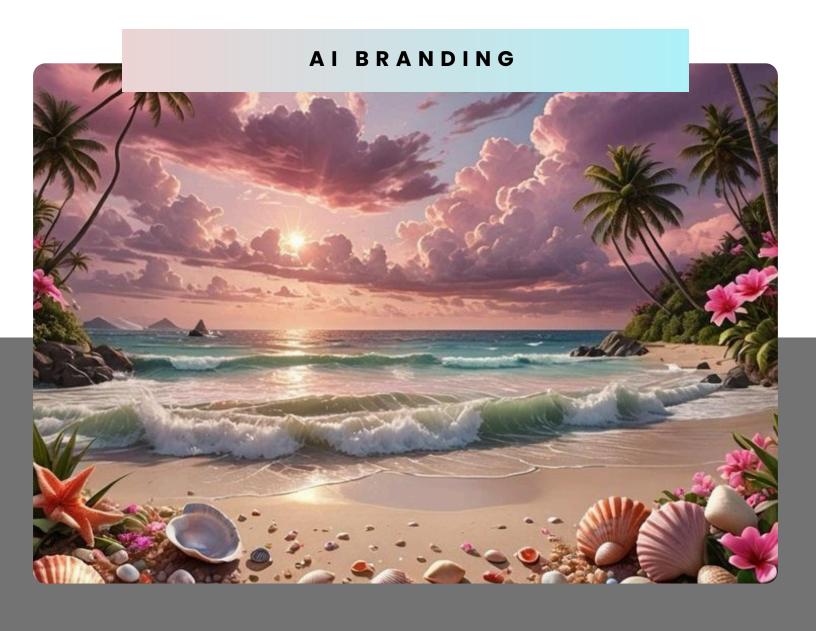




# AI Branding with Canva and ChatGP-T



# Welcome!

In this comprehensive guide you will learn how one can leverage the power of Canva and ChatGPT to create digital products that sell. In today's digital age, the opportunities for earning passive income from the comfort of your home are abundant. This guide is a blueprint, offering step-by-step instructions and insider tips on how to create a variety of digital products that not only fulfil your creative aspirations but also contribute to your finances!



#### BENEFITS OF USING CANVA AND CHATGPT FOR CREATING DIGITAL PRODUCTS

Canva and ChatGPT are two incredible tools that, when used in tandem, can supercharge your digital product creation process. Canva offers a user-friendly platform to design visually stunning products, from social media templates to e-books and more. ChatGPT, on the other hand, is your go-to for generating high-quality written content, be it engaging social media captions, informative e-books, or persuasive marketing copy. Together, these tools can significantly reduce the time and effort required to create market-ready digital products, allowing you to focus on what matters most: scaling your business and enjoying more quality time with your family.

#### TARGET AUDIENCE FOR THE GUIDE

This guide is designed for anyone who is looking to earn a sustainable income from the comfort of their own home. Whether you're a stay-at-home Mum juggling household responsibilities, a professional looking to diversify your income streams, or a beginner eager to dip your toes into the world of digital marketing, this guide has something for everyone. Our mission is to empower you with the knowledge and skills needed to turn your creative ideas into profitable ventures.



### What is Canva?

#### **Overview of Canva and Its Features**

Canva is a web-based design tool that is one of the easiest and best in the world of graphic design. With its intuitive drag-and-drop interface, Canva makes it incredibly easy for anyone—regardless of their design experience—to create professional-quality graphics. The platform offers a wide array of templates, from social media posts and presentations to logos and business cards. You can customise these templates with your own text, images, and branding elements, or start from scratch to let your creativity run wild. If you're not familar with Canva - I have a whole step-by-step manual for using it that you can grab here!

#### Importance in Digital Marketing and Product Creation

In digital marketing, visual content is king. Canva serves as a one-stop-shop for all your design needs, enabling you to create compelling visuals that can elevate your brand and drive customer engagement. When it comes to product creation, the platform's versatility allows you to venture into various types of digital products, such as e-books, courses, and printables. By leveraging Canva's features, you're not just designing; you're crafting digital assets that can become a significant source of passive income.



