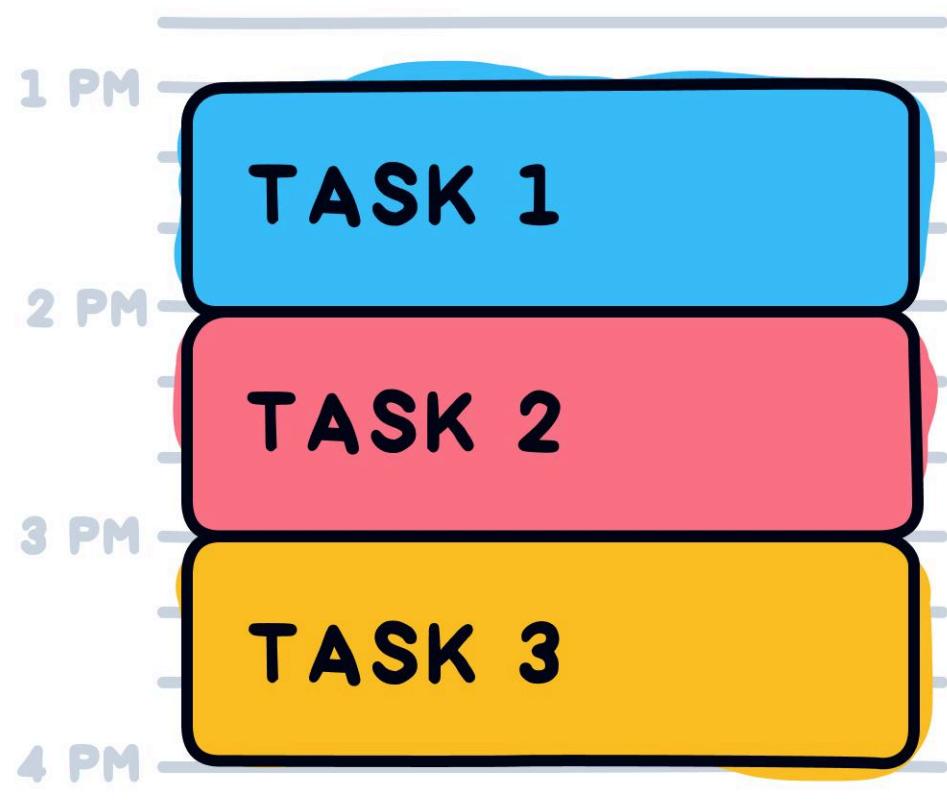
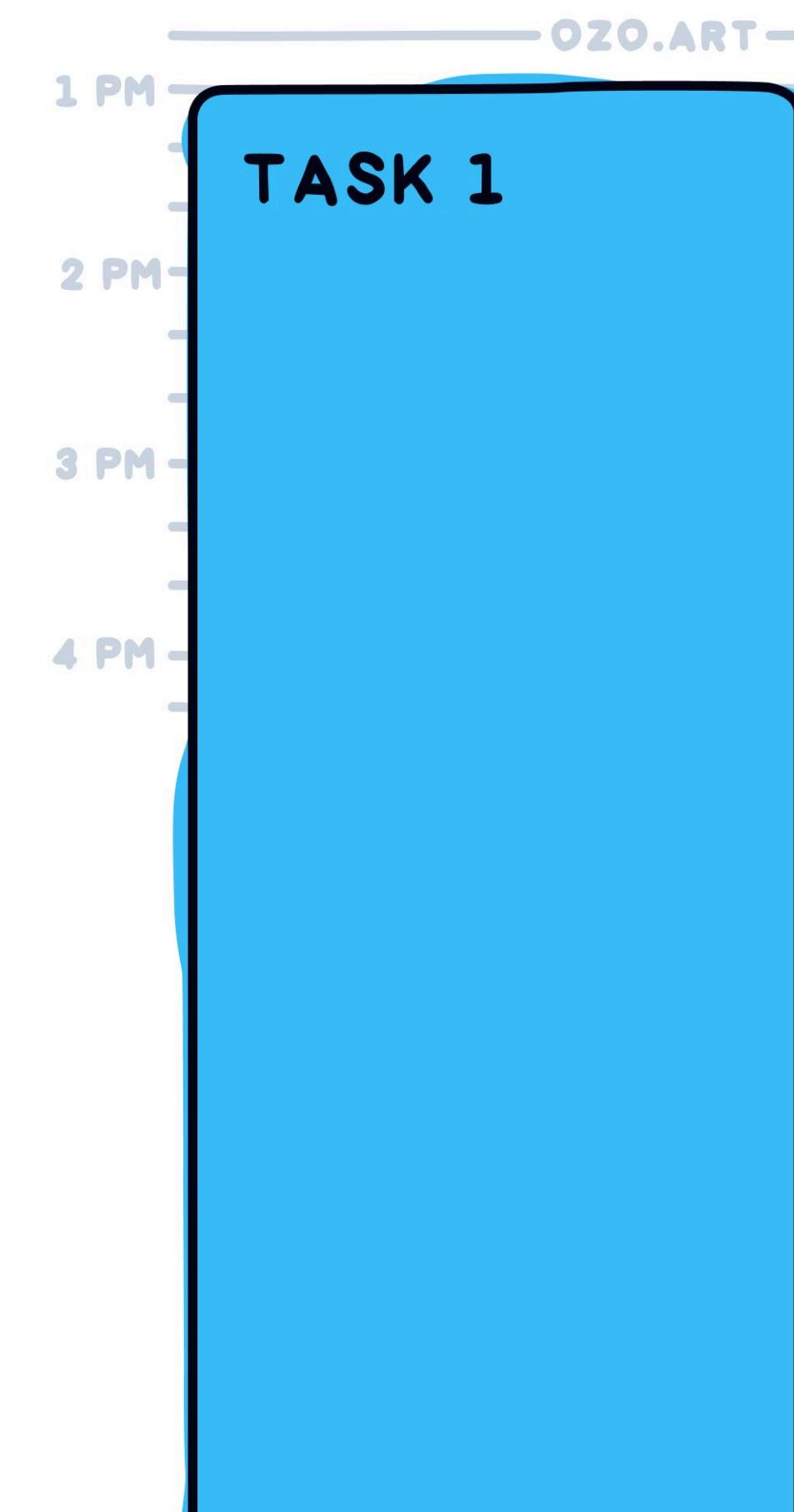


PLAN



REALITY





Janis Ozolins

Started visuals in 2020.

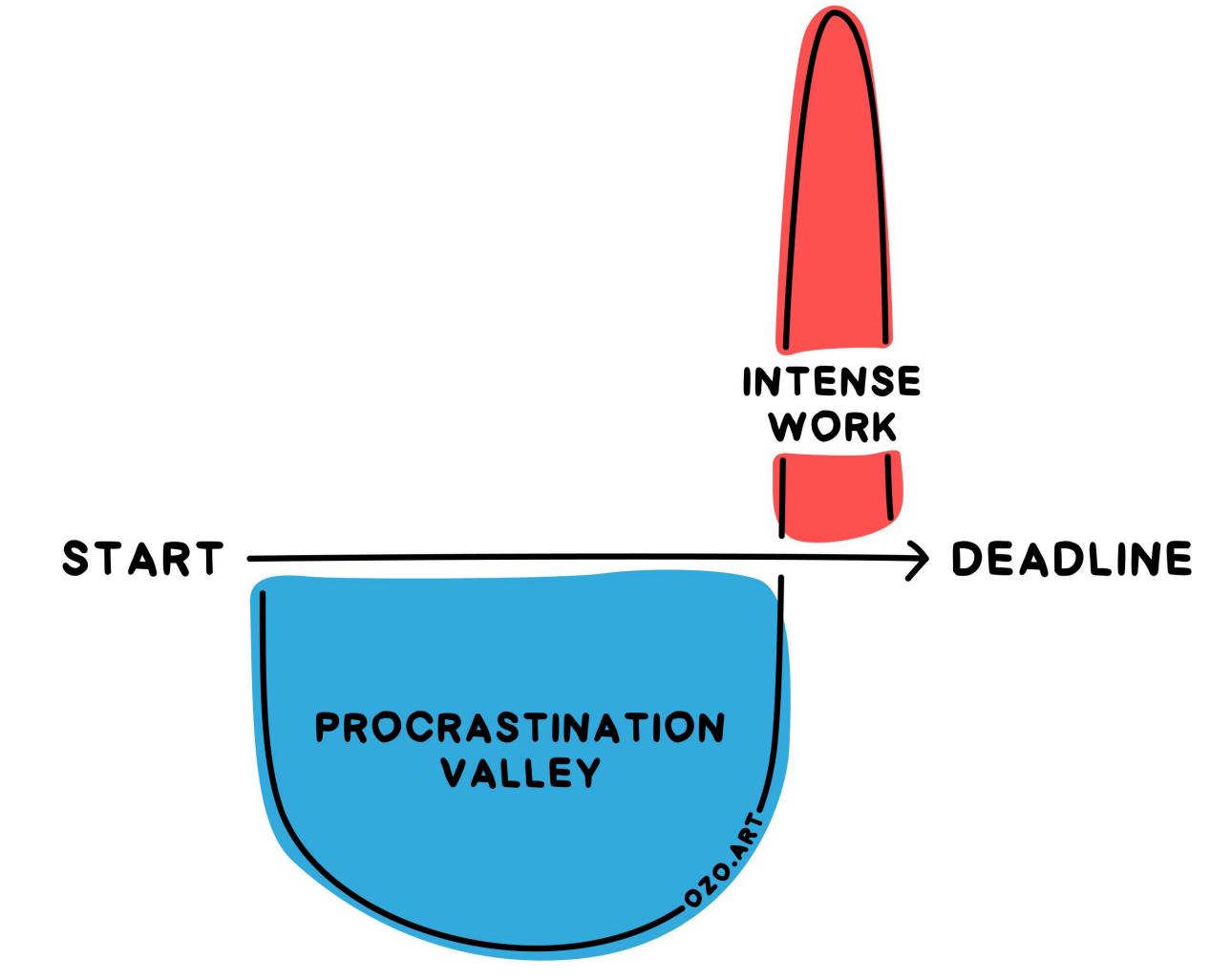
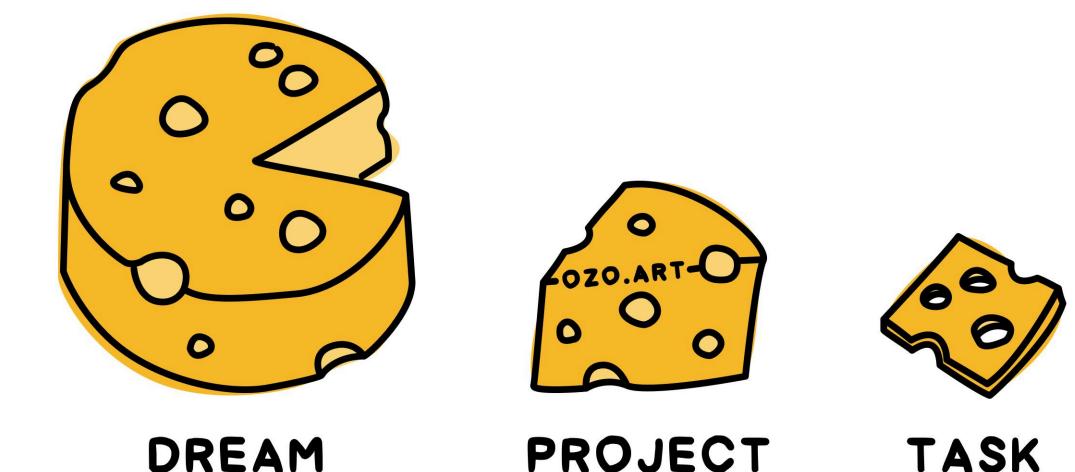
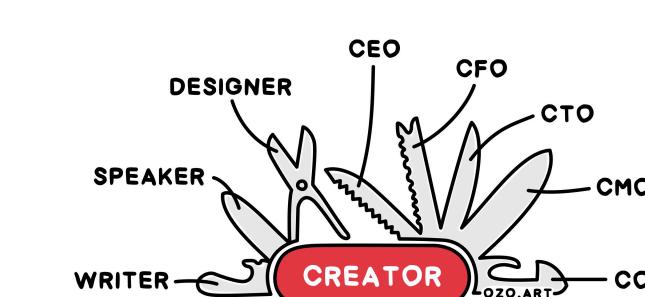
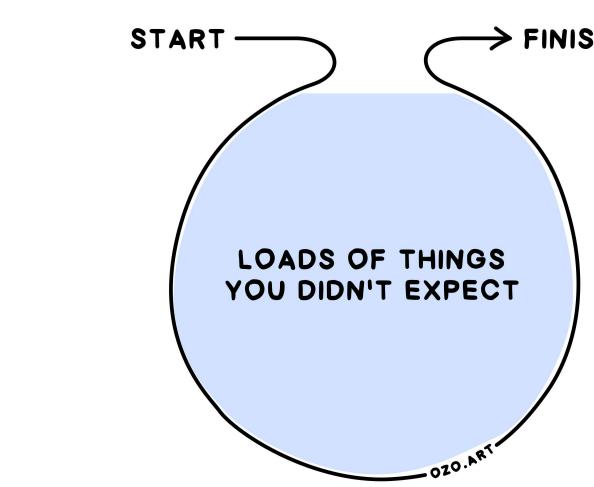
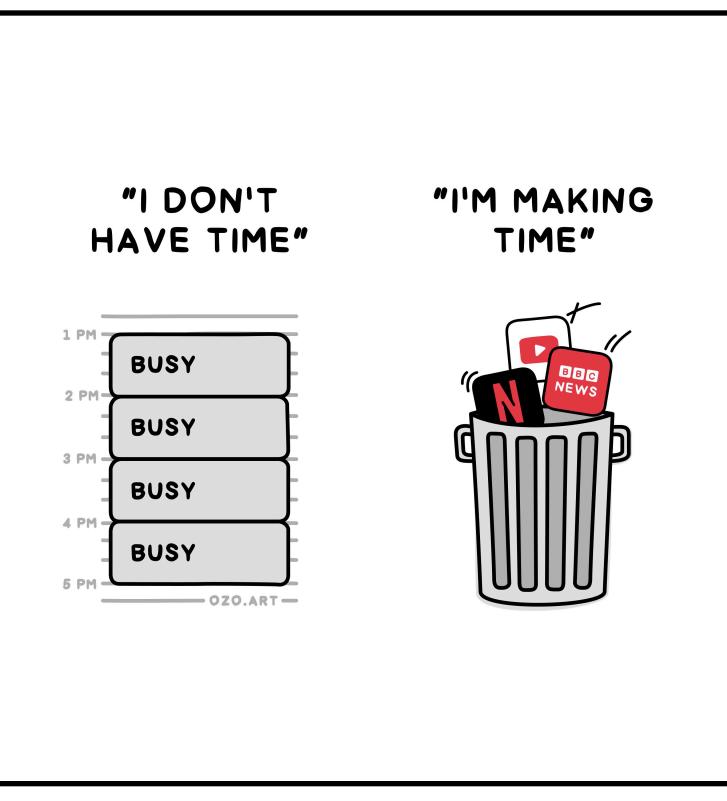
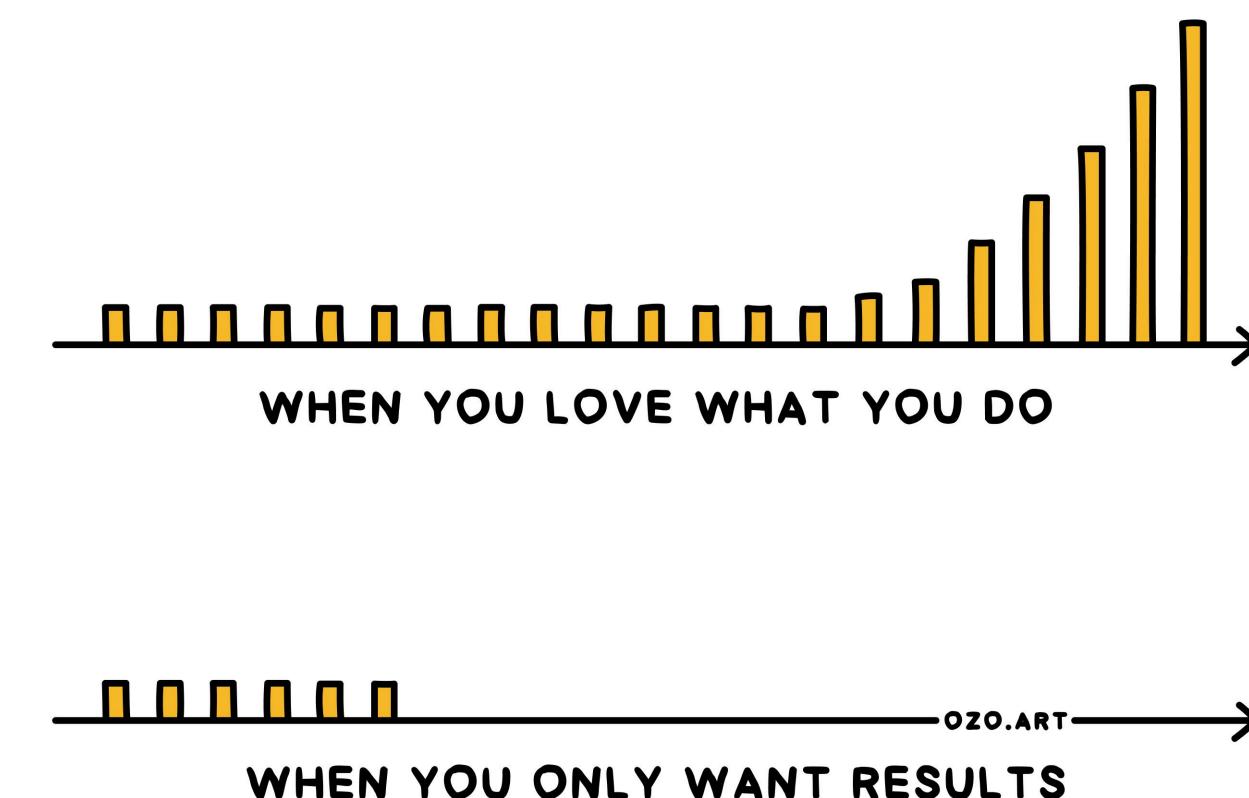
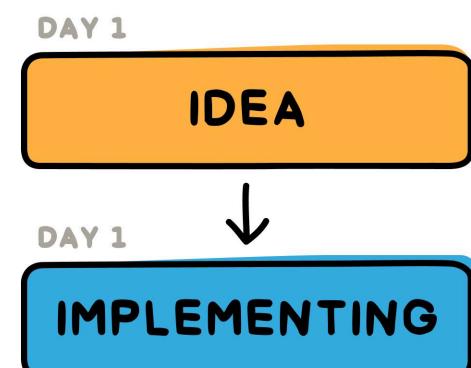
My work has reached tens of millions of people, and I've built an audience of 220,000+ people.

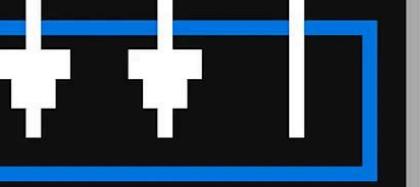
I'm not a designer.

WORKING IN A CORPORATION



WORKING AS SELF-EMPLOYED





explainideasvisually.substack.com/p/sharing

Explain Ideas Visually

Sharing My Early Visuals (For Your Motivation)

JANIS OZOLINS AND LINDA LINDE
APR 12, 2025

72 likes | 15 comments | 6 shares | Share | ...

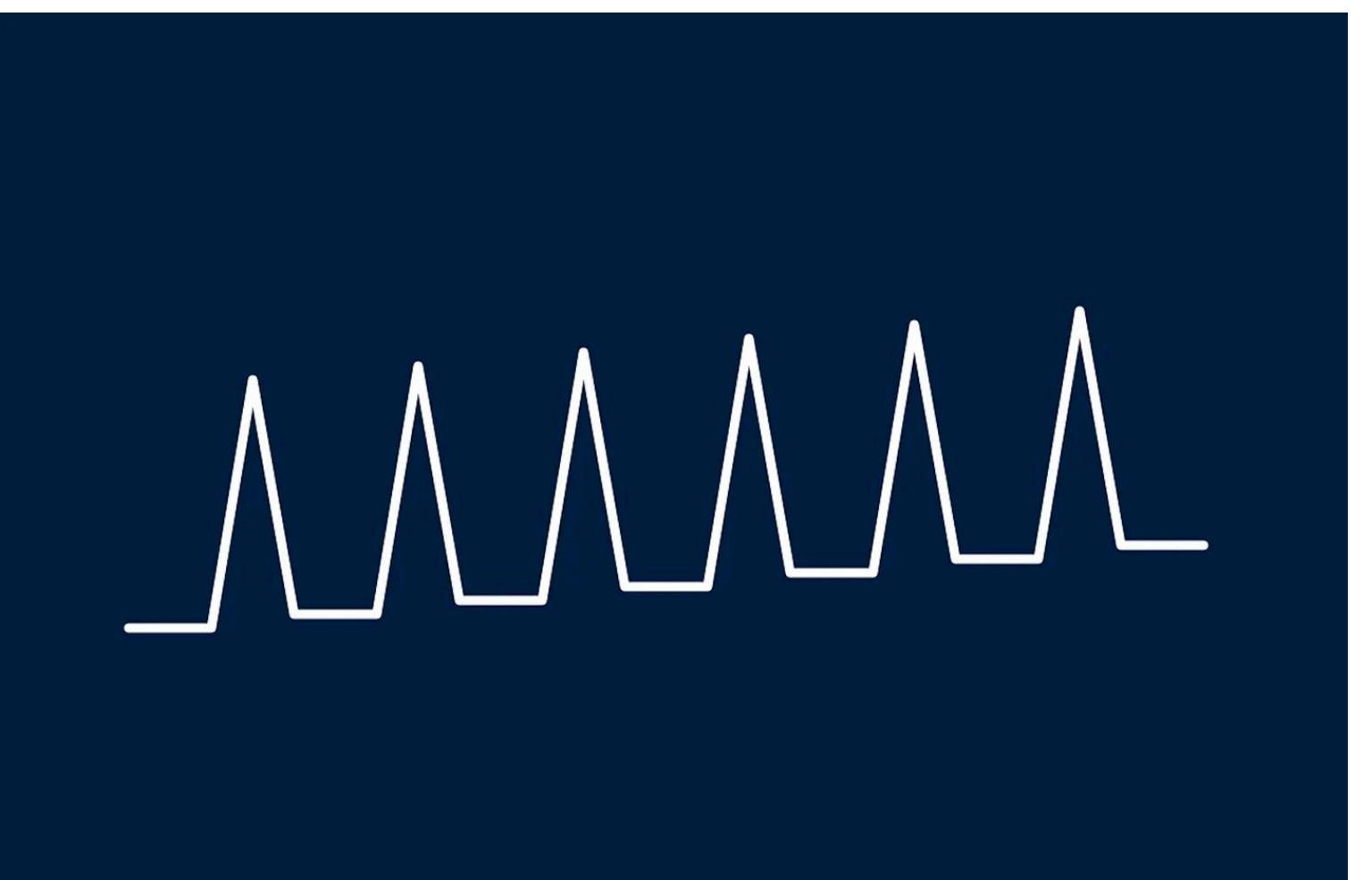
So you're not an artist, you're not a designer. You don't have that many ideas. You don't have that much time. You can't find the pencil sharpener.

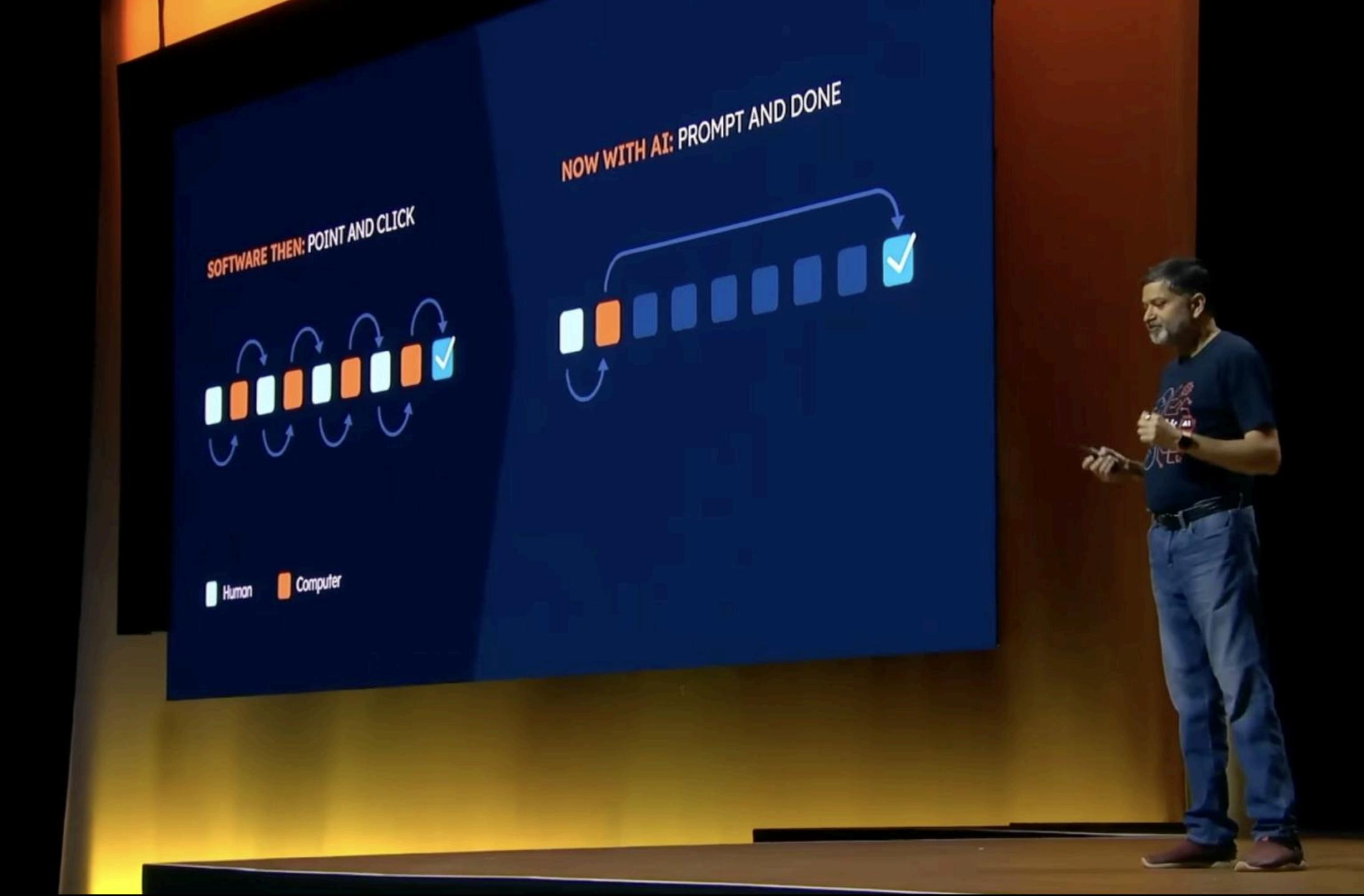
The good news? You don't need all that. The only thing you need to start creating visuals, is a voice in your head saying: you can do this!

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.





Dharmesh Shah in · Following
Founder and CTO at HubSpot
1yr · 4

The startup graveyard is full of companies that obsessed over their competitors instead of obsessing over their customers.

