Mindluster Platform

About the course Graphic Design and Marketing

Marketing graphic design is all about communicating and promoting a brand's products or services in a visually appealing way. Not only that, but all the materials created need to adhere to the company's visual identity.28â€/10â€/2019

Marketing Category's Courses

Course Lesson(220)

Lesson 1 : **How To Communication Hierarchy in Graphic Design and Marketing**

Lesson 2 : **Design Thinking for Entrepreneurs**

Lesson 3 : **How To Create a Customer Avatar**

Lesson 4 : **Naming Your Business**

Lesson 5 : **How to Write a Brand Positioning Statement**

Lesson 6 : **How to Create Brand Perceptual Maps**

Lesson 7 : **9 Ways to Discover Trends for Designers and Entrepreneurs**

Lesson 8 : **7 Commandments of Brand Design**

Lesson 9 : **Philip VanDusen WeaverSpace 2016 Brand Design Presentation**

Lesson 10 : **How To Write A Creative Brief**

Lesson 11 : **Personal Branding for Career Success Part 1**

Lesson 12 : **Personal Branding for Career Success Part 2**

Lesson 13 : **How to The Power of Color in Branding**

Lesson 14 : **Designers and Entrepreneurs You Need To Break the Rules**

Lesson 15 : **What Are 6 Client Questions Graphic Designers Need to Know**

Lesson 16 : **How To Get Clients From YouTube for Designers Entrepreneurs and Small Business**

Lesson 17 : **Vlogging vs Podcasting Should You Start a YouTube Channel or a Podcast**

Lesson 18 :
Learn From My Twitter FAIL How to Use Social Media and Analytics to Promote Your Content

Lesson 19 : **What I Learned From Posting 50 Videos On YouTube**

Lesson 20 : **20 Ways to become a Better Designer and to be More Creative**

Lesson 21 : **How To Price Your Graphic Designs and get the Most Money for your Work**

Lesson 22 :
5 Essential Content Marketing Must Haves for Small Business Entrepreneurs and Designers

Lesson 23 :
10 Ways To Make Money With Graphic Design Other Than Freelancing Or A Full Time Job

Lesson 24 : **How to Get Your First 5000 Subscribers or More on YouTube or Your Blog**

Lesson 25 : **How To WIN New Design Clients How to WIN New Business Pitches**

Lesson 26 : **Design Agencies Are In Trouble How Does It Affect You**

Lesson 27 : **Interviewing Skills For Graphic Designers and Creative Professionals**

Lesson 28 : **The Success Habit You Should Not Ignore**

Lesson 29 : **5 Reasons Why Freelancing Is the Future of Work**

Lesson 30 : **14 Skills You Need To Succeed In Your Career for Designers and Entrepreneurs**

Lesson 31 : **9 Brand Design Elements Your Brand MUST Have for Designers and Entrepreneurs**

Lesson 32 : **15 Trends in Graphic Design for 2018**

Lesson 33 : **Digital Marketing Basics SEO and Beyond for Designers and Entrepreneurs**

Lesson 34 : **5 Things That Can Hurt Your Brand | How to Improve Your Branding**

Lesson 35 : **How To Improve Your Presentation Skills | Become a Great Public Speaker**

Lesson 36 : **What is a Design Trend How do you find and use trends for your business**

Lesson 37 : **10 Best Tools for Productivity for Designers and Entrepreneurs**

Lesson 38 : **5 Blocks to Creativity and How to Conquer Them for Entrepreneurs and Designers**

Lesson 39 : **How To Grow Your Email List With Lead Magnets**

Lesson 40 : **How To Set Goals for Designers and Entrepreneurs**

Lesson 41 : **7 Ways To Use Video For Marketing for Designers and Entrepreneurs**

Lesson 42 : **Website Copy That Converts How to Create a Customer Journey**

Lesson 43 : **The 5 Powers of Mastermind Groups for Designers and Entrepreneurs**

Lesson 44 : **The ROI of Personal Branding for Entrepreneurs and Creative Professionals**

Lesson 45 : **How To Deal With Difficult Clients for creative professionals**

Lesson 46 :
How To Build a Social Media Marketing Plan for Entrepreneurs Startups and Creative Pros

Lesson 47 : **Entrepreneur and Creative Pro Interview Series Suggest Guests and Questions**

