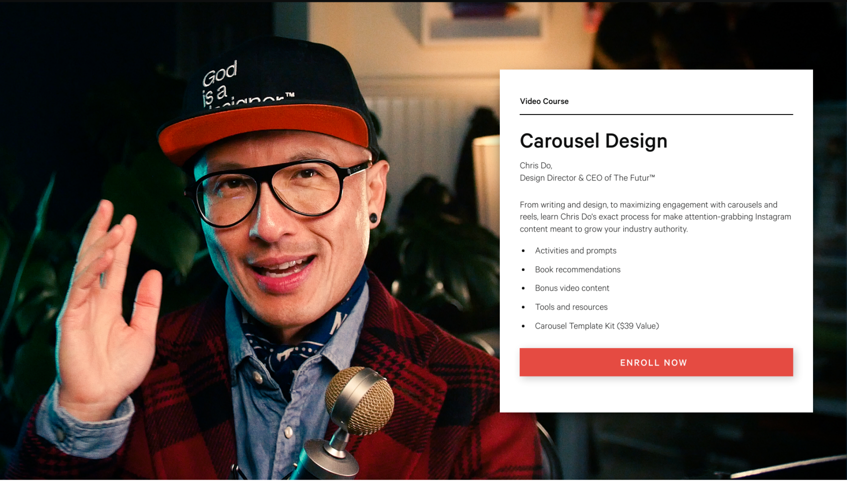

God is a designer™

Video Course

Carousel Design

Chris Do,
Design Director & CEO of The Futur™

From writing and design, to maximizing engagement with carousels and reels, learn Chris Do's exact process for make attention-grabbing Instagram content meant to grow your industry authority.

- Activities and prompts
- Book recommendations
- Bonus video content
- Tools and resources
- Carousel Template Kit ($39 Value)

ENROLL NOW

Carousel Design | Grow With Every Swipe | How This Works | Who This Is For | Instructor | Syllabus

Build an audience, grow your influence, and get the attention of clients on Instagram.

01

Carousels have become one of the most effective tools to grow an audience on Instagram and LinkedIn. But with more content creators rushing onto these platforms to cash in on social media gold, it's increasingly difficult to stand out from the noise. So what can you do? Make high-value content people will naturally save, share, and engage with.

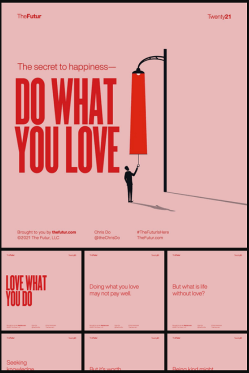
thefutur
God is a designer.™
5:20

Difficulty Level	Beginner to intermediate
Prerequisite	Basic knowledge of design software such as Keynote or Adobe Illustrator is recommended. Feel free to use whichever design software you are most comfortable with.
Learning Roadmap	Market your business through high-value content utilizing Instagram carousels.

Grow with every swipe.

02

Have social algorithms foiled your marketing strategy? Rather than hope for the best, Chris will take you through his content creation process and show you how to work with the algorithm to increase the engagement of each of your posts. He'll take you from the macro-level (content strategy) to the micro (what fonts and colors to use for your specific post).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The secret to happiness—
DO WHAT YOU LOVE
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Chris Do
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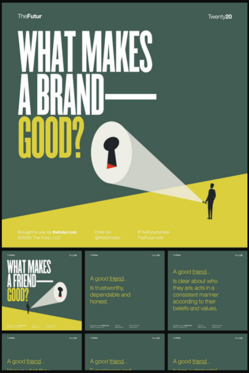
LOVE WHAT YOU DO
Doing what you love may not pay well.
But what is life without love?
Seeking
But it's worth
Being kind might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WHAT MAKES A BRAND— GOOD?
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Chris Do
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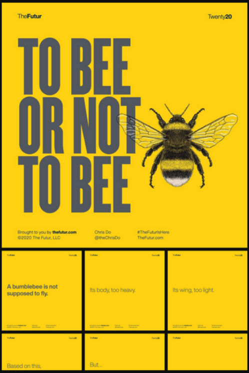
WHAT MAKES A FRIEND— GOOD?
A good friend...
Is trustworthy, dependable and honest.
A good friend...
Is clear about who they are, acts in a consistent manner according to their beliefs and values.
A good friend...
A good friend...
A good friend...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TO BEE OR NOT TO BEE
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Chris Do
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TheFutur.com
A bumblebee is not supposed to fly.
Its body, too heavy.
Its wing, too light.
Based on this,
But...

Reviews

03

I really enjoyed taking this workshop to improve my ability to create Instagram carousels. I was able to complete a carousel in the class with fellow attendees, and I had a lot of fun! I highly suggest this workshop to anyone who struggles with coming up with a problem solving idea, fleshing it out, and condensing it to fit on eight Instagram slides. Chris Do Rocks! He made the experience enjoyable, and gave us more than we expected. I highly recommend this workshop.

Peggy Durant
Live Workshop Attendee

Really enjoyed this course and having my carousel critiqued by Chris. Creating Instagram content can be challenging but Chris made it easy with his proven framework and tips. What surprised me was how you don't even need to add images and you want to stay on one subject.

