



FREE LIST

50

Digital Products You Can Make in Canva

No design skills needed.

PIXEL & PROFIT

START HERE

How to use this list

Every product in this guide can be designed in Canva, even the free plan, and sold as a download again and again. There's no stock to buy, nothing to post and no design degree required.

The 50 ideas are split into five groups. For each one you'll see **who usually buys it** and **what similar listings typically sell for**. Read it with a pen: tick anything that makes you think "I could make that".

About the prices

Prices are typical ranges for similar listings on Etsy in 2026, shown in US dollars because that's how most listings are priced. They're a starting point for your own research, not a promise of what you'll earn.

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Planners & organisers

Pages people print or use on a tablet to run their week.

	PRODUCT	WHO BUYS IT	TYPICAL PRICE
1	Weekly planner pages	Busy parents, students, anyone juggling a lot	\$3–6
2	Undated monthly planner bundle	People who want a fresh start any month of the year	\$8–15
3	Budget planner & expense tracker	People saving up or paying off debt	\$4–10
4	Meal planner + grocery list	Families and meal-preppers	\$3–6
5	Habit tracker	Goal-setters, New Year resolution crowd	\$2–5
6	Workout log	Gym beginners and home-workout fans	\$3–6
7	Reading journal	Book lovers and book clubs	\$4–9
8	Student study planner	Secondary school and university students	\$4–8
9	Wedding planner bundle	Newly engaged couples	\$10–25
10	Baby feeding & sleep log	New and expecting parents	\$5–10

Home & family printables

Simple pages that solve a small everyday problem.

	PRODUCT	WHO BUYS IT	TYPICAL PRICE
11	Kids' chore chart	Parents of school-age kids	\$3–6
12	Cleaning schedule	Busy households	\$3–5
13	Reward / sticker chart	Parents of toddlers	\$2–5
14	Colouring page pack	Parents, teachers, childminders	\$3–12
15	Pantry & fridge labels	Home organisation fans	\$4–8
16	Emergency contact sheet	Families, babysitters, carers	\$2–5
17	Home maintenance log	First-time homeowners	\$3–7
18	Travel packing checklist	Holidaymakers, family travellers	\$2–5
19	Pet care tracker	New pet owners	\$3–6
20	Classroom printables	Teachers (name tags, rules posters)	\$3–10

Small business templates

Things every new small business needs and hates making.

	PRODUCT	WHO BUYS IT	TYPICAL PRICE
21	Invoice template	Freelancers and sole traders	\$4–10
22	Service price list	Hairdressers, nail techs, cleaners	\$5–12
23	Business card template	Brand-new small businesses	\$4–10
24	Thank-you packaging insert	Etsy and online sellers	\$3–8
25	Client intake form	Coaches, beauty and wellness pros	\$5–12
26	Loyalty stamp card	Cafés and salons	\$4–8
27	Gift voucher template	Salons, therapists, local shops	\$4–10
28	Order form	Home bakers and crafters	\$4–8
29	Media kit	Small influencers pitching brands	\$8–20
30	Property flyer / open-house sign	Estate agents	\$8–20

Social media & content templates

Editable designs for people who post online every week.

	PRODUCT	WHO BUYS IT	TYPICAL PRICE
31	Instagram post pack	Small businesses with no designer	\$8–20
32	Instagram story pack	Coaches and creators	\$8–20
33	Pinterest pin templates	Bloggers and shop owners	\$6–15
34	Quote post templates	Coaches, faith and wellness accounts	\$5–12
35	YouTube thumbnail templates	New YouTubers	\$6–15
36	Carousel post templates	Educators and coaches	\$8–18
37	Content calendar	Social media managers	\$4–10
38	Podcast cover art	New podcasters	\$5–12
39	Email newsletter headers	Small businesses with a mailing list	\$4–10
40	Story highlight covers	Creators tidying up their profile	\$3–8

Events, cards & wall art

One-off purchases people make for a date on the calendar.

	PRODUCT	WHO BUYS IT	TYPICAL PRICE
41	Birthday party invitation	Parents planning kids' parties	\$3–9
42	Baby shower game pack	Party hosts	\$4–10
43	Wedding welcome sign	Couples doing it themselves	\$5–12
44	Seating chart template	Couples and event planners	\$6–15
45	Printable greeting cards	Last-minute gift givers	\$2–5
46	Motivational quote print	People decorating a home office	\$3–12
47	Nursery wall art set (3–5 prints)	Expecting parents	\$10–30
48	Kitchen wall art / recipe print	Food lovers	\$3–12
49	Holiday printables	Seasonal shoppers (Christmas, Eid, Diwali...)	\$3–10
50	Recipe card template	Home cooks and gift-makers	\$3–7

How to pick your first product

Fifty ideas is a lot. Here's how to narrow it down to one you can start tonight.

1

Start with people you already know

Circle three products from this list whose buyers you understand: you are one of them, you live with them or you work with them. Knowing the buyer beats picking the “hottest” idea.

2

Check there's demand

Search each one on Etsy. Good sign: plenty of listings with reviews, from lots of different small shops. Warning sign: no reviews anywhere (little demand), or a page full of giant shops with thousands of reviews (hard to break in).

3

Pick the one you can finish this weekend

Choose the product you could design in Canva in a day or two. A simple product you actually publish beats a perfect one you never finish.

4

Price in the middle of the range

Start around the middle of the range in this guide. Remember Etsy's fees: listing, transaction and payment fees add up to roughly 15–20% of a small sale, so very cheap listings earn very little.

5

Make it yours, then list three versions

Build your own design rather than lightly editing a template: Canva's licence requires original work, and designs with Pro elements must be sold as Canva template links, not PDFs. Then make three colour or style versions, list them all, and watch which one gets views.

THAT'S THE LIST

Now pick one and start.

You don't need all 50. You need one product, finished and listed. Everything else gets easier after the first sale.

Go back to the five steps on the previous page, pick your product, and give yourself one weekend to design it in Canva. Imperfect and listed beats perfect and hidden.