Lesson 48 : **14 Ways To Create An Iconic Brand and Business**

Lesson 49 : **How To Build Your Personal Brand and Business With LinkedIn**

Lesson 50 : **How to Achieve Your Business Goals with Social Media Marketing**

Lesson 51 : **Build Your Personal Brand POWER**

Lesson 52 : **brandâ€¢muse Interview with Lee Jackson and host Philip VanDusen**

Lesson 53 : **brandâ€¢muse Interview with Rob Wallace and host Philip VanDusen**

Lesson 54 : **brandâ€¢muse Interview with Amy Landino and host Philip VanDusen**

Lesson 55 : **brandâ€¢muse Interview with Chris Ducker and host Philip VanDusen**

Lesson 56 : **brandâ€¢muse interview with Ben Amos and host Philip VanDusen**

Lesson 57 : **How To Compete With Fiverr and Low Cost Design Sites**

Lesson 58 : **Time Management 10 Productivity Tips and Tricks That Work**

Lesson 59 : **Why You Need To Stand For Something Become a Leader In Your Field**

Lesson 60 : **What Is Your Competitive Advantage 8 Brand Differentiation Strategies**

Lesson 61 : **brandâ€¢muse Interview with Chris Do of The Futur and host Philip VanDusen**

Lesson 62 : **5 Biggest Mistakes The Startups Make**

Lesson 63 : **11 Steps to Getting 100k Subscribers On YouTube**

Lesson 64 : **The Biggest Mistake Entrepreneurs and Designers Make Starting Their Business**

Lesson 65 : **7 Biggest Website Mistakes Designers and Entrepreneurs Make**

Lesson 66 : **brandâ€¢muse Interview with Ian Paget of Logo Geek with host Philip VanDusen**

Lesson 67 : **brandâ€¢muse Interview with Col Gray of Pixels Ink with host Philip VanDusen**

Lesson 68 : **How To Future Proof Yourself Staying Relevant In Your Career**

Lesson 69 : **How To Win at Content Creation In Bound Marketing Strategies**

Lesson 70 : **Brandâ€¢muse Interview with Jason Resnick of Feast with host Philip VanDusen**

Lesson 71 : **How To Conquer Limiting Beliefs So You Can Succeed In Your Career**

Lesson 72 : **The 1 Way To Win New Clients How To Ask the Right Questions and Win New Business**

Lesson 73 :
Brandâ€¢muse Interview with David Brier of DBD International with host Philip VanDusen

Lesson 74 : **Brandâ€¢muse Interview with Don Childs of Brandimage with host Philip VanDusen**

Lesson 75 : **How to Avoid the 10 Biggest Branding Mistakes for Designers and Entrepreneurs**

Lesson 76 : **How to Fix the 1 Frustration of Designers and Entrepreneurs**

Lesson 77 :
Brandâ€¢muse Interview with Daniel Scott of Bring Your Own Laptop with host Philip VanDusen

Lesson 78 : **How To Create a Project Plan the foolproof way to guarantee the success of any project**

Lesson 79 :
How To Build Strategic Partnerships and Grow Your Business for Entrepreneurs and Freelancers

Lesson 80 : **Youpreneur of the Year 2018 Philip VanDusen**

Lesson 81 :
How To Get Started With Content Marketing A Guide to Building Your Business with Inbound Marketing

Lesson 82 : **Creative Entrepreneurs and Entrepreneurial Creatives Their Skillsets are Merging**

Lesson 83 :
Don t Build Your Brand On Rented Land Entrepreneurs Biggest Social Media Marketing Mistake

Lesson 84 : **7 Ways To Increase Brand Awareness and Build Your Business**

Lesson 85 : **How To Create A Digital Marketing Budget 6 Steps to Success for Your Business**

Lesson 86 :
How To Achieve Your Goals The 1 Best Method You Can Use to Succeed in Your Business or Career

Lesson 87 : **Entrepreneurship Can Get Lonely 10 Ways To Fix Entrepreneurial Loneliness**

Lesson 88 : **7 Ways You Can Prevent Burnout Don t Be a Victim of the 24 7 Hustle Mentality**

Lesson 89 : **10 Habits of Successful Entrepreneurs How to Win in Business and Life**

Lesson 90 : **15 Graphic Design Trends for 2019**

Lesson 91 :
Personal Branding Tips Don t Get Overwhelmed How To Get Started with Personal Branding

Lesson 92 : **How To Overcome Fear of Failure Every Failure Is Actually a Step In the Right Direction**

