

PASSIVE INCOME WITH

CANVA

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**A Beginner's Guide to
Digital Products...**

By: Pallavi

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Introduction

Canva has become ubiquitous, and having even basic Canva skills is now incredibly useful, marketable, and essential!

Canva is a user-friendly design platform that enables you to create almost anything, from party invitations and journal pages to social media posts and graphics, and even full ebooks and workbooks.

Mastering the basics of Canva allows you to modify, edit, and adapt purchased templates to your liking.

You might even start creating your own products, documents, and graphics—whether it's social media posts and a logo for your business, or entire products you can sell and profit from.

Many workplaces now use Canva, making it a crucial tool to add to your skill set.

Canva is packed with tools, but don't get overwhelmed if you're new to the software. Take it step by step, explore and play around, and don't hesitate to leverage others' work by purchasing templates, especially while you're learning.

I hope this overview of Canva's essentials empowers you to harness this incredibly useful tool!

Getting Started

CREATE YOUR FREE CANVA ACCOUNT

It is easy and FREE to start a Canva account!

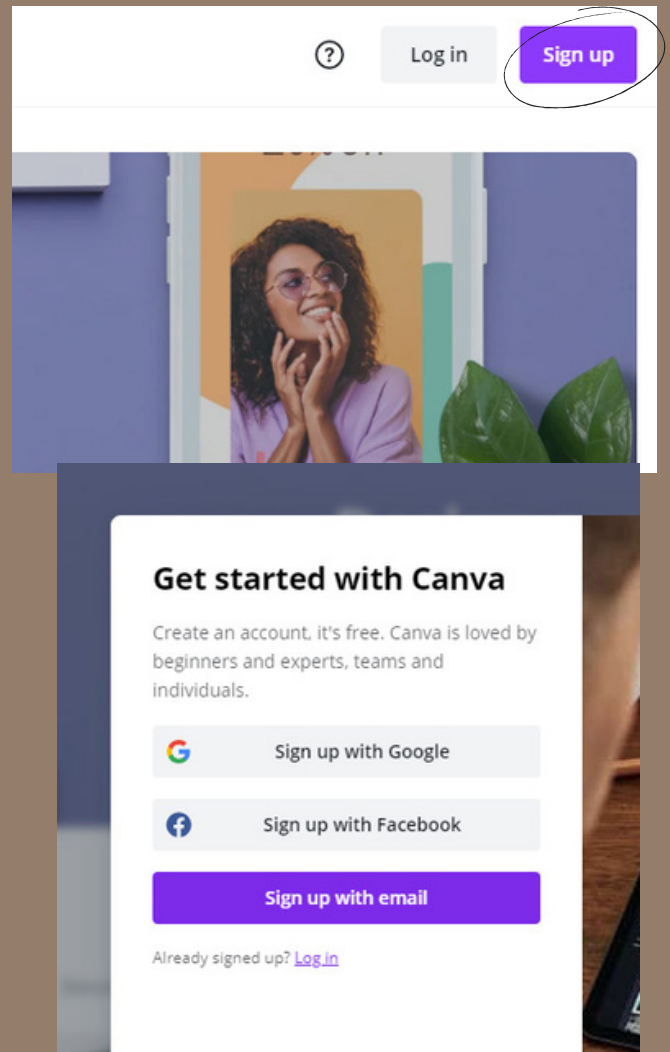
Just head to www.canva.com and choose the “sign up” button in the top right corner.

Choose your sign up method and complete the simple process.

Now you have access to this incredibly powerful yet user friendly design tool.

You can do a lot with a free account! To learn more about the difference between Free and Pro accounts, head to page XX of this guide.

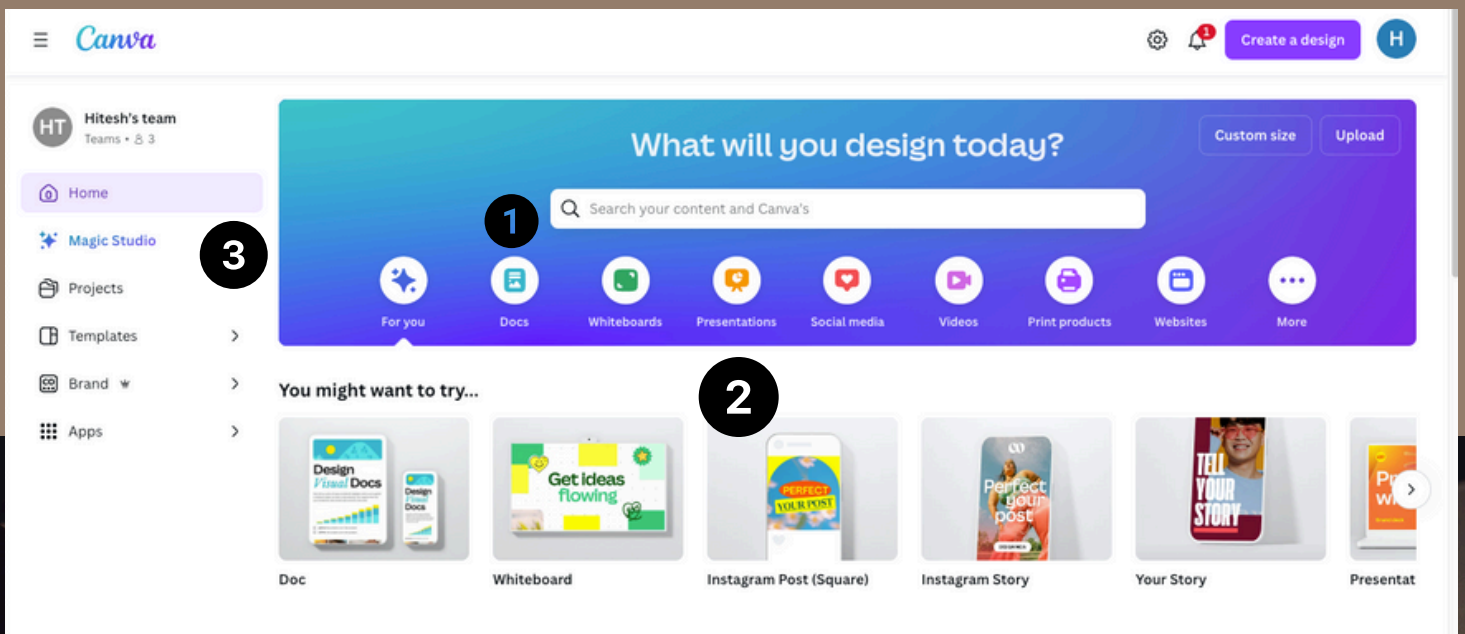
Now let's get familiar with the interface!



