Mindluster Platform

About the course Branding

Branding is the process of creating a strong, positive perception of a company, its products or services in the customer's mind by combining such elements as logo, design, mission statement, and a consistent theme throughout all marketing communications. Effective branding helps companies differentiate themselves from their competitors and build a loyal customer base.

Marketing Category's Courses

Course Lesson(183)

Lesson 1 : **Where s the You in Your Brand**

Lesson 2 : **The Entrepreneur Way Podcast Interview with Philip VanDusen Ep 66**

Lesson 3 : **5 Reasons Why You Need To Publish Content**

Lesson 4 : **How To Communication Hierarchy in Graphic Design and Marketing**

Lesson 5 : **Design Thinking for Entrepreneurs**

Lesson 6 : **How To Do A Brand Design Audit**

Lesson 7 : **How To Create a Customer Avatar**

Lesson 8 : **Naming Your Business**

Lesson 9 : **Dynamic projection mapping onto deforming non rigid surface**

Lesson 10 : **How to Write a Brand Positioning Statement**

Lesson 11 : **How to Create Brand Perceptual Maps**

Lesson 12 : **9 Ways to Discover Trends for Designers and Entrepreneurs**

Lesson 13 : **How To Write A Mission Statement**

Lesson 14 : **7 Commandments of Brand Design**

Lesson 15 : **Philip VanDusen WeaverSpace 2016 Brand Design Presentation**

Lesson 16 : **6 Steps Science of Branding**

Lesson 17 : **Zen Branding**

Lesson 18 : **How To Write A Creative Brief**

Lesson 19 : **10 Trends In Graphic Design for 2017**

Lesson 20 : **10 Ways to Stay Creative**

Lesson 21 : **10 Trends In Graphic Design for 2017 now with 5**

Lesson 22 : **Career Advice for Graphic Designers**

Lesson 23 : **How Do You Find A Mentor**

Lesson 24 : **Personal Branding for Career Success Part 2**

Lesson 25 : **How to Defend Your Design Work Win Graphic Design Critiques**

Lesson 26 : **How to The Power of Color in Branding**

Lesson 27 : **Designers and Entrepreneurs You Need To Break the Rules**

Lesson 28 : **What Are 6 Client Questions Graphic Designers Need to Know**

Lesson 29 : **5 Mistakes Designers Make In Their Careers Tips For Graphic Designers**

Lesson 30 : **How to Networking for Designers and Entrepreneurs**

Lesson 31 : **How To Get Clients From YouTube for Designers Entrepreneurs and Small Business**

Lesson 32 : **Vlogging vs Podcasting Should You Start a YouTube Channel or a Podcast**

Lesson 33 :
Learn From My Twitter FAIL How to Use Social Media and Analytics to Promote Your Content

Lesson 34 : **Engage With Story Podcast ep 3 Interview with Philip VanDusen**

Lesson 35 : **14 MORE Graphic Design Trends for 2017**

Lesson 36 : **What I Learned From Posting 50 Videos On YouTube**

Lesson 37 : **20 Ways to become a Better Designer and to be More Creative**

Lesson 38 : **How To Price Your Graphic Designs and get the Most Money for your Work**

Lesson 39 :
5 Essential Content Marketing Must Haves for Small Business Entrepreneurs and Designers

Lesson 40 :
10 Ways To Make Money With Graphic Design Other Than Freelancing Or A Full Time Job

Lesson 41 : **7 Mantras Designers and Entrepreneurs Should Live By For Greater Career Success**

Lesson 42 : **Design Agencies Are In Trouble How Does It Affect You**

Lesson 43 : **9 Brand Design Elements Your Brand MUST Have for Designers and Entrepreneurs**

Lesson 44 : **How To Achieve Creative Flow for Designers and Entrepreneurs**

Lesson 45 : **15 Trends in Graphic Design for 2018**

Lesson 46 : **Digital Marketing Basics SEO and Beyond for Designers and Entrepreneurs**

Lesson 47 : **5 Things That Can Hurt Your Brand | How to Improve Your Branding**

Lesson 48 : **How To Improve Your Presentation Skills | Become a Great Public Speaker**

Lesson 49 : **What is a Design Trend How do you find and use trends for your business**

Lesson 50 : **10 Best Tools for Productivity for Designers and Entrepreneurs**

Lesson 51 : **How To Grow Your Email List With Lead Magnets**

Lesson 52 : **How To Set Goals for Designers and Entrepreneurs**

Lesson 53 : **7 Ways To Use Video For Marketing for Designers and Entrepreneurs**