FOCUSED ON THE CUSTOMER

FOCUSED ON THE COMPETITION

FAILED COMPANIES

4,951 177 comments · 242 reposts

Like Comment Repost Send

Ana Lorena Fabrega in · Following
@anafabregaa11

Have you ever been told you're either a visual, verbal, or kinesthetic learner?

When we label or classify kids (and adults!) according to a "learning style" we're encouraging a fixed mindset.

We're limiting them with self-fulfilling prophecies, despite our good intentions 🙏

FIXED MINDSET

GROWTH MINDSET

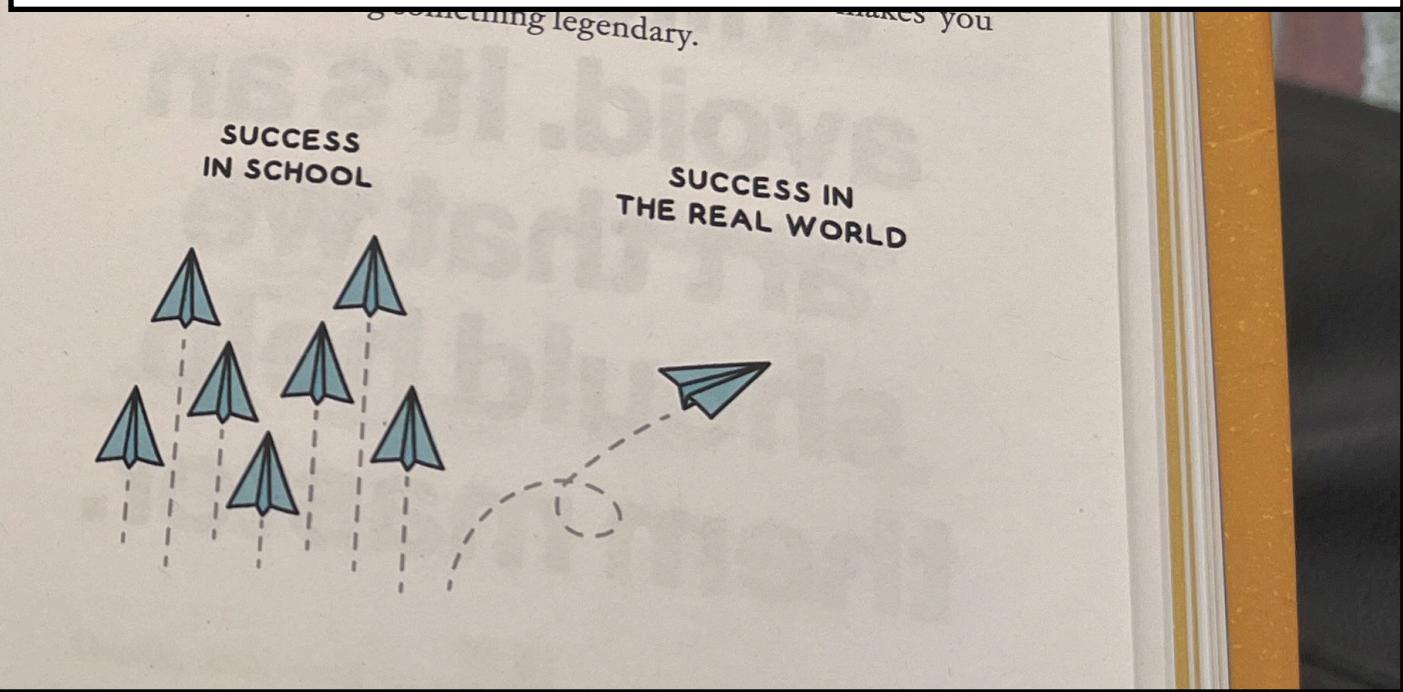
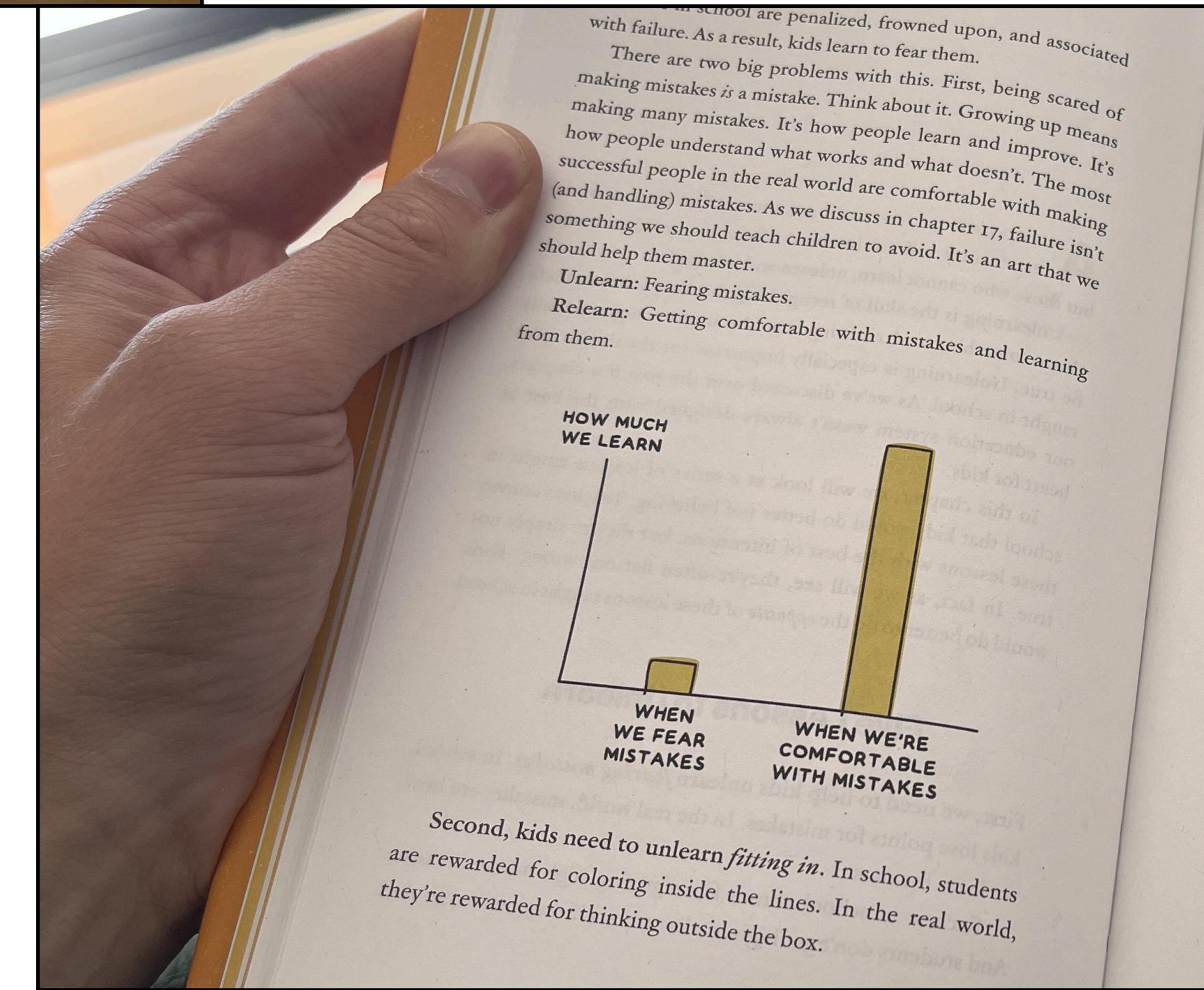
ms. FAB

4:17 PM · Oct 3, 2022

14 105 518 142

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!**

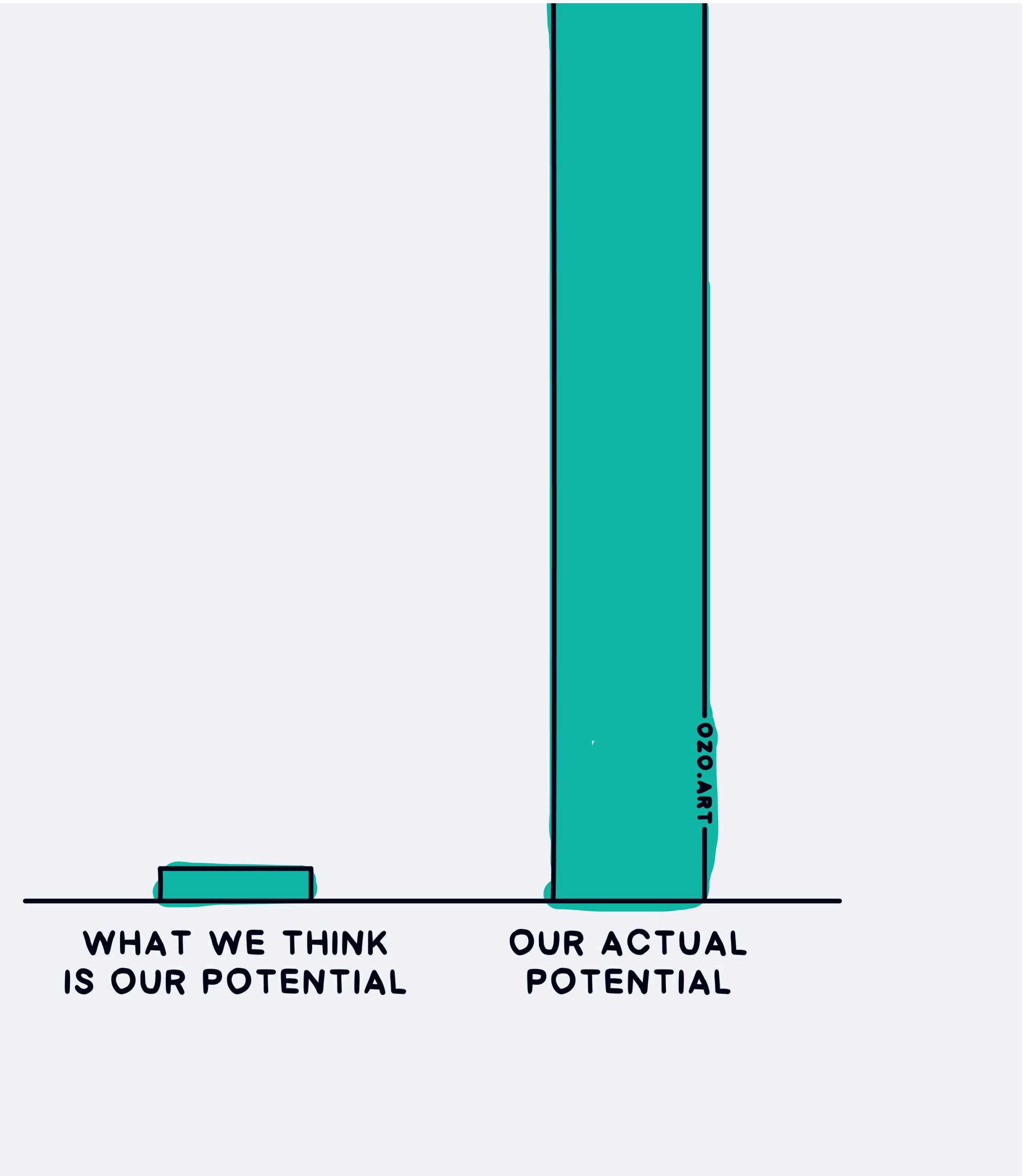
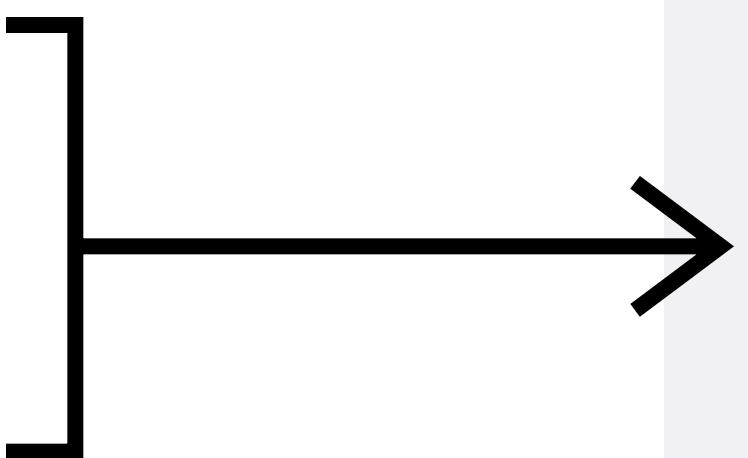
Visuals are for designers and creative people.

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

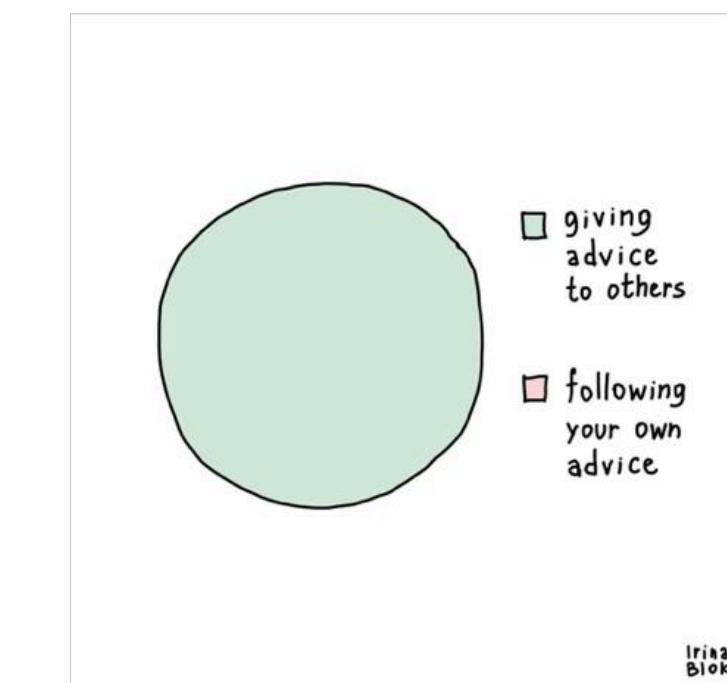
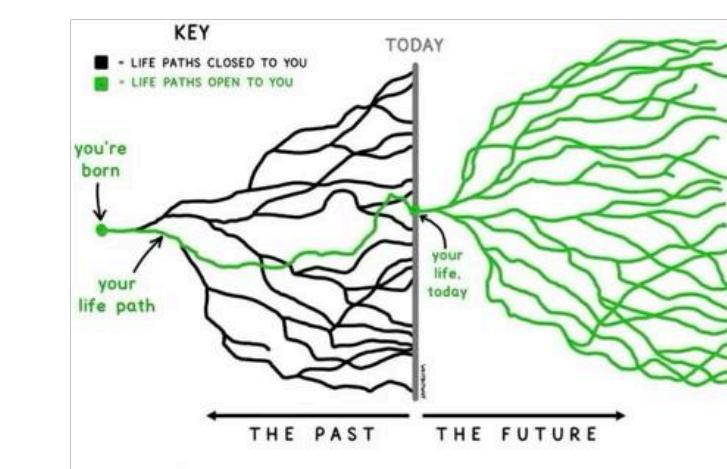
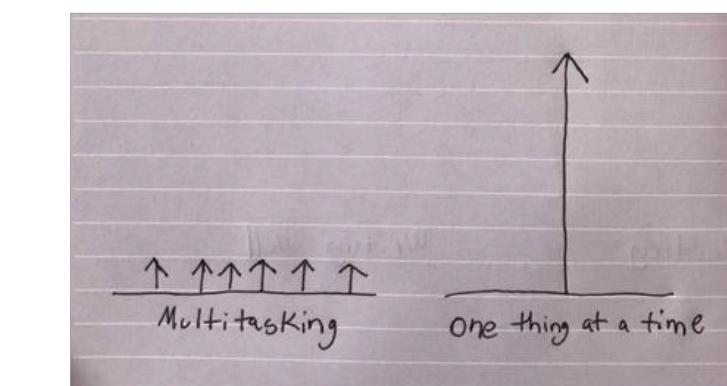
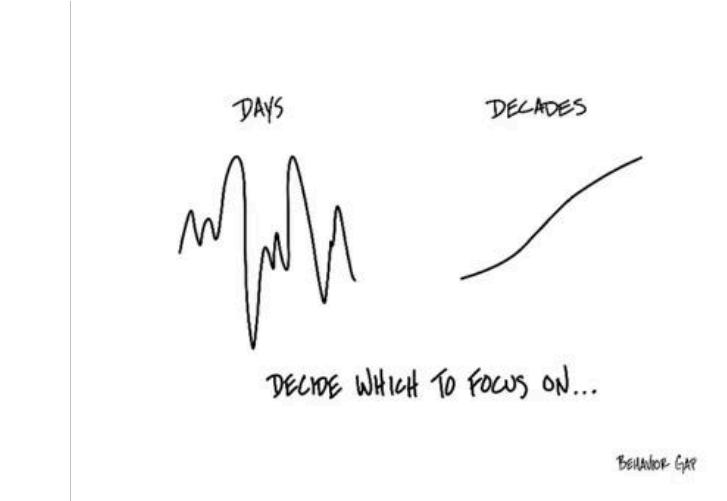
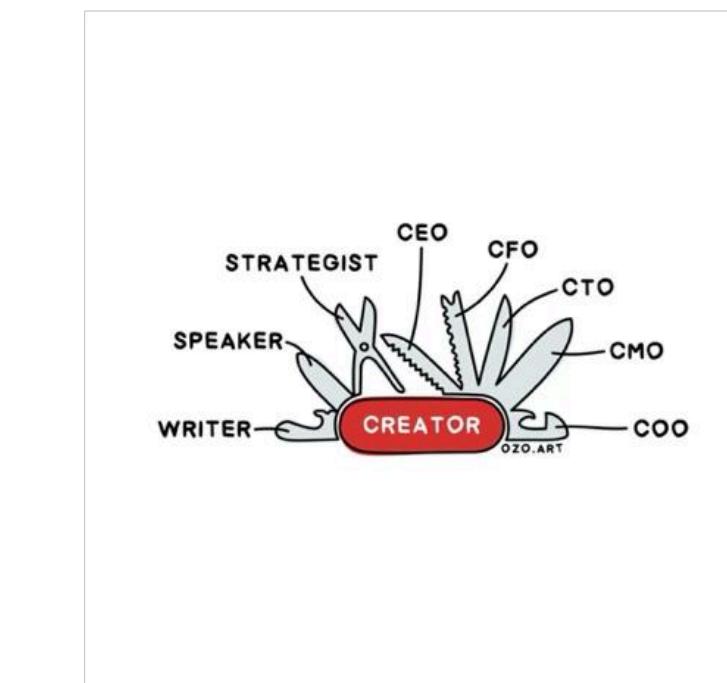
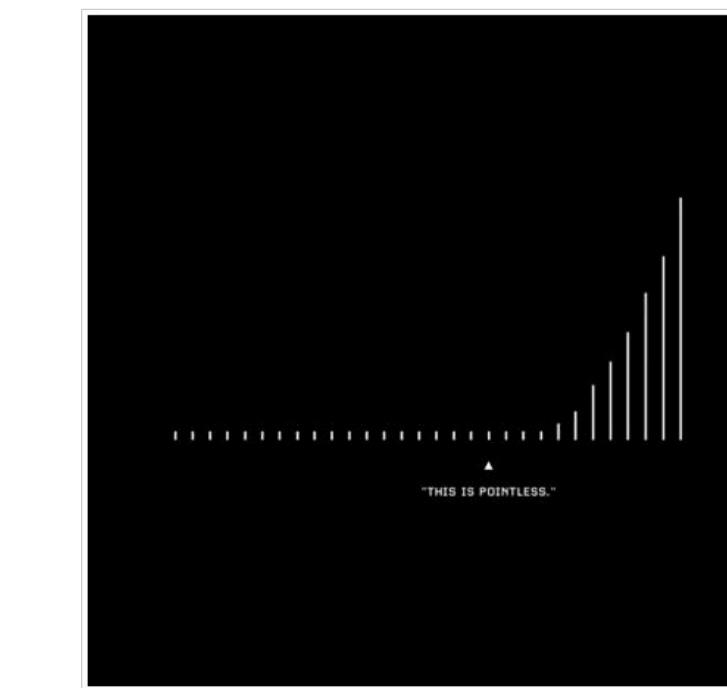
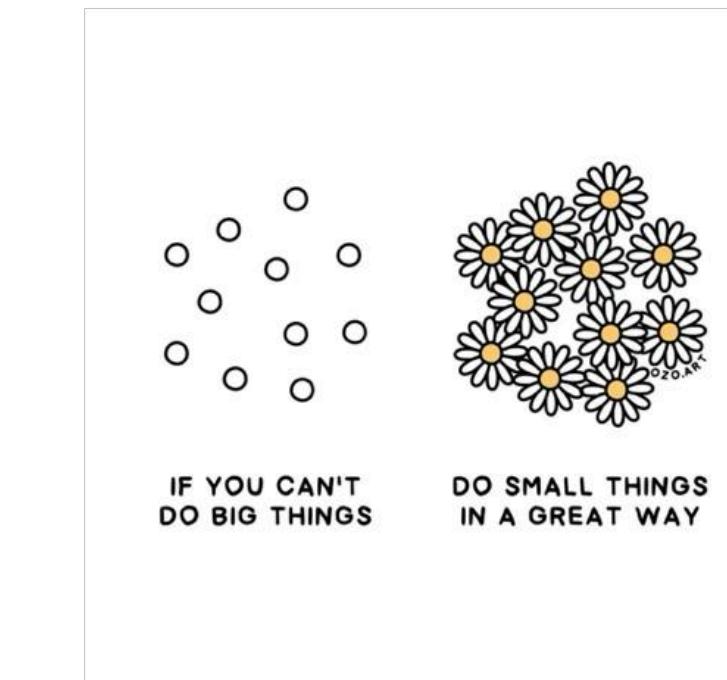
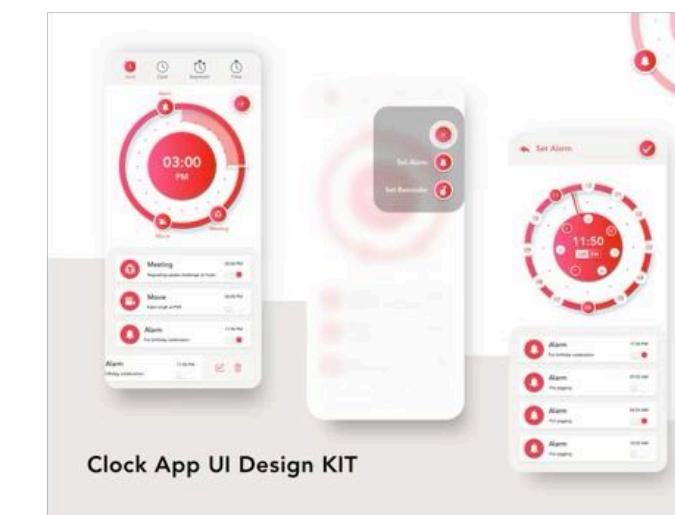
Written English:

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)**



NEXT LEVEL DESIGN SKILLS



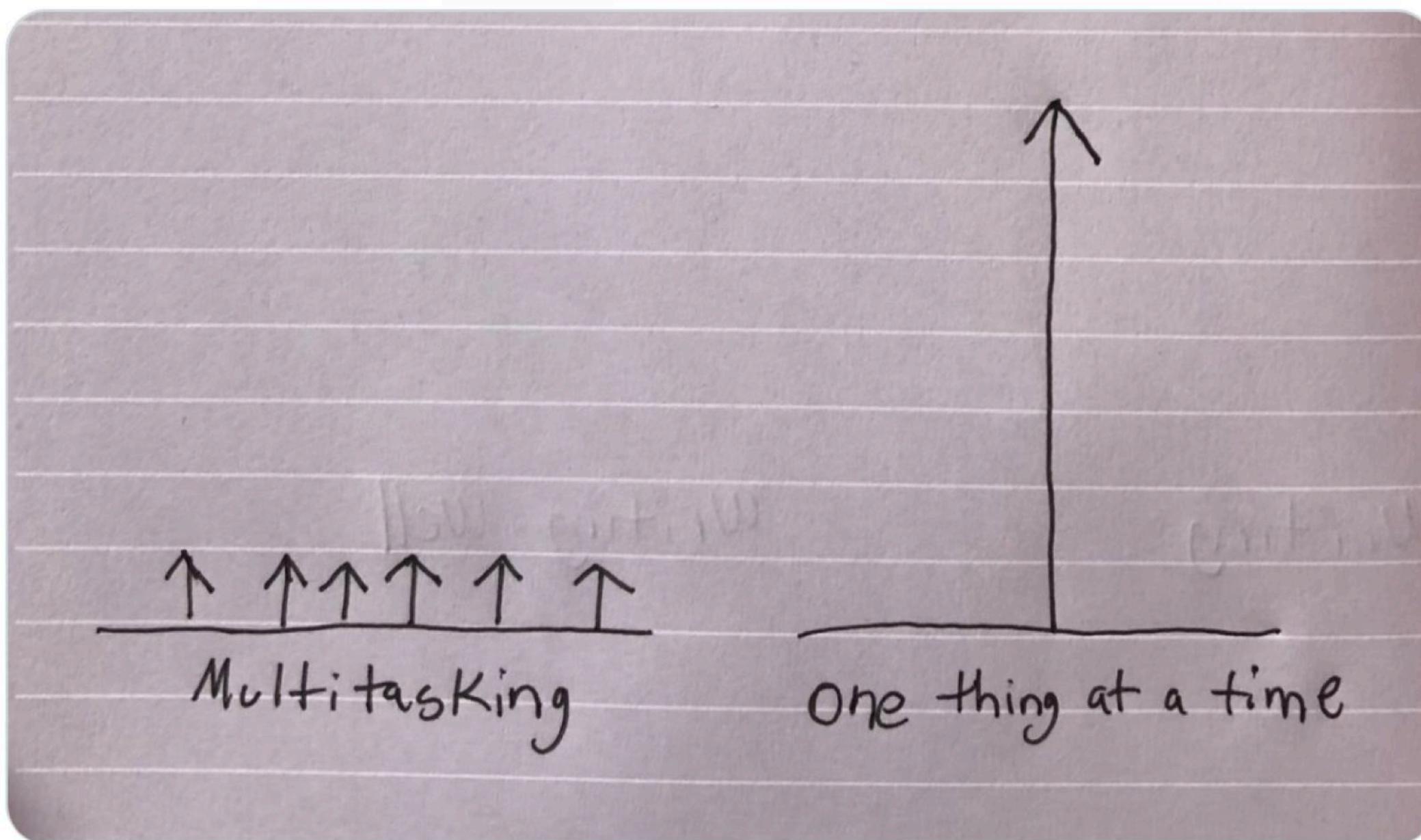
NON-EXISTENT DESIGN SKILLS



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

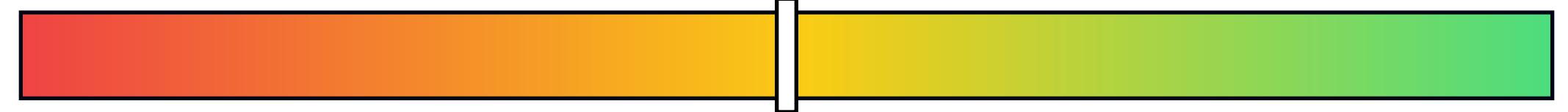
Why this stuff works?

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?

