



YOUR CONTENT PLANNER & CANVA GUIDE



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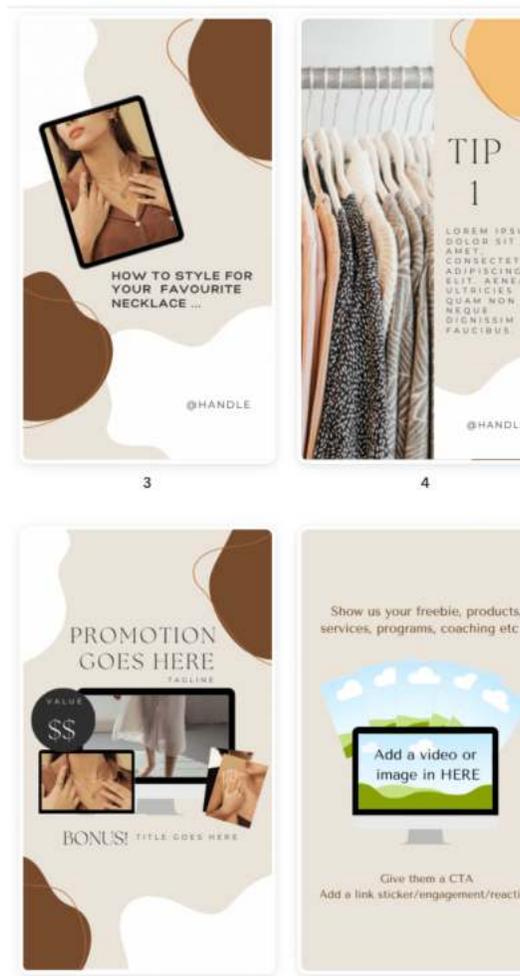
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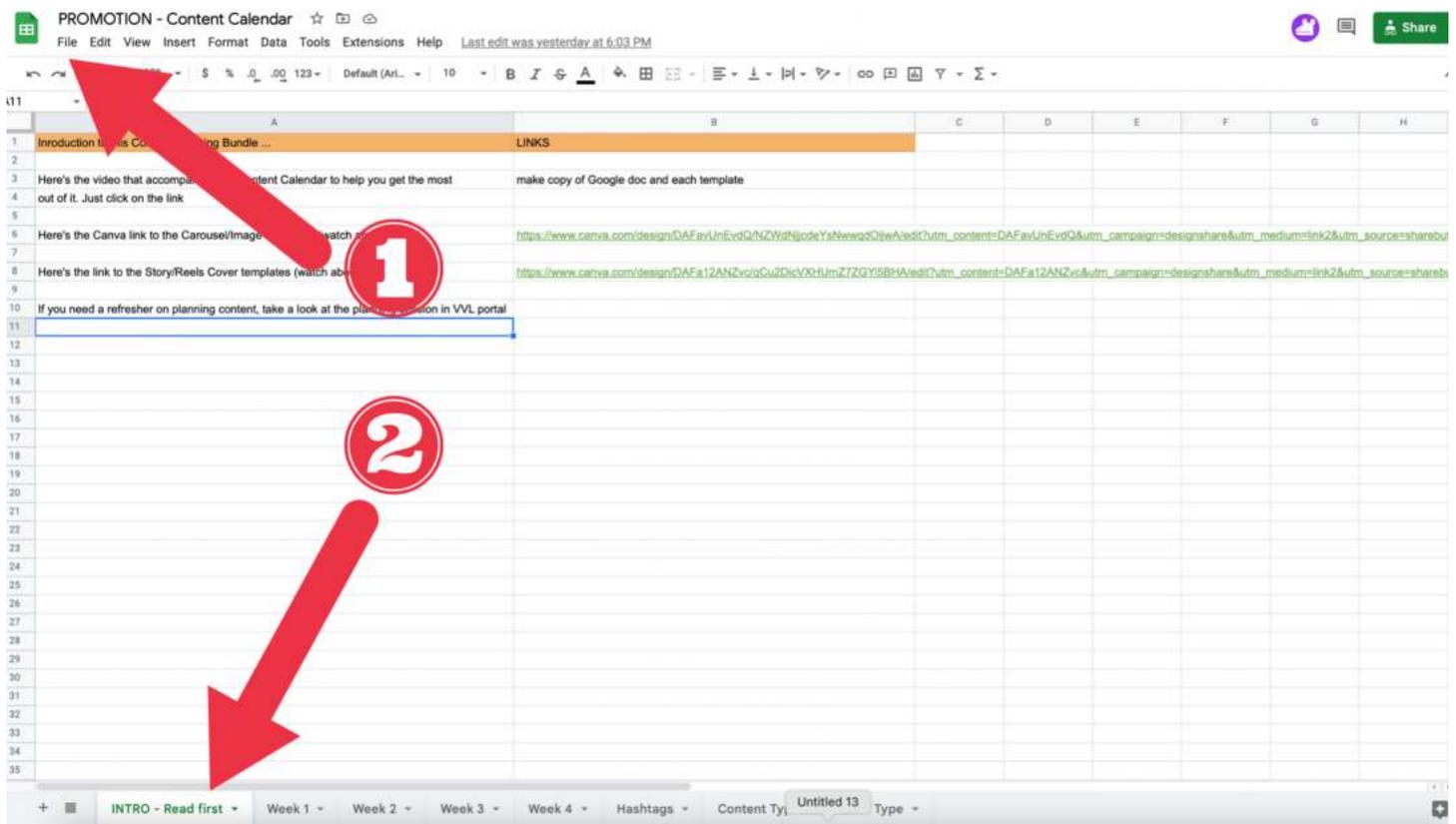
USING THE GOOGLE CONTENT PLANNER