Lesson 54 : **The ROI of Personal Branding for Entrepreneurs and Creative Professionals**

Lesson 55 : **How To Deal With Difficult Clients for creative professionals**

Lesson 56 : **How To Build a Social Media Marketing Plan for Entrepreneurs Startups and Creative Pros**

Lesson 57 : **Entrepreneur and Creative Pro Interview Series Suggest Guests and Questions**

Lesson 58 : **14 Ways To Create An Iconic Brand and Business**

Lesson 59 : **How To Build Your Personal Brand and Business With LinkedIn**

Lesson 60 : **How to Achieve Your Business Goals with Social Media Marketing**

Lesson 61 : **Build Your Personal Brand POWER**

Lesson 62 : **brandâ€¢muse Interview with Lee Jackson and host Philip VanDusen**

Lesson 63 : **brandâ€¢muse Interview with Rob Wallace and host Philip VanDusen**

Lesson 64 : **brandâ€¢muse Interview with Amy Landino and host Philip VanDusen**

Lesson 65 : **brandâ€¢muse Interview with Chris Ducker and host Philip VanDusen**

Lesson 66 : **brandâ€¢muse interview with Ben Amos and host Philip VanDusen**

Lesson 67 : **How To Compete With Fiverr and Low Cost Design Sites**

Lesson 68 : **Time Management 10 Productivity Tips and Tricks That Work**

Lesson 69 : **Why You Need To Stand For Something Become a Leader In Your Field**

Lesson 70 : **What Is Your Competitive Advantage 8 Brand Differentiation Strategies**

Lesson 71 : **brandâ€¢muse Interview with Chris Do of The Futur and host Philip VanDusen**

Lesson 72 : **5 Biggest Mistakes The Startups Make**

Lesson 73 : **11 Steps to Getting 100k Subscribers On YouTube**

Lesson 74 : **The Biggest Mistake Entrepreneurs and Designers Make Starting Their Business**

Lesson 75 : **7 Biggest Website Mistakes Designers and Entrepreneurs Make**

Lesson 76 : **brandâ€¢muse Interview with Ian Paget of Logo Geek with host Philip VanDusen**

Lesson 77 : **How To Have a Great Career and some Life Lessons from Philip VanDusen**

Lesson 78 : **brandâ€¢muse Interview with Col Gray of Pixels Ink with host Philip VanDusen**

Lesson 79 : **7 Things They Don t Teach You In Design School**

Lesson 80 : **How To Get More Clients How To Target Them and How to Contact Them**

Lesson 81 : **How To Future Proof Yourself Staying Relevant In Your Career**

Lesson 82 : **How To Win at Content Creation In Bound Marketing Strategies**

Lesson 83 : **Brandâ€¢muse Interview with Jason Resnick of Feast with host Philip VanDusen**

Lesson 84 : **How To Conquer Limiting Beliefs So You Can Succeed In Your Career**

Lesson 85 : **What To Do After You Screw Up Making Mistakes Leads To Success**

Lesson 86 : **The 1 Way To Win New Clients How To Ask the Right Questions and Win New Business**

Lesson 87 : **Brandâ€¢muse Interview with David Brier of DBD International with host Philip VanDusen**

Lesson 88 : **Brandâ€¢muse Interview with Don Childs of Brandimage with host Philip VanDusen**

Lesson 89 : **How to Avoid the 10 Biggest Branding Mistakes for Designers and Entrepreneurs**

Lesson 90 : **How to Fix the 1 Frustration of Designers and Entrepreneurs**

Lesson 91 :
Brandâ€¢muse Interview with Daniel Scott of Bring Your Own Laptop with host Philip VanDusen

Lesson 92 : **How Do You Define Success A question of self perception self worth and self esteem**

Lesson 93 : **How To Create a Project Plan the foolproof way to guarantee the success of any project**

Lesson 94 :
How To Build Strategic Partnerships and Grow Your Business for Entrepreneurs and Freelancers

Lesson 95 : **Youpreneur of the Year 2018 Philip VanDusen**

Lesson 96 :
How To Get Started With Content Marketing A Guide to Building Your Business with Inbound Marketing

Lesson 97 : **Creative Entrepreneurs and Entrepreneurial Creatives Their Skillsets are Merging**

