

Welcome

A Letter from Dory

Hey, my dear teammate,

Hey, you! I hope you are doing well today.

I am Dory (a human, not a fish). I am your video creator from Envato Tuts+. I will be your teammate and will walk you through how to start your business with Envato Tuts+.

First of all, let me tell you something about me. In addition to my role as a Tuts+ creator, I'm also a TV presenter turned brand storyteller. With a decade of experience working in TV production, I help brands explore their brand value, raising brand awareness through the power of storytelling.

Now, I mainly work in my home office in Melbourne. From here, I can connect with content talents and digital geeks worldwide.

You probably think I am a computer expert. What if I tell you I am a computer fool? I was also an anti-digital activist who believed the computer combined with the Internet was the worst invention in human history. I only started to use email six years ago when I needed an email address to activate my Australian bank card.

So how did I become a digital lifer? Did I have any eureka moments in learning technology? NOT AT ALL! The only secret is that I managed to develop a better relationship with digital tools. I have a slogan:

Live a focused life and use digital wisely!

The idea of creating Start Your Business With Envato Tuts+ comes from that faith.

To "live a focused life", we should only spend time on things that

primarily matter. "Use digital wisely" includes finding shortcuts-if being a computer master is not part of your goals.

Start Your Business With Envato Tuts+ is also a comprehensive course for small business entrepreneurs. Based on the goal of setting up a real-world small business, with an achievable learning curve, this course covers the basics of creating a business plan and a website and doing all the necessary graphic design and video editing to meet all the visual and creative needs of a startup.

Trust me, you can do it! Because I did it.

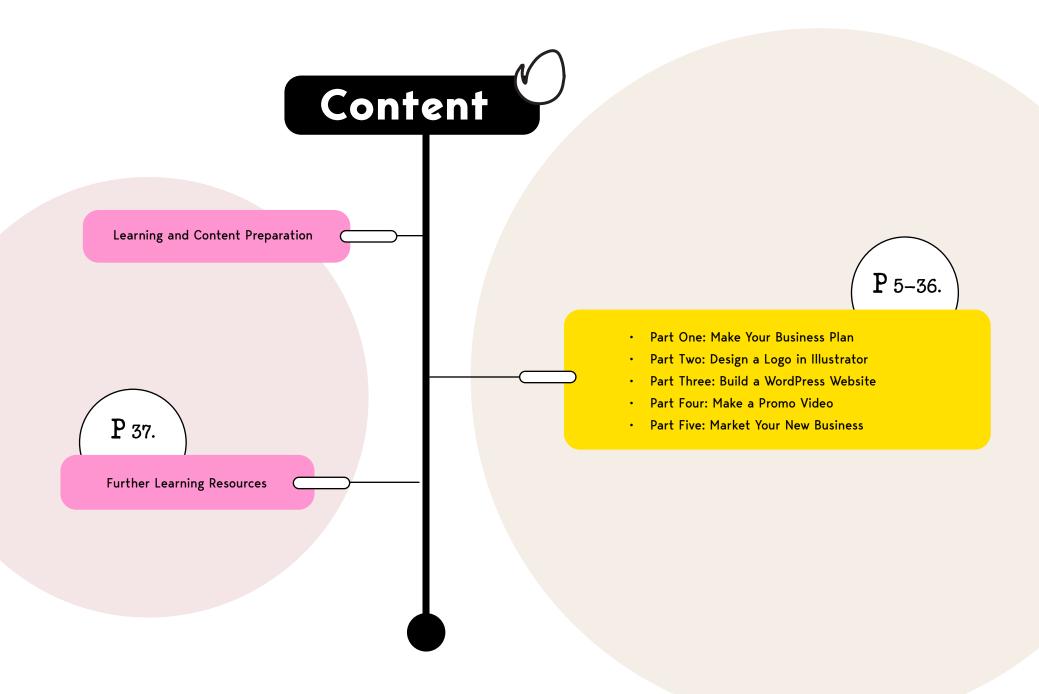
Now, I want to share all the shortcuts with you. So that you can start Cheat Learning.