[CLICK ON THIS LINK HERE](#) TO OPEN YOUR GOOGLE CONTENT CALENDAR

YOU WILL BE PROMPTED TO SIGN IN OR SIGN UP TO A FREE GOOGLE ACCOUNT.

1 - WHEN YOU'VE SIGNED IN, YOU CAN SEE THE SHARED DOCUMENT. GO TO THE TOP LEFT HAND CORNER OF THE DOCUMENT AND CLICK 'FILE - MAKE A COPY'. NOW YOU CAN NAME IT WHAT YOU WANT, THEN CLICK THE 'MAKE A COPY' BUTTON. DON'T REQUEST ACCESS FROM ME, I'VE GIVEN YOU PERMISSION IF YOU FOLLOW THE STEPS ABOVE.

2 - YOU NOW HAVE THE CONTENT CALENDAR IN YOUR DRIVE. ALONG THE BOTTOM YOU CAN SEE THE DIFFERENT PAGES OF THE DOCUMENT - INTRO - WEEKS 1 TO 4 - HASHTAGS ETC.



2 - BOTTOM TABS

INTRO PAGE - WHEN YOU CLICK ON THIS TAB, YOU HAVE THE LINKS TO EVERYTHING YOU NEED

WEEKS 1 TO 4 - CLICK ON EACH TAB AND HERE YOU CAN CUSTOMIZE THE PLANNER TO YOU (AS PER THE VIDEO INSTRUCTIONS - LINK TO THIS ON INTRO PAGE).

HASHTAGS TAB - THIS IS AN AREA FOR YOU TO NOTE YOUR HASHTAGS FOR EASY USE

LAST 2 TABS (CONTENT & POST TYPE) - DON'T TOUCH THESE, THEYRE THE LIST FOR DROPDOWN CHOICES IN YOUR PLANNER - YOU DON'T NEED TO ALTER THEM.

