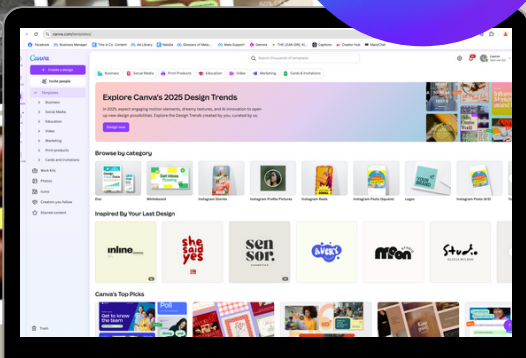


Bonus

Canva

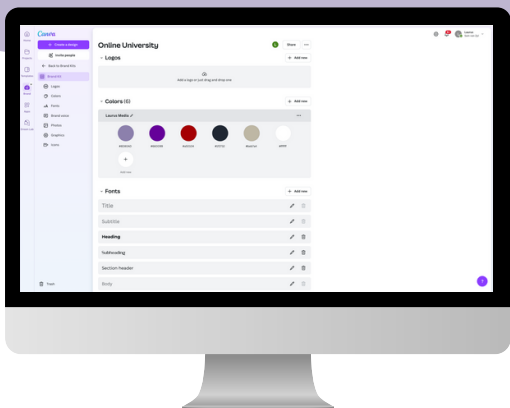


Canva Crash Course!



- 🙄 You're constantly searching for your logo or trying to match colours in every design.
- 😓 Your designs feel inconsistent, and you worry they don't reflect your brand's professionalism.
- 😓 You're spending way too much time on designs that still don't look quite right.

©2025 Sam Social Media Coach



Build A Strong Base

How to Set Up Your Brand Kit in Canva & why you need it!

Think of your Brand Kit as the foundation of your visual identity. It's where your business's unique look and feel are stored—your logos, colors, and fonts—all in one place. Here's how a Brand Kit can solve your design frustrations:

 **Save Time & Energy:** No more recreating your brand's look from scratch every time. Canva stores your brand assets, so they're always ready to use.

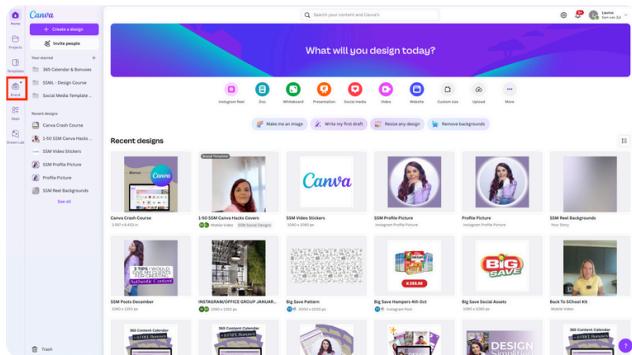
 **Create Consistency:** Every design will look like it's part of the same cohesive brand, boosting trust with your audience.

 **Save Money:** Say goodbye to outsourcing basic design tasks. Canva + a Brand Kit makes DIY design a breeze.

How to Set Up Your Brand Kit In Canva

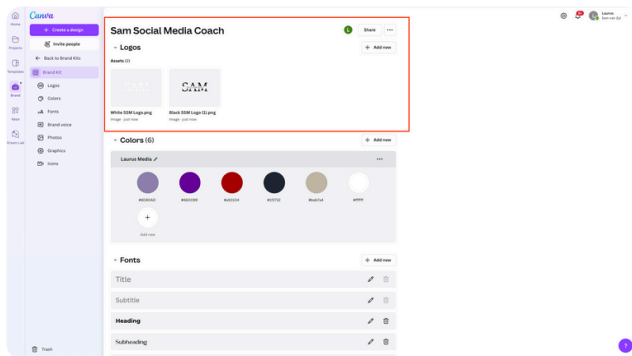
Access Your Brand Kit

- Log into Canva and click "Brand Kit" from the main menu. It's available with Canva Pro.