I know this sounds criminal. I promise you that we will not profit from other people's toil illegally nor risk any copyright jeopardy. The so-called 'Cheat Learning' refers to a hypothesis where you will shallow study those skills that are less relevant to your essential business service but related to your holistic brand image. In this case, you 'cheat' to help you productively select, with intention, what is most valuable to your core competence. That way, you will be able to focus on deep work in your professional area. Eventually, you can live a focused life and use digital wisely.

Is this something that sounds like it interests you? If so, welcome to the journey!

Cheers.

Love from the Tuts+ Team



Learning and Content Preparation

- All the course learning material is included in this eBook.
- A settled learning space and a committed timeframe are recommended for achieving the best learning result.
- Please check out the learning resources you downloaded as part of the zip file containing this eBook.
- Further learning resources are attached for more depth.

Required Learning Applications and Cost

(All the listed applications offer free trials within approved timeframes)

Adobe Illustrator

\$31.49/month or \$20.99/m with an annual commitment

Final Cut Pro

\$299, but you will have a 90-day free trial before purchase

WordPress

Free plan, but you will need to pay the server fee, about \$10/m

Envato Elements

\$16.5/m for unlimited downloads of millions of creative assets

Elementor Pro \$89/year

Envato Reshot - Free

Milkshake - Free

Envato MixKit - Free

Placeit - Free to try



Make Your Business Plan

Summary

Start Your Business With Envato Tuts+ is a five-part video series packed with all the interdisciplinary knowledge that a small business owner needs to learn to create a holistic and coherent online presence for a startup.

In the first part, we will give you more information about this course, including the course theory, structure, course content, and how to use your learning materials to achieve the best you can.

Running a business is like racing through a forest. In this race, some people make it to the finish line, some get lost halfway, some choose to quit, and some accidentally find treasure. Who do you want to be?

Of course, you want to win. Today, we are going to do some preparation for 'nailing' the battle:

- Firstly, let's clarify our intention of starting a business, taking a bird's-eye view of the forest rather than looking up at the sky.
- Next, we'll visualise our vision and make our route. Transforming our thoughts into the picture also generates commitment, encouragement, and confidence.
- Last but not least, we need equipment. To travel light, we just need the right things, not everything.

Ready? Let's go!

Intentions

- 1. Understand the primary goal of taking this course.
- 2. Get to know how to make the best of my skills.
- 3. Make my business plan.
- 4. Understand what creative assets are and how to use them.
- 5. Create my mood board.
- 6. Build my own library of creative assets.

1. What is it?

Everything that pops up in your head is an idea, whereas a business idea must have the potential to generate profit.

- 1. The difference between 'an idea' and 'a business idea'.
- 2. What is a business plan?
- 3. What is Visual Branding?

Experts say a Business Plan has to have:

A detailed description of your Business Idea + Market research + Product or service outline + Profit and revenue + Brand value + Budget + Sales and marketing strategy

Dory says a Business Plan can just include:

(A statement of) My problem + (Think about) A group of people who have the same problem + (Articulate) The way I plan to solve the problem + (Demonstrate) How I can make people's lives easier/better + (Clarify) The way I plan to generate profit

- Theoretically, Visual Branding includes a series of design work to figure out a brand or company's visual identity, consisting of design elements such as colours, shapes, typeface (fonts), and functionality.
- In this course, Visual Branding generally refers to creating a small business's digital presence with a coherent visual style.
- Visual Branding covers a variety of creative practices in graphic design, photo/video editing, website building, and others. The most commonly used tools are Adobe Creative Suite, a series of Apple-made systems (such as Keynote and Final Cut Pro), Canva, etc.