Lesson 93 :
13 Ways To Commit Career Suicide A How To Guide To Professional Failure Who Needs To Succeed

Lesson 94 : **brandâ€¢muse Interview with Martin Huntbach and host Philip VanDusen**

Lesson 95 : **How To Create Great Branded YouTube Thumbnail Designs to get more subscribers**

Lesson 96 : **brandâ€¢muse Interview with Laura Pearman and host Philip VanDusen**

Lesson 97 :
10 Ways To Improve Your Content to Get More Views Likes Subscribers and New Business Leads

Lesson 98 : **How to Use 8 Personal Brand Archetypes to Grow Your Audience and Succeed Faster**

Lesson 99 : **14 Ways To Use LinkedIn to Grow Your Business and Ignite Your Career**

Lesson 100 : **20 Reasons Why Video Content Marketing Is the BEST Kind of Marketing You Can Do**

Lesson 101 : **Steve Dotto brandâ€¢muse Interview with Philip VanDusen**

Lesson 102 :
10 Things You Need To Build An Audience How to Get More Followers and Engagement With Your Content

Lesson 103 :
How To Use Content Marketing To Get More Clients Win New Business and Make More Money

Lesson 104 : **Peter Pru brandâ€¢muse Interview with Philip VanDusen**

Lesson 105 : **How Live Video Can Help Build Your Business Your Brand and Win New Customers**

Lesson 106 : **When Is It Time To Rebrand 4 Triggers That Signal It Is Time For a Change**

Lesson 107 :
How To Differentiate Your Brand Brand Differentiation Strategies for Business Success

Lesson 108 : **The Employee vs Entrepreneurial Mindset Which One Do You Have**

Lesson 109 : **Stop Consuming and Start Producing Inspiration For How To Build a Personal Brand**

Lesson 110 : **9 Ways To Boost Your Self Confidence How To Be More Confident Starting Today**

Lesson 111 : **The 1 Way To Build Your Network How To Make Strong Business Connections**

Lesson 112 : **12 Great Content Ideas How To Develop Great Content That Will Attract New Business**

Lesson 113 : **Specialist vs Generalist Which are You and Which is Better**

Lesson 114 : **The 1 Best Way To Add Value To Your Business The Fastest Way To Business Success**

Lesson 115 : **Why Startups Fail The Biggest Branding Mistakes Entrepreneurs Make**

Lesson 116 : **Janelle Allen brandâ€¢muse Interview with host Philip VanDusen**

Lesson 117 :

Personal Brand or Just Conceited What is the true definition of a valuable personal brand

Lesson 118 :
10 Ways To Get People To Read Your Newsletter Building Your Business With Content Marketing

Lesson 119 :
5 Ways To Succeed In the Creator Economy New Career Skills for Creative Professionals

Lesson 120 :
How To Find Your First Client or More Clients Business Development for Creatives and Designer

Lesson 121 : **How To Finally Start Your Business How to Build a Minimum Viable Brand**

Lesson 122 :
How To Build Authority Online From Scratch Build Credibility and Your Personal Brand

Lesson 123 :
How To Make Money With Your Content Marketing Skills Get Content Marketing Clients

Lesson 124 : **Stef Hamerlinck brandâ€¢muse interview with Philip VanDusen**

Lesson 125 : **How To Define Your Competitive Advantage and Strengthen Your Brand Strategy**

Lesson 126 : **7 Biggest Podcasting Mistakes How To Take Your Podcast to the Next Level**

Lesson 127 : **Roger Edwards brandâ€¢muse Interview with Philip VanDusen**

Lesson 128 : **brandâ€¢muse Interview with Andy Storch and Philip VanDusen**

Lesson 129 :
How To Protect Yourself Legally When You Design for Clients Why You Need a Design Project Contract

Lesson 130 : **Working Pro Bono for Designers When Should You Work For Free**

Lesson 131 :
The Power of Content Re Purposing How To Get The Most Exposure and Results from Your Content

Lesson 132 : **How To Make Your Brand More Consistent Branding Strategies for Business**

Lesson 133 : **How To Become an Entrepreneur 10 Things No One Tells You**

Lesson 134 : **How To Win More Clients Land More Projects and Make More Money**

Lesson 135 : **The Myth of the Solopreneur Business Advice for Entrepreneurs**

Lesson 136 : **How to Get Freelance Clients Fast and the Best Social Platform to Use to Do It**