Getting Started

YOUR HOME PAGE

- The toolbar is the simplest way to search for templates and locate projects you've already created.
- In the canvas area, you'll find categories of templates laid out for easy access. Once you start creating your own projects, your most recent work will also appear here.
- The sidebar is in the left Here, you can access your designs, templates, pro-account features (if you join), and any folders you create. These folders help you keep your designs organized by category. If the sidebar feels overwhelming or distracting, simply click the three lines in the top left corner to minimize it.

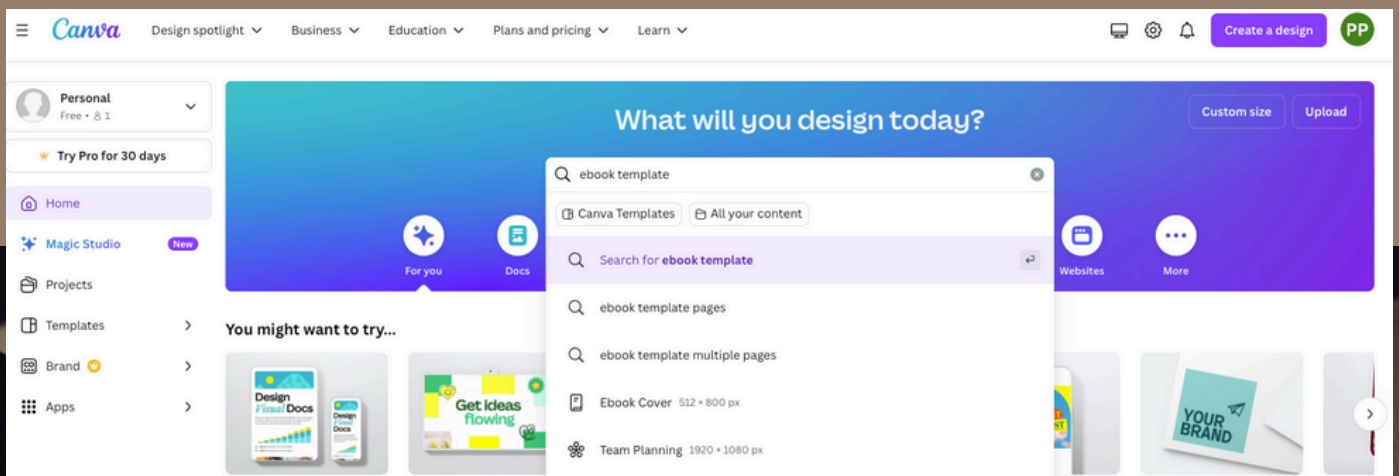


Start a New Project

CREATING A NEW PROJECT ON CANVA

Creating a new project on Canva is easy.

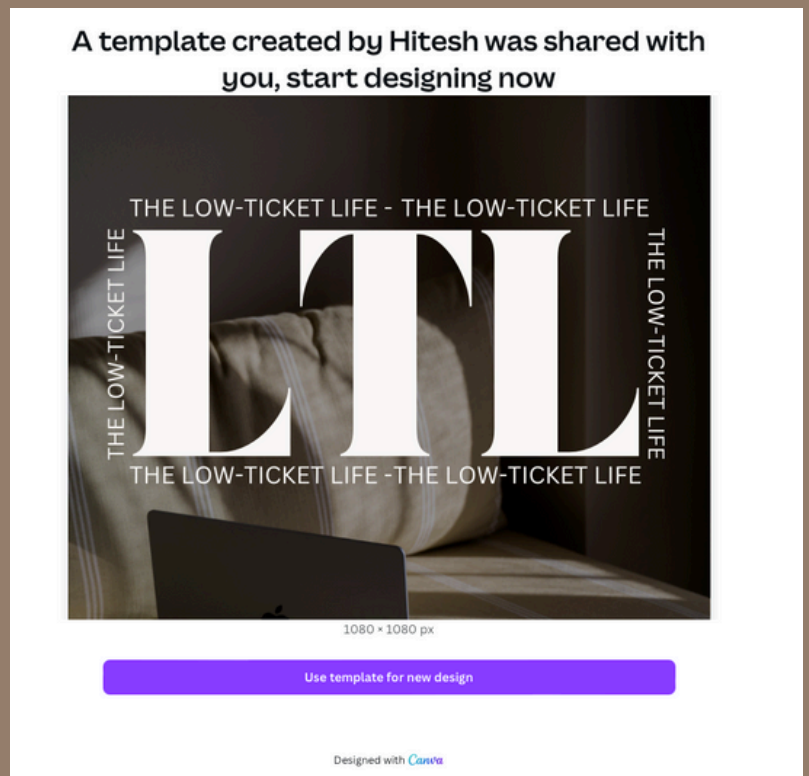
- Open Canva and log in
- Go to the search bar and type the template you want to create
- For example: If you want to create an ebook, type “ebook template” and choose one
- Canva will show results on the search terms. You can choose any one you like and start creating
- When ever you see the crown icon as above, for example on fonts, elements, graphics etc, it denotes something only available to Pro users.



Import a Template

ADD A CANVA TEMPLATE TO YOUR ACCOUNT

- Open the link provided with your template purchase.
- A screen previewing the template will display (as per image on the right).
- Click 'use template for new design'.
- The template will open in Canva, ready for you to edit.
- You can make a copy of the template to preserve the original - once your template is opened, just go to "File" at the top left and choose "Make a copy" from the menu.