#### Introduction to ChatGPT and Its Capabilities

ChatGPT is a conversational agent powered by OpenAl's GPT-4 architecture, designed to assist with a multitude of tasks that involve natural language processing. From generating creative writing and scripting to answering queries and automating customer service, ChatGPT is a versatile tool that can handle text-based tasks with ease. Its ability to understand context and generate human-like text makes it an invaluable asset for content creation.

#### **How It Can Complement Canva**

While Canva takes care of the visual aspects of your digital products, ChatGPT can handle the textual elements, making them a perfect duo. Imagine designing an ebook in Canva and then using ChatGPT to populate it with insightful, well-written content. Or consider creating a social media campaign where Canva provides the eye-catching graphics and ChatGPT generates engaging captions and hashtags. By integrating these two tools into your workflow, you can streamline the product creation process, ensuring both quality and efficiency.



# 10 Digital Products You Can Create with Canva & ChatGPT

#### **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.

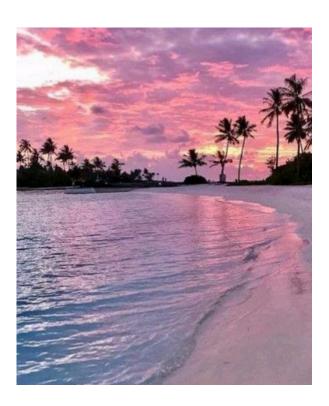
#### **Branding Kits**

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.





# 10 Digital Products You Can Create with Canva & ChatGPT





Affiliate marketing is a lucrative avenue for passive income, and compelling graphics can significantly boost your conversion rates. Design promotional banners, ads, and social media posts in Canva, and let ChatGPT craft persuasive product descriptions and calls-to-action to accompany your visuals.

#### **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.

#### **Newsletters**

A well-designed and well-written newsletter can be a powerful tool for maintaining customer engagement. Design your newsletter layout in Canva, and use ChatGPT to generate content, from industry news to special offers, that will keep your audience engaged and informed.

#### **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.



Start earning money in your sleep!



### You have the tools, now what?

Success in creating digital products isn't just about having the right tools; it's also about knowing how to use them effectively.

Here are some best practices for synergizing Canva and ChatGPT in your workflow:

**Plan Ahead:** Before diving into design or content creation, outline your project. Knowing the scope and objectives will help you make the most out of both Canva and ChatGPT.

**Leverage Templates:** Canva offers a plethora of templates that can serve as a starting point for your projects. Don't hesitate to use them as they can save you time and provide design inspiration.

**Quality Over Quantity:** While it's tempting to churn out multiple products quickly, focus on quality. Use ChatGPT to revise and proofread your content, ensuring it meets high standards.

**Consistency is Key:** Maintain a consistent style and tone across all your digital products. This not only enhances brand recognition but also creates a cohesive user experience.

**Test and Iterate:** Before fully launching a product, consider releasing a beta version. Gather feedback and make necessary adjustments, utilising both Canva and ChatGPT for quick and efficient updates.

**Time-Saving Tips:** Both Canva and ChatGPT offer features that can speed up your workflow. For instance, Canva has a color palette tool, and ChatGPT can generate content in batches. Don't forget researching and using Plugins within the ChatGPT platform. As of September 2023, ChatGPT released the Canva Plugin to make creating digital products even faster and more seamless. Make sure to explore these features to save time.

Creating digital products from the comfort of your home has never been more accessible, thanks to tools like Canva and ChatGPT. This guide aimed to provide you with actionable steps and insights into creating a variety of digital products that can serve as a source of passive income. Whether you're a stay-at-home Mum, a budding entrepreneur, or someone looking to diversify their income streams, the possibilities are endless.