Lesson 137 : **How To Do a Pitch Presentation Right and Win More Clients**

Lesson 138 : **How Much Money Do Graphic Designers Make in 2020 Graphic Design Salaries**

Lesson 139 : **Brandâ€¢Muse Interview with Gavin Bell CEO Funnel Academy and Philip VanDusen**

Lesson 140 : **How To Get Over the Fear of Posting Content to Social Media**

Lesson 141 : **12 Ways To Use Video for Marketing Your Business**

Lesson 142 :
10 Ways to Learn Graphic Design for FREE How To Learn Design Without Spending a Dime

Lesson 143 : **Graphic Design vs Strategic Design How To Get Clients To Pay For Design Strategy**

Lesson 144 :
Brandâ€¢Muse Interview with Natalie Hailey Hot Content UK and host Philip VanDusen

Lesson 145 : **Brandâ€¢Muse Interview with Chris Ducker Founder Youpreneur and Philip VanDusen**

Lesson 146 : **12 Brand Strategy Steps How to Add Strategy to Your Creative Projects**

Lesson 147 : **Brandâ€¢Muse Interview with Roberto Blake and host Philip VanDusen**

Lesson 148 :
How to Make Money Networking Build a Profitable Network Overnight Without Feeling Gross About It

Lesson 149 : **14 Trends in Graphic Design for 2021**

Lesson 150 : **The 1 Way To Win New Clients**

Lesson 151 : **3 Secrets To Selling Bigger Creative Projects PLUS a Special Announcement**

Lesson 152 : **Encore 3 Secrets to Sell Bigger Creative Projects PLUS a Special Announcement**

Lesson 153 : **How To Grow Your Email List**

Lesson 154 : **Content Creation You re Doing It Wrong The 1 Secret to Content Creation Success**

Lesson 155 : **Branding vs Marketing What s the Difference**

Lesson 156 : **How To Write Website Copy That Converts**

Lesson 157 : **How To Achieve Business Goals with Social Media Marketing Marketing Strategy**

Lesson 158 : **What is the ROI of Branding How To Get Your Clients to Value Branding and Design**

Lesson 159 :
10 Buying Triggers and the Psychology of Advertising How Advertising Controls Your Mind

Lesson 160 :
10 Ways To Get More Subscribers on YouTube How to Grow Your YouTube Channel the Smart Way

Lesson 161 : **Brandâ€¢Muse Interview with Marty Neumeier Brand Design Masters Podcast Ep 22**

Lesson 162 :
Brandâ€¢Muse Interview with Stephen Houraghan Brand Design Masters Podcast Ep 23

Lesson 163 : **Brandâ€¢Muse Interview with Zach Hesterberg Brand Design Masters Podcast Ep 25**

Lesson 164 : **Brandâ€¢Muse Interview with James Mulvany Brand Design Masters Podcast Ep 26**

Lesson 165 : **Interview with Anne LaFollette Brand Design Masters Podcast Ep 27**

Lesson 166 : **Interview with Michele Ronsen Brand Design Masters Podcast Ep 28**

Lesson 167 : **Interview with Oliver Duffy Lee Brand Design Masters Podcast Ep 29**

Lesson 168 : **Interview with Amy Woods Brand Design Masters Podcast Ep 31**

Lesson 169 : **Interview with Brigette Callahan Brand Design Masters Podcast Ep 32**

Lesson 170 : **Interview with Kathy Oneto Brand Design Masters Podcast Ep 33**

Lesson 171 :
10 Critical Soft Skills for Creative Pros Important Communication Skills to Succeed In Your Career

Lesson 172 : **What s the Content Mafia How to Get interviewed on Podcasts YouTube and Blogs**

Lesson 173 : **10 Ways to Get More Leads and More Clients from Your Website**

Lesson 174 : **How to Get New Clients from Social Media for Creative Pro s and Entrepreneurs**

Lesson 175 : **Interview with Jesse Showalter Brand Design Masters Podcast with Philip VanDusen**

Lesson 176 : **10 Ideas to Increase Traffic to Your Website Increase Leads with these Website Hacks**

Lesson 177 :
How to Get More Likes Shares and Comments on Your Social Media Posts Content Marketing Secrets

Lesson 178 : **Top 10 Branding Mistakes Companies Make How to Build a Successful Brand Today**

Lesson 179 :
What Makes a Great Creative Director and What You Have to Know to Become One of the Best