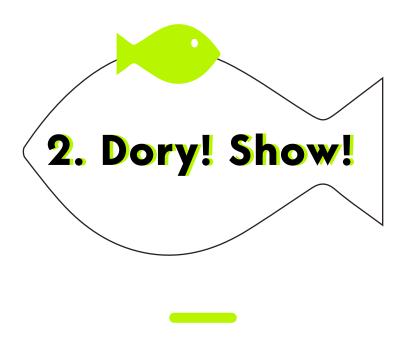


Unfortunately, we couldn't find a unified way to define creative assets. But it's not too difficult to understand the meaning. There's no difference between the digital and physical worlds in determining ownership. Just like how it works in the real world, where you own your capital or property, everything you own online is part of your belongings. Your creative assets can be anything you upload online to provide content, such as a photo, a video clip, or a few lines of text.

4. What are creative assets?

In this course, we say creative assets generally refer to the premade smart content that people create and sell through creative marketplaces. They can include graphic templates, website themes, photos, videos, or audio tracks. Customers can purchase these creative assets to get their projects done more quickly and easily. Creative assets purchased from legal service providers can also be safely used for any commercial needs.

 Envato Elements offers a subscription-based online service with unlimited downloads and access to millions of creative assets. It is a part of Envato, a world-leading provider of creative assets and an online community for creative assets, tools, and talent.



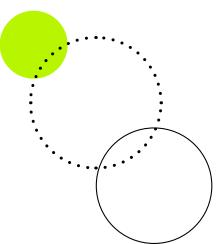
- In this section, Dory will show you her business plan, explain WHY, and share HOW.
- · Dory will also show you her mood board, which is a helpful way to establish a visual style.





After this section, see if you can:

- Make your business plan.
- Start to visualize your vision.
- Explore Envato Elements and make your own creative asset library.
- Open Ai and make your mood board.



Exercise

1. Try to do this exercise to see if you can get your business idea.

(What?)	is a problem.	(Who?)	may face the same problem.
(Your Solution?)			may be a good idea to solve this problem.
(Your Business Idea?)			will make people's lives easier / better.

2. Do the following exercise to visualise your brand identity.

Business Name	Brand Key Words	Brand Color
Brand Story	Target Group	Others

Exercise

3. Go to Coolors to research your colour palette and pick one that you like.

You can watch Colour Trends 2022 for more inspiration.

4. Dive into Envato Elements and try to find the following treasure based on your colour palette.

Check out Dory's premade Structure Template Folder to organise your assets (included in downloaded learning resources)

- Two sets of typefaces
- One graphic template (related to your business type)
- Icons (optional)
- Pictures (optional)
- · Logo templates
- 5. Try to use Ai to make your mood board.

Open up your mood-board template (included in downloaded learning resources).

Start Your Business With Envato Tuts+



Design a Logo in Ai

Summary

YOU know what? Research shows that 'a recognizable logo' can positively impact a purchasing decision. We know you care about your business a lot, so you want to make every BEST effort for it! However, just like two perfect individuals might not make up 'a perfect couple', there's no need to be too 'extra'. Compared to having a good logo, you might just need the right logo—a logo that tells people who you are and what you do.

In this part, Dory will help you to find the right logo for your business. She will also give you some practical tips on making a logo using Adobe Illustrator and your creative assets.

Intentions

- 1. Define 'who am I?' and 'what do I do?'
- 2. Get clear about what I want to put in my logo.
- 3. Learn the basics of Adobe Illustrator.
- 4. Make the "right" logo for my business.

Generally, a business logo is a symbol made up of text and images that identifies a company. It is also the most fundamental and critical element in defining a brand visually.

1. What is it?

- 1. What is a business logo?
- 2. How to design a business logo.
- 3. Two important facts about business logos.