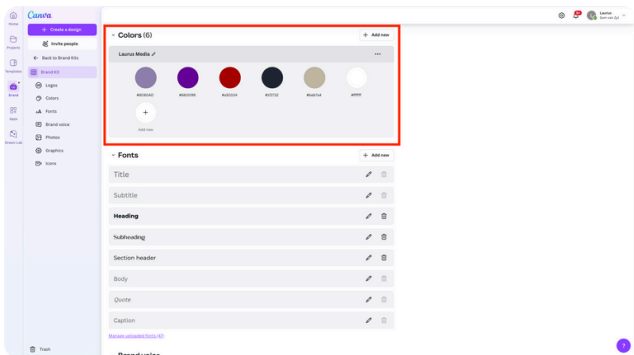
Upload Your Logo(s)

- Add all variations of your logo (full logo, icon-only, or text-only). Canva will keep them handy for every design.



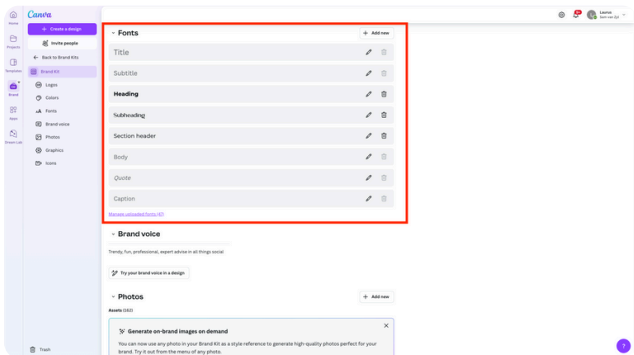
Add Your Brand Colours

- Enter the HEX codes of your primary, secondary, and accent colors. Canva will save them for you, making it easy to stay on-brand.



Choose Your Brand Fonts

- Select fonts for headings, subheadings, and body text. Canva will automatically apply these to your designs, ensuring a professional and consistent look.



Define Your Brand Voice

Your brand voice is the tone and personality that comes across in all your messaging and designs. It's what makes your brand feel relatable and recognizable to your audience.

How to Define Your Brand Voice:

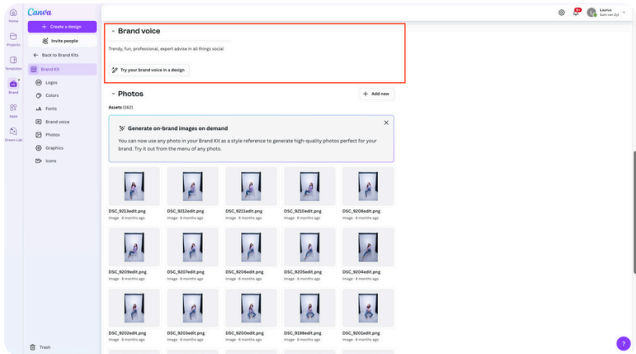
1. Think about your target audience: Who are you speaking to? What tone will resonate with them?
2. Choose 3–5 adjectives that describe your brand's personality. Examples: confident, approachable, bold, professional, playful, or creative.
3. Write a short statement that sums up your brand's tone and how it should guide your designs.

Practical Example:

- **Business Type:** A social media coach for small businesses.
- **Audience:** Entrepreneurs who are new to social media marketing.
- **Brand Voice Adjectives:** Friendly, supportive, professional, empowering.
- **Brand Voice Statement:**

"Our brand voice is approachable and supportive. We create designs that empower small business owners with confidence while maintaining a professional and polished feel. We use clear, bold fonts and uplifting visuals to inspire action."

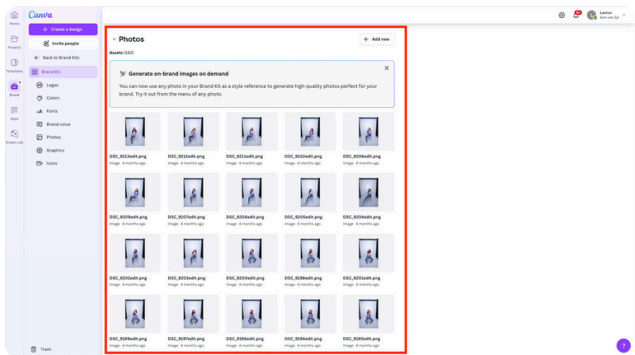
By defining your brand voice in this way, you'll have a clear guide for choosing design elements (like fonts, colors, and imagery) that align with your business's personality. This makes every design feel intentional and on-brand.