Michael Marlow
Live Workshop Attendee

This workshop was a game-changer. I've already started applying the principles to my own brand and those of my clients too and I can see the results.What was most valuable to me, was how the workshop explained the 'why'. This means that the principles can be applied to different parts of content creation, not just carouses.I would recommend this workshop for anyone looking to create carousels that get then holds, attention

Cat Shanu
Live Workshop Attendee

I loved Chris' carousels and wanted to know how to create similar ones myself. At first, I was skeptic if the course was worth the money because I had already watched many of his free YouTube videos on this exact topic. But, after taking the course, I can happily say that Chris' provided immense value that goes far beyond the free content already available elsewhere. Even though you still need to "do the work", his practical advice will provide you with the frameworks, templates and tools that will make that work a lot easier. You won't need another course on creating carousels ever again. Highly recommended.

Waldemar Sireis
Live Workshop Attendee

How this works

GROWTH HACKS

REEL THEM IN

Craft Your Content Strategy

Tired of putting out content that gets buried by the algorithm? It might be your strategy. Chris shares his content creation workflow- how he tests ideas, determines what makes the cut, and what's primed for longer content, like YouTube videos or courses.

Write First, Design Later

The key to engaging carousels is the writing. You'll not only learn Chris' framework for what key ideas to put on each slide, but also how to craft engaging hooks and a bit of word play that will force readers to just keep swiping.

Stick to Your Formula

You'll pull together a color palette, font pairings, and photography and illustration styles that will give your carousels immediate brand recognition and cut down on production time.

Learn Layout Fundamentals

Not a design pro? No problem! Chris

breaks down the essential elements of sequential design so you know exactly how to lay out your slides to bring your messaging and visuals together.

Use Instagram Best Practices

Get fresh ideas for growing your account by determining your grid layout, utilizing hashtags, guest posting, posting schedules, and putting your best self forward with professional headshots.

Expand Your Reach with Reels

The Instagram landscape is changing, which means Chris has been experimenting. Get his insider knowledge on what's working in the world of Reels so you can squeeze all the growth juice out of the app.

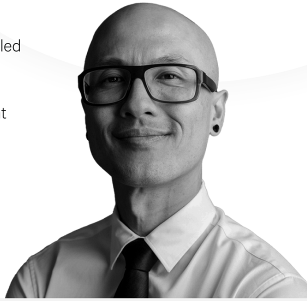
Expand Your Reach with Reels

The Instagram landscape is changing, which means Chris has been experimenting. Get his insider knowledge on what's working in the world of Reels so you can squeeze all the growth juice out of the app.

create powerful content that converts, this course is for you. You'll learn the top tips and techniques to organically grow your profiles.

Maybe you've heard me say it before: you need to post regularly. But to be honest, consistency and frequency are just the tip of the iceberg to building your brand's awareness on Instagram and LinkedIn. There's so much more to it than pushing out content, waiting for the algorithm to notice us. Everything I've learned from content marketing has been distilled into this course. I'm going to teach you how to gain more followers, grow your brand's awareness, and even create new revenue opportunities through your original content. You'll have the tools, resources, and insight at your disposal so you can surpass your marketing goals.

Chris Do,
Design Director & CEO of The Futur™



Meet your instructor

05

Chris Do

Design Director & CEO of The Futur™

Chris Do is an Emmy award-winning designer, director, CEO and Chief Strategist of Blind and the founder of The Futur™—an online education platform with the mission of teaching 1 billion people how to make a living doing what they love.

He currently serves as the chairman of the board for the SPJA, and as an advisor to Saleshood. He has also served as: advisory board member for AIGA/LA, Emmys Motion & Title Design Peer Group, Otis Board of Governors, Santa Monica College and Woodbury University.

Follow **Chris**

Syllabus

06

Outsmart the algorithm and increase engagement with carousel content. From the concept and writing, to the design and execution, this course has you covered.

General Overview

Move through the modules at your own pace, on your own time. You'll have lifetime access to the course, so jump back in whenever you need a refresher.

- + **Content Strategy**
- + **Get the Writing Right**
- + **Your Visual Toolkit**
- + **Design and Layout**
- + **Best Practices**
- + **Design Tutorials**

Enroll Now

Carousel Design

Chris Do,
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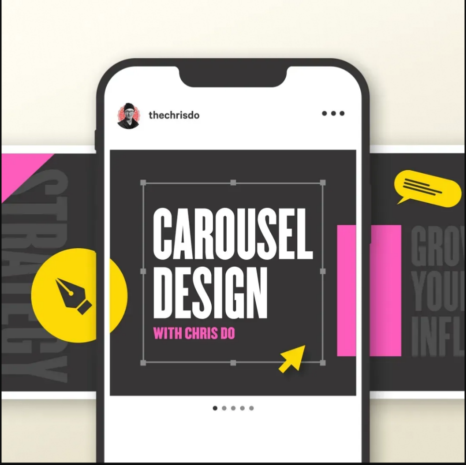
From writing and design, to maximizing engagement with carousels and Reels, learn Chris Do's exact process for make attention-grabbing Instagram content meant to grow your industry authority.

- Over 2hrs of video content
- Activities and prompts
- Book recommendations
- Bonus video content
- Tools and resources
- Carousel Template Kit ($39 Value)

$199

ENROLL NOW FOR $199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WITH CHRIS DO
STRATEGY
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