Lesson 98 :
Don t Build Your Brand On Rented Land Entrepreneurs Biggest Social Media Marketing Mistake

Lesson 99 : **7 Ways To Increase Brand Awareness and Build Your Business**

Lesson 100 : **How To Create A Digital Marketing Budget 6 Steps to Success for Your Business**

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

Lesson 102 : **Entrepreneurship Can Get Lonely 10 Ways To Fix Entrepreneurial Loneliness**

Lesson 103 : **7 Ways You Can Prevent Burnout Don t Be a Victim of the 24 7 Hustle Mentality**

Lesson 104 :
Personal Branding Tips Don t Get Overwhelmed How To Get Started with Personal Branding

Lesson 105 :
How To Overcome Fear of Failure Every Failure Is Actually a Step In the Right Direction

Lesson 106 :
13 Ways To Commit Career Suicide A How To Guide To Professional Failure Who Needs To Succeed

Lesson 107 : **10 Best Design Education Resources How to Learn Graphic Design Online**

Lesson 108 : **brandâ€¢muse Interview with Martin Huntbach and host Philip VanDusen**

Lesson 109 : **How To Create Great Branded YouTube Thumbnail Designs to get more subscribers**

Lesson 110 : **brandâ€¢muse Interview with Laura Pearman and host Philip VanDusen**

Lesson 111 :
10 Ways To Improve Your Content to Get More Views Likes Subscribers and New Business Leads

Lesson 112 : **How to Use 8 Personal Brand Archetypes to Grow Your Audience and Succeed Faster**

Lesson 113 :
10 Things You Need To Build An Audience How to Get More Followers and Engagement With Your Content

Lesson 114 :
How To Use Content Marketing To Get More Clients Win New Business and Make More Money

Lesson 115 : **Peter Pru brandâ€¢muse Interview with Philip VanDusen**

Lesson 116 : **How Live Video Can Help Build Your Business Your Brand and Win New Customers**

Lesson 117 : **When Is It Time To Rebrand 4 Triggers That Signal It Is Time For a Change**

Lesson 118 :
How To Differentiate Your Brand Brand Differentiation Strategies for Business Success

Lesson 119 : **The Employee vs Entrepreneurial Mindset Which One Do You Have**

Lesson 120 : **7 Biggest Podcasting Mistakes How To Take Your Podcast to the Next Level**

Lesson 121 : **Roger Edwards brandâ€¢muse Interview with Philip VanDusen**

Lesson 122 : **10 Habit of Successful vs Unsuccessful People How to Succeed in Business and in Life**

Lesson 123 : **How To Make Your Brand More Consistent Branding Strategies for Business**

Lesson 124 : **How To Become an Entrepreneur 10 Things No One Tells You**

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

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

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

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Lesson 154 : **Interview with Christine Mau Brand Design Masters Podcast with Philip VanDusen**

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

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

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

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

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

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

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

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How To Successfully Present Graphic Design Work to Clients Making Brand Strategy Work for You

Lesson 168 :
5 Features of a Great Cold Email 5 Email Marketing Hacks to Increase Your Response Rate

Lesson 169 : **How To Find Clients in Social Media Groups Win Clients Without Pitching on Facebook**

Lesson 170 : **Interview with Gabrielle Dolan Brand Design Masters Podcast with Philip VanDusen**

Lesson 171 :
How to Get Graphic Design Clients Without Promoting Yourself Without a Personal Brand or Pitching

Lesson 172 :
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How To Be a Ninja at Social Media Content Marketing And Get the Results You Want for Your Business

Lesson 174 :
How to Build a Brand from Scratch in 2022 Plus the 1 Mistake You Might Be Making With Your Brand

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7 Secrets to Branding Your Small Business What Every Small Business Needs to Succeed

Lesson 177 : **Design Project Process Start to Finish**

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How a Business Name Affects Your Brain Naming Your Business or Brand 5 Minutes with Louise Karch

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

Lesson 180 : **7 LinkedIn Power Tips How To Build an Incredible Profile and Get More Clients**

Lesson 181 : **10 Reasons Why Small Businesses Fail and How To Avoid These Tragic Mistakes**

Lesson 182 :
5 V s of Building Authority Online Create a Bullet Proof Personal Brand and Get More Customers

Lesson 183 :
12 Step Checklist For Building a Personal Brand Introducing The Personal Brand Wheel

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