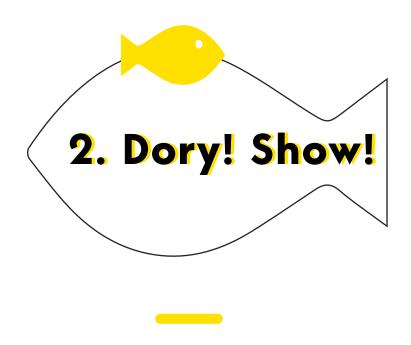
Designing a good logo is not easy as it's not simply about drawing a few lines and shapes together. A logo serves a critical role in presenting a brand's identity when communicating with consumers. That's why some well-known graphic designers get high pay for designing a logo. They can use their years of experience to precisely capture a brand's request and put business owners' sporadic ideas into a symbol that has an interpretable story and is artistic and meaningful.

While so many startup owners are ruminating about finding the perfect logo, we want to remind you that what makes a successful business is not a logo; it is your brand. Your brand is made up of all the experiences and perceptions that people have of your services.

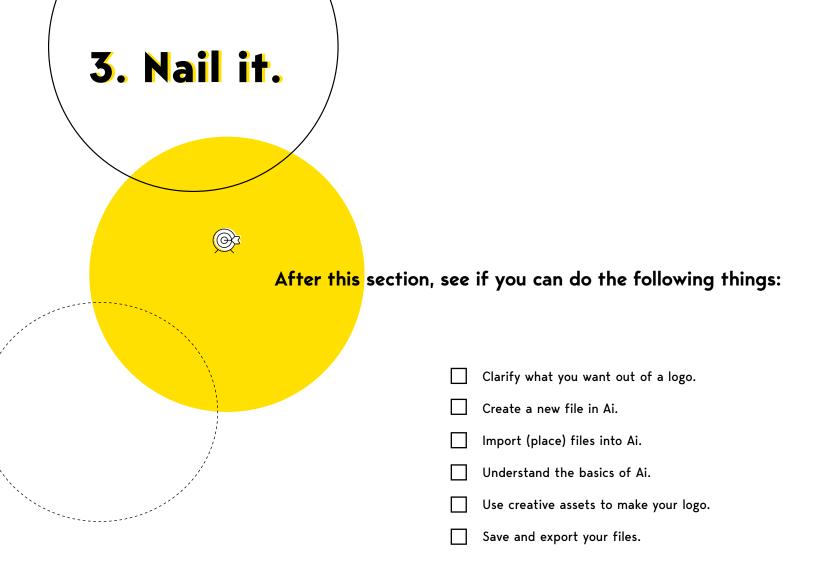
Your logo's story is sometimes not something you can create initially; it's what you later experience.

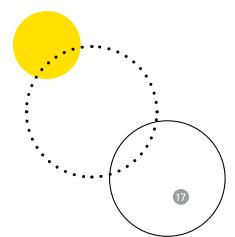


Here Dory wants to tell you a story. You can write down your thoughts once you have learned the story, which may inspire you in defining the meaning of your logo.

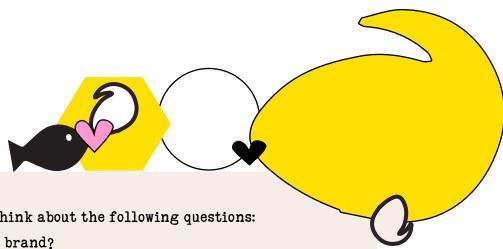


- · In this section, Dory will show you her business logo.
- · She will interpret the logo, explain her design considerations, share her workflow, and propose creative suggestions.





Exercise



- 1. Before making the logo, please think about the following questions:
- What colour best represents my brand?
- What pattern/symbol/icon is most relevant to the product/service I provide?
- Describe my business in ONE sentence or three words.
- 2. Try to make a logo in Ai by using the creative assets from your library. Don't forget to refer to your colour palette and mood board.
- 3. Watch this Logo Design Trends 2022 video for more inspiration.



Build a WordPress Website

Summary

What is your business? Do you really understand your business? Here's a simple test:

Can you tell people your product, service, and unique selling proposition within two or three lines? If the answer is "No", you probably need to do more homework!