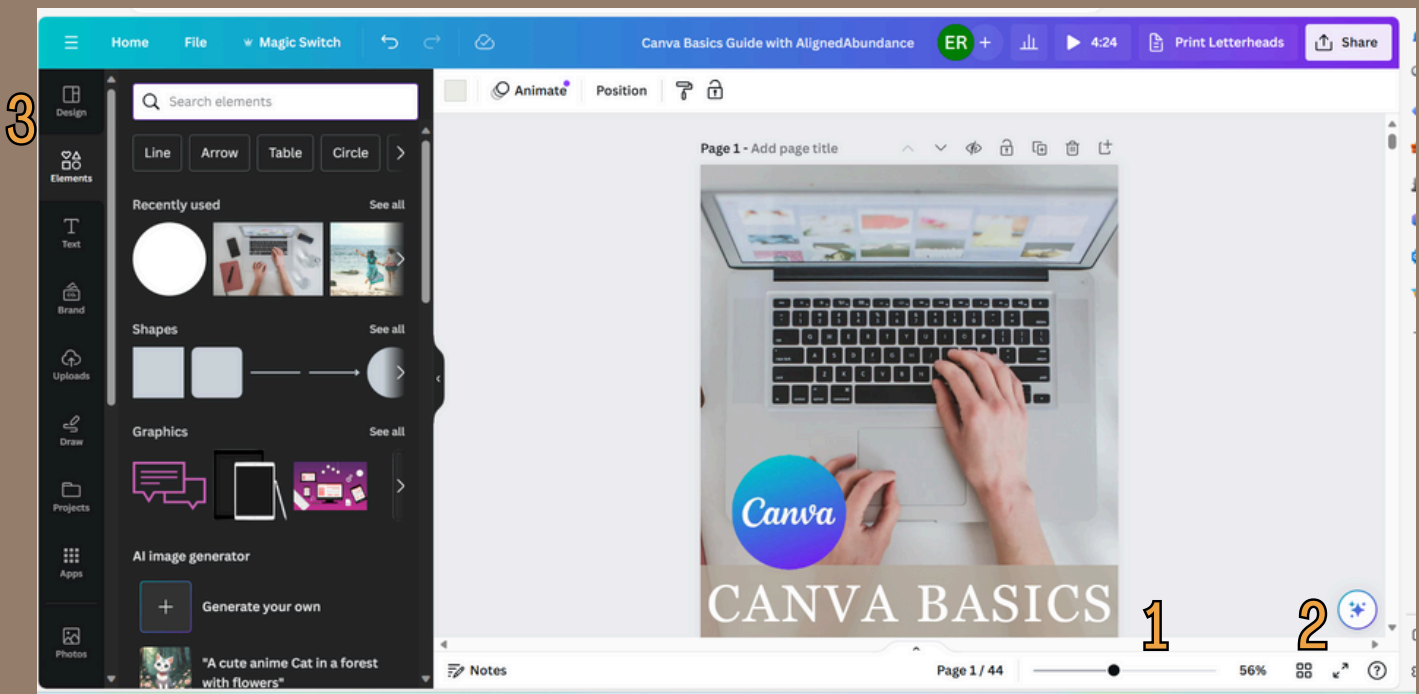


Now the template is yours to do as you wish with! You can change colours, fonts, add or remove text, images, pages and more.



Editing in Canva

START A NEW DESIGN



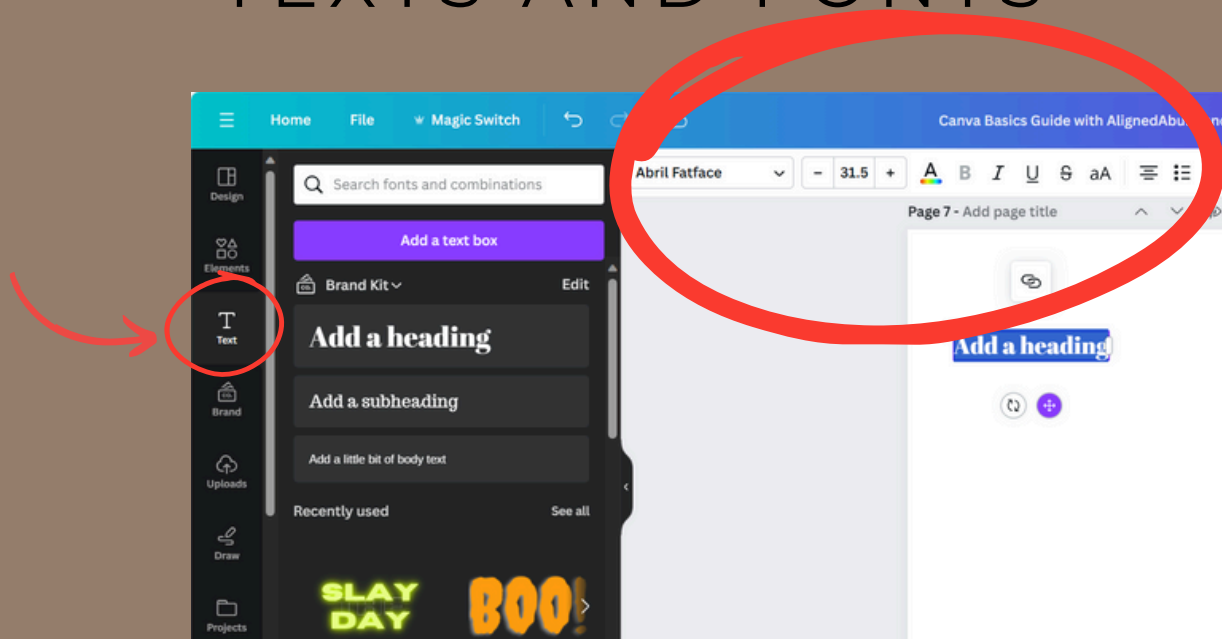
1. **Zoom**- This slider at the bottom right of the screen will help you simply zoom in and out. This will ensure that you get a close up view of your design as well as a full page to see your overall design. There is also a slider right above that allows you to slide the page left to right.

2. **Grid View**- The small arrow in the bottom center or four square icon in the bottom right allows you to navigate multipage designs quickly. Simply click the icon then select the page you want to work on and it will take you straight there! And if you are wanting to see your design full screen, the double arrow icon to the right will do so.

3. **Side Bar**- This side bar is possibly the most essential tool in Canva. It is where you add elements, text, backgrounds, and even upload images of your own. By clicking the icon of the action you wish to perform, it will take you to that category. In each section you are able to easily search Canva's library! To minimize the side bar to better see your design, simply click the small arrow on the right. Then click the side bar to open it back up again.

Editing in Canva

TEXTS AND FONTS



Adding text to a design is simple! The text button in the side bar makes it easy to add a text box, heading, subheading, and body text. Just select a text option (or text box) and type away! Once you have your text written out, use the tool bar at the top of the page to select a font, size, and color. Add multiple text boxes for different font styles to create a look you love. They also offer a variety of text designs that are pre-made!

TEXT ESSENTIALS

	FONT SELECTION
	FONT SIZE
	FONT COLOUR
	FONT STYLE
	TOGGLE TEXT CASE
	FONT ALIGNMENT
	LIST SETTING (DOT POINTS, NUMBERS OR NONE)
	ADJUST THE SPACE BETWEEN LETTERS AND LINES
	SPECIAL EFFECTS LIKE CURVED TEXT AND TEXT SHADOWS

Editing in Canva

WORKING WITH TEXT



ADDING TEXT

Starting with text in Canva is as straightforward as clicking the “text” tab on the sidebar. Or simply hit the “T” key.

SELECTING FONTS

Fonts can be formal, casual, playful or strict. Canva offers a wide range of fonts under the “font” dropdown when you’ve selected your text. If you have got a particular brand font, you can also upload those.

TEXT ALIGNMENT

Use the text alignment option to align your text to the left, right, centre of the screen.

TEXT EFFECTS

Canva offers **Bold**, *Italic*, Underlined and ~~Strikethrough~~ font effects

LINE SPACING AND LETTER SPACING

Adjust the space between lines or text using the “spacing” option.