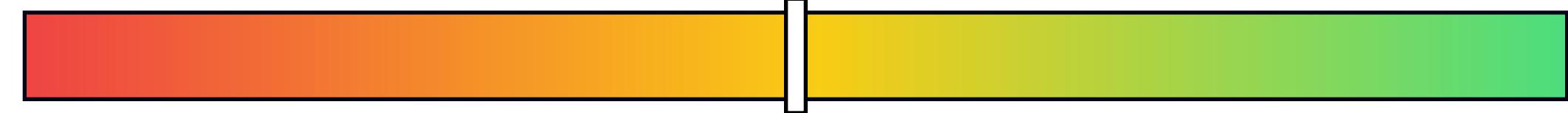
Feels familiar or overused.



Clarity

Is the idea clear or people are scratching their heads?

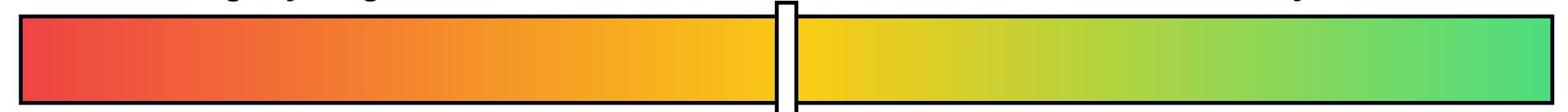
People are scratching their heads.



Resonance

Does it emotionally connect or leave people indifferent?

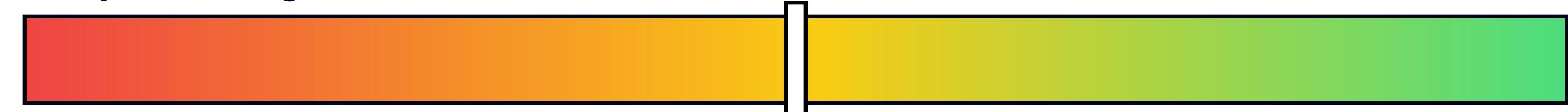
People scroll past without feeling anything.



Speed

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

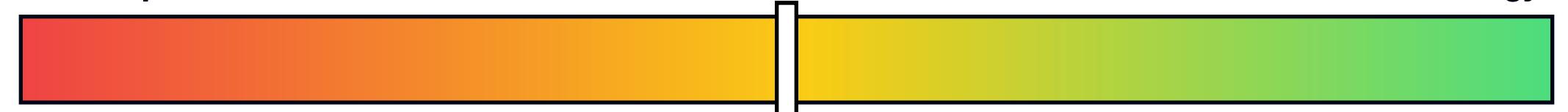
Takes effort or multiple reads to get.



Amplification

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

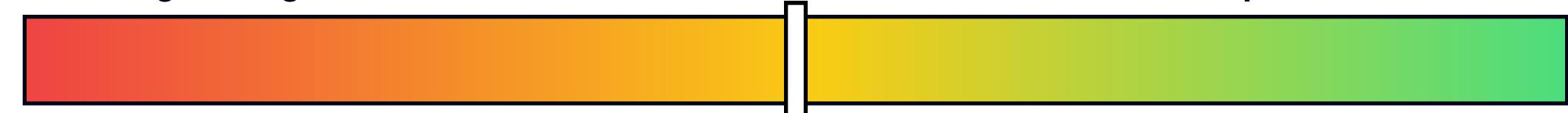
Feels flat and lacks impact.



Flow

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

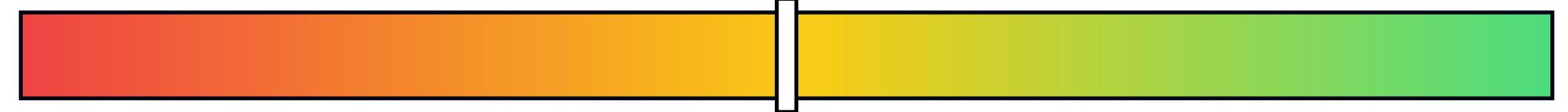
Feels messy and confusing to navigate.



Novelty

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

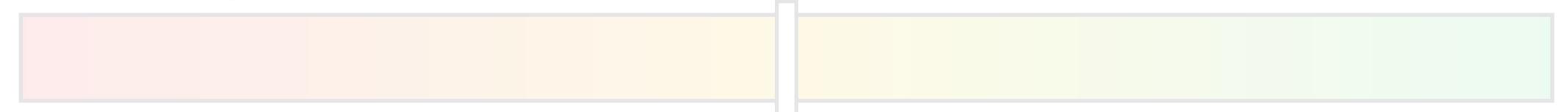
Feels familiar or overused.



Resonance

Does it emotionally connect or leave people indifferent?

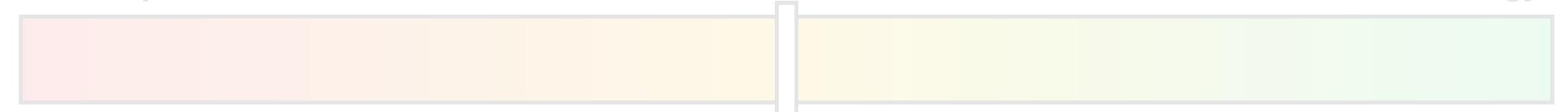
People scroll past without feeling anything.



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

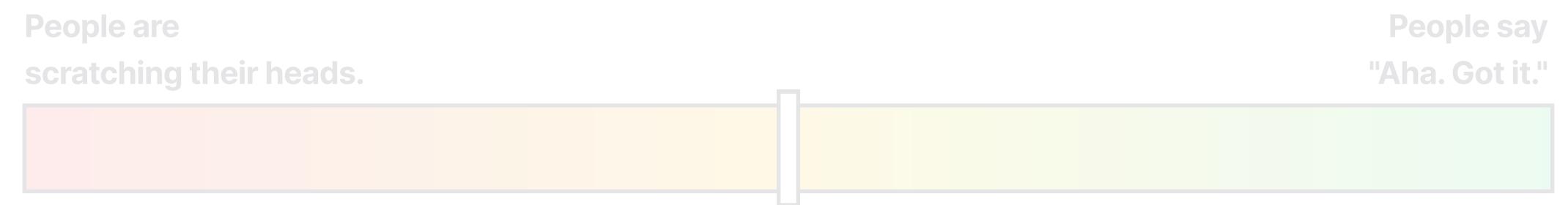
Feels flat and lacks impact.



Clarity

Is the idea clear or people are scratching their heads?

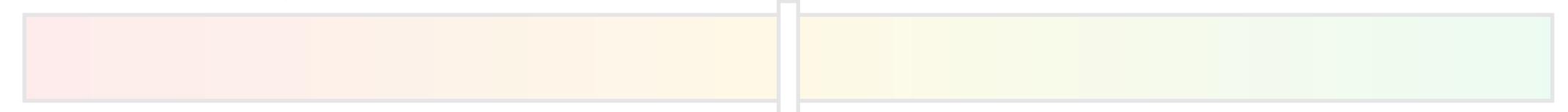
People are scratching their heads.



Speed

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

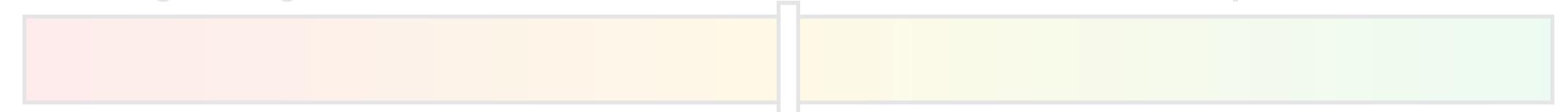
Takes effort or multiple reads to get.



Flow

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Feels messy and confusing to navigate.

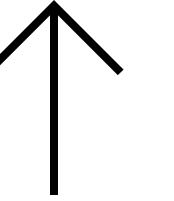


Novelty

Creating something new, different, or unexpected.

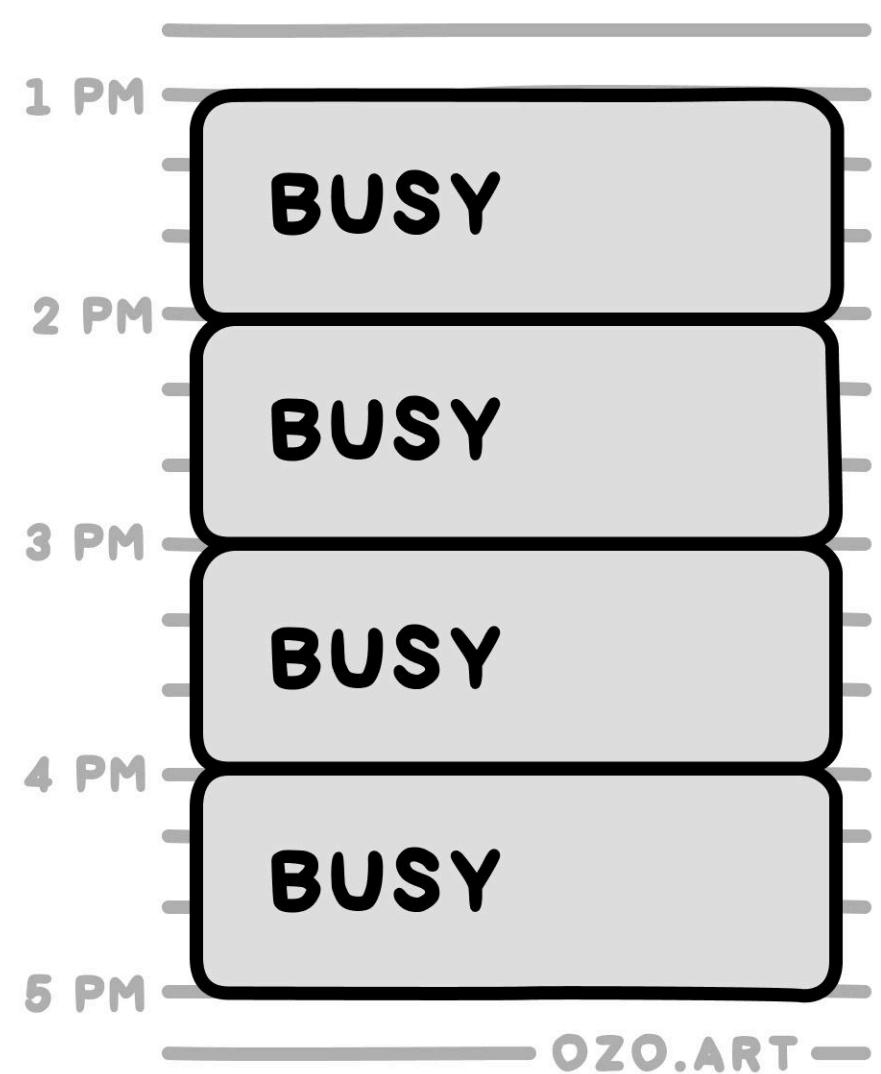
Novelty

Creating something new, different, or unexpected.



Visuals do this almost by default!

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



**"I'M MAKING
TIME"**





Janis Ozolins 
@OzolinsJanis

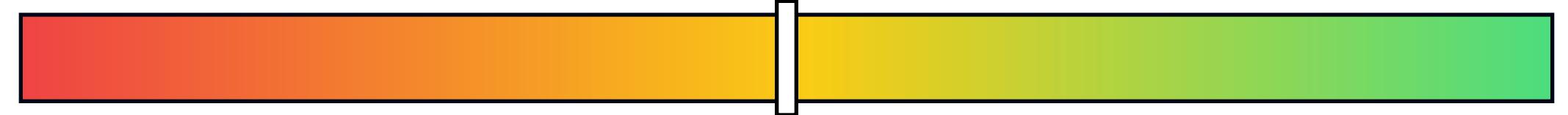
Love has more patience, so pursue projects that excite you.



Novelty

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

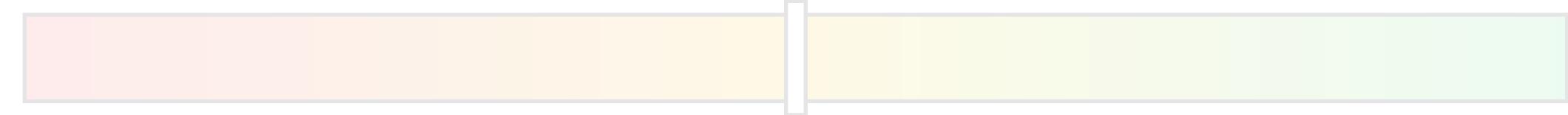
Feels familiar or overused.



Clarity

Is the idea clear or people are scratching their heads?

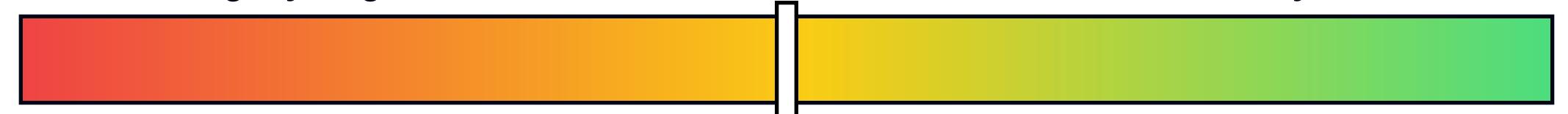
People are scratching their heads.



Resonance

Does it emotionally connect or leave people indifferent?

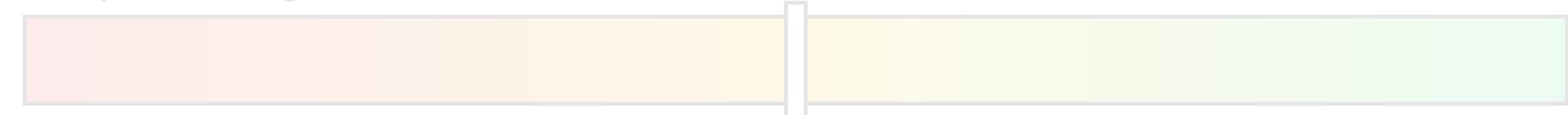
People scroll past without feeling anything.



Speed

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

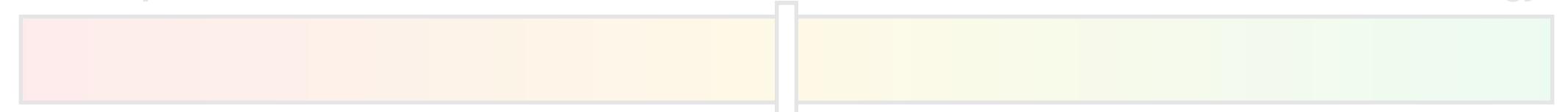
Takes effort or multiple reads to get.



Amplification

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

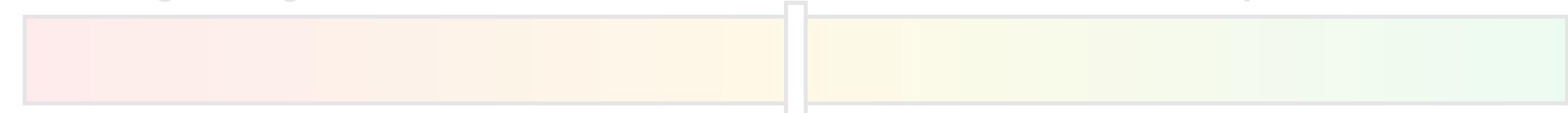
Feels flat and lacks impact.



Flow

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

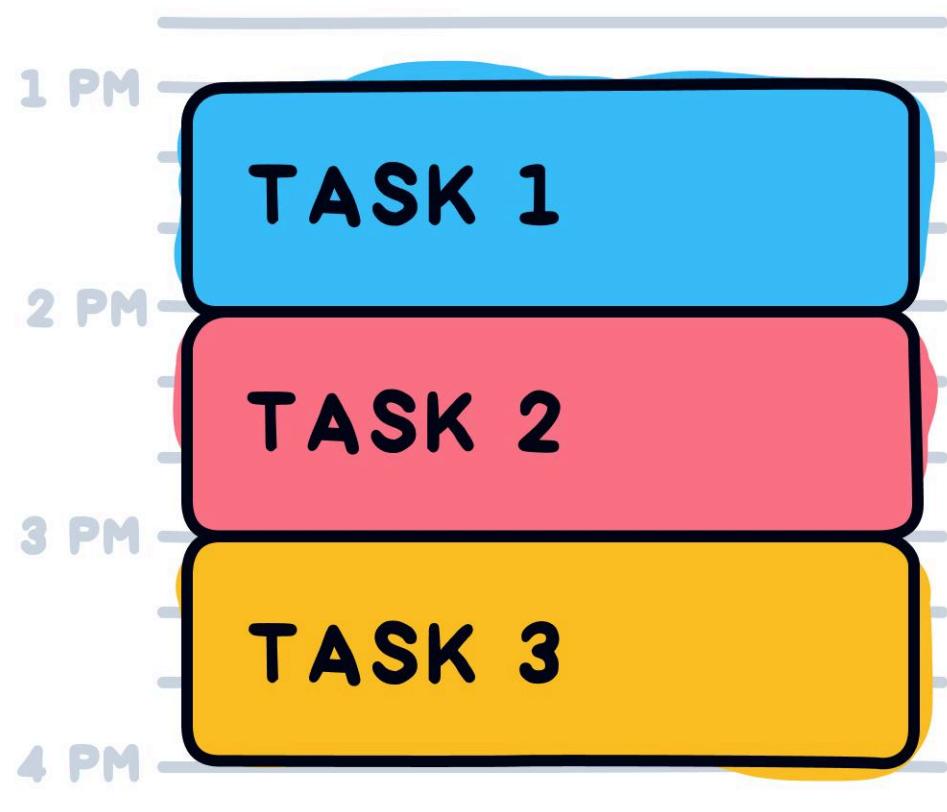
Feels messy and confusing to navigate.



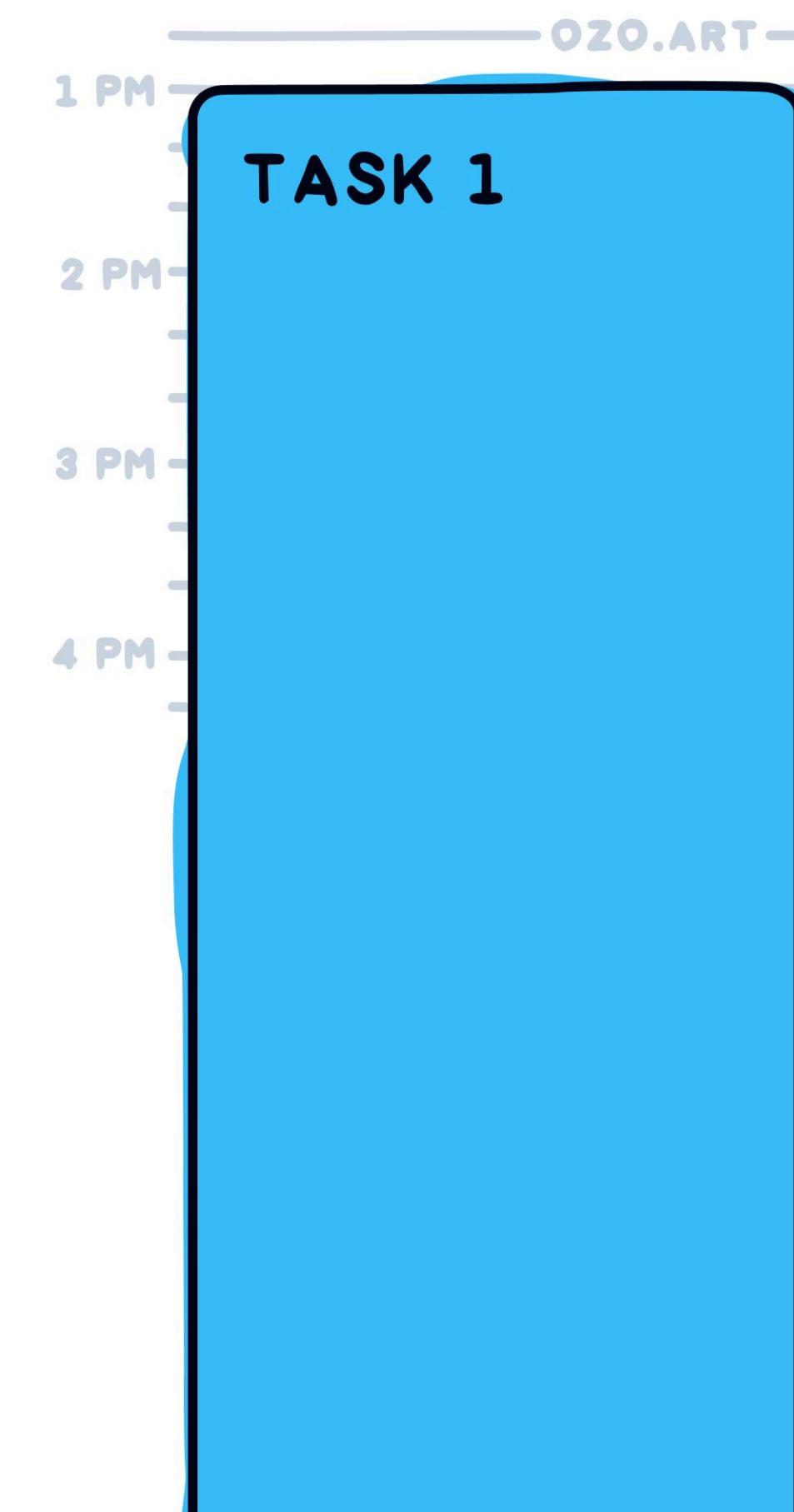
Resonance

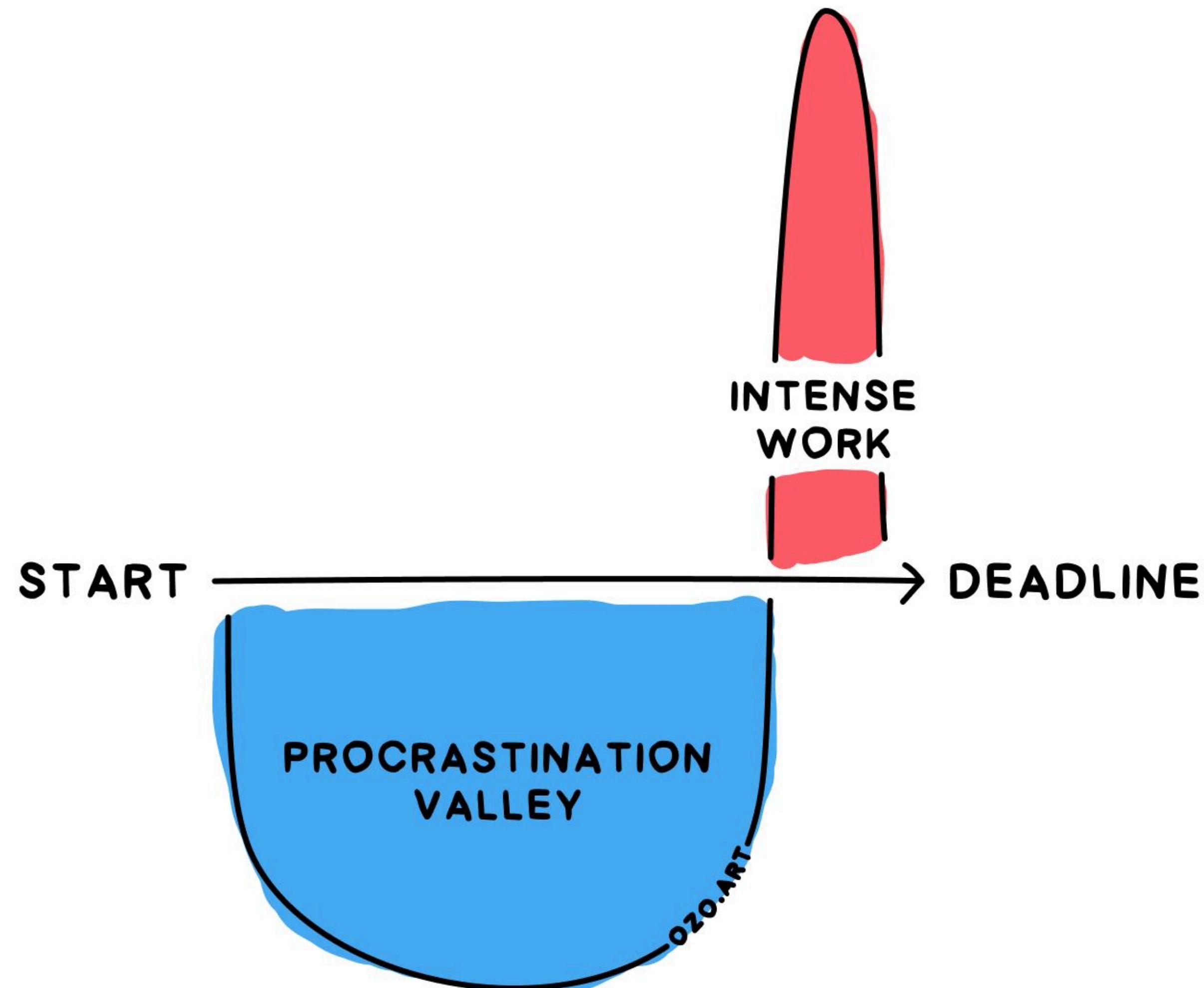
Capture what your audience feels and relates to.