Remember, the journey of a thousand miles begins with a single step. So why wait?

Start your digital product creation journey today!



### How to use ChatGPT Canva Plugin to Scale Your Digital Product Business

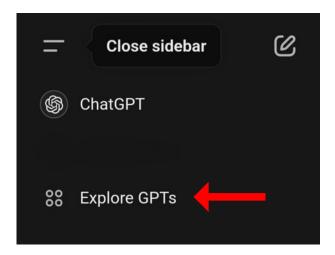
Recently, OpenAI has been enhancing the ChatGPT experience with new and valuable plugins, significantly expanding its capabilities. One of the latest additions is the Canva plugin, which has been integrated into ChatGPT's extensive library of third-party tools. This plugin allows you to create a variety of content, including social media posts, TikTok videos, Instagram Reels, website templates, posters, and more. The Canva plugin also offers customizable options for images and videos, making it a powerful tool for content creation.

To learn more about the Canva plugin for ChatGPT and how to use it, follow this step-by-step guide.

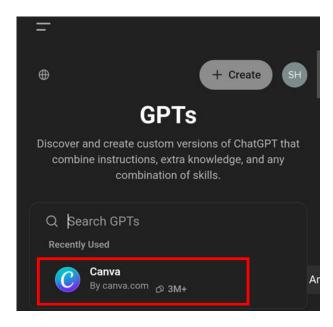
**Note:** To access and use the full Canva plugin in ChatGPT, you need to be subscribed to ChatGPT Plus, which costs \$20 per month. Plugin installation is available only to paid subscribers.

### Step 1: ChatGPT Free Chatbot

- To integrate Canva with ChatGPT, open the Al-powered chatbot on your browser.
- Login to your ChatGPT account.
- To activate the free Canva GPT chatbot, click your sidebar menu.
- Then click on "Explore GPT's"

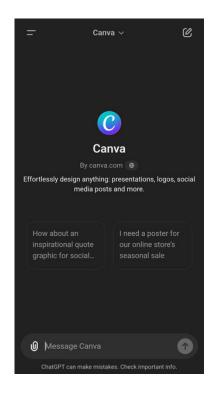


• In the search GPT's bar, search for Canva.

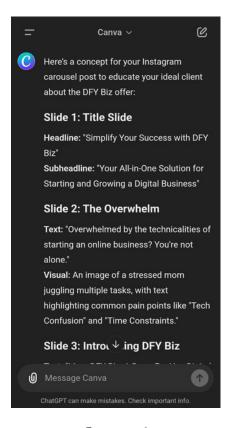


Love Marketing Team

The Canva Chatbot will then be activated.



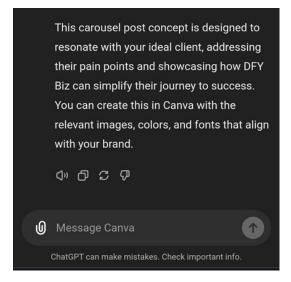
 Now, go ahead and enter the prompt for the type product you want to create. For starters, we asked ChatGPT to create a carousel post educating our ideal client on the DFY Biz. Here are the results...



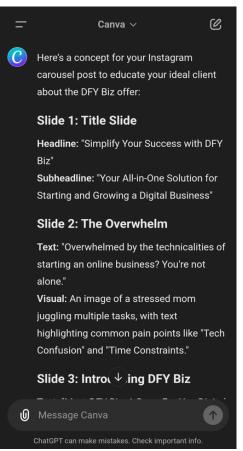
Love Marketing Team

 The layout of this prompt is intended for you to take and create your product in Canva with the relevant images, colors, and fonts that align

with your brand.



