, perfectionism

Read time: 2 mins 34 secs



WITH THE
WRONG PEOPLE



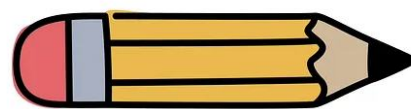
WITH THE
RIGHT PEOPLE

“There are some people who naturally uplift our energy - the trick is finding them.” – Ali Abdaal

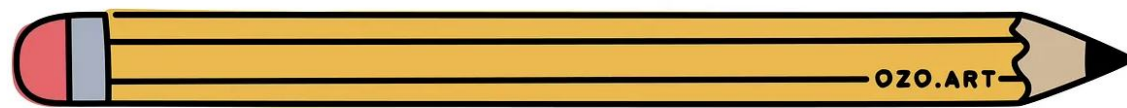
From late 2016 to late 2020, I was an aspiring creator with no results.

Many experiments. Zero revenue. Zero audience.

Four freaking years with nothing to show for it—except a few lessons learned and creator gear that mostly collected dust.



PUT IN THE WORK



BEFORE BUYING NEW TOOLS

Thumbnails.

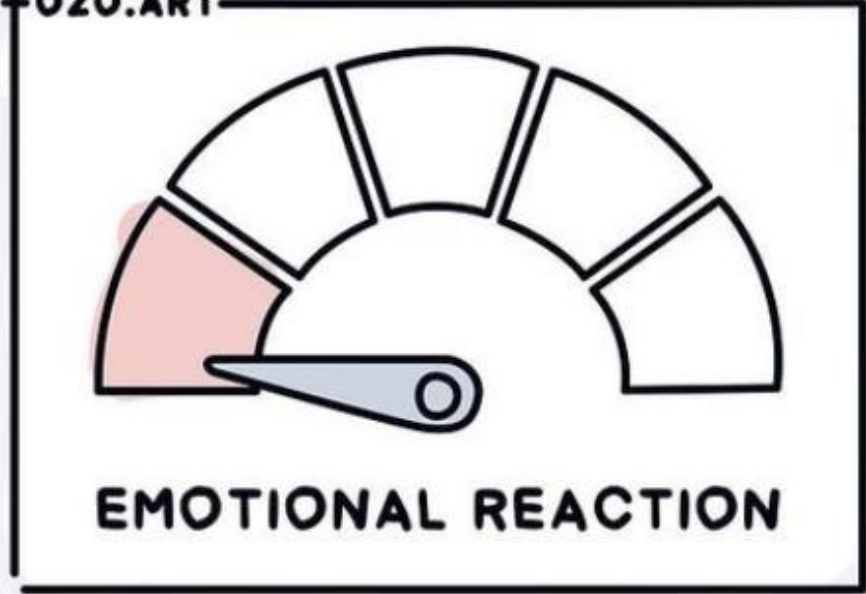
Adjust the sizes so it works as content.



Janis Ozolins @ozolinsjanis.bsky.social · 2mo
Want engagement? Evoke emotional reaction.