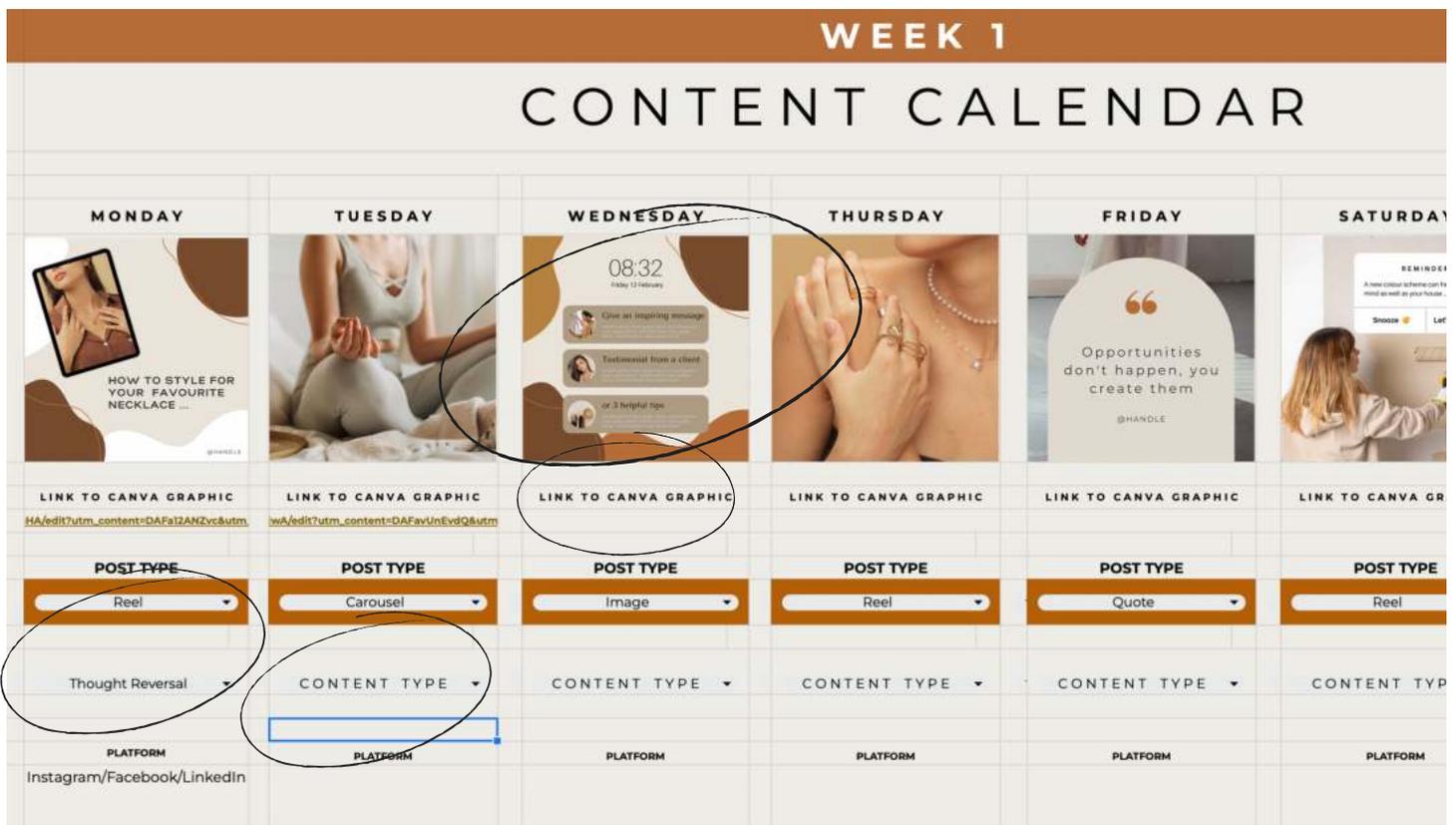
USING THE GOOGLE CONTENT PLANNER

WEEKS 1-4

YOU CAN DECIDE WHAT CONTENT YOU WANT TO CREATE BY CHOOSING FROM THE '**POST TYPE**' DROPDOWN. THIS MAY BE A REEL, A YOUTUBE VIDEO, STATIC IMAGE ETC.

YOU CAN THEN DECIDE ON THE **CONTENT TYPE**, DEPENDING ON THE 'SEASON' YOU'RE IN, SUCH AS ATTRACTION CONTENT (TRENDING/ENTERTAINING) NURTURE CONTENT (TIPS ETC) OR PROMOTIONAL/LAUNCH (INDIRECT/DIRECT OFFER).

UNDERNEATH 'CONTENT TYPE' DROPDOWN YOU CAN TYPE IN YOUR CONTENT PILLAR OR CATEGORY FOR WHICH YOU WANT TO CREATE CONTENT ON. FOR ME THAT COULD BE 'CONFIDENCE ON CAMERA' OR 'MICROPHONES' ETC.



YOU CAN ADD A CANVA IMAGE TO THE CALENDAR BY CHOOSING WHERE YOU WANT THE IMAGE TO GO, CLICK ON THAT SQUARE, GO TO THE TOP OF THE DOCUMENT, CLICK 'INSERT' - IMAGE - INSERT IMAGE IN CELL - WHERE YOU ARE THEN PROMPTED TO UPLOAD AN IMAGE.

YOU CAN ALSO ADD A LINK TO YOUR CANVA IMAGES PAGE FOR EASE (SEE TIPS IN VIDEO) SO THAT YOU HAVE EVERYTHING TO HAND.