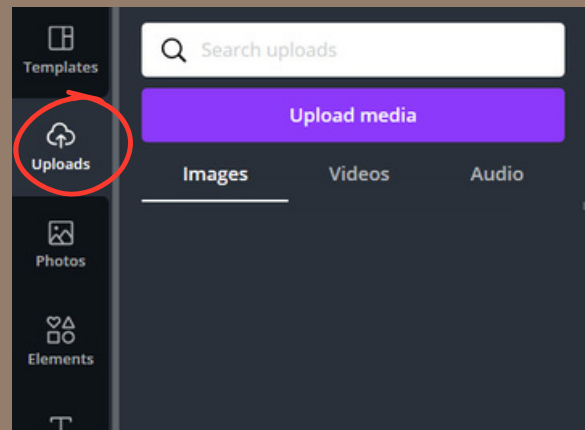
Working with Photos

UPLOADING YOUR OWN PHOTO

It's easy to upload your own images to use in your Canva design.

Simply select "Uploads" in the left toolbar, click on "upload media" and you'll be able to browse your computer (or phone! Canva also has a very functional app) and find your images to upload.

The images you upload will stay in this uploads area to access any time, in any design.



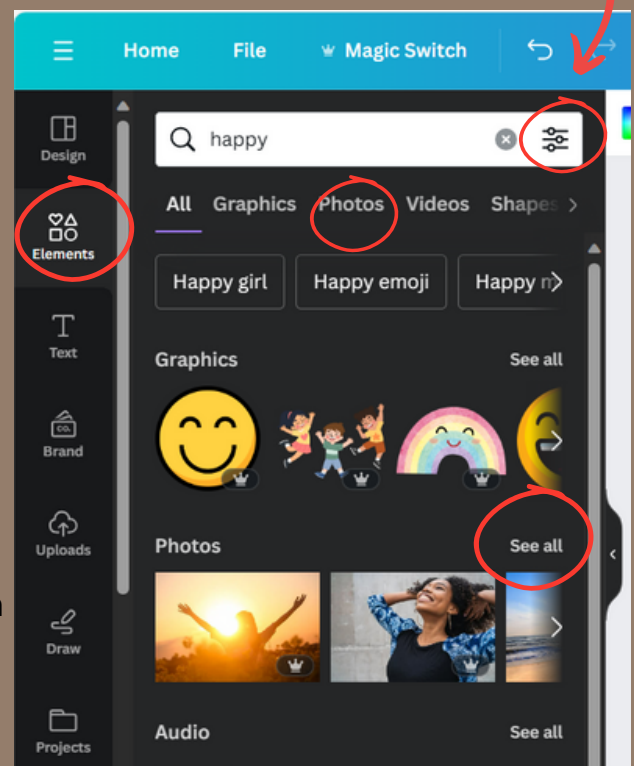
Click here to filter results, for example to only show Free elements.

CANVA STOCK IMAGES

If you don't have your own images, you can select from Canva's extensive stock library. Simply select the "Elements" tab and start a search for the type of photo you'd like. Then you can click into the photos area to see more.

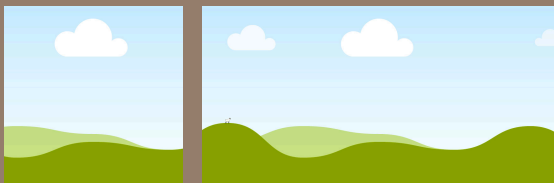
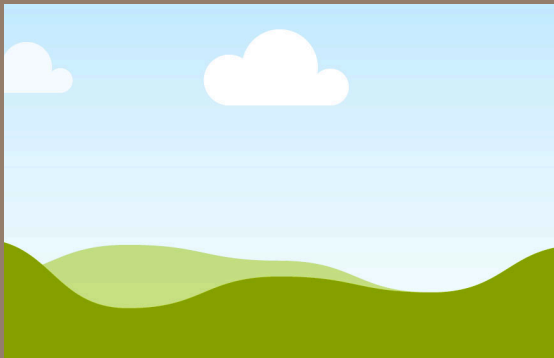
Once you have a photo you like, simply click on it to add it to your design, or drag it over.

Remember, anything you see with the crown icon is only available to Pro members. You can filter to only see Free results using the little hamburger menu to the right of the search bar.



Frames and Grids

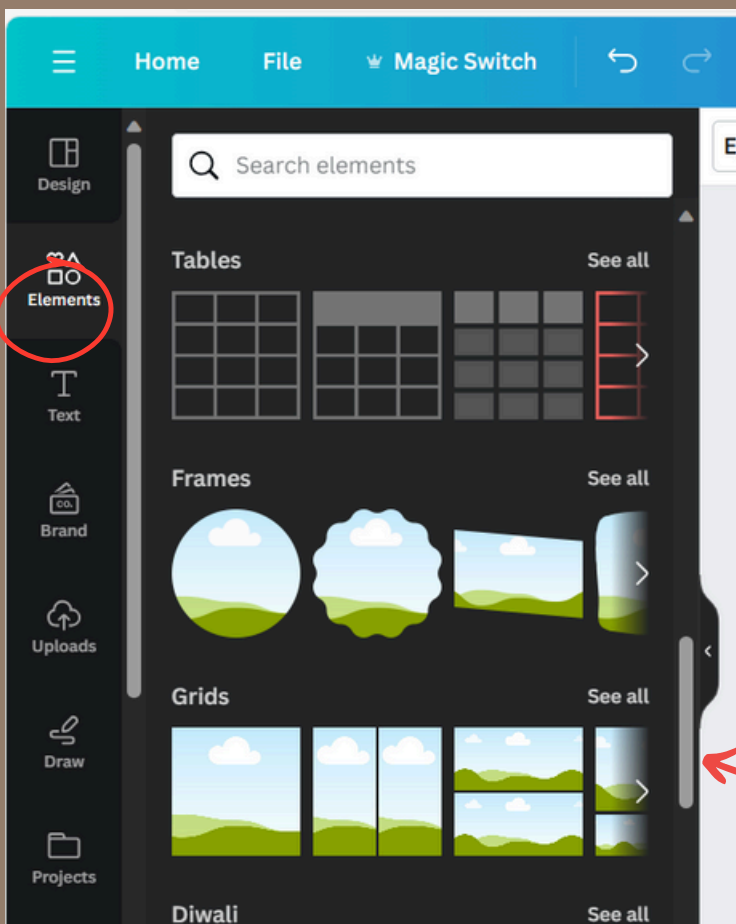
WORKING WITH PHOTOS



FROM THIS



TO THIS



Frames and grids enable to you put stylish image placeholders in your document and easily drag and drop images into it.

The image will snap into the frame.

You can easily replace the image by simply dragging a different image into the frame from the Uploads or Elements sections.