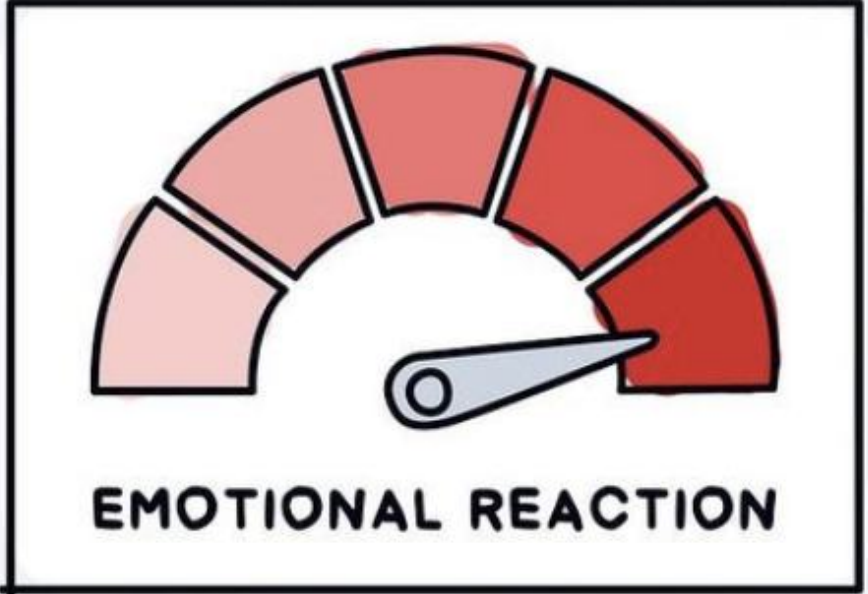


explainideasvisually.substack.com/p/want-engag...



