Mindluster Platform

About the course Professional 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

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**

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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**

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

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

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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**

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

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

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

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

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

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

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

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

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

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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**

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