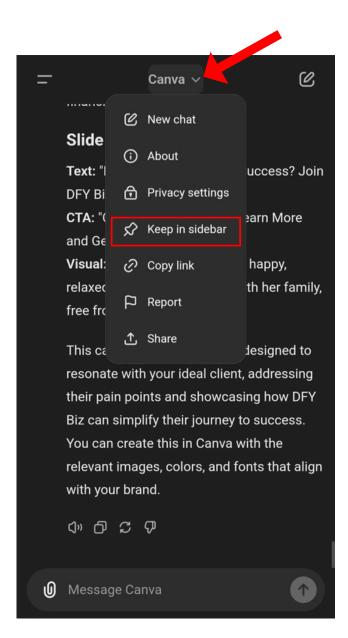
- If you need assistance you can ask the chatbot to create in canva for you.
- Note: This will not create a template it in canva, but will give you step-bystep directions on how to create yourself. You will need to upgrade to ChatGPT PLUS if you want a completed canva template. (Continue for instructions on upgrading to ChatGPT PLUS)

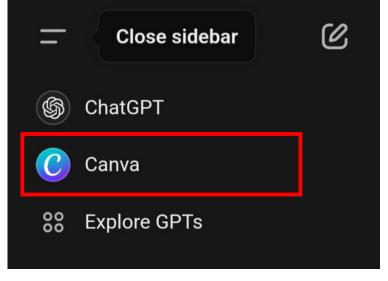


Love Marketing Team

# Step 2: How to pin the Canva GPT in your sidebar

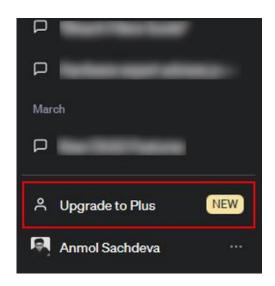
• To pin the Canva GPT to your sidebar, at the top of the Canva chatbot click the drop down and click 'Keep in Sidebar'.



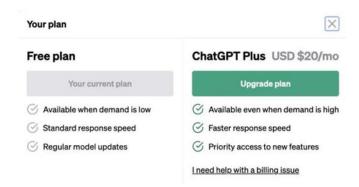


### Step 3: Get ChatGPT Plus Subscription

- 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.

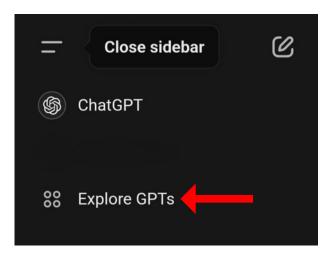


 Once upgraded to ChatGPT Plus, you will activate the GPT-4 model option.

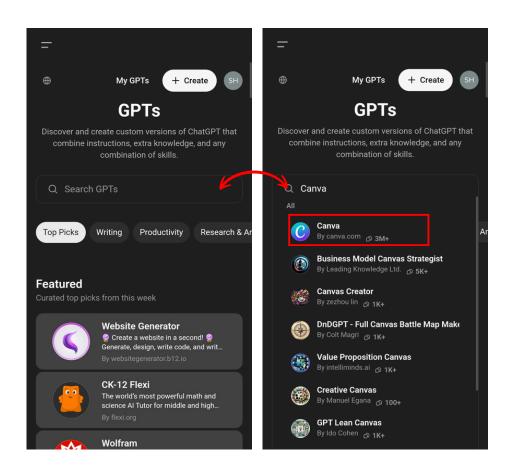
Love Marketing Team

### Step 4: Enable Plugin Features

Once you get the ChatGPT Plus subscription, click the drop down for your sidebar menu. Then, click on "Explore GPT's"

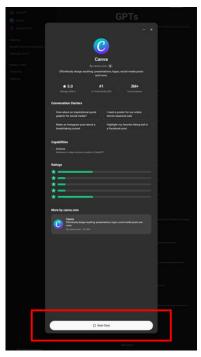


• In the GPT's menu, search for Canva in the search bar.