EMOTIONAL REACTION

🗨️ ↻ ❤️ 2



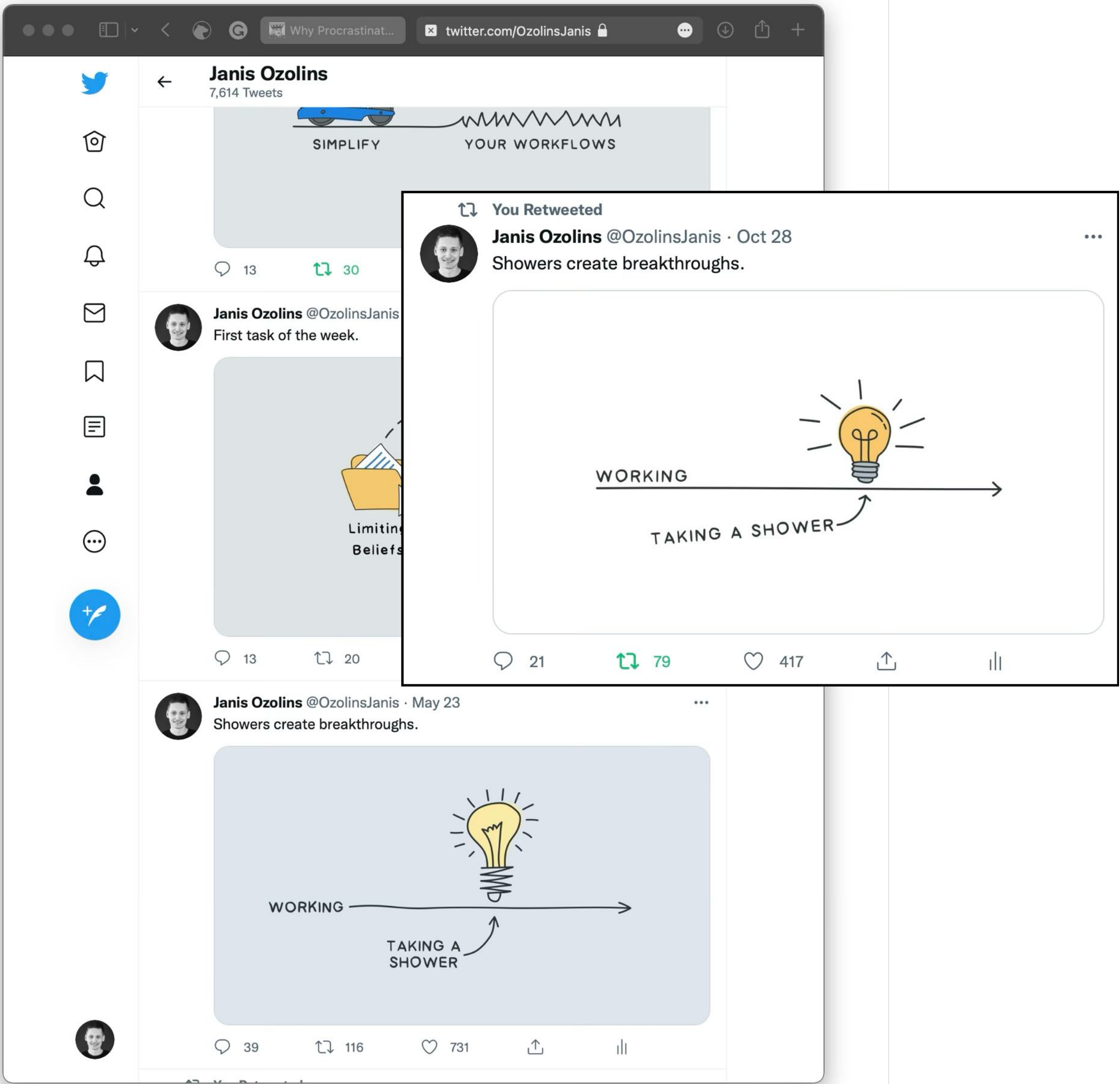
EMOTIONAL REACTION

🗨️ 1,1K ↻ 2,3K ❤️ 23,3K

Want engagement? Evoke emotional reaction.
You can't remember where you left your keys five minutes ago, but you do remember that embarrassing thing you said in 2007.

explainideasvisually.substack.com

You can always iterate.
So just ship it!



You can always iterate.
So just ship it!

ke pizza!

Complaining costs time.

Complaining costs time.

Spain colors wp-admin short.io

← Tweet

Janis Ozolins

@OzolinsJanis

Complaining costs time.

COMPLAINING

TIME

GETTING REAL WITH YOURSELF

SOLVING OR ACCEPTING

GETTING REAL WITH YOURSELF

COMPLAINING

SOLVING

PROBLEM STARTS

PROBLEM ENDS

OZO.ART

my journey. visit my website for newsletter, course, and more.

What's happening

Premier League · Yesterday

Everton FC vs Manchester City

Henry Cavill · Trending

Henry Cavill

5,383 Tweets

Trending in Spain

Pradera

3,592 Tweets

Business & finance · Trending

Dangote

10.4K Tweets

Trending in Spain

Viernes 19

Work on a lot of ideas at the same time.

**If it's hard. Park it, and
move on the next one.**

Can you read the text without zooming in?

**Can you read the text
without zooming in?**

If relevant, tag
big accounts.



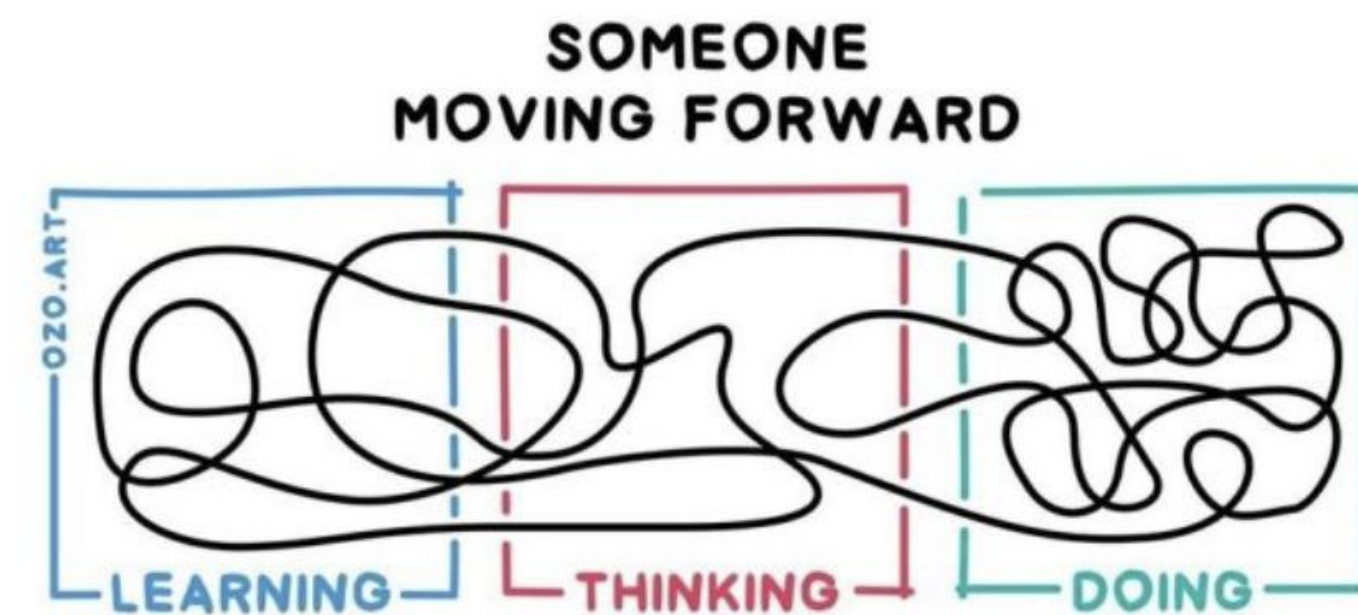
Adam Grant [in](#) • Following
Organizational psychologist at Wharton, #1 NYT bestselling author of HI...
9mo • 🌐