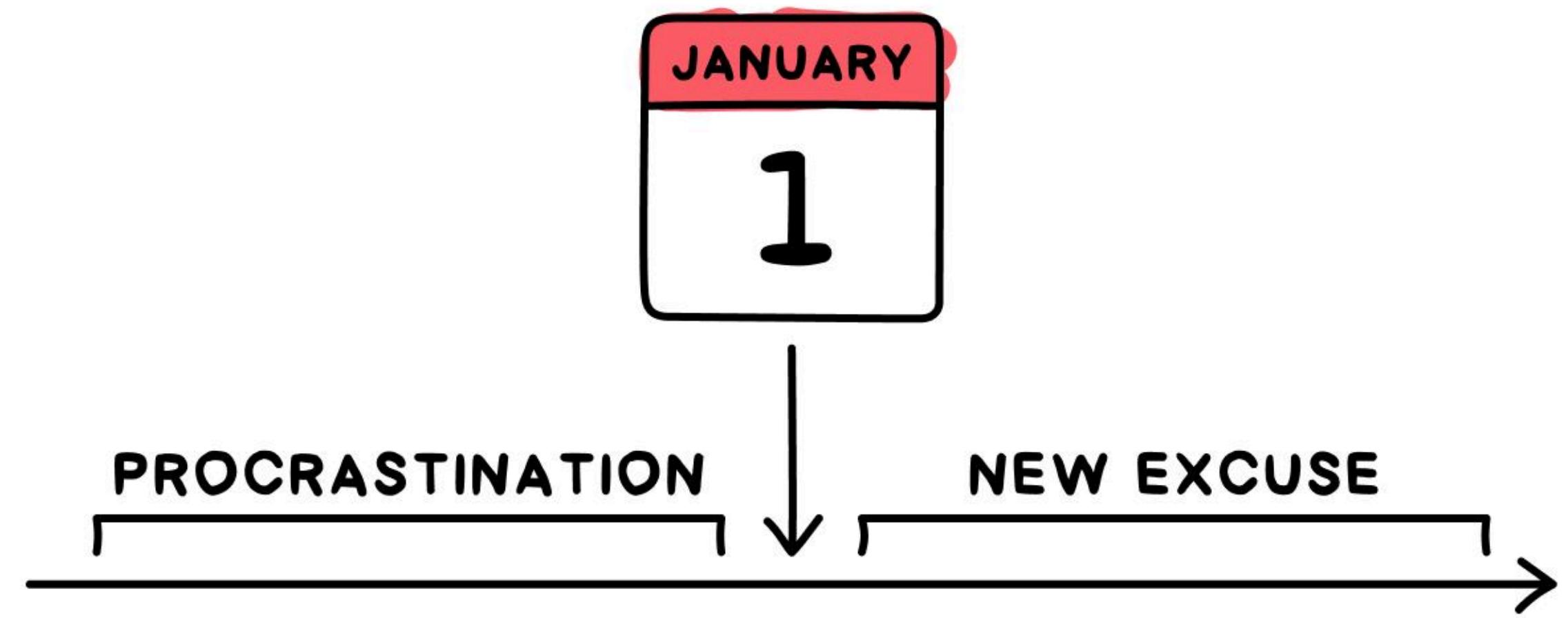
PLAN



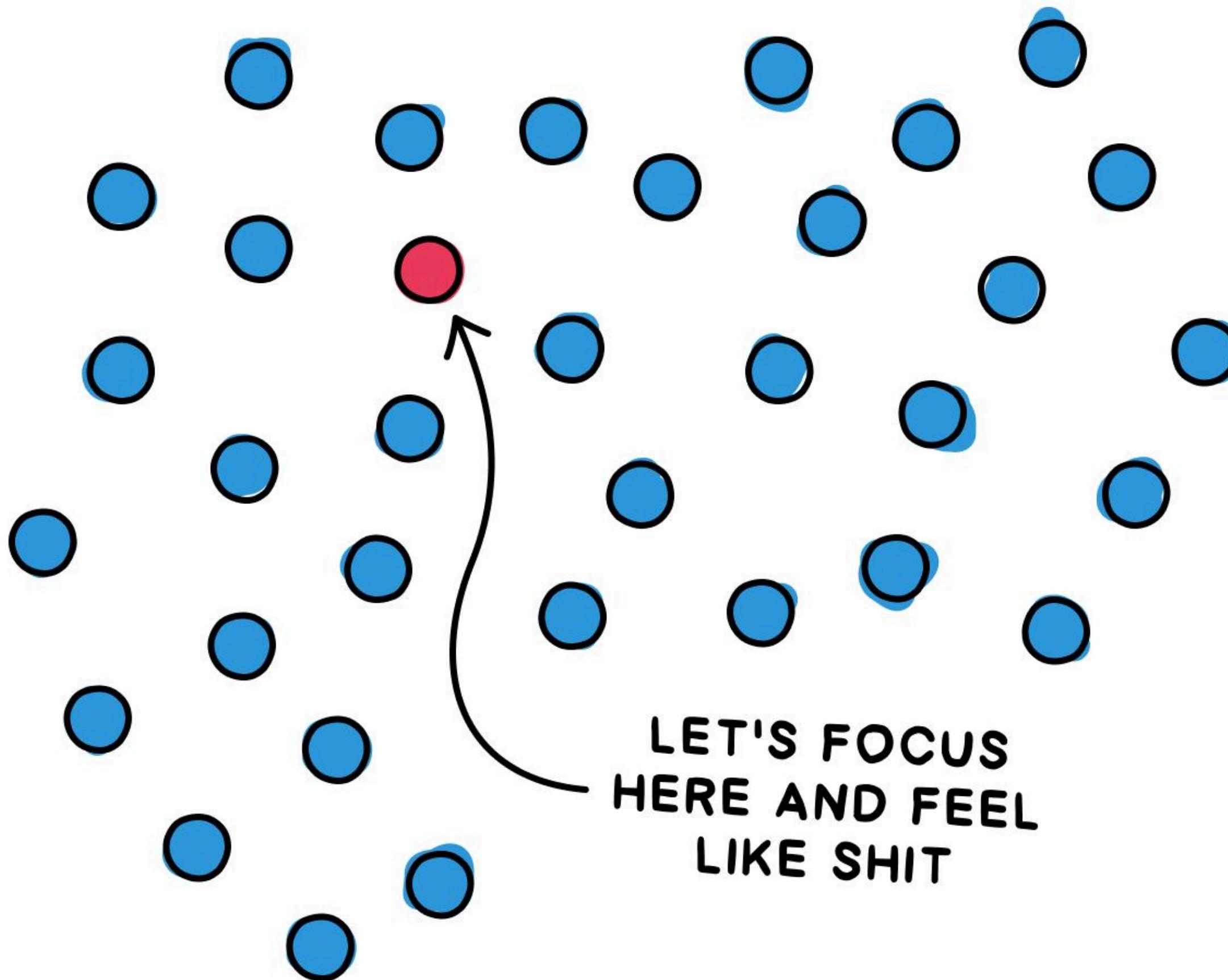
REALITY







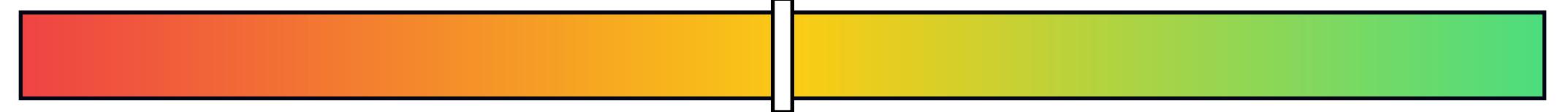
- POSITIVE COMMENTS
- NEGATIVE COMMENTS



Novelty

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

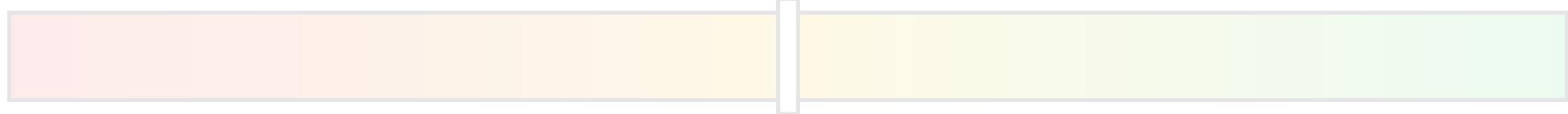
Feels familiar or overused.



Clarity

Is the idea clear or people are scratching their heads?

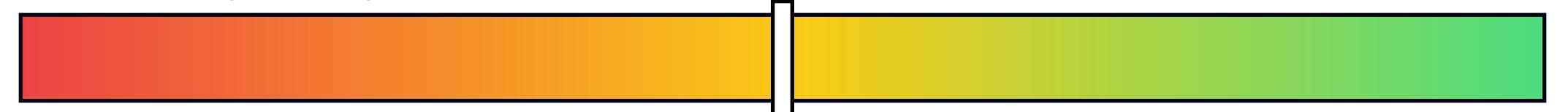
People are scratching their heads.



Resonance

Does it emotionally connect or leave people indifferent?

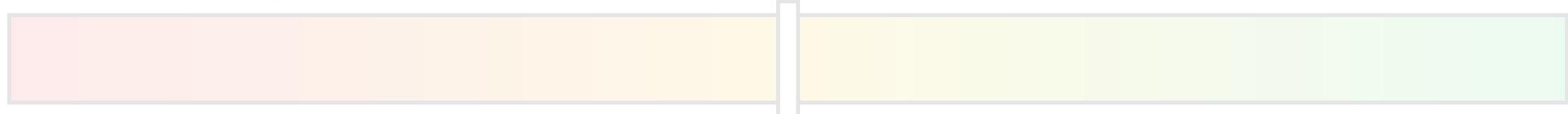
People scroll past without feeling anything.



Speed

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

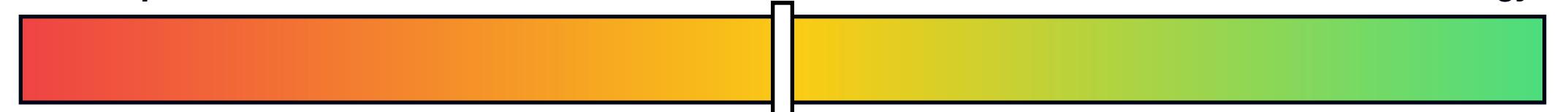
Takes effort or multiple reads to get.



Amplification

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

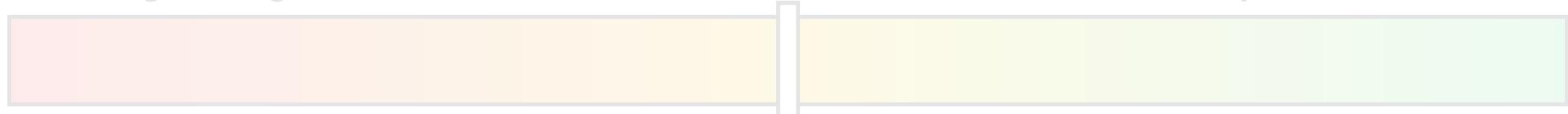
Feels flat and lacks impact.



Flow

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

Feels messy and confusing to navigate.

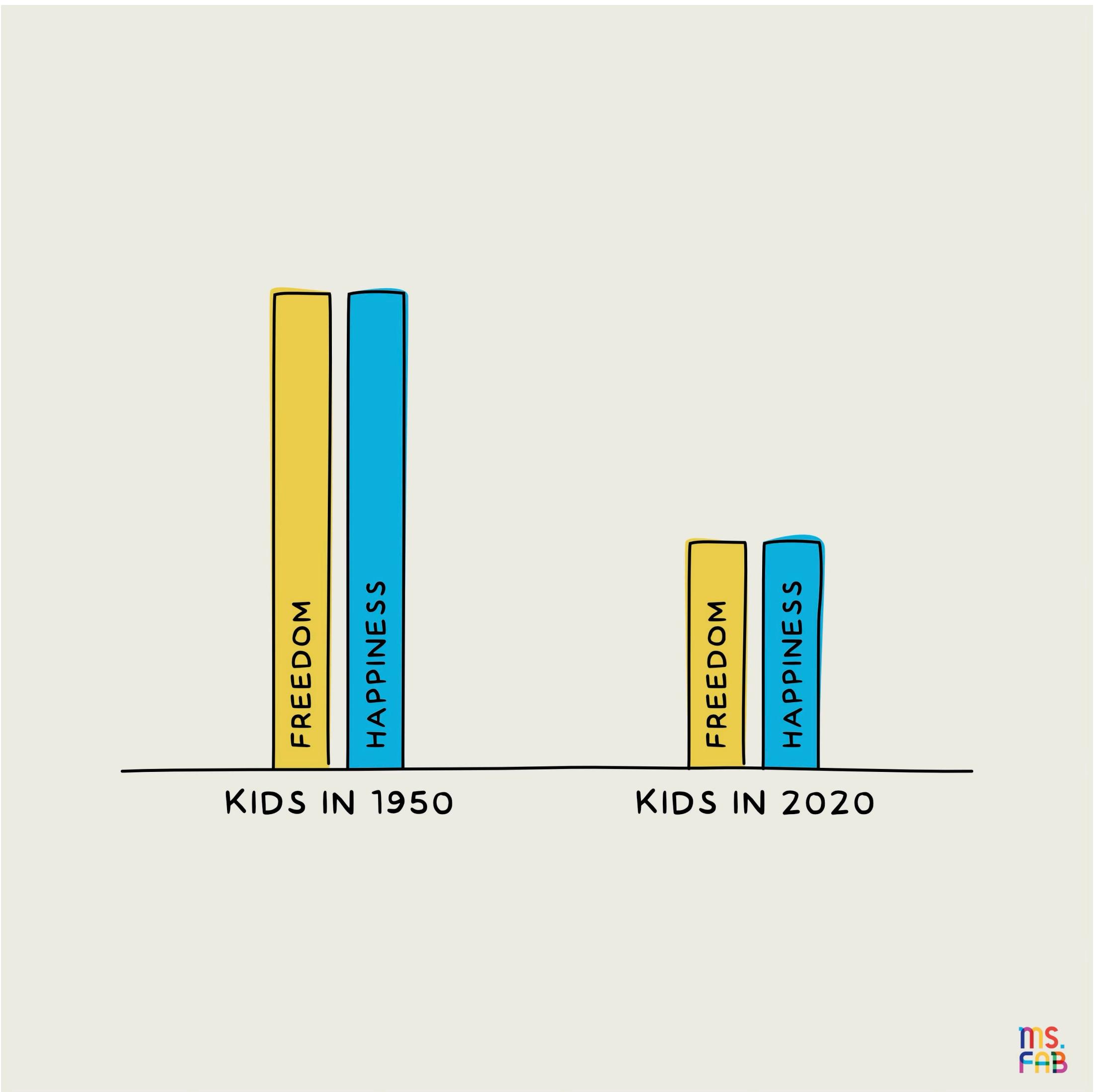


Amplification

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

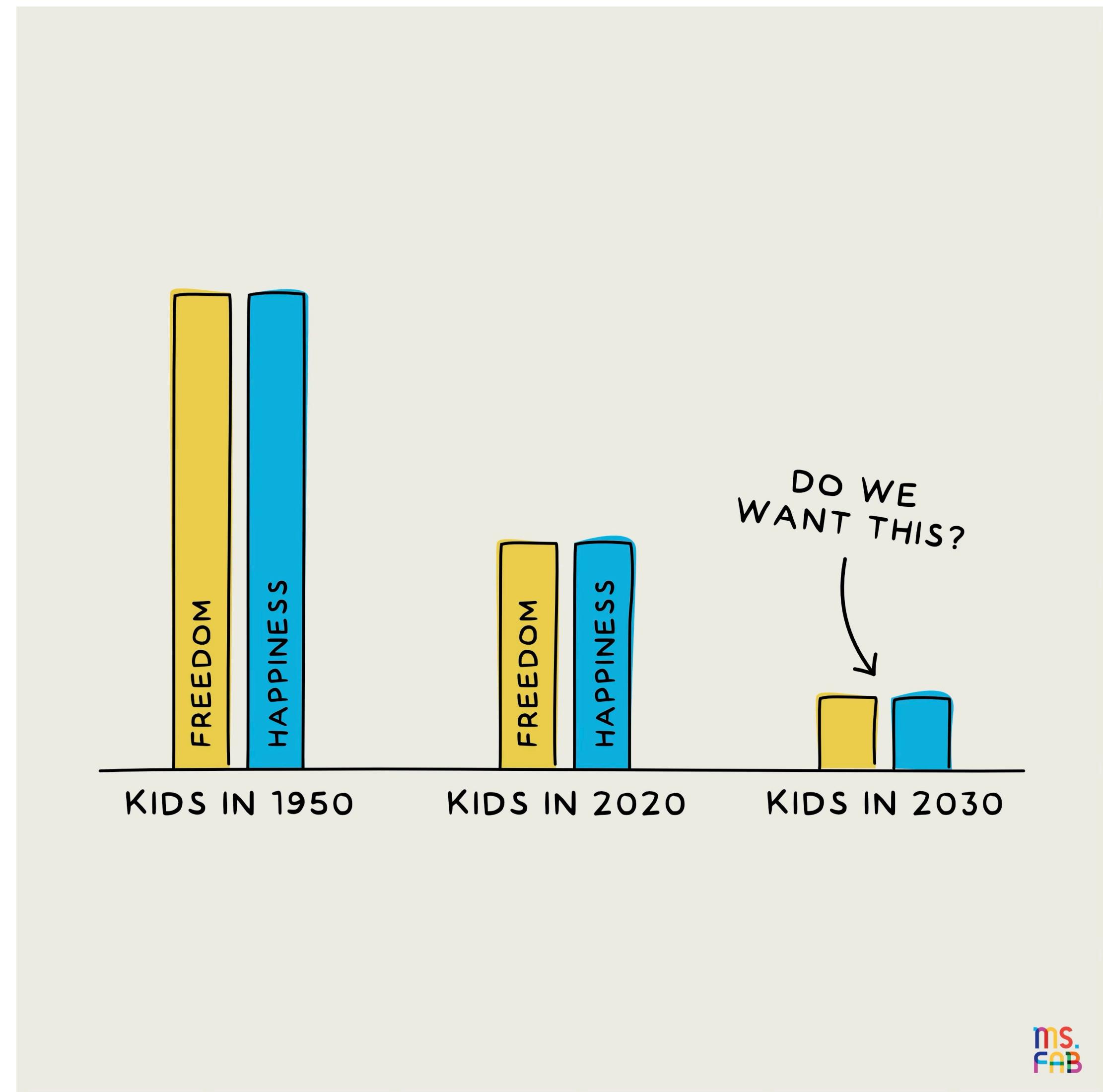
Other studies have found quite similar results. Kids feel much more stressed today than seventy years ago. In fact, the suicide rate of kids under 15 in the US has quadrupled since 1950. It's hard to think of a more concerning statistic.

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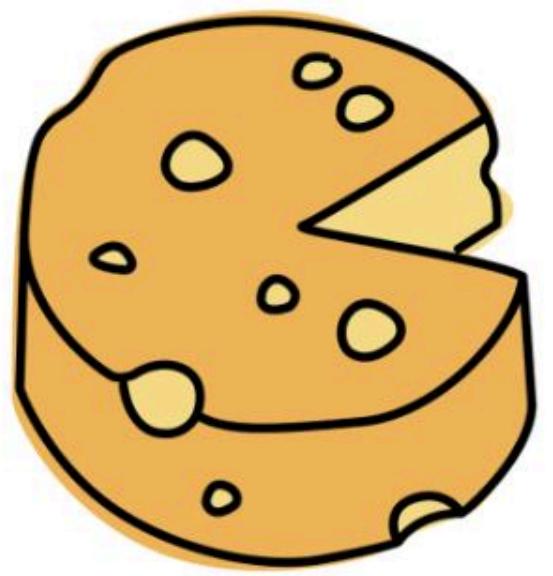
We're faced with a real puzzle here. Kids experience worse mental health today, even though their lives are much better according to objective standards. Seventy years ago, there was more violent crime, more poverty, and more childhood deaths, but kids were happier! What explains the difference?





Janis Ozolins 
@OzolinsJanis

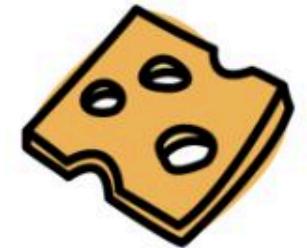
Slice and start.



DREAM



PROJECT



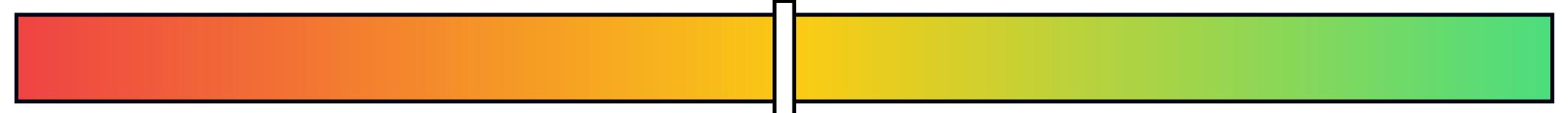
TASK

Novelty

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

Feels familiar or overused.

Feels new and surprising.

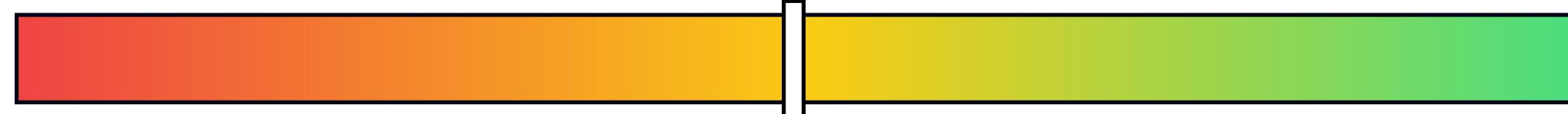


Clarity

Is the idea clear or people are scratching their heads?

People are scratching their heads.

People say "Aha. Got it."

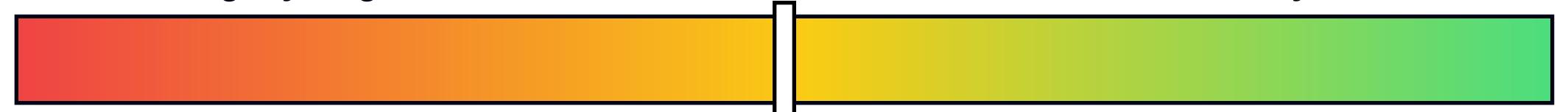


Resonance

Does it emotionally connect or leave people indifferent?

People scroll past without feeling anything.

People nod, smile, or say "That's so true."

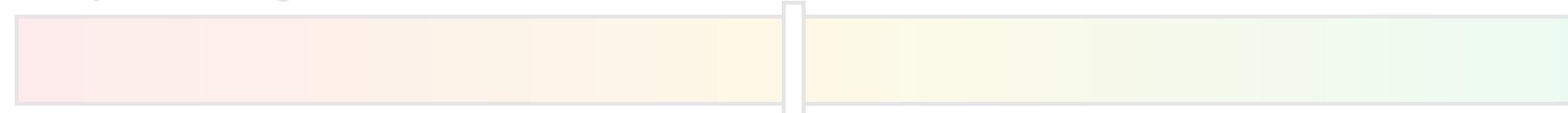


Speed

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

Takes effort or multiple reads to get.

Understood in two seconds.

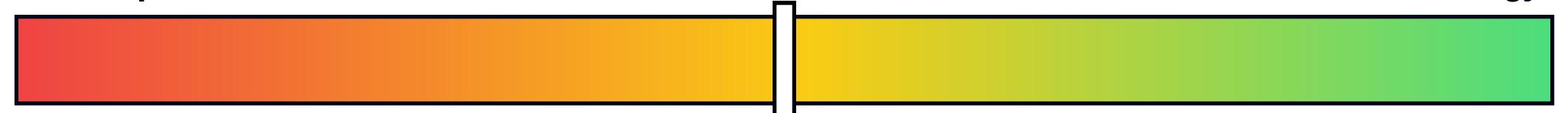


Amplification

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

Feels flat and lacks impact.

Feels bold, amplified, and full of energy.

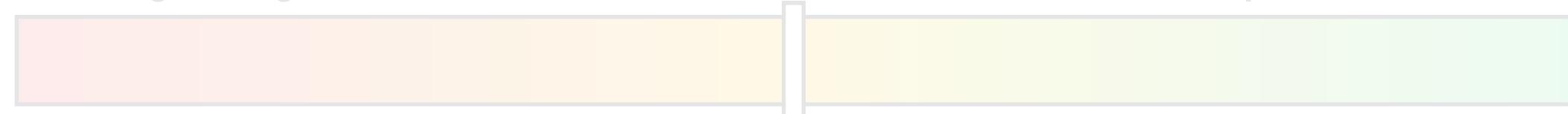


Flow

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

Feels messy and confusing to navigate.

Easy to follow and pleasant to consume.



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.

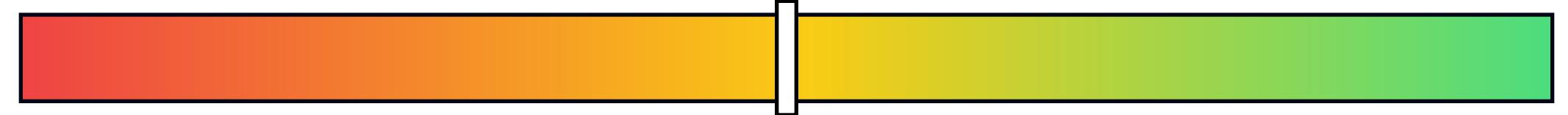
“Check this. Do you get it?”

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

Novelty

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

Feels familiar or overused.

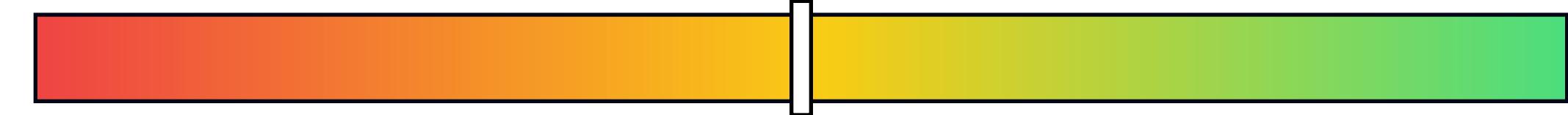


Feels new and surprising.

Clarity

Is the idea clear or people are scratching their heads?

People are scratching their heads.

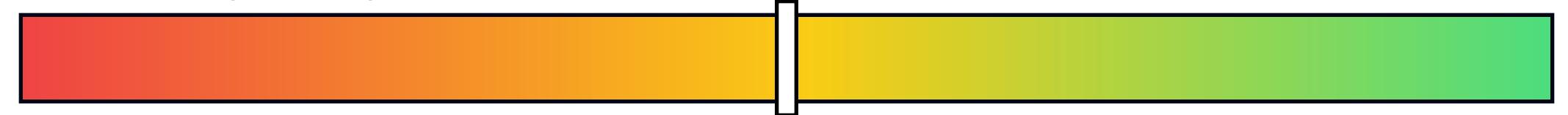


People say "Aha. Got it."

Resonance

Does it emotionally connect or leave people indifferent?

People scroll past without feeling anything.

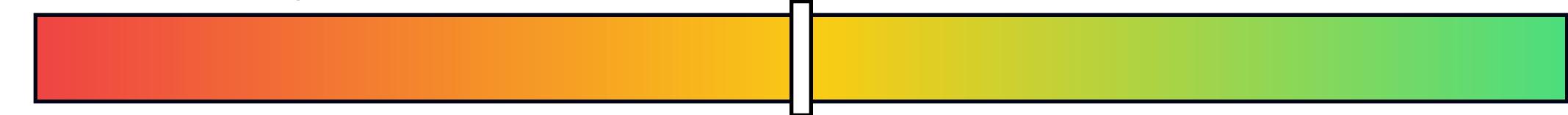


People nod, smile, or say "That's so true."

Speed

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

Takes effort or multiple reads to get.

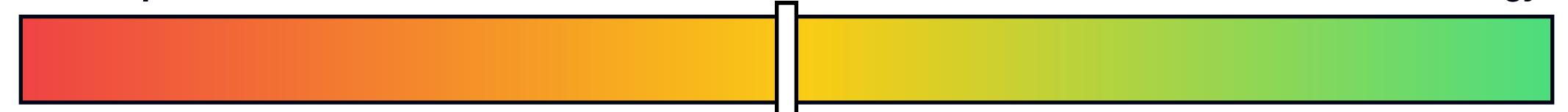


Understood in two seconds.

Amplification

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

Feels flat and lacks impact.

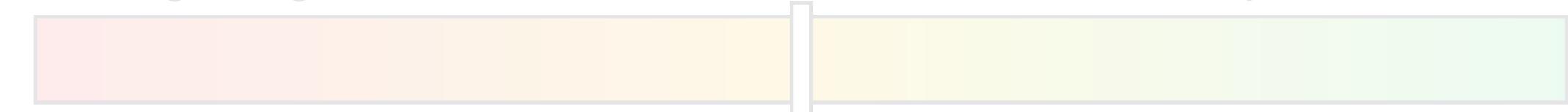


Feels bold, amplified, and full of energy.

Flow

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

Feels messy and confusing to navigate.



Easy to follow and pleasant to consume.