Just hit the Elements tab and scroll down until you find the Frames or Grids sections.

Editing Photos

TRANSPARENCY

Transparency affects opacity (how see through something is) and can be applied to images, elements, text, and solid shapes.

▶ ADJUSTING TRANSPARENCY

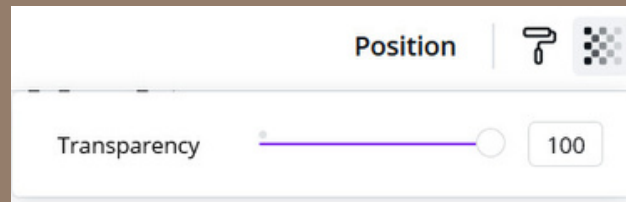
Click the item you would like to unlock.

A menu will appear in the top right of the screen.

Click the small, chess pattern icon.



A slider will appear, slide up and down for the desired effect.



TRANSPARENCY AT 100%

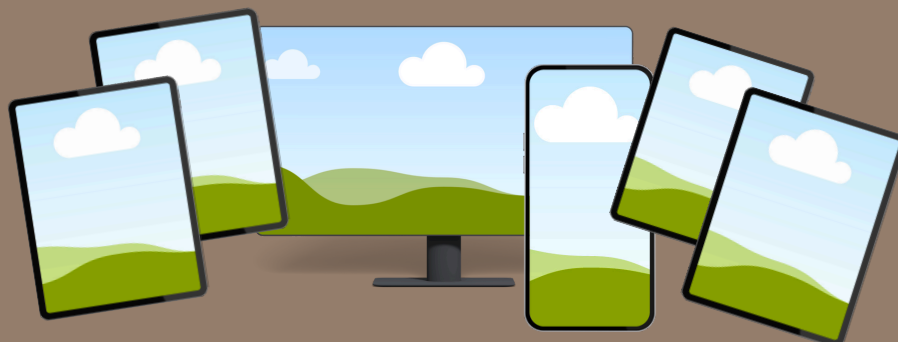
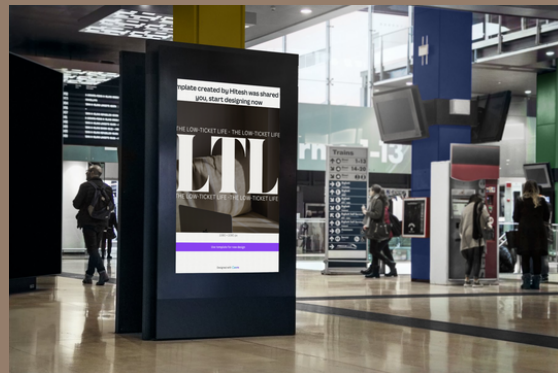


TRANSPARENCY AT 50%

Canva Mockups

WHY USE MOCKUPS?

Mockups can visually communicate what your design or product could look like in real life. Mockups are normally created using online design tools and can take the shape of various print and digital products, like t-shirts, posters, websites, and mobile apps.



FREE VS PRO

WHEN TO GO PRO

Canva is feature-rich, even with a Free account. You will soon get a feel for whether a Pro account will be beneficial for you once you start to play with the software. Here is an overview of the features and benefits of each option.

FREE

- ✓ Drag-and-drop editor for easy customizations
- ✓ 250,000+ free templates
- ✓ 100+ design types (social media posts, presentations, letters, and more)
- ✓ 1+ million free photos and graphics
- ✓ AI-powered design tools^ (Magic Write™, Magic Design™, Magic Edit, and more)
- ✓ Invite family, friends, and others to design together
- ✓ Wide range of printable products to design and get delivered to your door
- ✓ 5GB of cloud storage

PRO

Everything in Free, plus features you'll love:

- ✓ Unlimited access to premium templates and 100+ million premium stock photos, videos, audio, graphics and more
- ✓ Establish your brand's visual identity with logos, colors and fonts with up to 100 Brand Kits
- ✓ Resize designs infinitely with Magic Switch™
- ✓ Remove image and video backgrounds in one click
- ✓ Full access to Magic Studio, with over 20 AI-powered tools to supercharge your productivity and creativity
- ✓ Convert Presentations or Whiteboards to summaries, blog posts, emails, and more, plus reformat or translate any design, with Magic Switch
- ✓ Schedule social media content to 8 platforms
- ✓ Cloud storage (1TB)
- ✓ 24/7 customer support

^Usage limits and available AI-powered design tools vary between plans

Learn more about Canva Pro

[here](#)

Create with Canva

TOP 8 DIGITAL
PRODUCTS YOU
CAN CREATE WITH
CANVA

Create with Canva

TOP 8 DIGITAL PRODUCTS

Social Media Templates

Creating visually appealing social media templates is a breeze with Canva's extensive library of design elements and templates. From Instagram stories to Facebook posts, you can design templates that resonate with your brand's aesthetic. ChatGPT can then step in to generate engaging captions, hashtags, and even content strategies that align with your visual themes, making your social media presence both cohesive and compelling.

E-books and Guides

E-books and guides are excellent products for sharing in-depth knowledge on a particular subject. Use Canva to design a captivating cover and layout, and then populate the pages with insightful content generated by ChatGPT. The synergy between the two tools ensures that your e-book is not only visually stunning but also packed with valuable information. ▶

Online Courses

Online education is booming, and creating your own course has never been easier. Canva can help you design slides, worksheets, and other educational materials, while ChatGPT can assist in scripting the course content, from lesson plans to quizzes. Together, they make the course creation process seamless and efficient.

Branding Kits

A strong brand is essential for business success. Canva offers various templates for logos, business cards, and letterheads that you can customise to fit your brand identity. ChatGPT can assist in crafting the perfect tagline, mission statement, or brand story, ensuring that your branding is both visually and verbally consistent.

Printables

From planners and journals to checklists and calendars, printables are popular digital products that offer both utility and aesthetic appeal. Design your printables in Canva and use ChatGPT to add motivational quotes, tips, or even personalized content based on user input.

Create with Canva

TOP 8 DIGITAL PRODUCTS

Webinars and Presentations

Webinars are an excellent way to engage with your audience and offer in-depth insights into a topic. Canva can help you design professional slides and visual aids, while ChatGPT can assist in scripting your webinar, ensuring that your presentation is both informative and engaging.

Infographics

Infographics are a visually engaging way to present complex information or data. Use Canva's infographic templates as a starting point and customize them to fit your needs. ChatGPT can assist in researching facts, statistics, and other information to include, making your infographic both visually appealing and factually accurate.



Digital Art and Merchandise

If you have a flair for art, you can create digital art pieces or merchandise designs using Canva's suite of design tools. ChatGPT can assist in crafting product descriptions, artist statements, or even social media campaigns to promote your art.