The 8th habit of highly effective people:
They don't spend all their time reading about the 7 habits of highly effective people.

Extended reflection without action is a form of procrastination.

Doing is a catalyst for thinking and learning.

Illustrated by [Janis Ozolins](#)



👍💡❤️ 18,262

688 comments • 1,384 reposts

Q&A

–

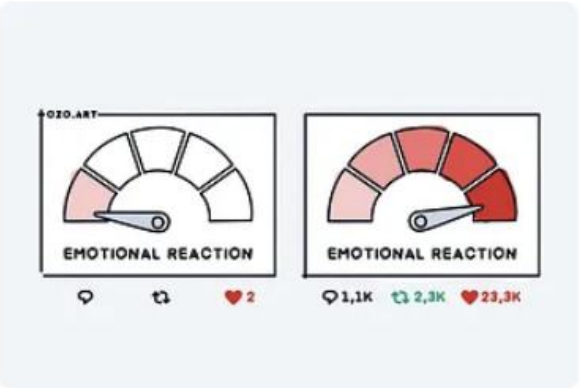
My website & newsletters: **OZO.ART**

My course & community:
EXPLAINIDEASVISUALLY.COM

Want engagement? Evoke emotional reaction.

You can't remember where you left your keys five minutes ago, but you do remember that embarrassing thing you said in 2007.

APR 26 • JANIS OZOLINS AND LINDA LINDE



"What tool do you use to make these visuals?"

"What tool do you use to make these visuals?" – I get this question on weekly basis.

APR 20 • JANIS OZOLINS



Sharing My Early Visuals (For Your Motivation)

So you're not an artist, you're not a designer.

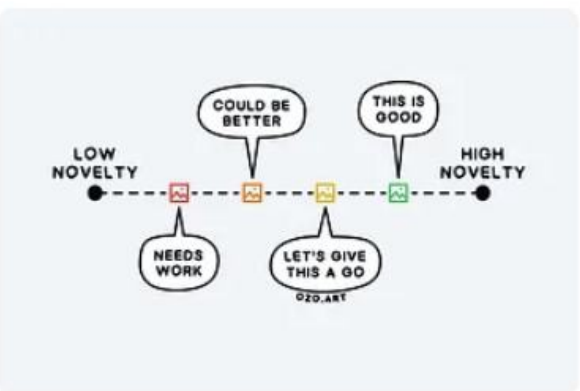
APR 12 • JANIS OZOLINS AND LINDA LINDE



Make Average Ideas Look Extraordinary

Most people use visuals to decorate, not to clarify.

APR 5 • JANIS OZOLINS AND LINDA LINDE



MARCH 2025

Overlooked Step Before Explaining Ideas Visually

Sometimes, inspiration strikes like lightning. You're in the shower, not even trying, and boom — a full visual idea appear...

MAR 29 • JANIS OZOLINS AND LINDA LINDE