Luckily, there is a great opportunity, right in front of you, to get really clear about your business.

It is... building a website.

So let's get started!

Intentions

- 1. Understand the role of my website in my business.
- 2. Think about what I want to put on my website.
- 3. Be able to register a domain for my website.
- 4. Have a structure for my website.
- 5. Make my WordPress website.

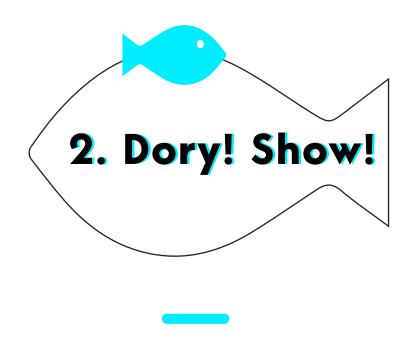
1. What is it?

Building a website means a lot to a startup owner. A website is more than a visual display. Building a website from scratch by yourself means more than just saving your budget. It is a valuable way of helping startup entrepreneurs create a clear brand statement, define their product/service, and construct a business framework.

- 1. The value of building a website by ourselves.
- 2. The role of a website for a business.

A well-structured website involves many functionalities. It increases a business's credibility, navigates the viewer to the right place, saves time in doing customer service, and eventually drives purchases.

Using a WordPress Template Kit from Envato Elements will save you a lot of time in building your website.



· In this section, Dory will show you her website.

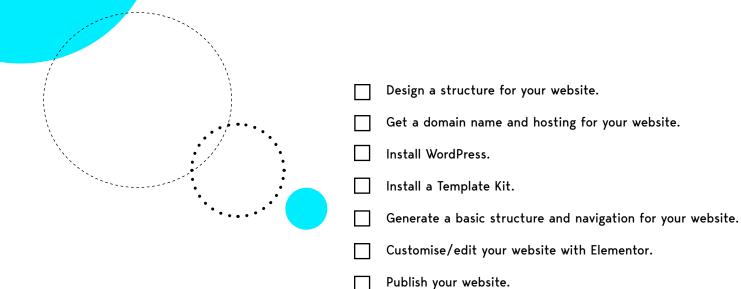
· Dory will demonstrate that having your library of creative assets to hand is a great way to ensure the overall style of your site.

3. Nail it.



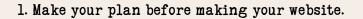
In this section, we will make a WordPress website by using a WordPress Template Kit from Envato Elements.

After this section, see if you can do the following things:



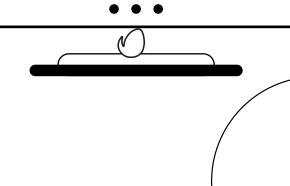
Start Your Business With Envato Tuts+

Exercise



- 2. Try to make a WordPress website, and have fun with the design.

 Don't forget to refer to your colour palette and mood board!
- 3. You can watch the following videos for more inspiration:
- UX/UI Design Trends 2022
- Web Design Trends





Make a Promo Video

Summary

Videos have become the most effective method of both communication and marketing for businesses. Videos bring many forms of communication together and help people receive information easily, quickly, and in a fun way.

However, producing a video is not easy, especially for businesses with tight budgets.