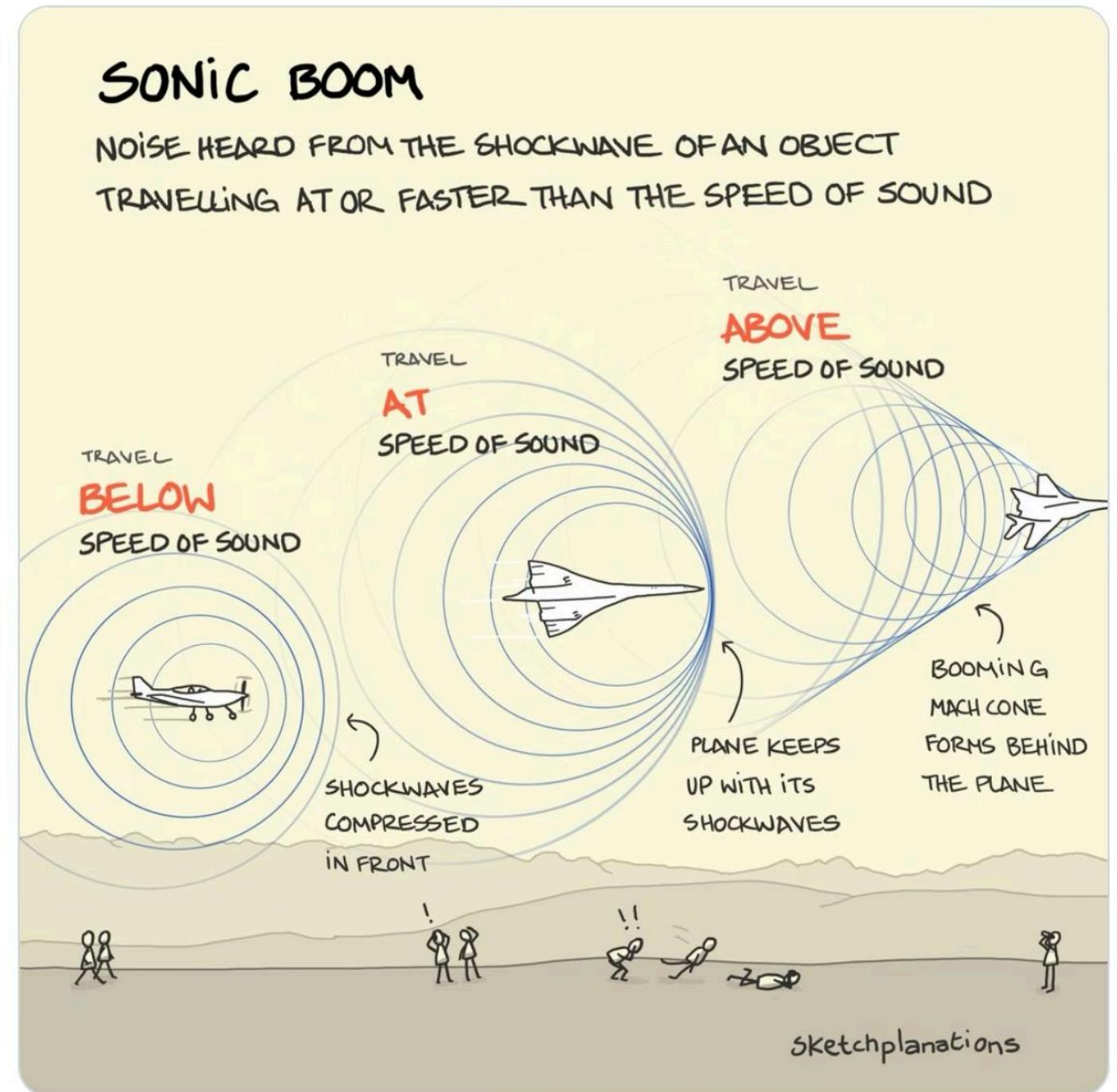
Speed

One digestible idea at a time, without unnecessary details.



Sketchplanations
@sketchplanator

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'

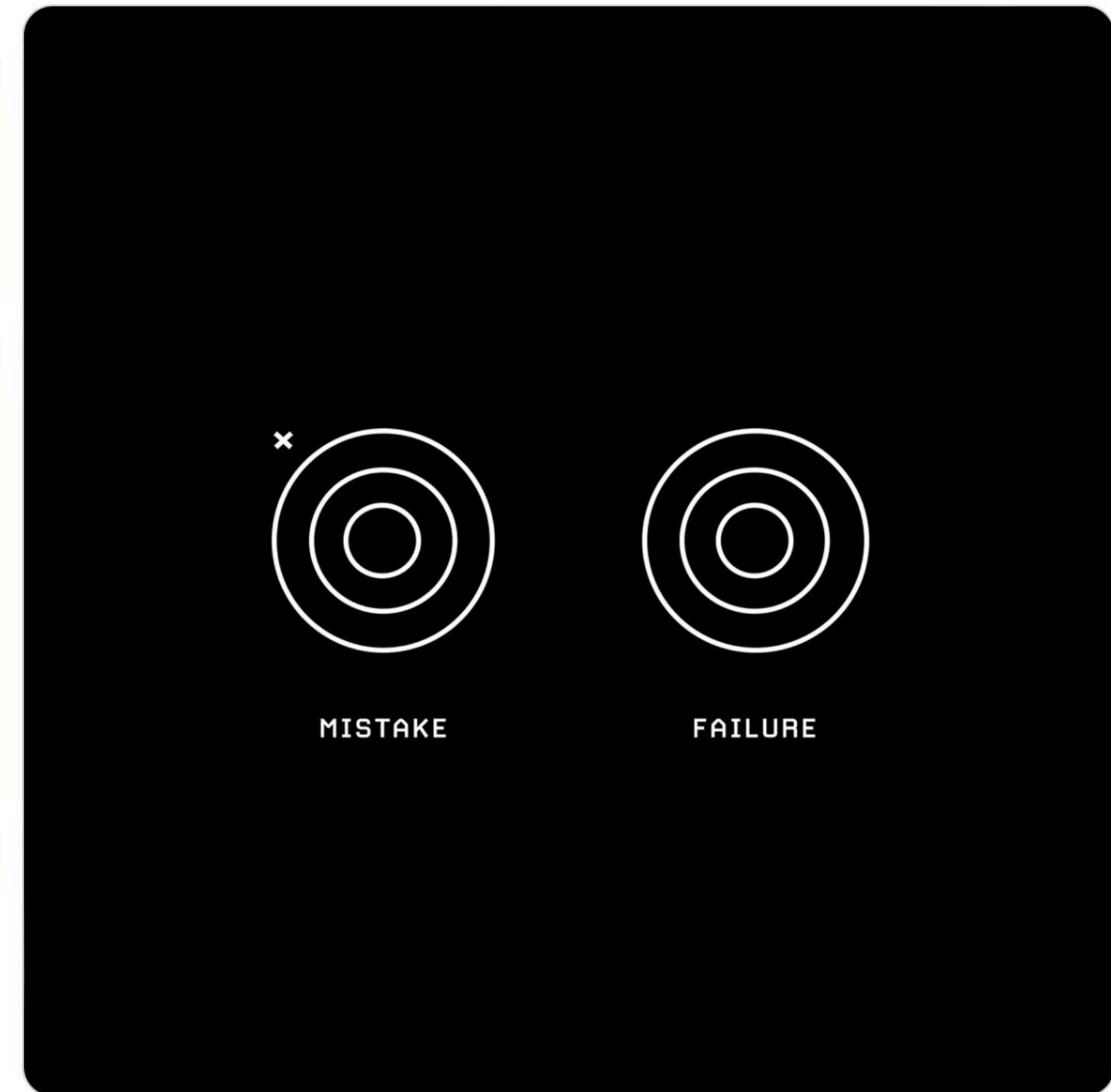


Get overwhelmed



VV
@visualizevalue

Shoot.

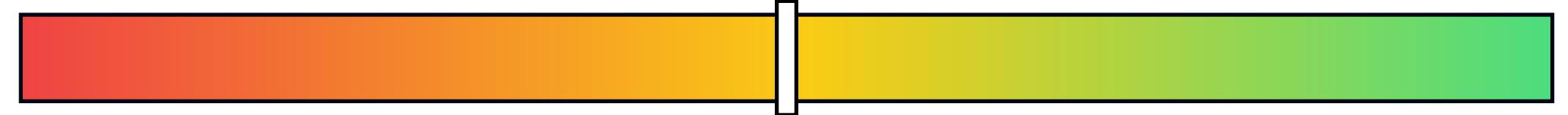


Observe with easy

Novelty

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

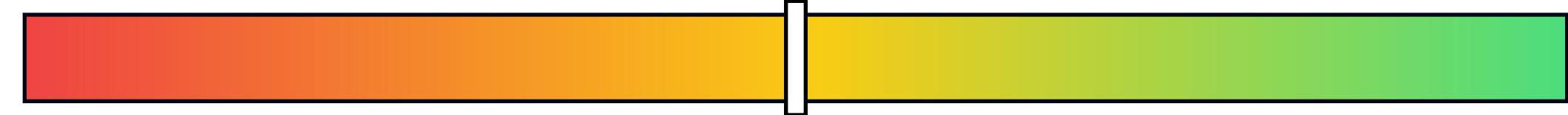
Feels familiar or overused.



Clarity

Is the idea clear or people are scratching their heads?

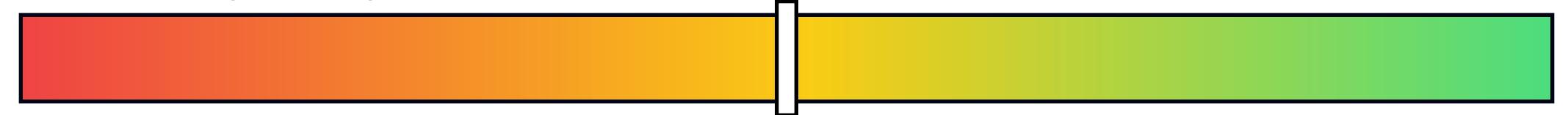
People are scratching their heads.



Resonance

Does it emotionally connect or leave people indifferent?

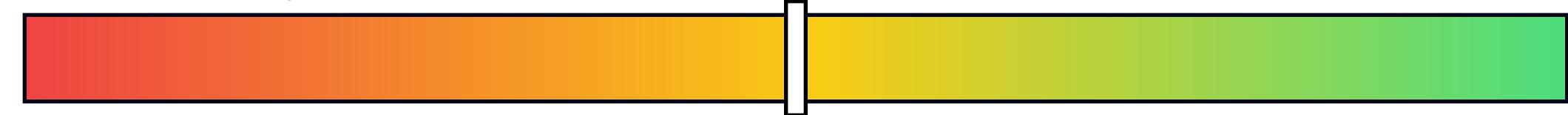
People scroll past without feeling anything.



Speed

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

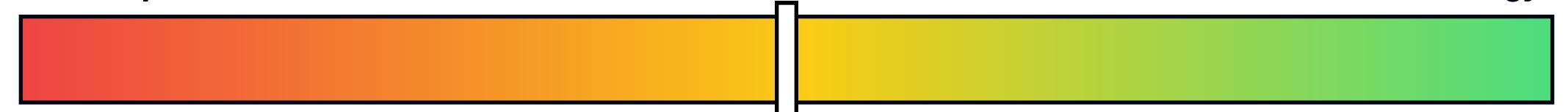
Takes effort or multiple reads to get.



Amplification

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

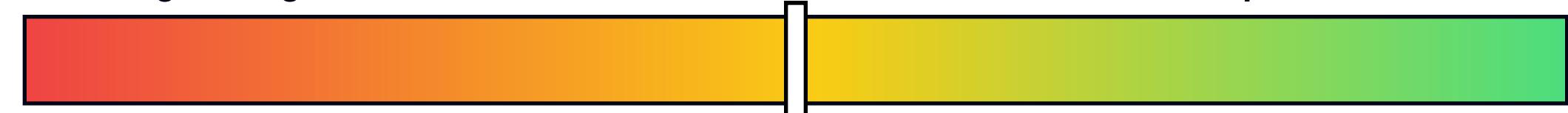
Feels flat and lacks impact.



Flow

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

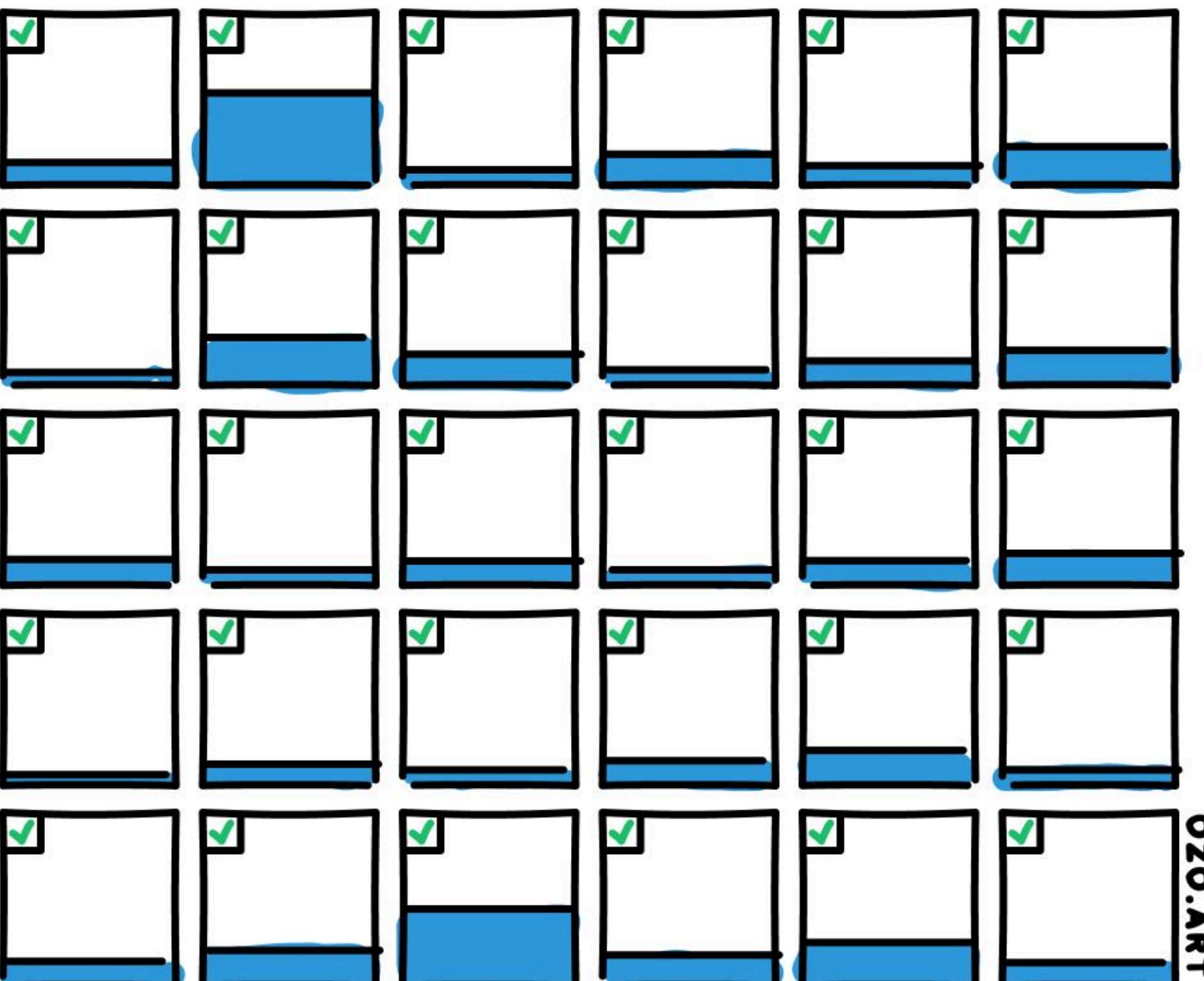
Feels messy and confusing to navigate.



Flow

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

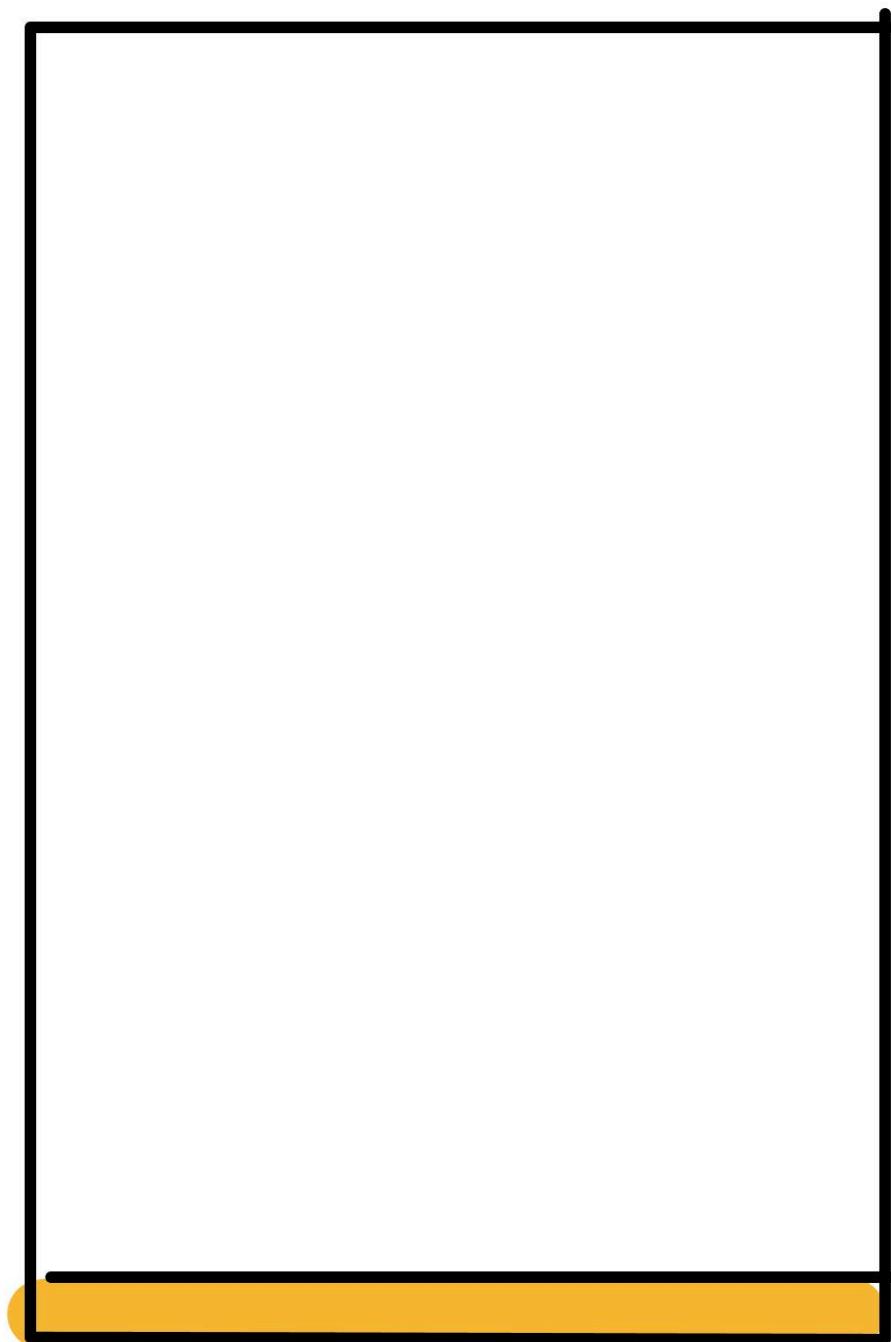
- SHOW UP EVERY DAY
- NO MATTER HOW SMALL



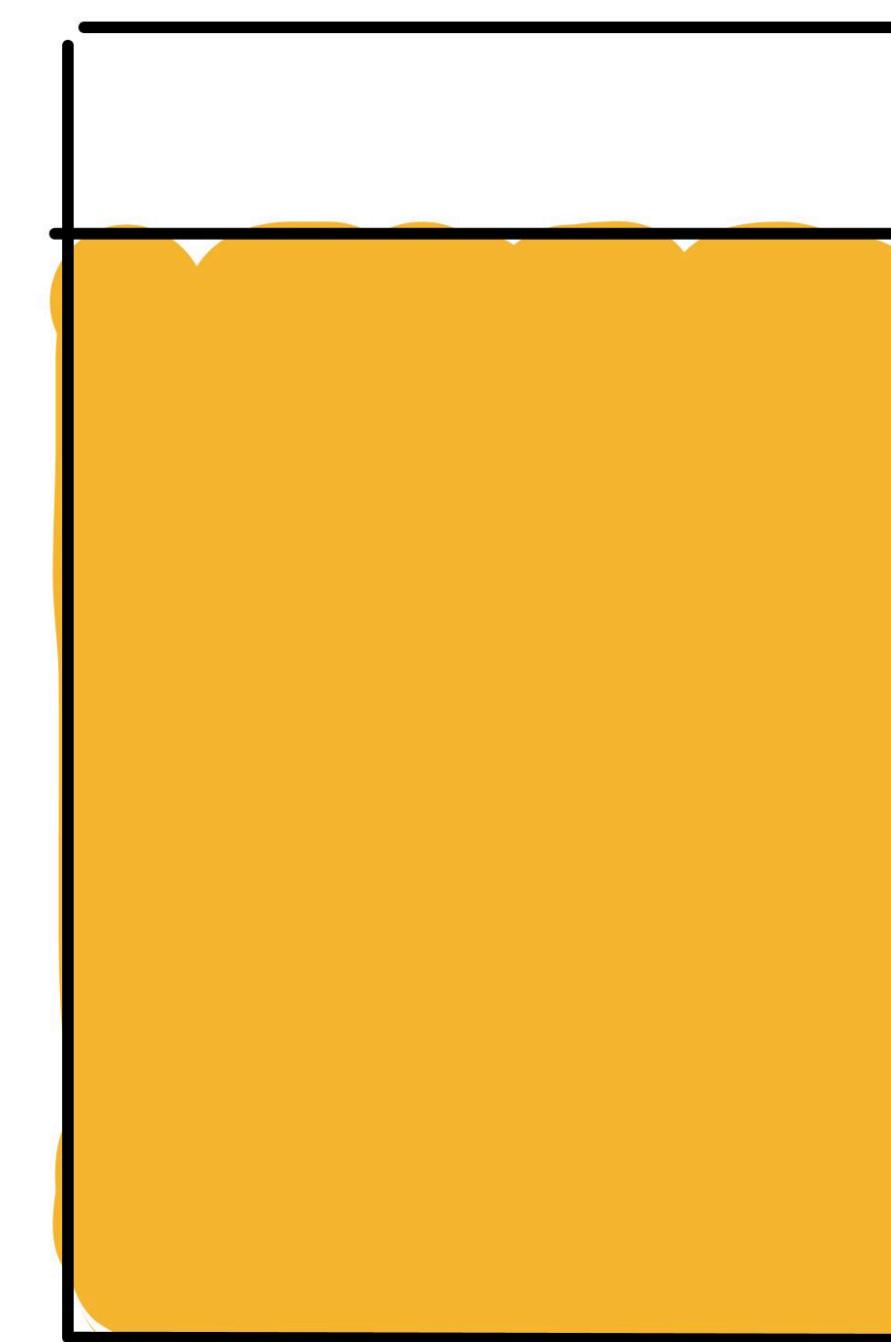
OZO.ART



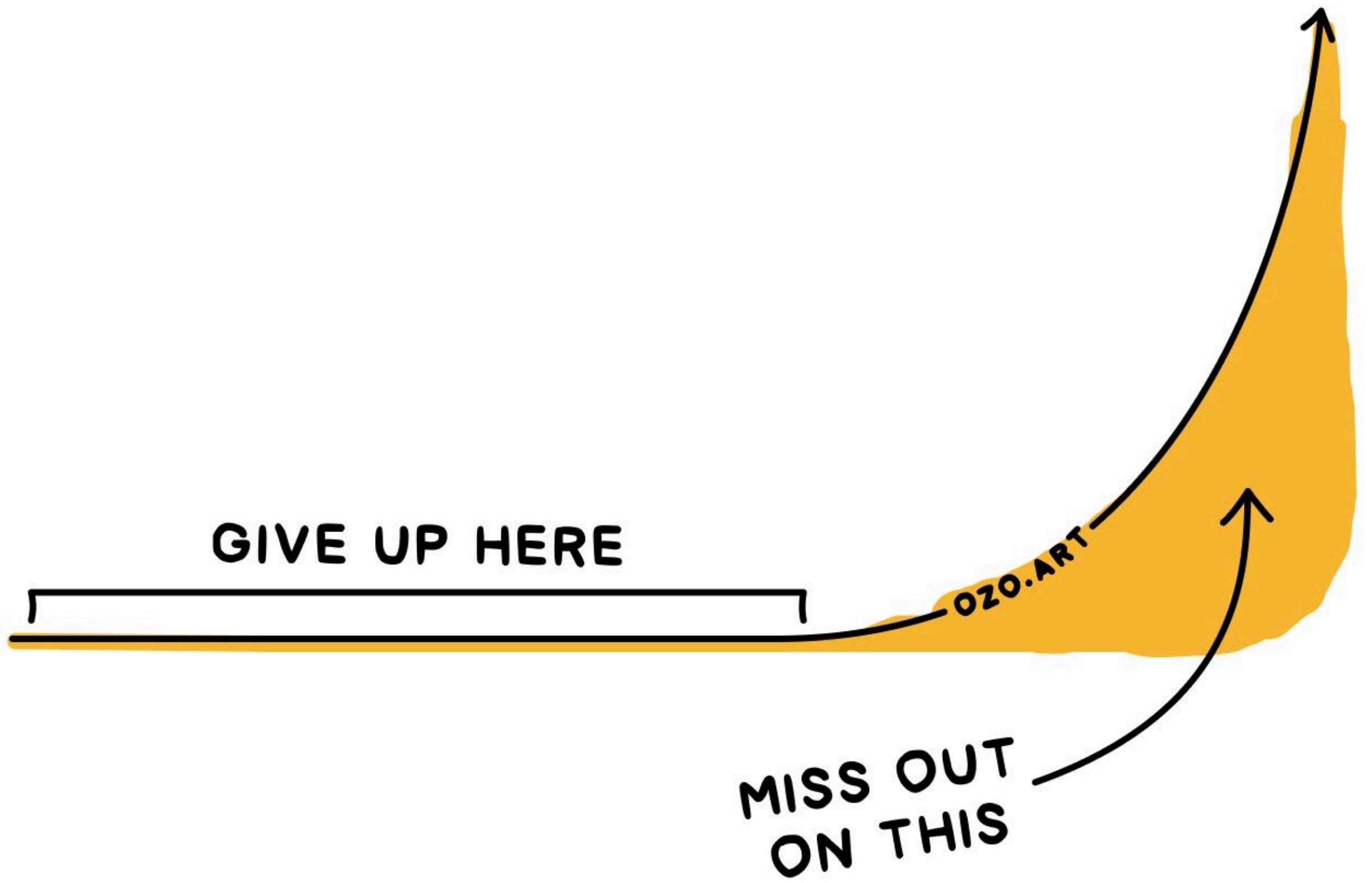
TINY MUST-DO TASKS



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

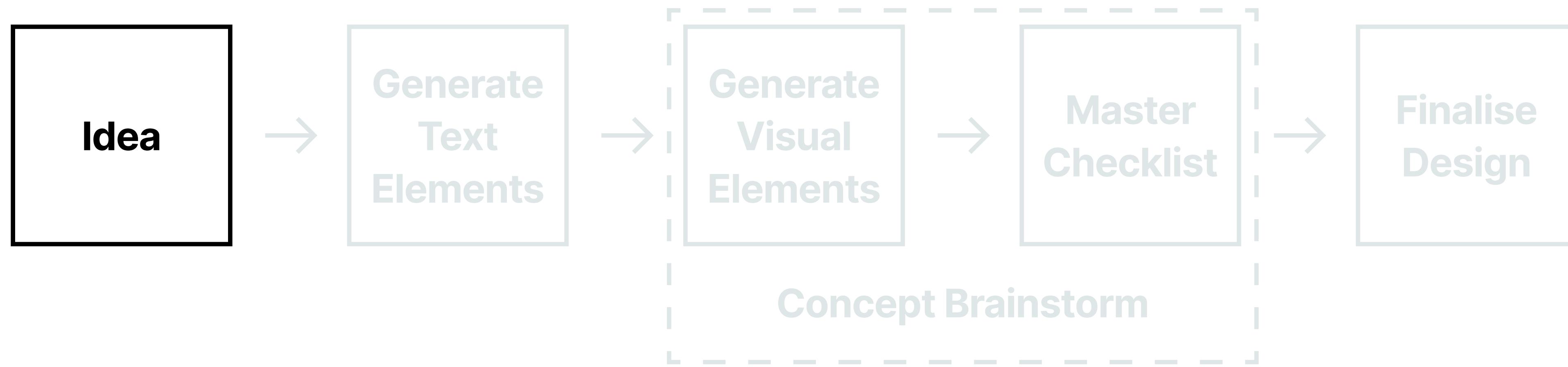
Speed

Flow

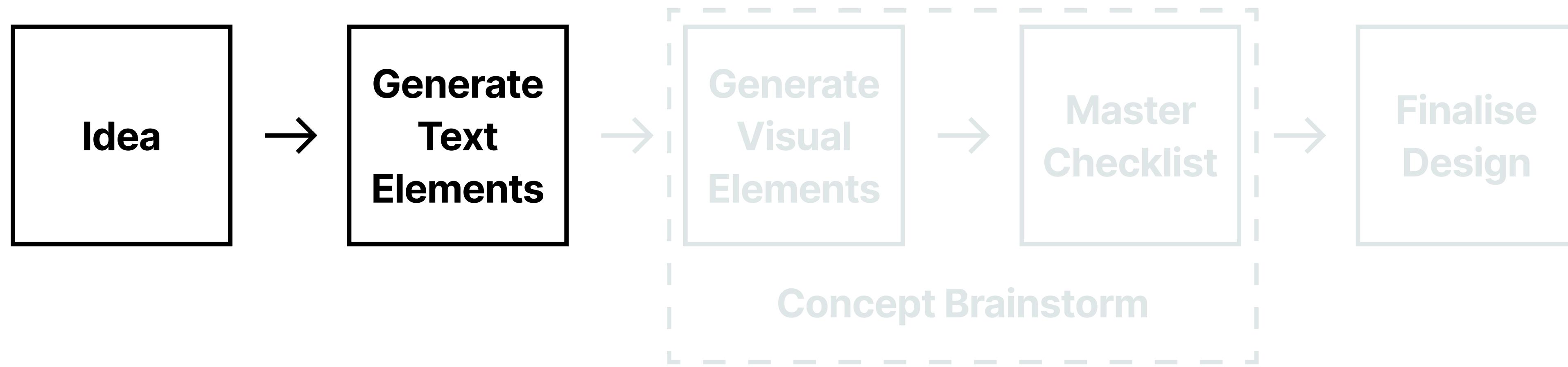
Process Overview

Here's the process I follow to create visuals.