Upload Your Brand Photos

- Add a set of on-brand photos to your Brand Kit. These can include:
 - Headshots or team photos.
 - Product images or service-related visuals.
 - Stock photos that match your brand's tone and color palette.
- Store them in a dedicated folder in Canva to make them easy to access.

Screenshot on next page 



Are You Tired Of The Daily "What Should I Post?" Struggle?

- 😓 You sit down, ready to create something impactful... but nothing comes to mind.
 - 😓 You scroll through competitors' pages, searching for inspiration.
 - 😓 You waste hours brainstorming and second-guessing your captions.
 - 😓 And despite all that effort, your posts aren't getting the engagement or results you deserve.
- Sound familiar?

Yes That's Me!

✨What if I told you there's a better way? ✨

😁 Introducing the **365 Content Calendar**—your ultimate toolkit to create scroll-stopping, high-converting content all year long.

- ✓ No more guessing.
- ✓ No more creative burnout.
- ✓ No more content that falls flat.

 This calendar is designed for entrepreneurs and social media managers who are **READY to step up, stand out,** and finally make their content work for them.

Here's What You'll Get:

✓ **365 Post Ideas:** Proven prompts for Reels, carousels, single images, and captions that resonate and convert.

✓ **365 Story Prompts:** Build connections, nurture relationships, and keep your audience engaged every single day.

✓ **8 Free Bonuses** to Skyrocket Your Content Game:

1 Reels Ideas Guide – A library of attention-grabbing Reel concepts.

2 Caption Cheat Sheet – Take the guesswork out of writing high-performing captions.

3 Hook Guide – Master the art of grabbing attention in the first 3 seconds with a collection of over 250 scroll-stopping hooks to choose from!

I Want The Calendar 🙌

Here's What You'll Get:

- 4 Call-to-Action Templates** – Boost engagement with plug-and-play CTAs.
- 5 B-Roll Reel Ideas:** Creative ways to incorporate B-Roll footage into your content, making your Reels more dynamic and professional.
- 6 Re-Usable Reel Ideas:** Timeless Reel concepts you can revisit over and over to keep your content fresh and consistent.
- 7 ChatGPT Help:** A pre-crafted ChatGPT prompt to help you customise and generate content ideas specific to your business needs in seconds.
- 8 Selling Strategies:** Proven strategies for selling your offers on social media using Reels, Carousels, and Single Images—designed to convert your audience into customers.

I Want Instant Access

Why You NEED This Calendar?

For Entrepreneurs:

You're building a business, not just posting for fun. Every piece of content should drive results—but finding the time and creativity to post consistently is overwhelming. This calendar simplifies the process, so you can focus on what matters: growing your business.

For Social Media Managers:

Managing multiple accounts? You're juggling client demands, tight deadlines, and the constant need for fresh ideas. This calendar cuts your workload in half while ensuring you deliver content that impresses AND converts

Let's Be Real...

If you're stuck in the cycle of:

- ✗ Scrambling for last-minute post ideas
- ✗ Throwing out random content with no strategy
- ✗ Watching your engagement tank because you're not connecting with your audience

It's time for a change.

The 365 Content Calendar isn't just another tool—it's your roadmap to creating consistent, impactful content that grows your audience and drives real results.

**Click Here For Instant
Access TODAY!**

This is the tool you've been searching for to take your content
(and your business) to the next level.

💡 **Stop wasting time. Stop guessing. Start seeing results.**

Click below to grab your calendar now and claim your
8 FREE bonuses before they're gone!



©2025 Sam Social Media Coach All rights reserved. No part of this document may be reproduced or used in any manner without the prior written permission of the copyright owner. Any unauthorised action will be met with legal action.