Canva x ChatGPT

HOW TO USE CHATGPT PLUGIN IN CANVA

OpenAI has recently introduced several new and valuable plugins for ChatGPT, enhancing the AI chatbot's utility. The latest addition is the Canva plugin, which allows users to create social media posts, TikTok videos, Instagram Reels, website templates, posters, and more, with customizable outputs.

To use the Canva plugin, you need a ChatGPT Plus subscription, which costs \$20 per month, as only paid users can install plugins. Follow this step-by-step guide to start a Pro Subscription and enable Plugins.

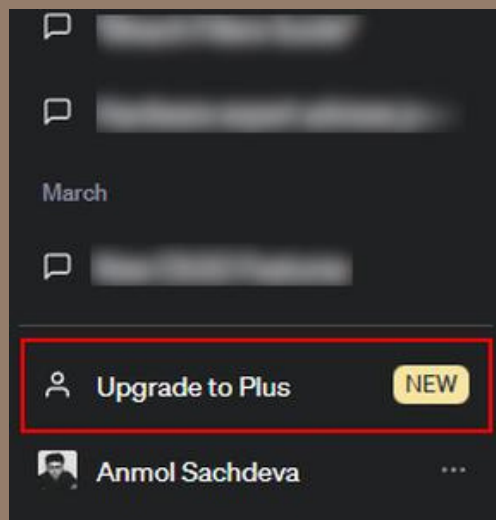


Let's begin the guide on starting a Pro Subscription and enabling Plugins...

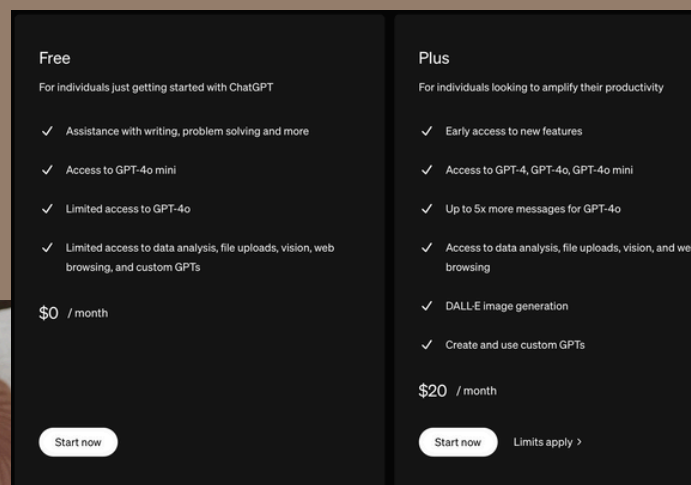


Step 1: Get ChatGPT Plus Subscription

- The first and only thing you should know is that ChatGPT plugins are only available through a ChatGPT Plus subscription. The service costs \$20 per month and is available worldwide.
- To get ChatGPT Plus, simply log into your normal ChatGPT account and click on “Upgrade to Plus” to begin.

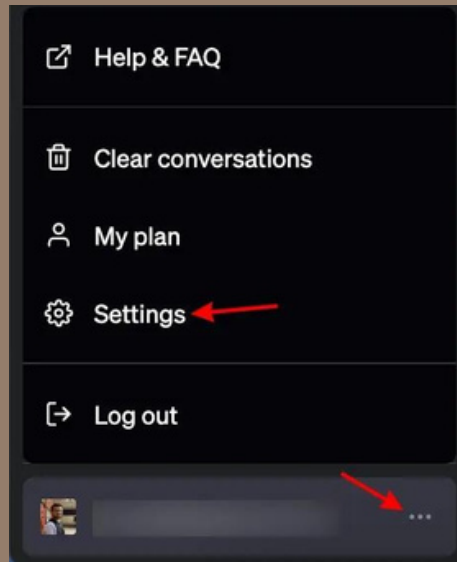


- Once done, click on “Upgrade plan” and complete the payment to subscribe to ChatGPT Plus.

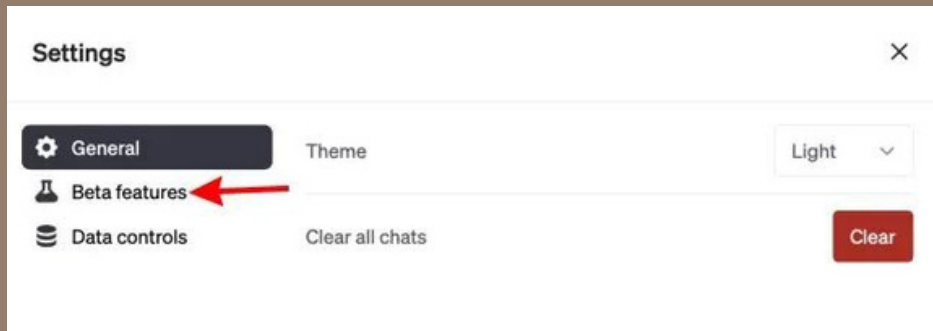


Step 2: Enable Plugins in Beta Features

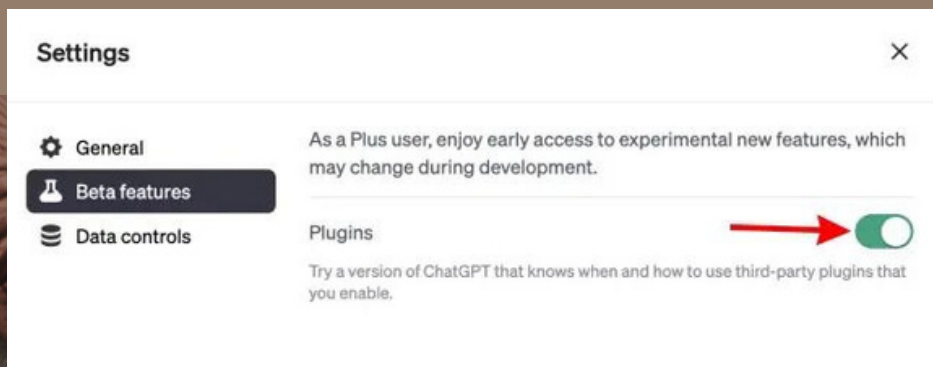
Once you get the ChatGPT Plus subscription, click the ellipsis icon (three dots) at the bottom left to open up a pop-up menu. Then, click on “Settings.”



- In the settings menu, move to the “Beta Features” tab in the left sidebar.