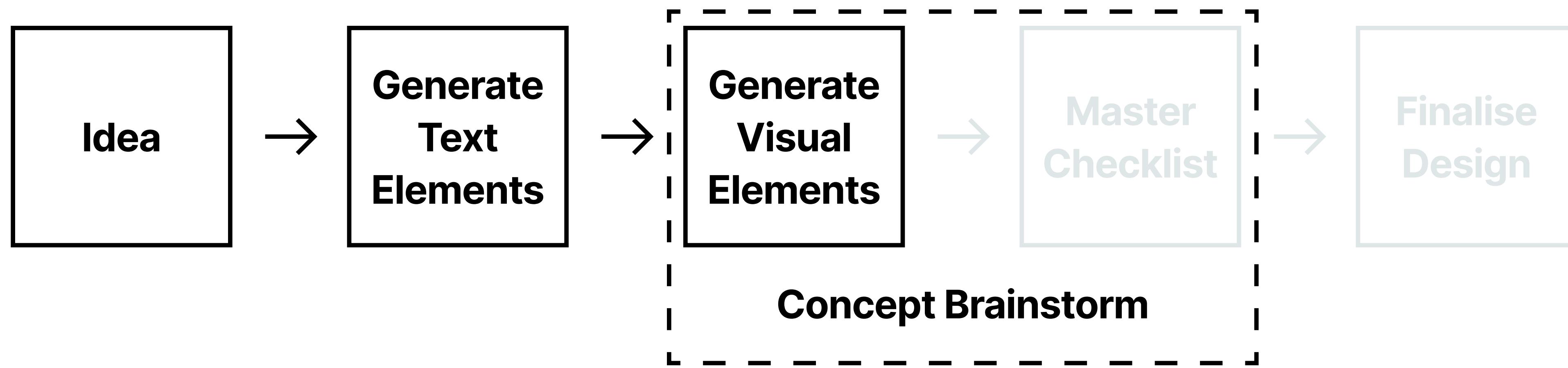
Process Overview



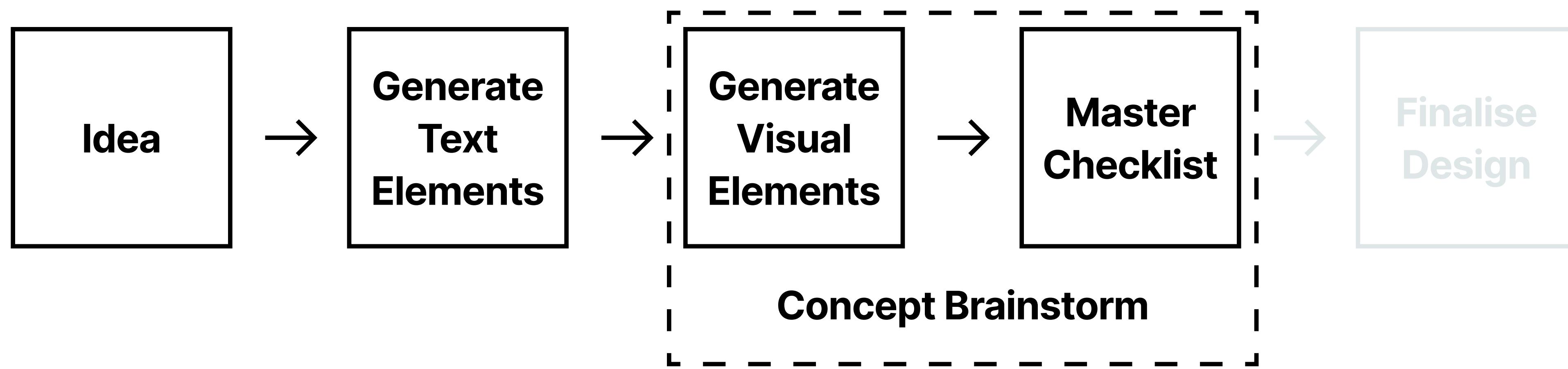
Process Overview



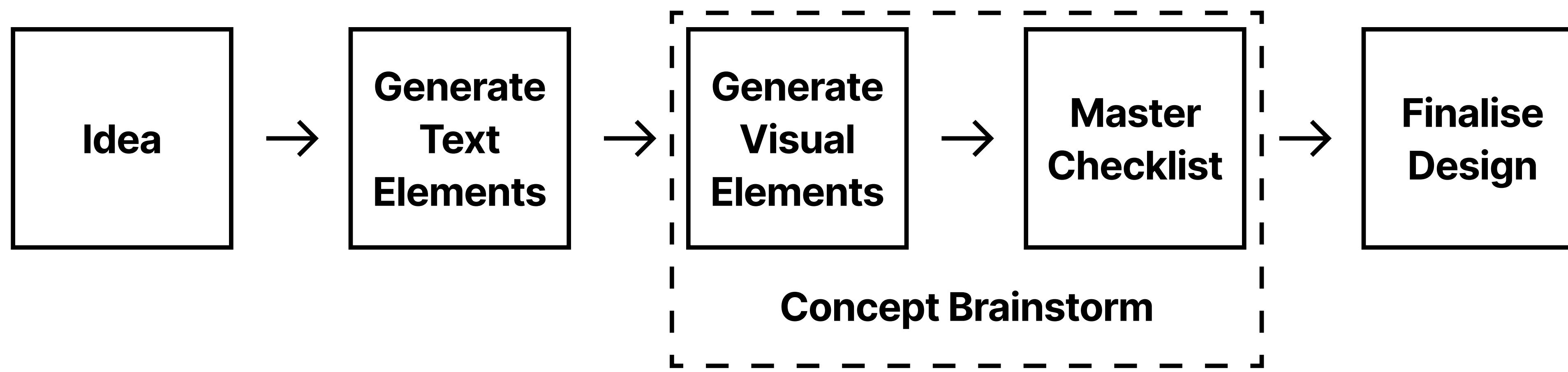
Process Overview



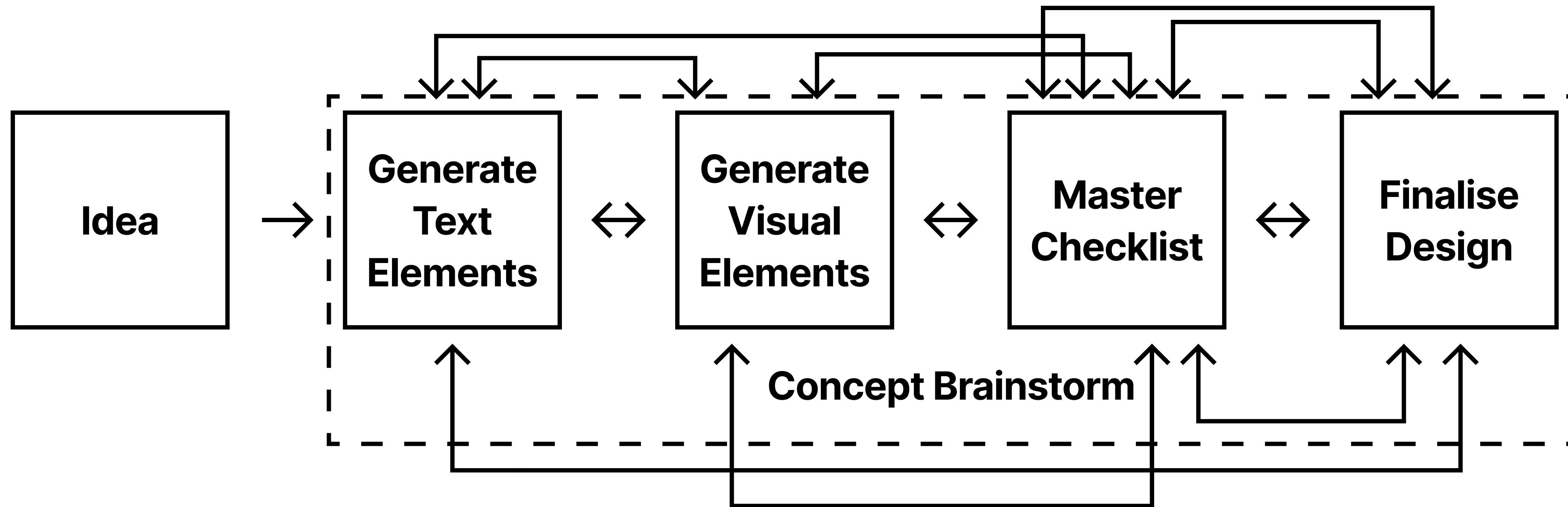
Process Overview



Process Overview



Process Overview (reality)



Generate Text Elements

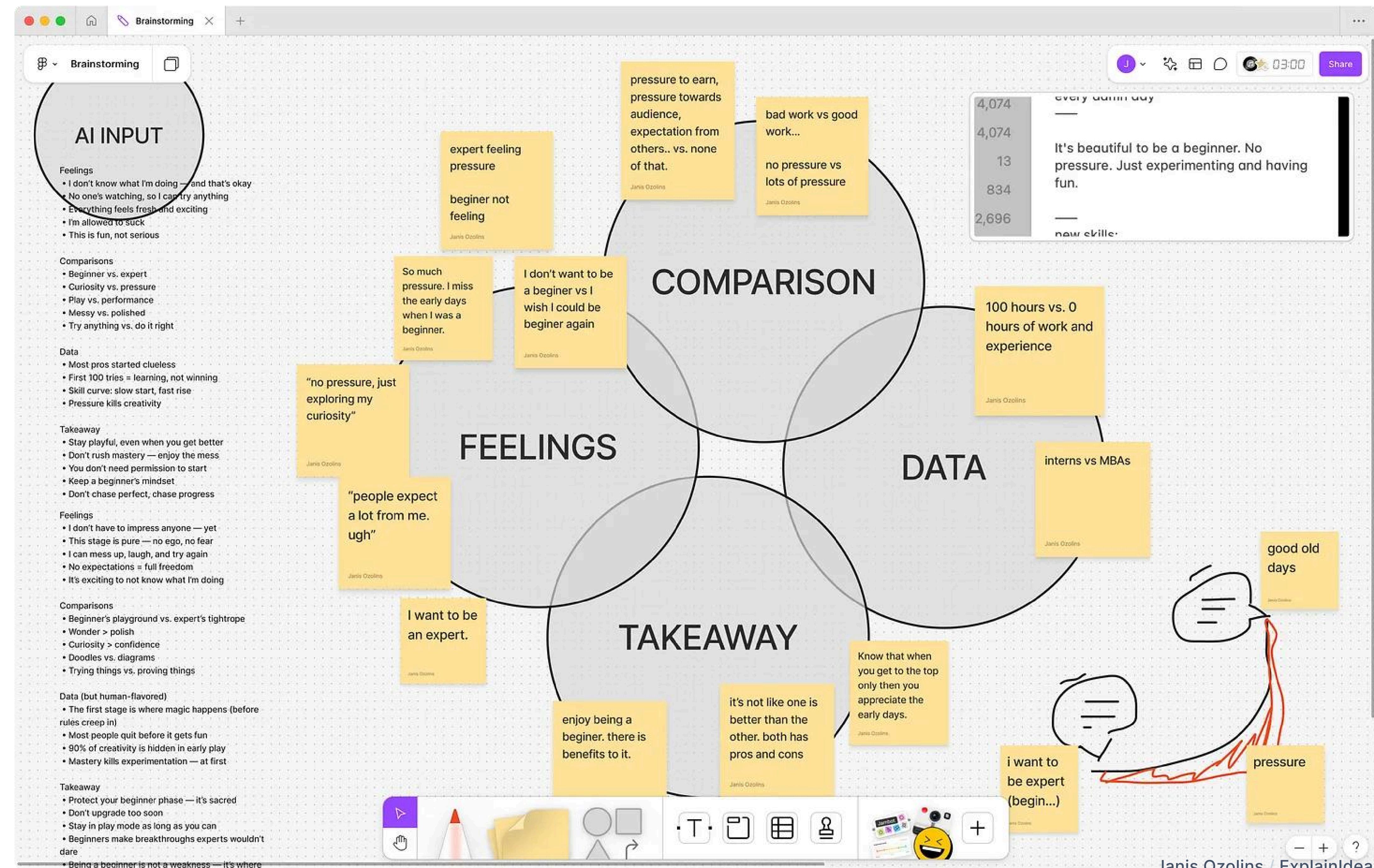
By taking your idea and answering questions like these:

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)