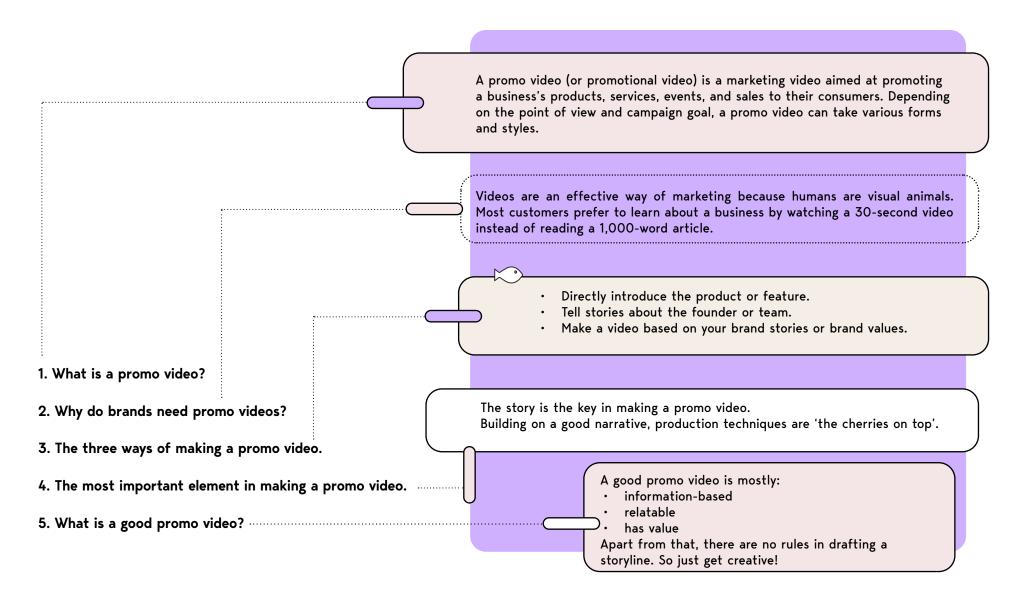
This part will tackle some basics of promo videos and how to create a promo video. We will also share a shortcut for creating a "great-looking" promo video.

You can make it even if you have no budget.

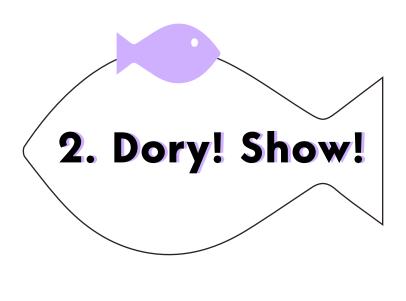
Intentions

- 1. Understand what a promo video is and when to use it.
- 2. Think about what kind of promo videos I need.
- 3. Think about the key messages I want to express through my promo video.
- 4. Learn how to make a promo video using creative assets.
- 5. Learn to use and edit a video template in Final Cut Pro.

1. What is it?



Start Your Business With Envato Tuts+



This is the fun part!

Dory will show you a promo video she made for her Creative Handbook.

You are free to take some notes and think about the pros and cons of her video.

- · What do I like about it?
- · I think she can make it better by ...

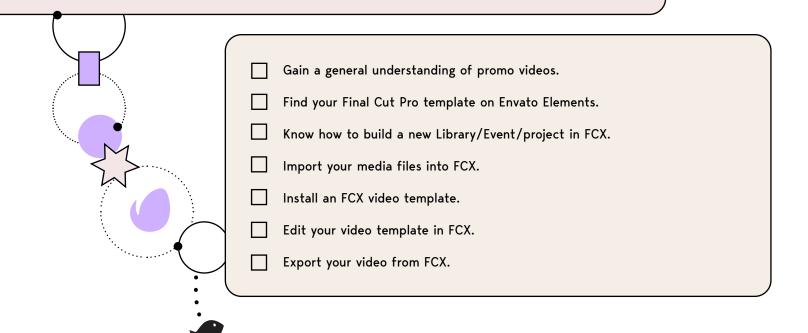
3. Nail it.



Today's task may be a little bit challenging for you.

However, we believe that you can follow along! You've made it through most of the course, so keep yourself UP and you can Nail It!

After this section, see if you can do the following things in FCX (Final Cut Pro):



Exercise



Today's homework is optional as we know video production takes time to practice. Relax, and don't push yourself too much, ok?