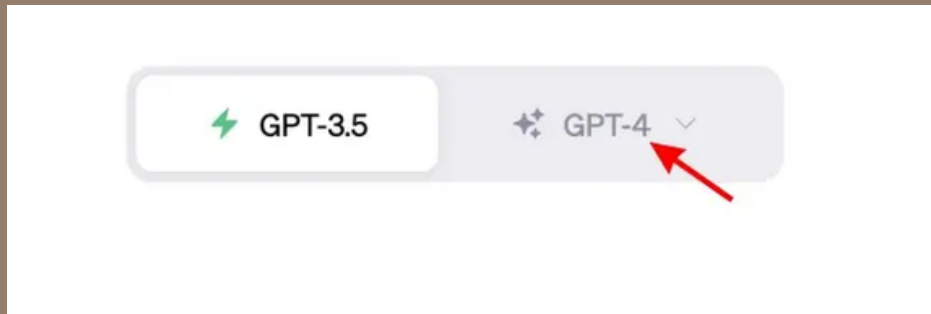
- Finally, toggle on the “Plugins” feature to enable it.



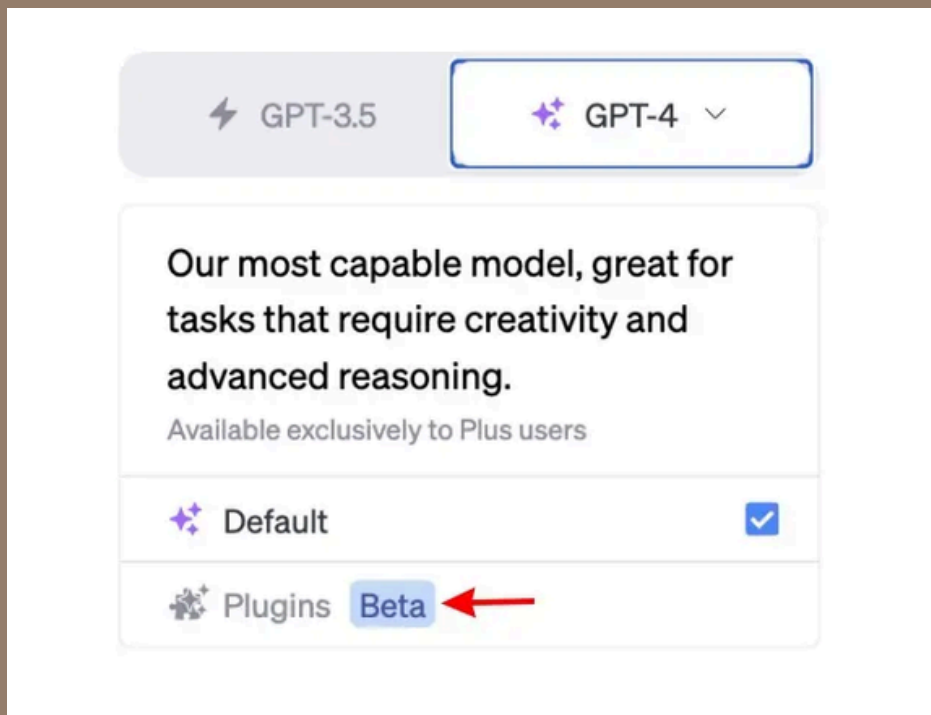
Step 3: Access ChatGPT Plugins with GPT-4

With the setting now enabled, let's begin using plugins with the AI chatbot. Follow the steps below to do so:

- On the main chat screen, click on or hover over the GPT-4 model option.

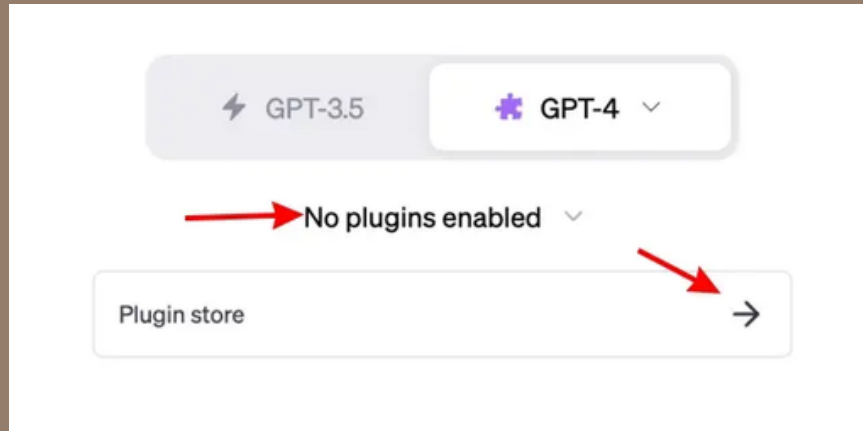


- From the list that appears, click on "Plugins" to switch away from the default setting.