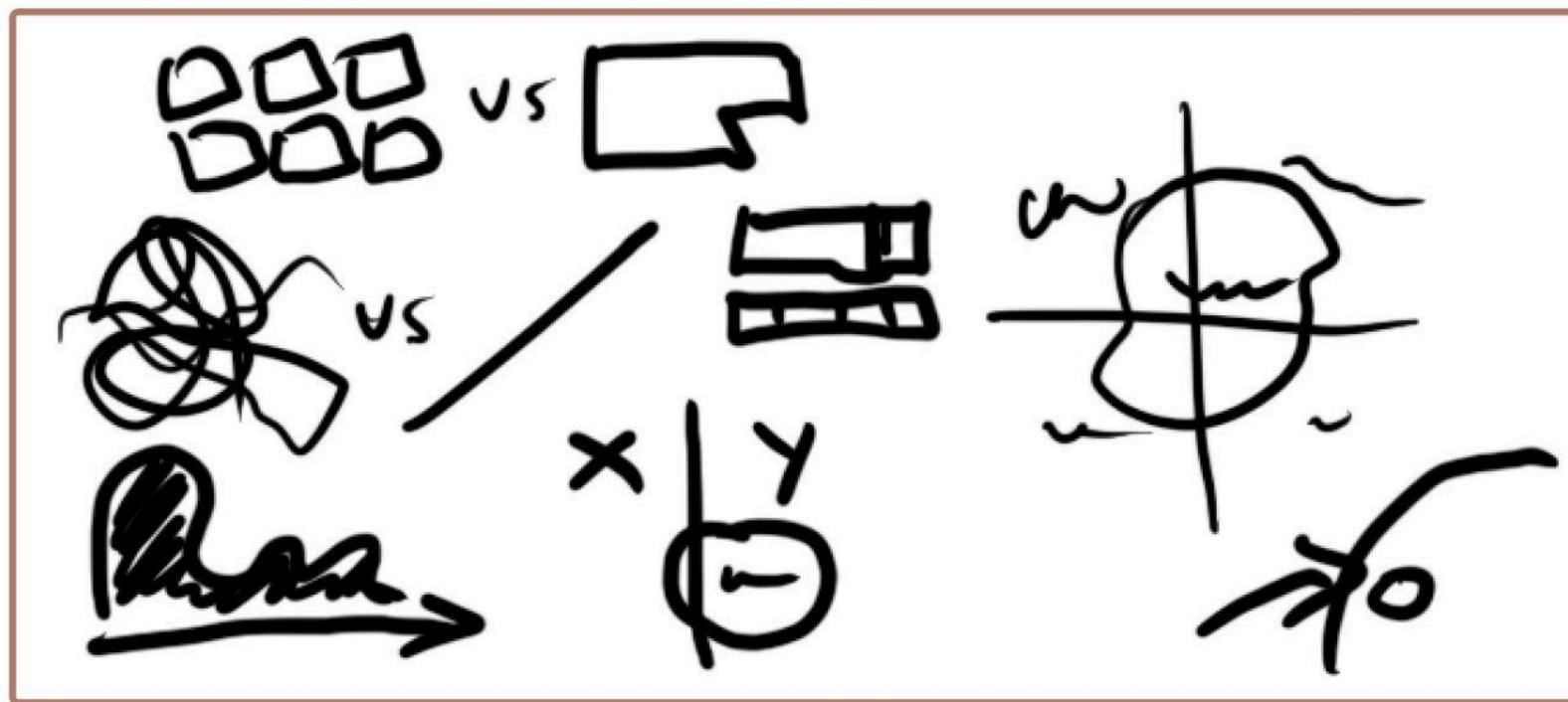


**Generating visual elements
(while keeping in mind the
text elements).**

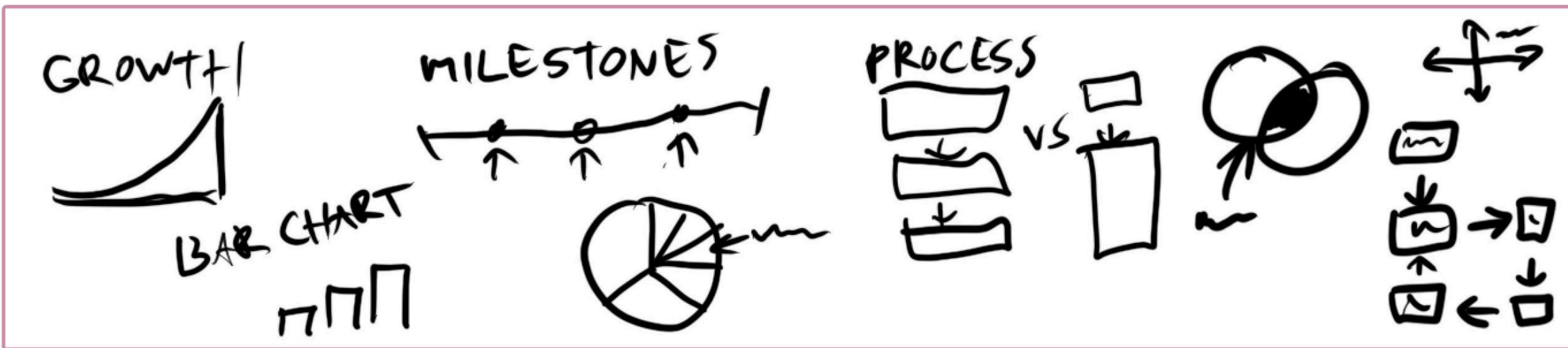
Visualise Context



Geometric Abstractions



Classic Elements



Create Characters



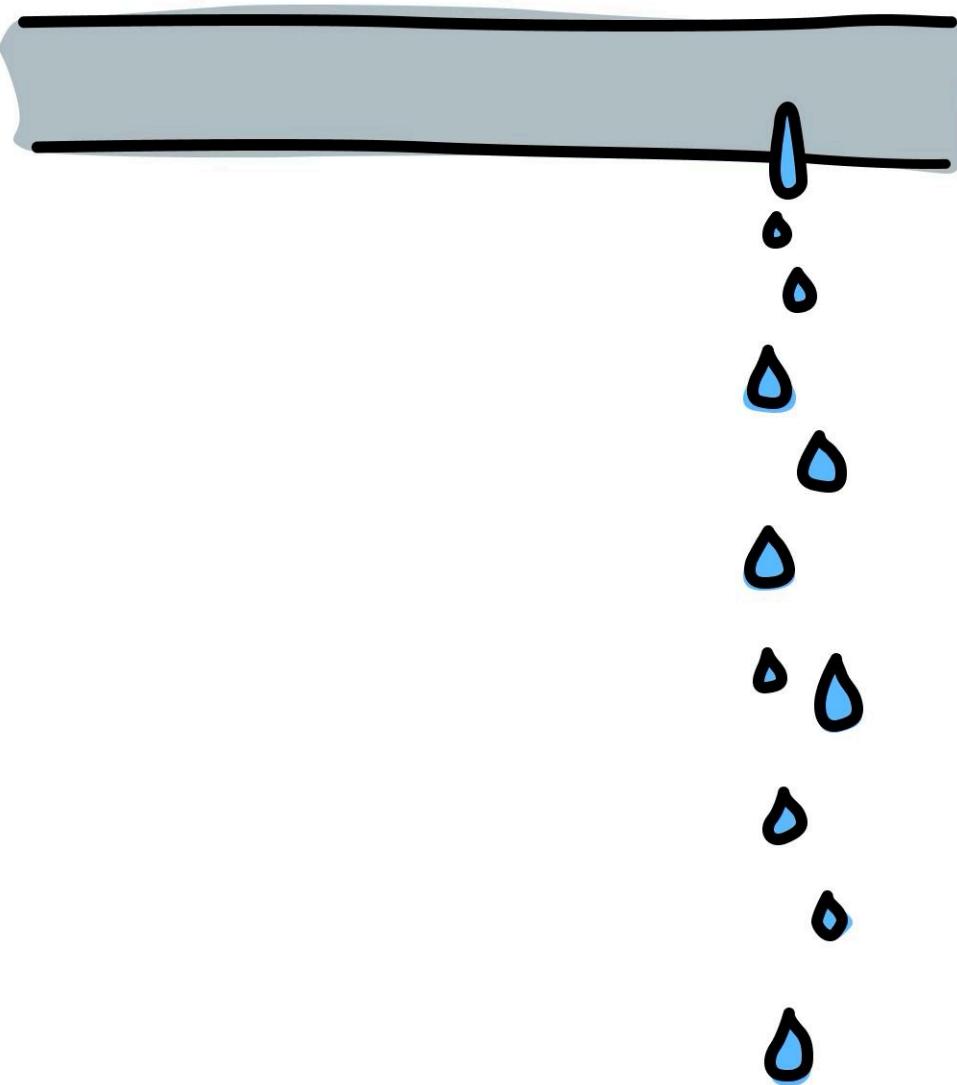
Find Metaphors





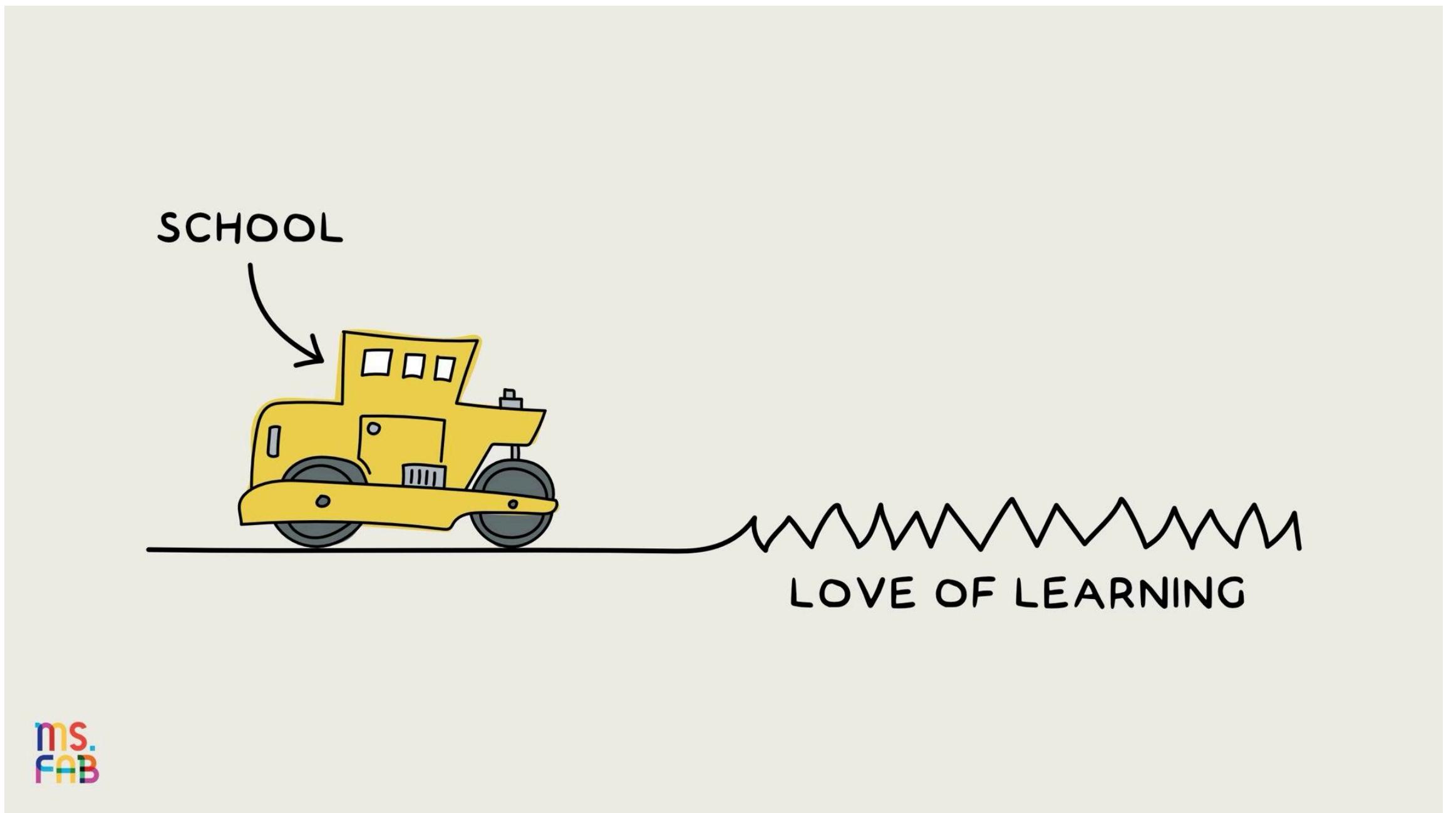
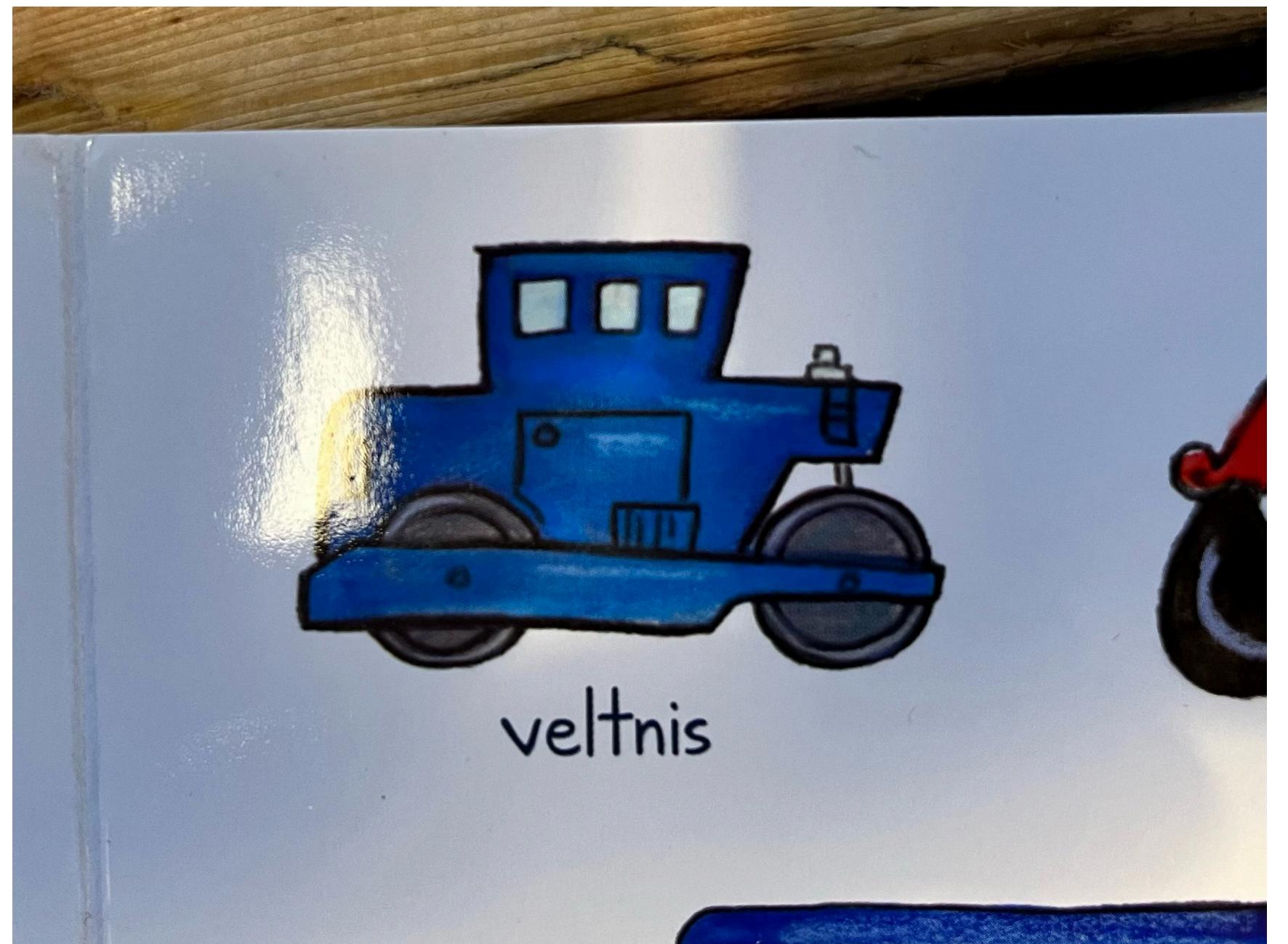


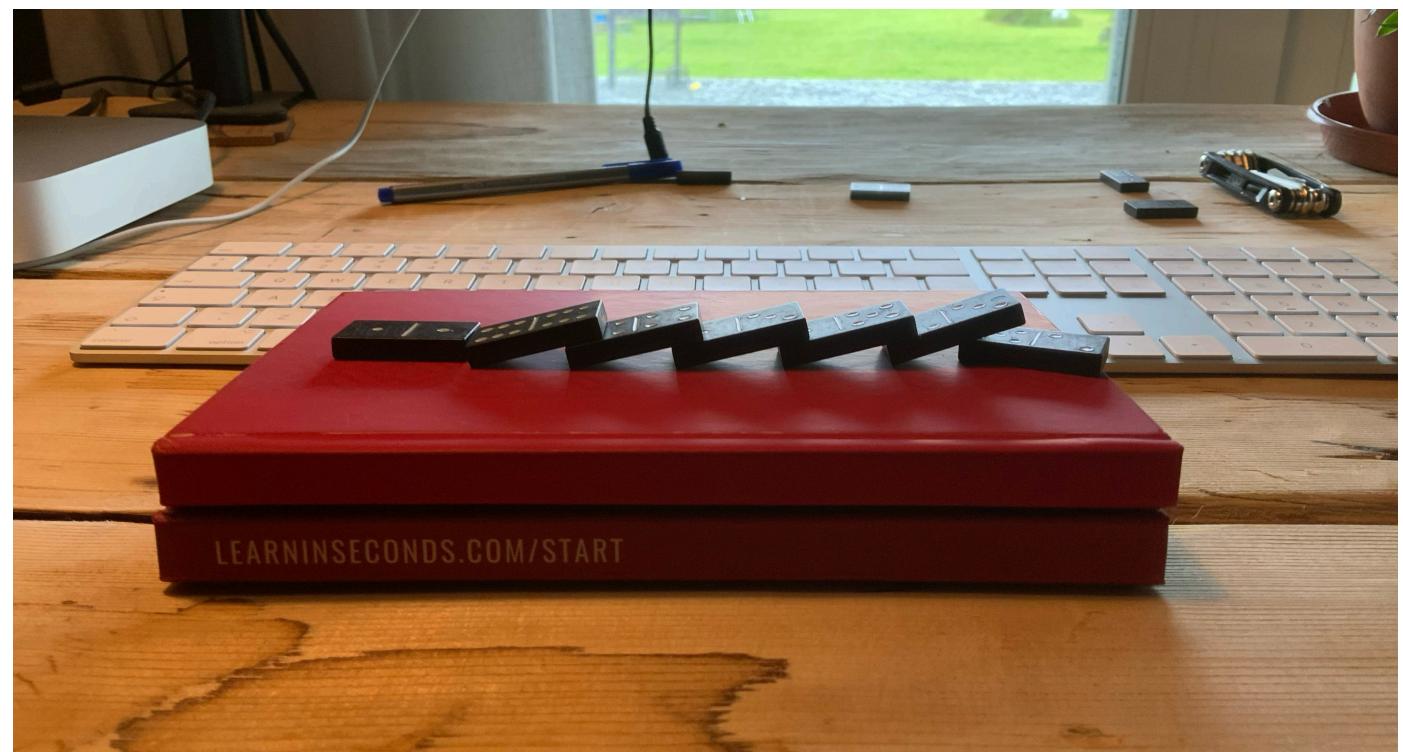
**INFORMATION
30 YEARS AGO**



**INFORMATION
TODAY**







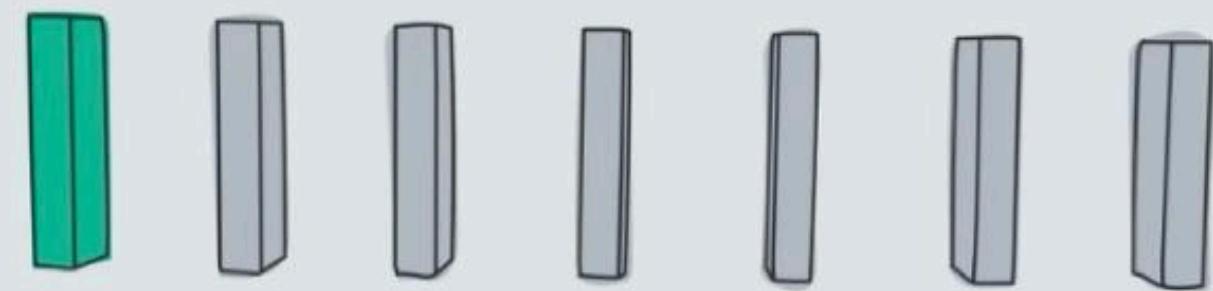
You Retweeted



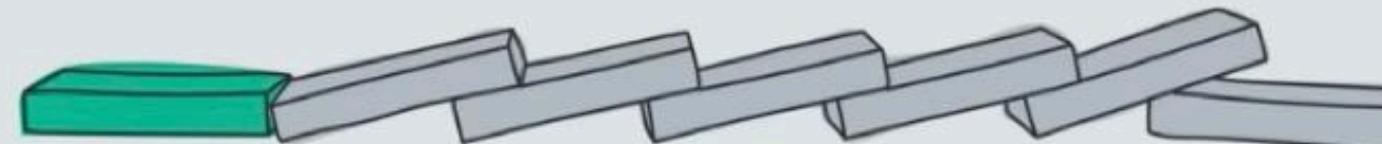
Janis Ozolins @OzolinsJanis · Jul 16

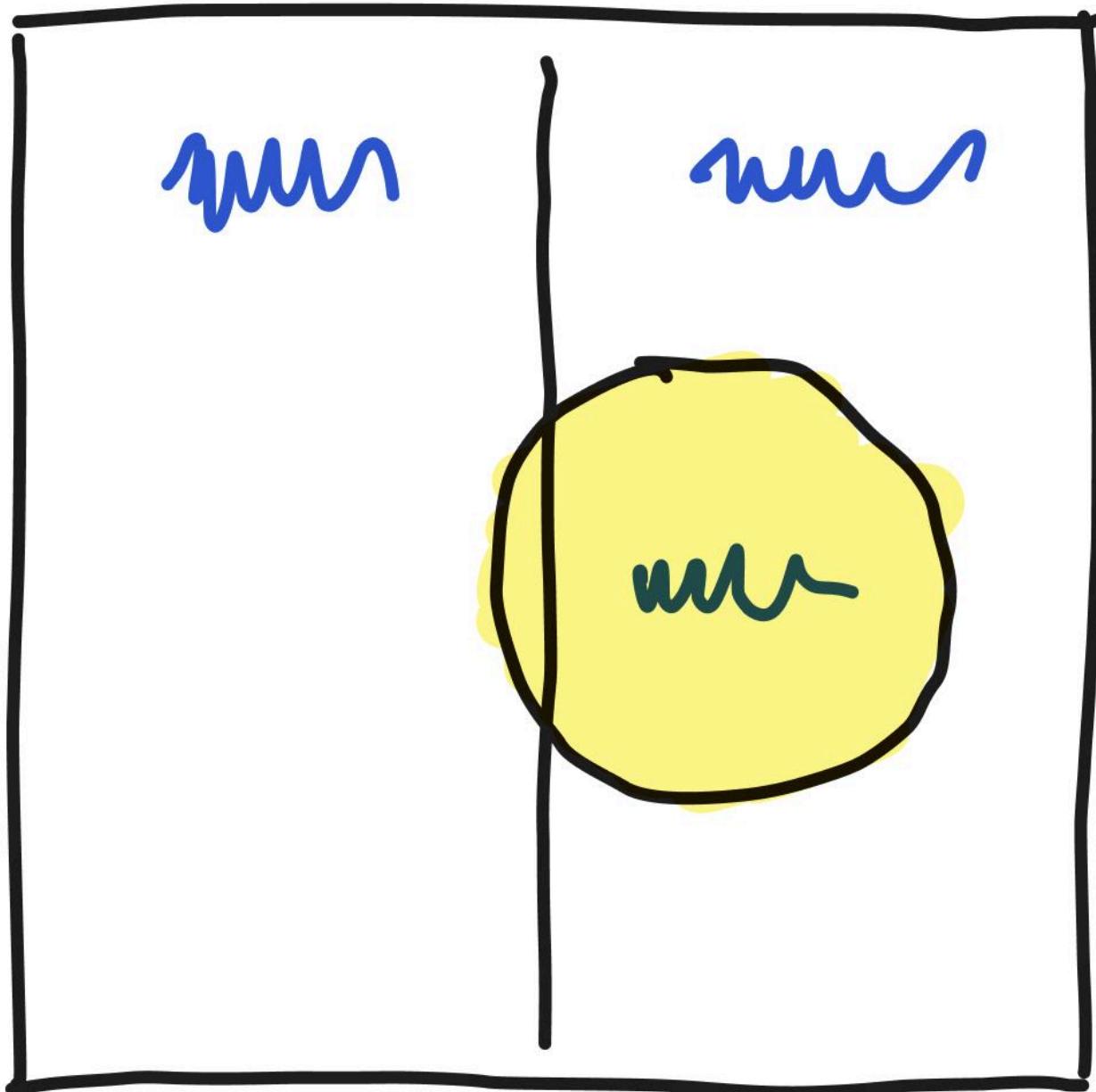
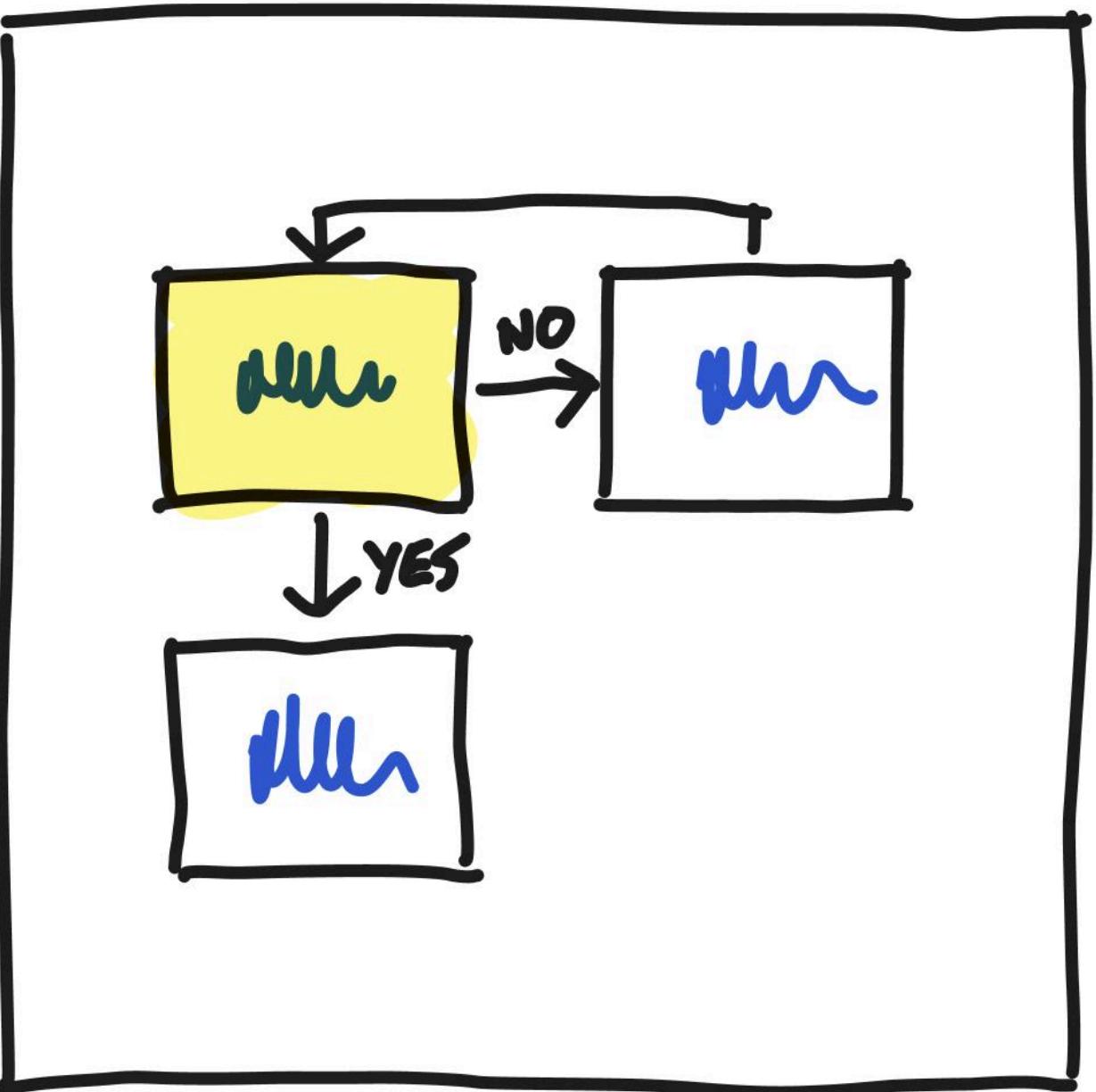
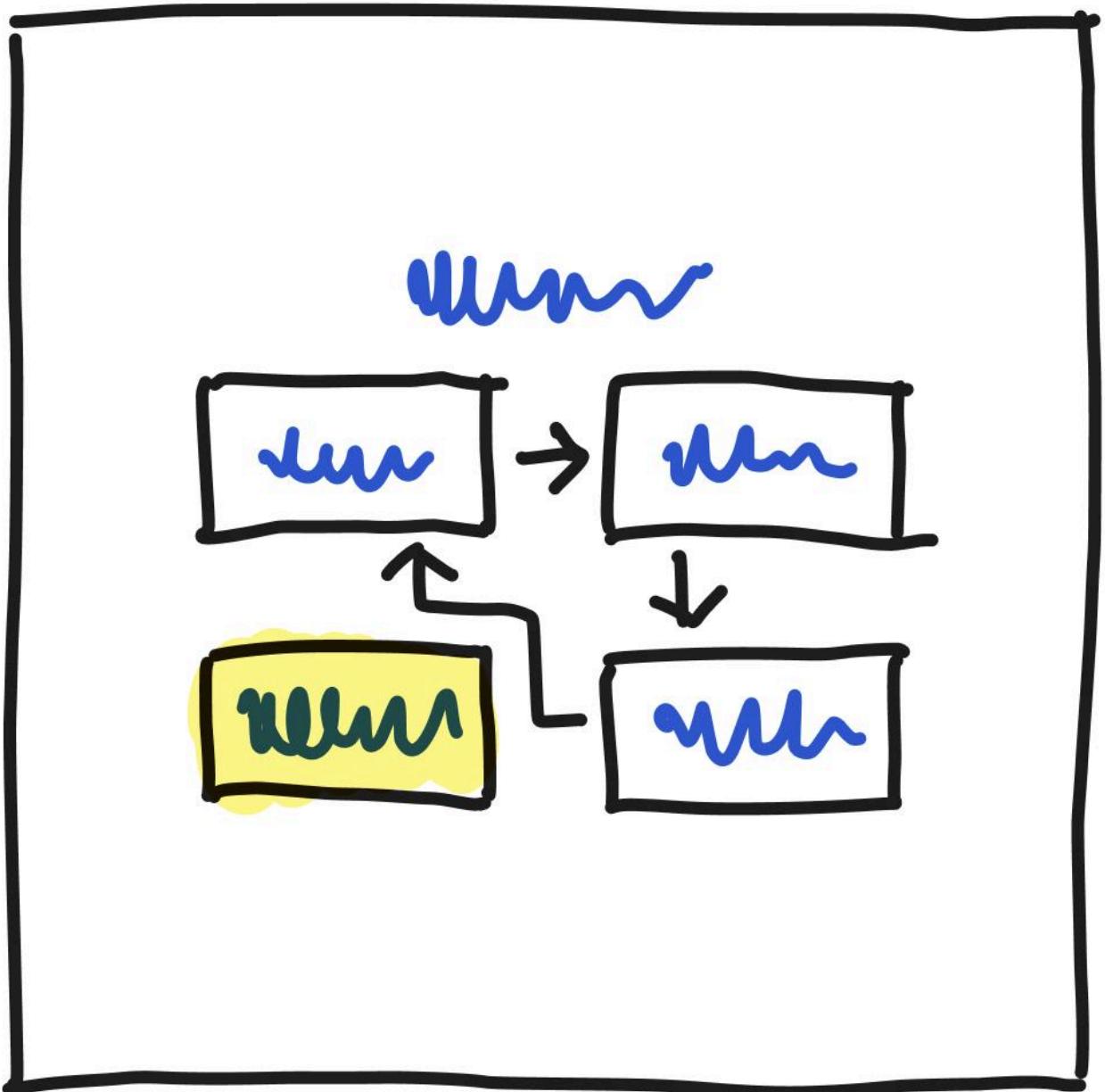
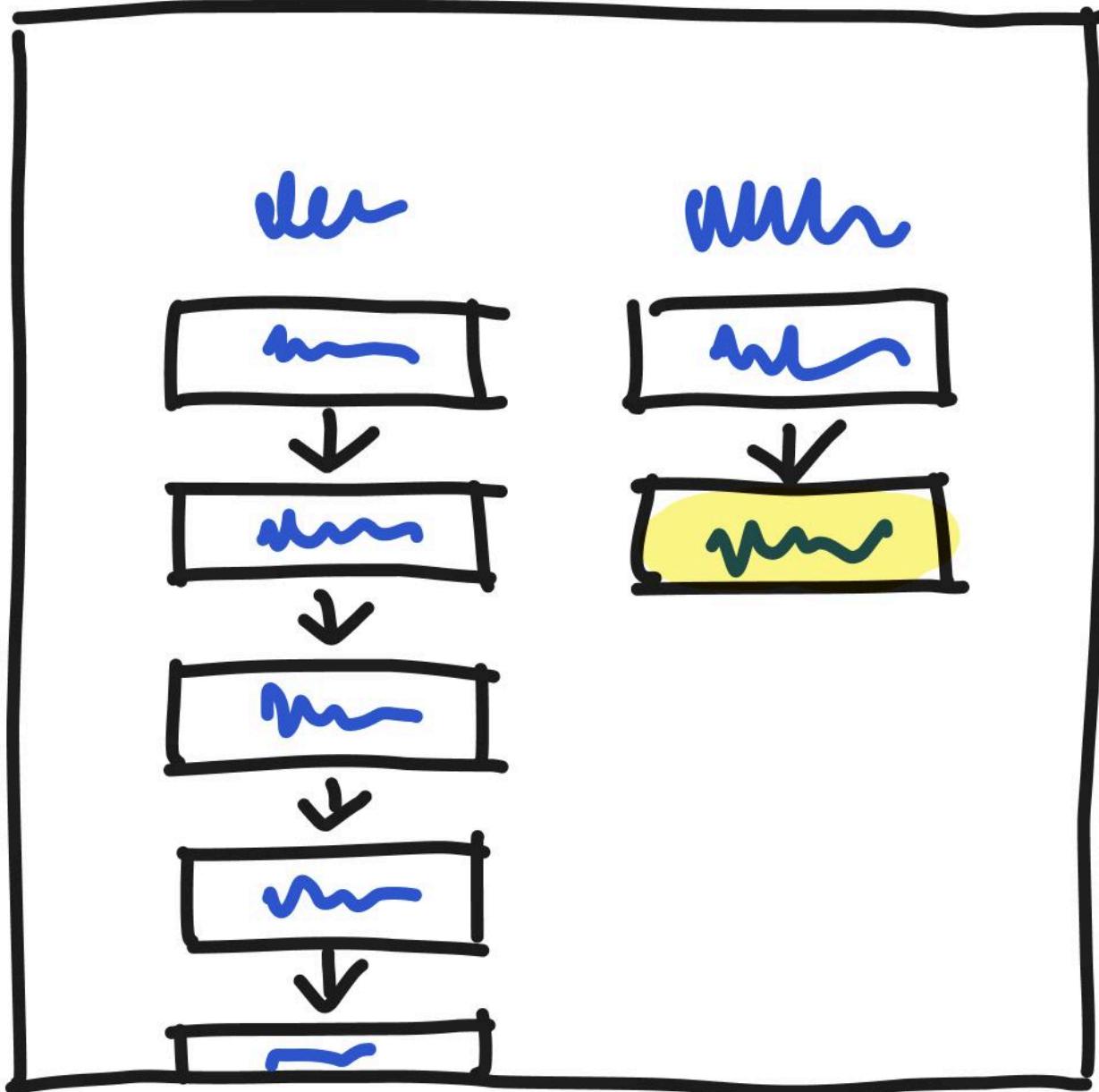
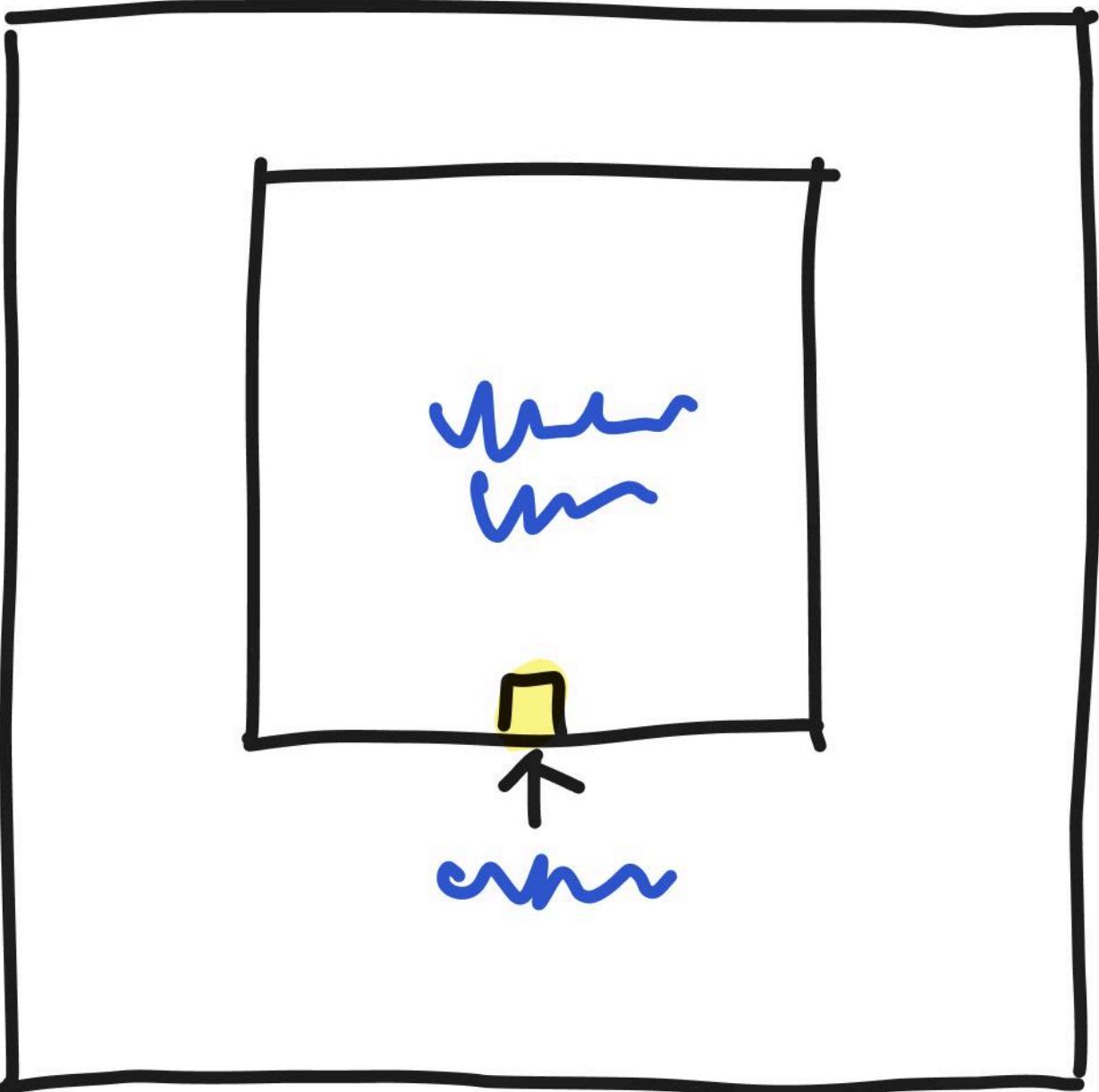
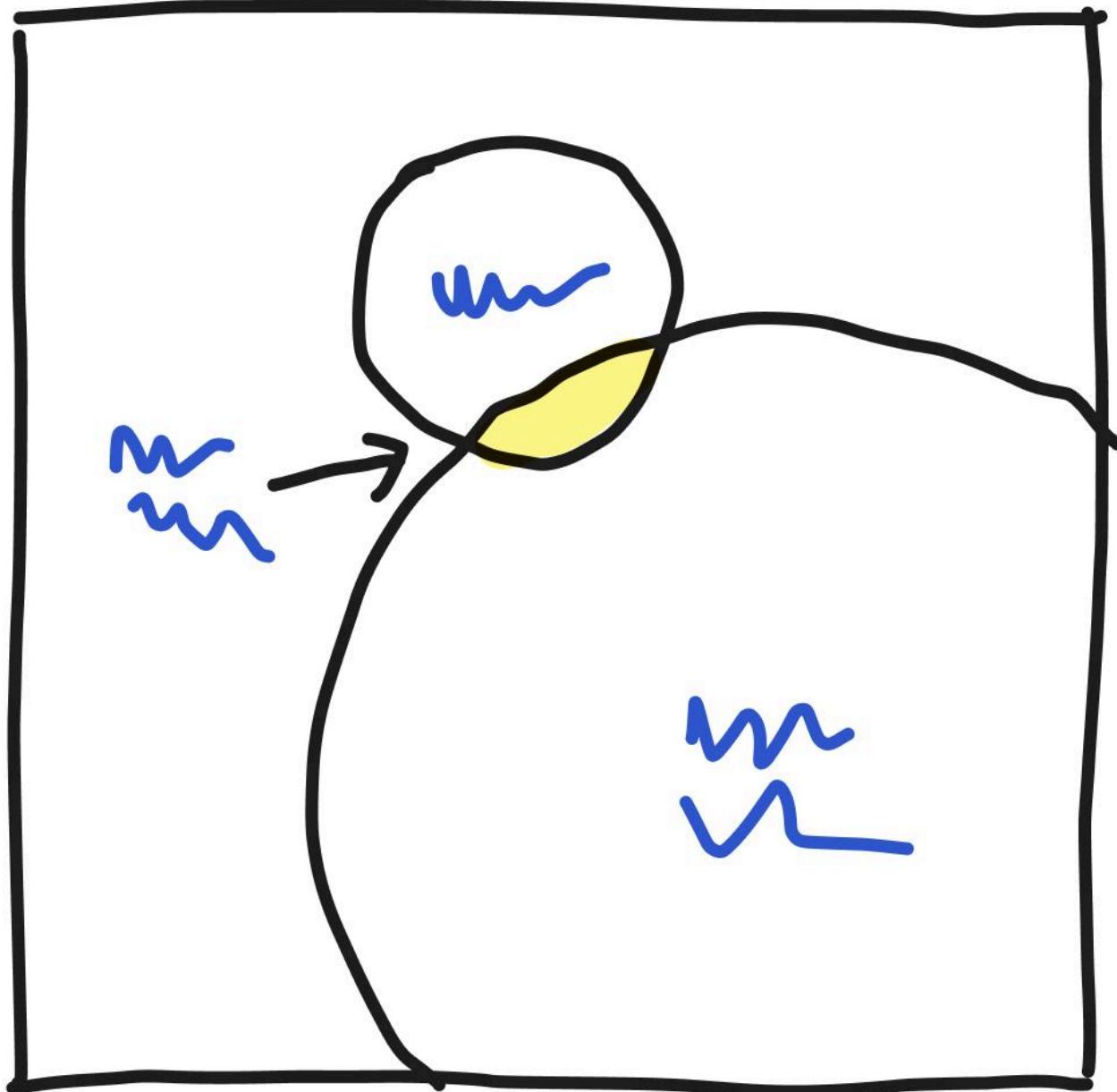
You never know until you start.