- 1. If you want to invest in making a promo video with the help of professionals, try to generate a script for your brand story.
- 2. If you want to DIY a promo video with creative assets, you may need the following creative assets from Envato Elements:
- · Video/Photo Footage
- · Background Music
- · Sound Effects
- Video Templates (Intro Template/Lower Third/Others)
- Typeface (use the ones from your library)
- 3. Have fun in Final Cut Pro if you can! See what you can achieve. Good luck.
- 4. You can watch the following videos for more inspiration.
- · Video Trends
- 10 Best Final Cut Pro Templates 2022



Market Your New Business

Summary

Being focused means doing less.

Less is more.

There are many mathematical tricks in the digital world, which makes "marketing" itself a commodity. When marketing has been marketised, we need to clarify its origin to avoid confusion.

The essence of marketing is to share values.

What is value?

In this part, let's discuss "value".

We want to share our understanding of the value in marketing.

We also discuss how to make those intangible values tangible by only leveraging the power of content marketing.

Intentions

- 1. Understand what content is.
- 2. Understand what content marketing is and why it's valuable.
- 3. Think about how to add content to my product or service.
- 4. Think about the most suitable way to deliver content.
- 5. Learn how to use social media templates.
- 6. Make my Milkshake Instagram website.

While Minimalist Marketing is a trendy visual style used by marketers to engage consumers by capturing a brand's key message, Marketing Minimalism is a proposal tailored for people new to the market.

Since Marketing Minimalism suggests starting by doing one thing, it encourages business owners to choose a focused marketing method in a world with too many marketing strategies.

(This idea is inspired by Digital Minimalism, a book written by Cal Newport)

- 1. What is Marketing Minimalism?
- 2. What is content marketing?
- 3. The power of storytelling.
- 4. What is content?

Content marketing is a fundamental tool of digital marketing. There is no universally accepted definition of content marketing. According to the Content Marketing Institute, "content marketing is the marketing and Business Process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience - with the objective of driving profitable customer action" (Content Marketing Institute, 2015).

1. What is it?

As humans, we are nurtured and have evolved to digest messages through narratives. Narratives allow our brain to picture scenes, stimulating our imagination and catalysing emotional engagement.

- Content consists of stories that carry brand portfolios and brand value.
- Content is knowledge, which has the power to transform the world into a better place by changing consumers' behaviour.



- 1. Dory will show you her planned Instagram page and some content plan tips in this section.
- 2. The ICC rule in making content:
- Information-based: add your unique insights and knowledge in your content, sharing your understanding about your product and related area.
- Coherent: aligned with your overall style.
- · Consistency: Post regularly? Yes! But you can only achieve this by planning.
- 3. Some common ways that people deliver content in the digital world:
- Newsletters
- YouTube channel
- Writing (blogs or eBooks)
- Podcast
- Online course or online tutoring

Start Your Business With Envato Tuts+



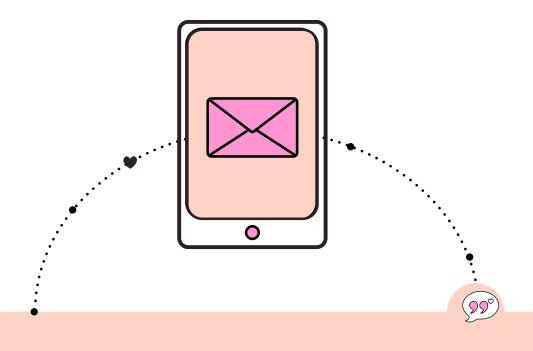
3. Nail it.

At the end of the course, see if you can do the following things:

- Make a monthly content plan using a social media template.
- Make an Instagram website using Milkshake.

Start Your Business With Envato Tuts+

Exercise



- 1. Make a free Instagram website using Milkshake.
- 2. Try to make a monthly Instagram content calendar with an Elements social media template and your creative assets.
- 3. You can watch <u>Branding Trends 2022</u> for more inspiration.

Further Learning

(Tuts+ Free Courses)

Video Editing in Final Cut Pro

Adobe Illustrator for Beginners

- WordPress for Beginners
- Web Design for Beginners