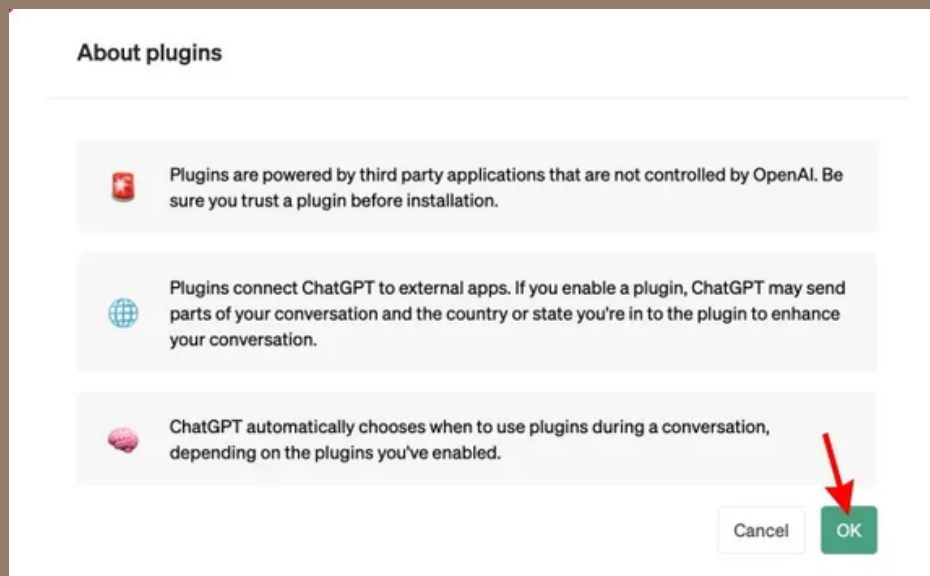


Step 4: Install ChatGPT Plugins from the Store

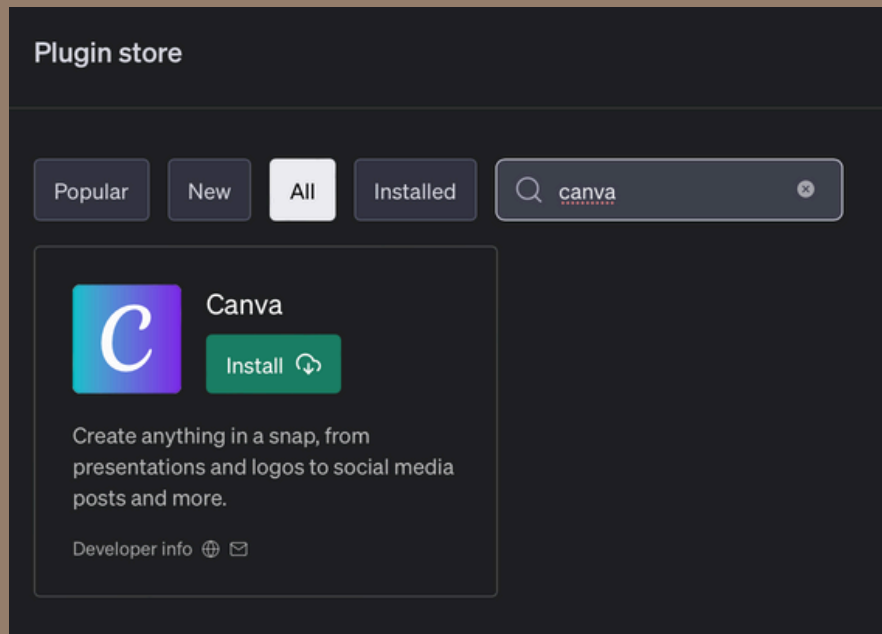
- You will now see an option called “No plugins enabled” here. Click it to expand the menu. On that, click on “Plugin Store” to see a collection of plugins.



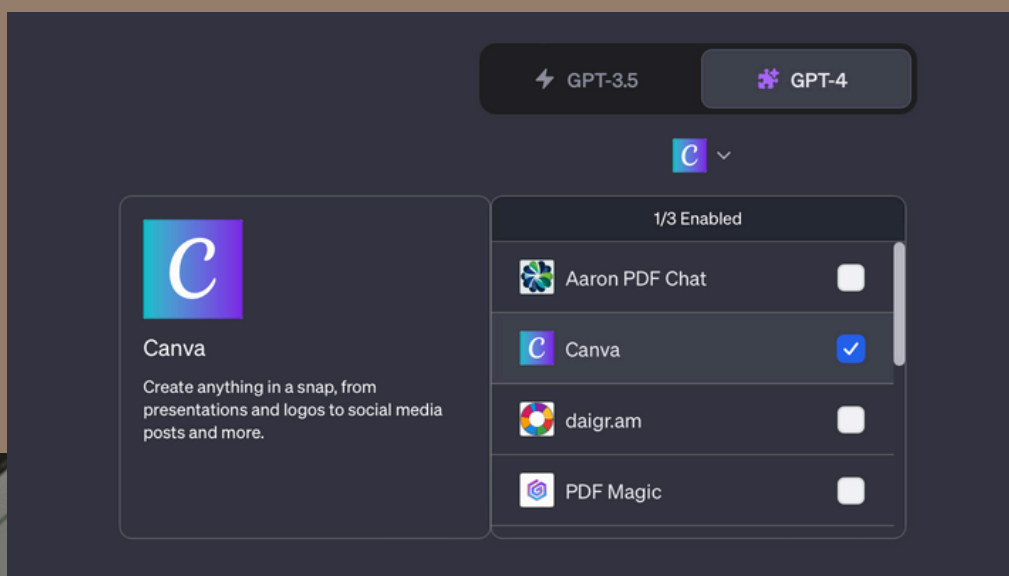
- OpenAI will then show a disclaimer about ChatGPT plugins. Simply click “OK” to proceed.



- You will see an entire store with different plugins to choose from. Once sure of which ChatGPT Plugin you want, click on the “Install” button next to it.

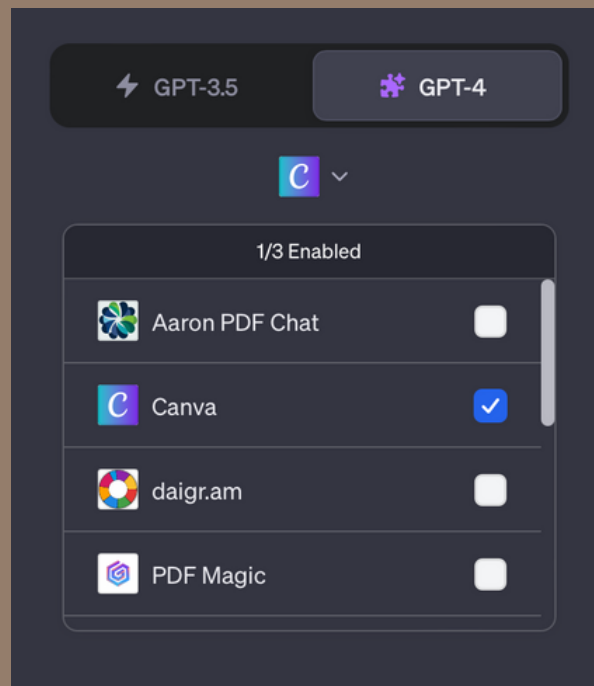


- The plugin should install within just a few seconds, and you will see the same in the dropdown menu we mentioned above.



How to Use ChatGPT Canva Plugin to Up Your

- Once installed, make sure the “Canva” plugin is enabled via the drop-down menu.



- Now, go ahead and enter the prompt for the type product you want to create.



PROMPTS YOU CAN USE

- Digital Guide Creation:
"As a digital products expert, create a guide on generating passive income through digital products."
- Ebook on Canva and ChatGPT:
"Write an ebook detailing 30 digital products you can create using Canva and ChatGPT."
- Reel Ideas for Passive Income:
"I'm an expert in digital products. Generate 15 Reel ideas that teach people how to make passive income through digital products. Each Reel should be one slide with a catchy message and include a detailed caption. Do you understand this task?"
- Email Subject Lines:
"Come up with four different email subject lines to promote our new course on [INSERT TOPIC]."
- Email Drip Campaign Content:
"Develop three content ideas for an email drip campaign aimed at new customers."
- Sign-Up Copy:
"Create five compelling pieces of copy to encourage customers to sign up for our email list."



PROMPTS YOU CAN USE

- YouTube Video Ideas:
"Come up with five YouTube video ideas centered around the topic of [INSERT TOPIC]."
- Sales Funnel Development:
"Design a sales funnel for a new digital course, including emails, ads, and landing pages to convert leads into paying customers."
- Thank You Email:
"Compose an email to thank customers for purchasing your digital product during the holiday season."
- Email Funnel for Industry:
"Construct an email funnel for the [INSERT INDUSTRY] industry that nurtures and converts leads into paying customers."
- Automated Email Series:
"Develop a series of automated emails to inform customers about new products or services and encourage purchases."