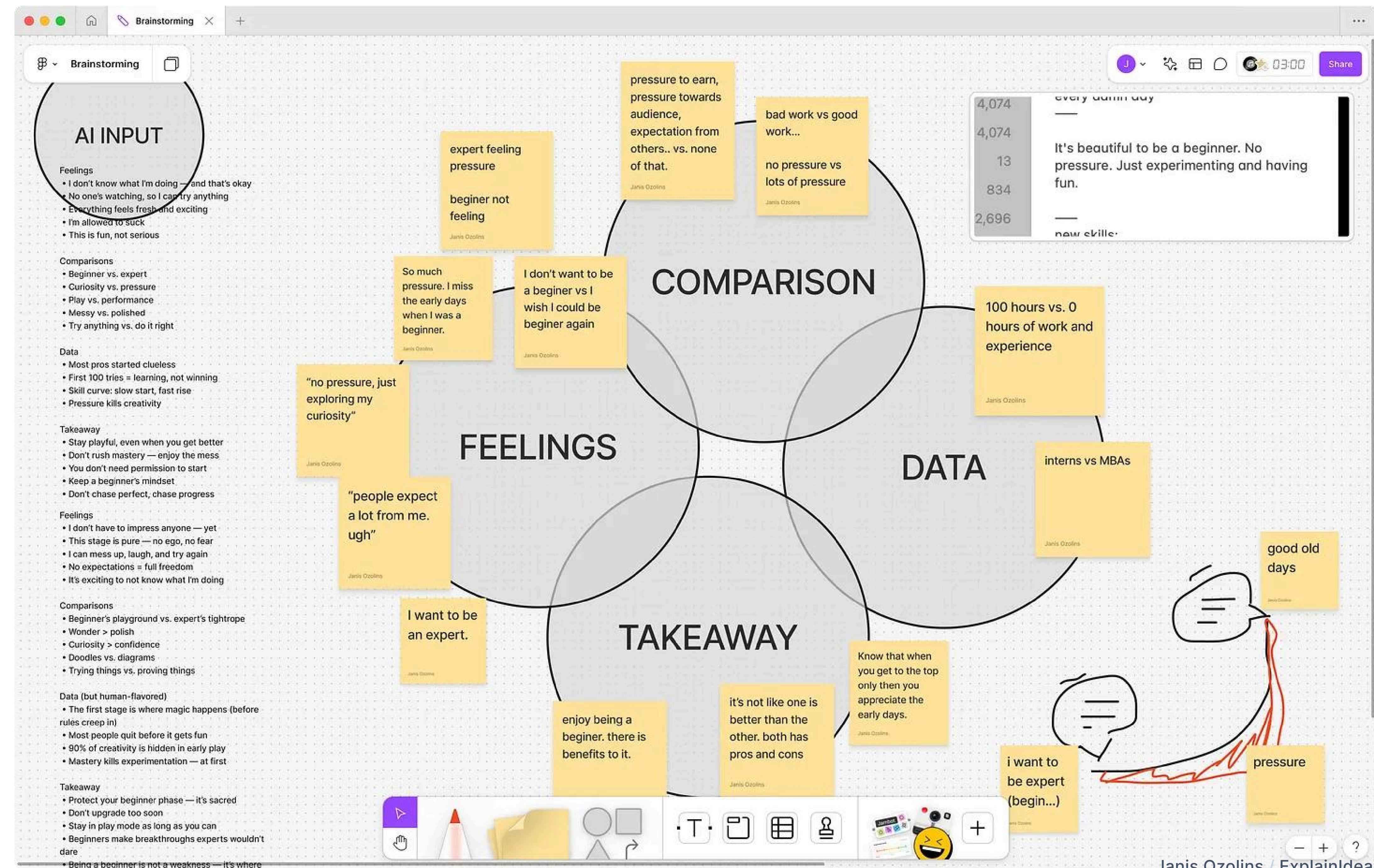
EVERYTHING MIGHT BE LINED UP



YOU JUST NEED TO START



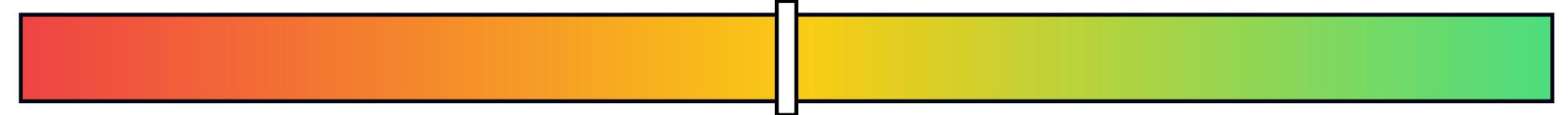




Novelty

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

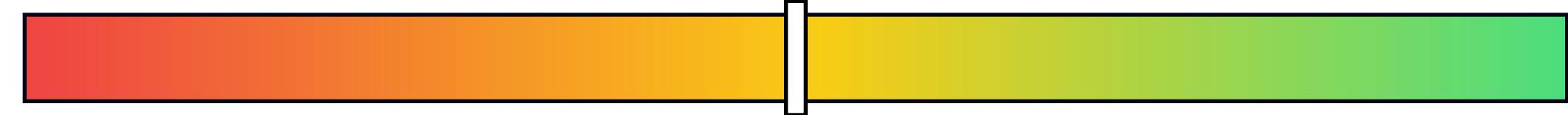
Feels familiar or overused.



Clarity

Is the idea clear or people are scratching their heads?

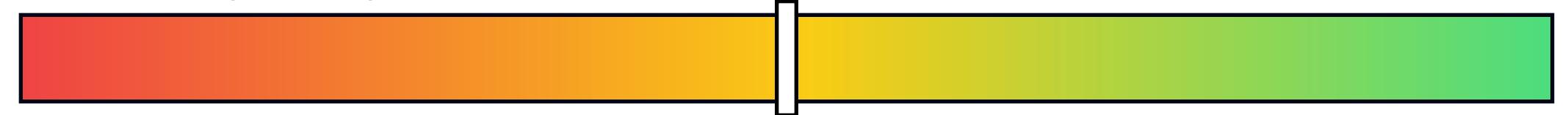
People are scratching their heads.



Resonance

Does it emotionally connect or leave people indifferent?

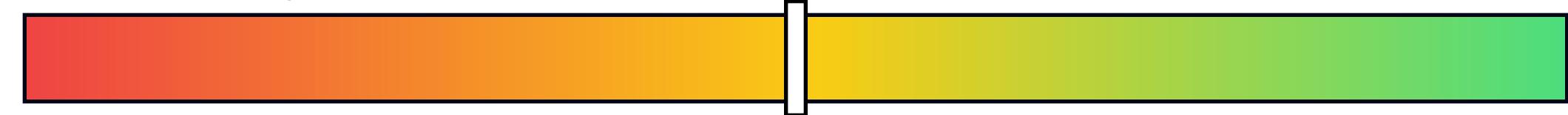
People scroll past without feeling anything.



Speed

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

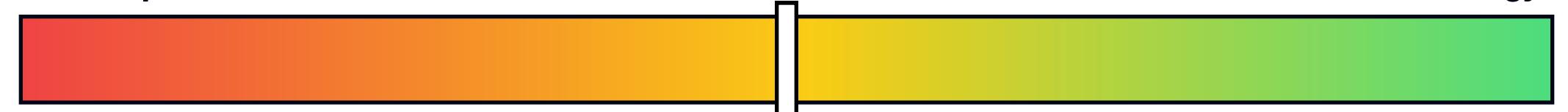
Takes effort or multiple reads to get.



Amplification

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

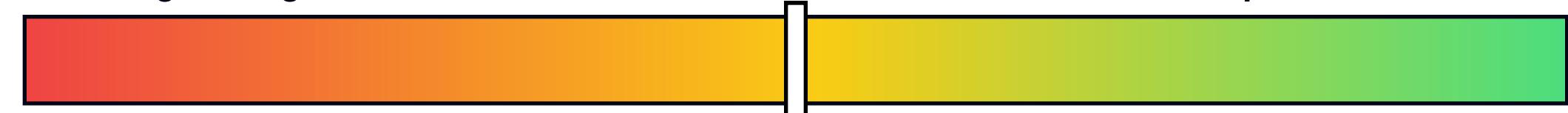
Feels flat and lacks impact.



Flow

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

Feels messy and confusing to navigate.



**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

OZO.ART

WHEN YOU ONLY WANT RESULTS

 Edoardo Pallaro and 180 others 12 comments · 13 reposts

 Like Comment Repost Send

 6,339 impressions View analytics

Newsletter.

Visuals are the best whitespace.

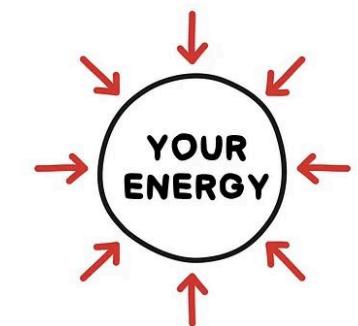
4 ideas: people & energy, worthwhile patience, in a bubble, perfectionism

Read time: 2 mins 34 secs

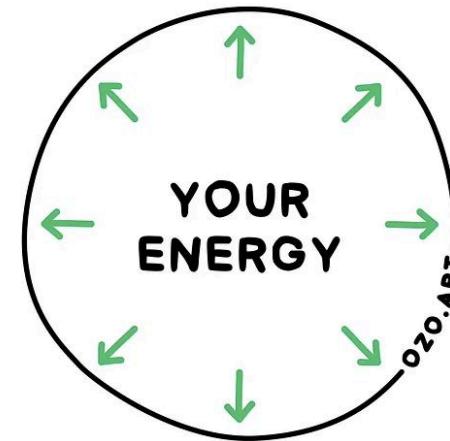
JANIS OZOLINS
NOV 26, 2024

116 31 15

Share ...



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.

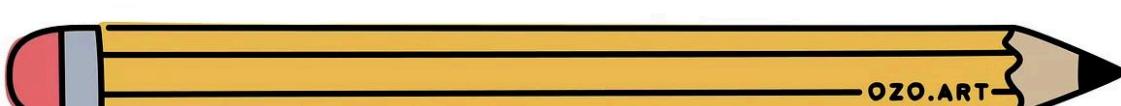
Four freaking years with nothing to show for it—except a few lessons learned and creator gear that mostly collected dust.



PUT IN THE WORK



BEFORE BUYING NEW TOOLS



BEFORE BUYING NEW TOOLS

Thumbnails.

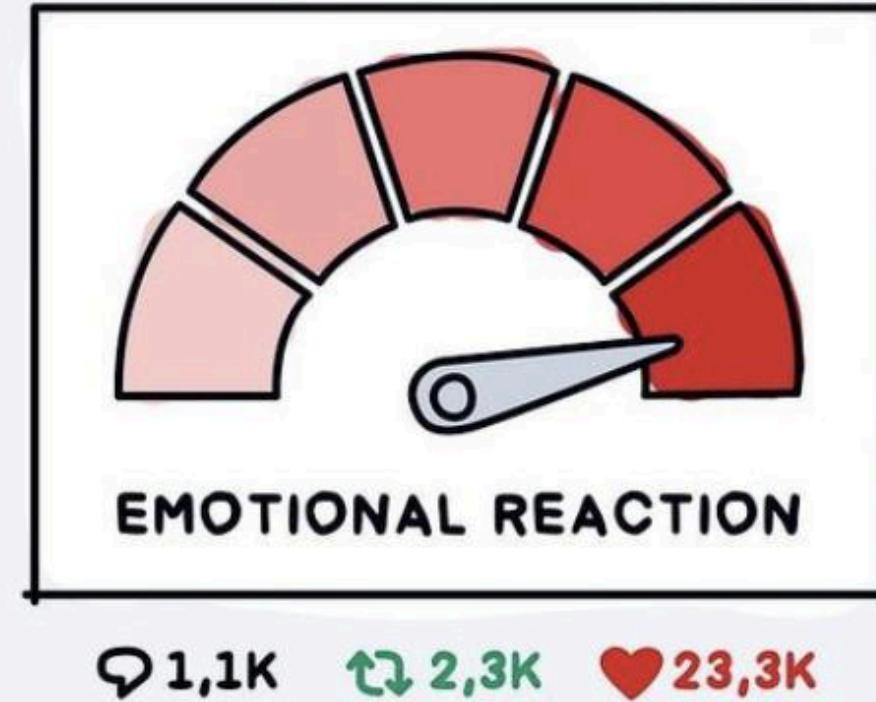
Adjust the sizes so it works as content.



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



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

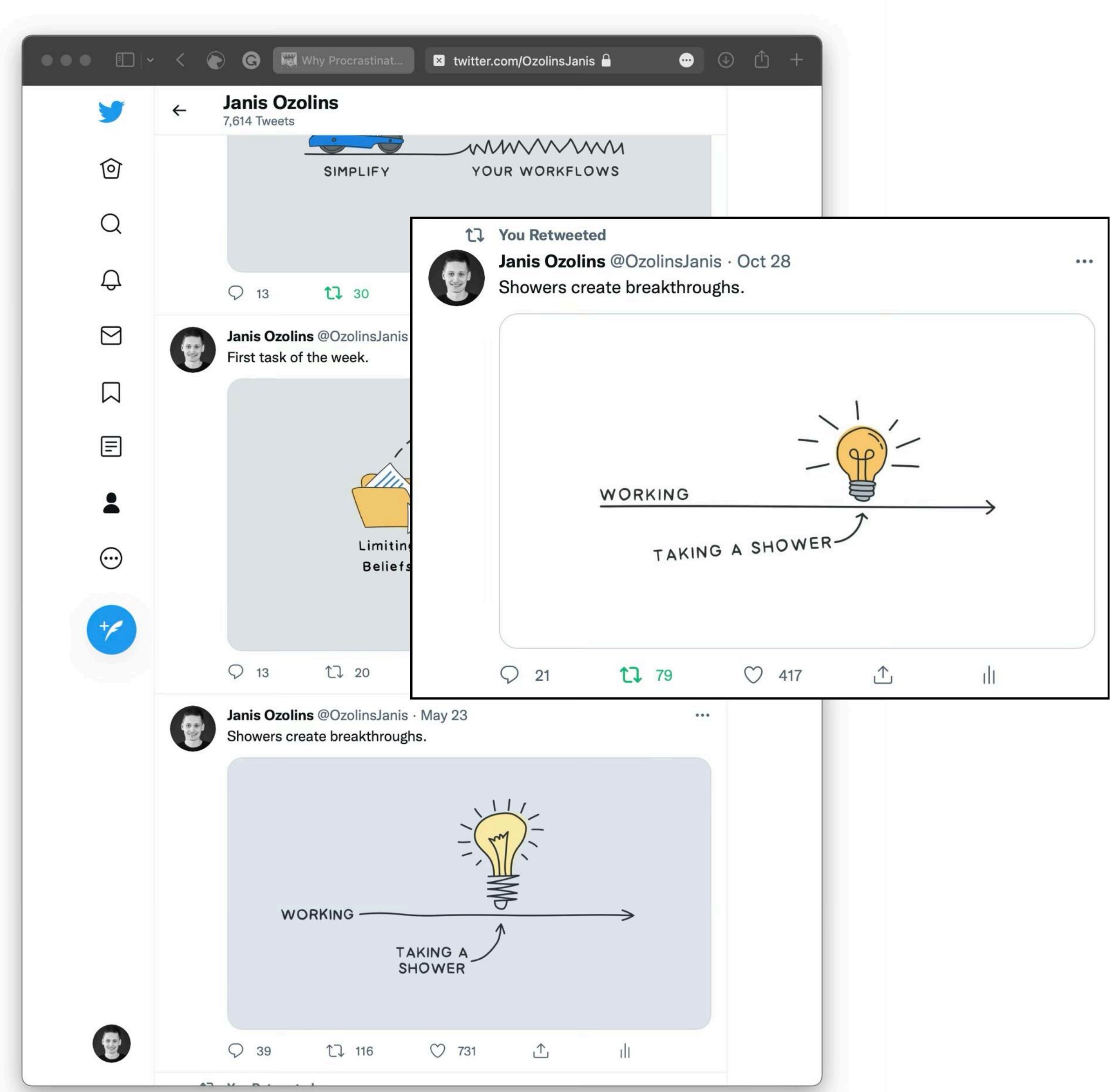


Want engagement? Evoke emotional reaction.

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!

The screenshot shows a Mac desktop interface with a dark theme. At the top, there's a window titled "Screenshot 2023-05-15 at..." with various system icons. Below it is a tweet from Janis Ozolins (@OzolinsJanis) with the text "Complaining costs time." and a link to "wp-admin". The tweet has a "Reply" button and a timestamp of "72 w". To the right of the tweet is a timeline diagram enclosed in a red border. The timeline starts with "COMPLAINING" (in red) followed by "TIME" (in grey). A curved arrow points from "TIME" to "SOLVING OR ACCEPTING" (in green). The word "GETTING REAL WITH YOURSELF" is written below the timeline. Below this diagram is another timeline diagram enclosed in a green border. It shows "COMPLAINING" (red bar) transitioning to "SOLVING" (green bar) with an arrow labeled "GETTING REAL WITH YOURSELF". The labels "PROBLEM STARTS" and "PROBLEM ENDS" are at the ends of the bars. In the bottom right corner, there's a sidebar with sections for "What's happening", "Premier League · Yesterday", "Everton FC vs Manchester City", "Henry Cavill · Trending", "Henry Cavill", "Trending in Spain", "Pradera", "Business & finance · Trending", "Dangote", "Trending in Spain", "Viernes 19", and "Trending in Spain". On the far right edge, there's a vertical list of recent tweets from users like "jaozo", "fribus", "coffee", "vento", and "dulith".

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 ·

...

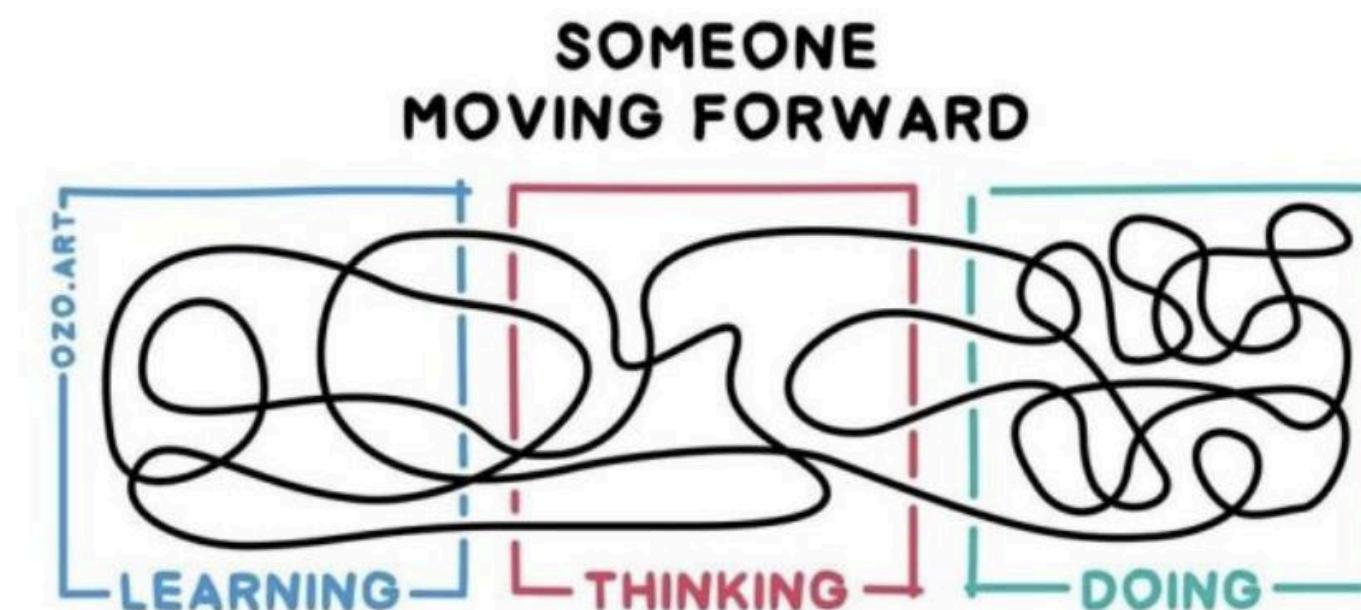
The 8th habit of highly effective people:

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

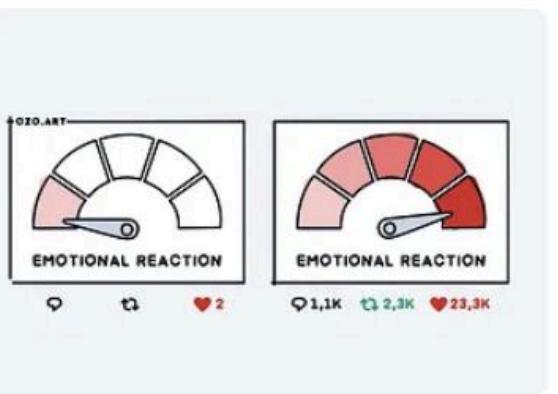
—
My website & newsletters: **OZO.ART**

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.

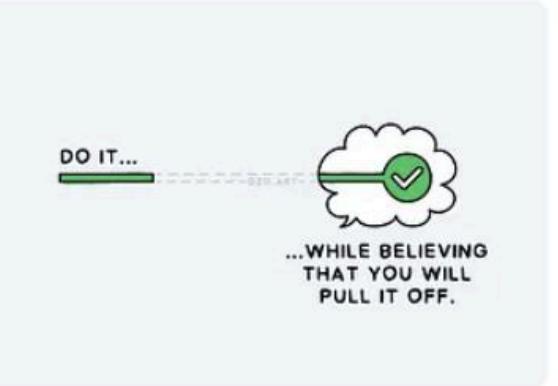
APR 20 · JANIS OZOLINS

- Buy an iPad Pro
- Buy Moleskine sketchbook
- Buy copic marker set
- Start creating with what you have!

Sharing My Early Visuals (For Your Motivation)

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

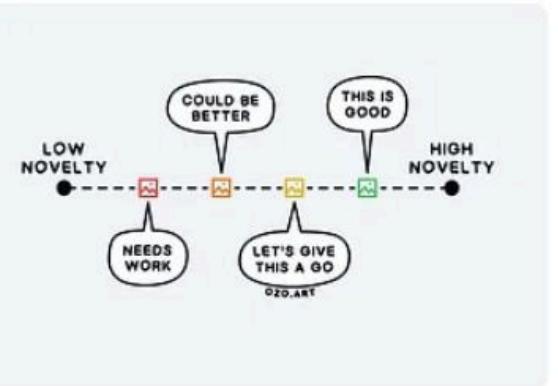
APR 12 · JANIS OZOLINS AND LINDA LINDE



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