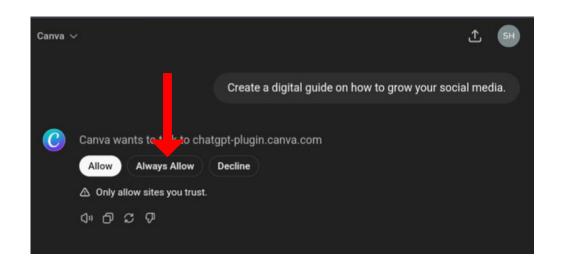


# How to Use ChatGPT Canva Plugin to Up Your Game

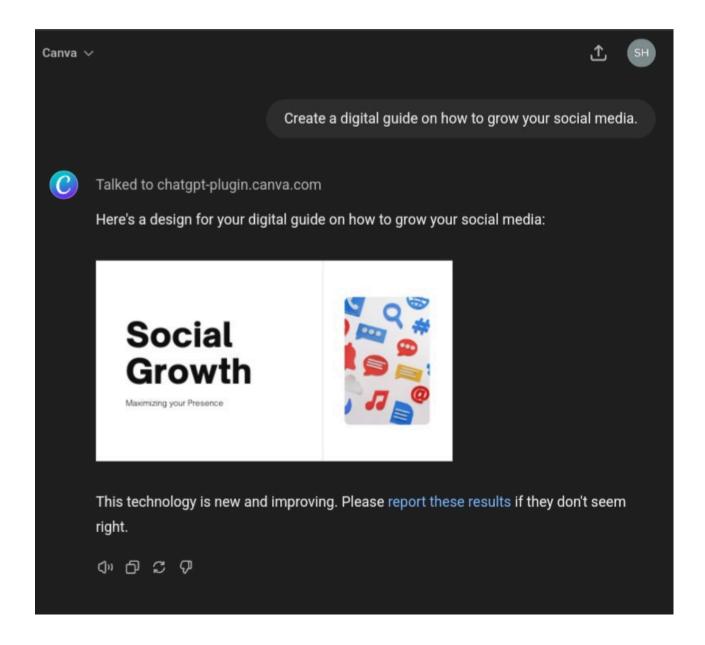
 Once you've selected Canva GPT, it will prompt you to "Start Chat", click to open chatbot.



 Now, go ahead and enter the prompt for the type product you want to create. It will ask you to allow Canva to talk to the ChatGPT plugin.
 Click "Always Allow".



• For starters, we asked ChatGPT to create a digital guide on how to grow your social media. Here are the results...



• If the results are not exactly what you want, you can ask again with more detail of what you want included, etc.



- You can click on the **link or image** in ChatGPT's reply and customize the design to your liking on Canva, without even signing in.
- Once redirected, you can finalize the design in Canva, share and download it.

You can do this with Reels, videos, Instagram posts, and more. So overall, if you are looking to build an automated Instagram with standout content, you can use the Canva plugin in ChatGPT to bring your ideas to life within minutes. It's effortless and requires minimal input from the user.

# PROMPTS FOR YOU TO USE WITH THE CHATGPT CANVA PLUGIN

- "I am a digital products expert. Create a digital guide that teaches how to make passive income creating digtal products."
- "Create an ebook with 30 digital products you can create using Canva and ChatGPT."
- "I am a digital product expert. Generate 15 Reel ideas teaching people how to make passive income creating digital products. Keep it to one slide only with a catchy message and add a caption that goes into detail. Do you understand this task?"
- "Create four different email subject lines to promote our new course on the topic of [INSERT TOPIC]."
- "Develop three ideas for content to include in an email drip campaign for new customers."
- "Create five pieces of compelling copy that will encourage customers to sign up for our email list."

# PROMPTS FOR YOU TO USE WITH THE CHATGPT CANVA PLUGIN

- Generate five ideas for YouTube videos around the topic of [INSERT TOPIC].
- "Develop a sales funnel for a new digital course. Include emails, ads, and landing pages that will convert leads into paying customers."
- "Write an email to thank customers for purchasing your digital product during the holiday season."
- "Write an Instagram ad promoting a new line of cosmetics, highlighting the natural ingredients and long-lasting wear."
- "Build an email funnel for the [INSERT INDUSTRY] industry that will nurture and convert leads into paying customers."
- "Create a series of automated emails that will inform customers about new products or services and encourage them to purchase."