Lesson 180 : **The Great Resignation Should You Be Working for Yourself What s Your Next Move**

Lesson 181 : **5 Things You Need On Your Website If You Want Customers**

Lesson 182 : **9 Brand Design Elements You Need To Succeed in 60 seconds**

Lesson 183 : **12 Trends in Graphic Design for 2022**

Lesson 184 : **8 Ways to Make Money with Graphic Design Without Freelancing**

Lesson 185 :
1 LinkedIn Hack To Promote Your Business Avoid The Biggest Mistake People Make on LinkedIn

Lesson 186 :
How to Cut Through the Marketing Noise || The 1 Marketing Technique for 2022 to Get More Business

Lesson 187 : **What is a Brand Archetype and Why Your Small Business Needs One | News Trends**

Lesson 188 : **Why is No One Seeing My Social Media Posts How Long to Social Posts Last**

Lesson 189 :
What it the ROI of Design on the Web How to Design Great Websites That Perform and Convert

Lesson 190 :
What is the Best Creative Career Move in 2022 for Designers The Best Jobs in the Creative Industry

Lesson 191 :
How to Succeed as a Creative Professional Stop Consuming and Start Producing Content

Lesson 192 :
How to Get Started with Email Marketing Why Email Marketing is so Effective for Your Business

Lesson 193 : **Interview with Rachel Zorel Brand Design Masters Podcast with Philip VanDusen**

Lesson 194 :
5 Features of a Great Cold Email 5 Email Marketing Hacks to Increase Your Response Rate

Lesson 195 : **How To Find Clients in Social Media Groups Win Clients Without Pitching on Facebook**

Lesson 196 :
How to Get Graphic Design Clients Without Promoting Yourself Without a Personal Brand or Pitching

Lesson 197 : **Interview with Stephanie Carter Brand Design Masters Podcast with Philip VanDusen**

Lesson 198 :
Passive vs Active Websites Which One Do YOU Have How to Make Your Website Convert

Lesson 199 : **How to Design Your Life My Process For Achieving Goals**

Lesson 200 :
How To Find Freelance Clients Power Tips to Get More Clients for Your Creative Business

Lesson 201 : **5 Ways to Scale Your Creative Business Plus One Big Secret to Scaling Fast**

Lesson 202 :

How To Be a Ninja at Social Media Content Marketing And Get the Results You Want for Your Business

Lesson 203 : 12 Ways to Build Brand Loyalty for Your Small Business How to Gain Customer Loyalty

Lesson 204 :
How to Build a Brand from Scratch in 2022 Plus the 1 Mistake You Might Be Making With Your Brand

Lesson 205 :
You re Wrong About Your Competition What You Don t Know About Your Competition CAN Hurt You

Lesson 206 : How To Hire a Copywriter How To Find the Best Copywriter for Your Business

Lesson 207 : 10 Ecommerce Website Essentials Ecommerce Business Must Haves

Lesson 208 :
7 Secrets to Branding Your Small Business What Every Small Business Needs to Succeed

Lesson 209 : HighLevel All In One Sales and Marketing Platform Demo plus a Special Bonus

Lesson 210 :
How To Launch a Successful Marketing Campaign Marketing for Small and Medium Sized Business

Lesson 211 : Don t Do This Why Some Companies Suck at Content Marketing

Lesson 212 : Secrets To Creative Career Success REVEALED with Philip VanDusen

Lesson 213 :
How To Motivate Yourself as a Content Creator 5 min with Kristin Wilson Digital Nomad Expert

Lesson 214 :
How To Scale Your Personal Brand and Grow Your Authority Reach Subscribers and Influence

Lesson 215 :
Why Short Form Content is Winning Reels TikTok Shorts and What It Means for Your Business

Lesson 216 : 7 LinkedIn Power Tips How To Build an Incredible Profile and Get More Clients

Lesson 217 : 10 Reasons Why Small Businesses Fail and How To Avoid These Tragic Mistakes

Lesson 218 :
5 V s of Building Authority Online Create a Bullet Proof Personal Brand and Get More Customers

Lesson 219 :
12 Step Checklist For Building a Personal Brand Introducing The Personal Brand Wheel

Lesson 220 : Want To Find More Clients The Answer Is Simple

Related courses

How To Start Social Media Marketin

Search Engine Optimization

Digital Strategy Brand Marketing Workshop

Marketing Automation

YouTube Marketing Training

Google Adwords Training

for Business Contact
business@mindluster.com