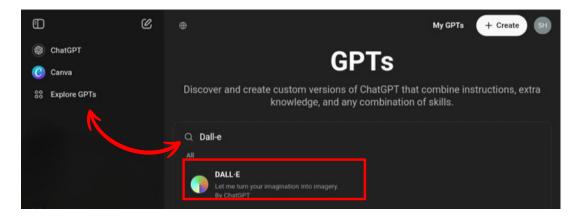
# TROUBLESHOOTING TIPS FOR THE CHATGPT CANVA PLUGIN

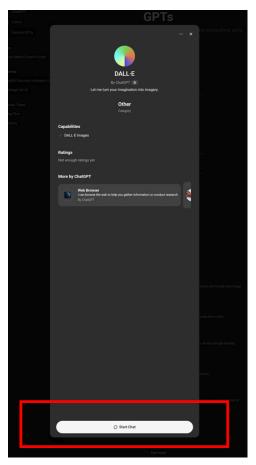
If you find any issues while using the Canva Plugin from ChatGPT, try using the following tips:

- 1. **Clear Browser cache** This will resolve any loading problems for the plugin.
- 2. **Check your internet connection** Ensure your internet connection is stable without any interruption.
- 3. **Account Linking** Check for permissions if your ChatGPT and Canvas are linked incorrectly. Look into login details and reestablish the connection.
- 4. **Plugin updates** Regular update of plugins solves any bugs or compatibility issues (if any).
- 5. **Browser Compatibility** If you face issues with an existing browser, try a different browser while using this plugin.

### Al Image Creation with DALL-E

- Now it's time to level up and have even more fun
- In the 'Explore GPT's" menu, click on DALL-E
- Clink 'Start Chat' to open the DALL-E chatbot





Love Marketing Team

### Al Image Creation with DALL-E

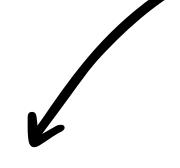
- Start by creating a list of your dream branding
- Colors you like, colors that make you feel good.
- Who is your your ideal client? What do they look like?
- How do you want your branding to make them feel?
- Where are your clients at? Outdoors? Beach? Office?
- What dream outcome do you want your audience to achieve? How can you incorporate that into your images?
- What colors and images set your soul on fire?
- Be true to yourself and play around with giving a variety of different prompts to DALL-E and see the variety of designs it creates for you!

### Want more digital products?

Check out our entire line of digital products with MRR that you can resell for 100% profits, <u>click here!</u>

Love Marketing Team

# MRR and PLR Terms and Conditions



Subject to your compliance with these Terms of Use, the Company hereby grants you Private Label Rights and Master Resell Rights upon purchase of the "Al Branding with Canva + ChatGPT" eBook/guide, which grants you the rights to modify and resell this product for 100% of the profits. Additional rights include: the right to add this product to a membership site or bundle within a package; the right to create audio or video products using this product; the right to change sales page and/or graphics; the right to break up the product into separate sections; the right to add or remove content to the product; the right to put your name on it; the right to edit or create your own covers for the product; the right to give away, sell, or transfer the Master Resell Rights and/or Private Label Rights to any third party.

Cover pages MUST be rebranded prior to resale. Our advertised cover can NOT be used when reselling the guide. This practice is fundamental for aligning the guide with your brand. You have been provided with alternative cover templates to utilize should you so choose. To differentiate your brand from other buyers we recommend layout, image, font, and/or title modifications if using these templates.

We also ask for you to refrain from using our shop listing promotional images, as well as copy and pasting our product description. Instead, we encourage you to create your own description of the product, and use your own ads. Making a few adjustments to personalize the product is always a smart choice when rebranding for resale.

We are cheering for you!