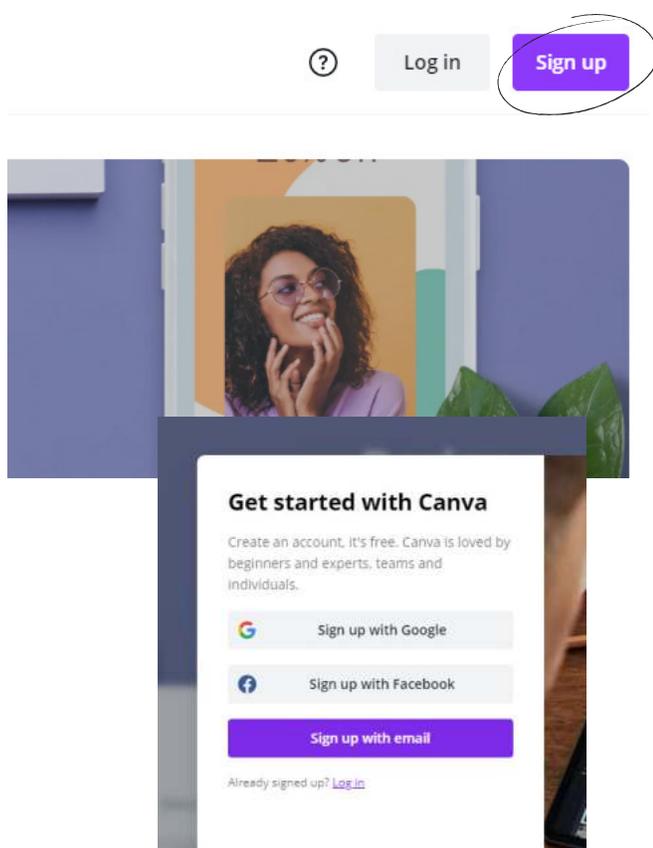
TYPE IN THE PLATFORMS YOU WANT TO POST TO, CAPTIONS AND COPY AND PASTE HASHTAGS FROM YOUR HASHTAGS TAB (SEE VIDEO).

CLICK AND TICK THE CHECKBOXES WHEN YOU'VE COMPLETED EACH TASK AND FILL IN REVIEW NOTES.

GETTING STARTED

EDITING BASICS

HOW TO MAKE A CANVA ACCOUNT



VISIT [WWW.CANVA.COM](https://www.canva.com)

IN THE TOP RIGHT CORNER SELECT THE PURPLE SIGN UP BUTTON

CHOOSE FROM THE OPTIONS TO SIGN UP WITH FACEBOOK, GOOGLE, OR YOUR EMAIL.

IF YOU CHOSE TO SIGN UP WITH FACEBOOK OR GOOGLE, LOG IN TO YOUR ACCOUNT TO AUTHORIZE ACCESS.

IF YOU CHOSE TO SIGN UP WITH YOUR EMAIL, FILL UP THE FIELDS.

CLICK GET STARTED.

SELECT FROM THE OPTIONS ON WHAT YOU'RE PLANNING TO USE CANVA FOR.

COMPLETE THE ONBOARDING PROCESS.

CONFIRM YOUR ACCOUNT BY CLICKING ON THE CONFIRM MY ACCOUNT BUTTON FROM AN EMAIL YOU'LL RECEIVE.

GETTING STARTED

EDITING BASICS

LOAD A TEMPLATE YOU HAVE PURCHASED

A template created by
Go For It Girl Entrepreneur Was
shared with you, start designing
now



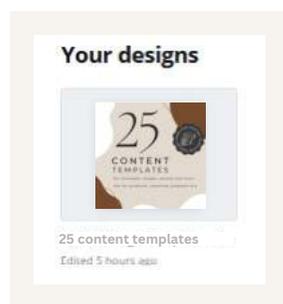
MAKE SURE YOU ARE LOGGED IN TO CANVA

IF YOU HAVE PURCHASED ONE OF OUR TEMPLATES, OR ARE
LOADING IN ONE OF OUR RESOURCES, OPEN THE LINK.

IT SHOULD DISPLAY A SCREEN PREVIEWING THE TEMPLATE.

CLICK 'USE TEMPLATE'

IT WILL OPEN THE TEMPLATE IN CANVA,
READY FOR YOU TO EDIT.



fast fact

IF YOU CLICK THE HOME SCREEN
IT SHOULD NOW LOAD
UNDER YOUR DESIGNS

EDITING BASICS

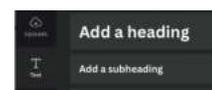
EDITING BASICS

TEXT CHEATSHEET

| | | |
|---|---|---|
|  | FONT SELECTION CHOOSE YOUR FONT FROM HERE |  NOTE THE LITTLE CROWN SHOWS FONTS/IMAGES FOR THE PAID VERSION OF CANVA PRO ACCOUNT |
|  | FONT SIZE CHOOSE YOUR FONT SIZE FROM HERE | |
|  | FONT COLOUR CHOOSE YOUR FONT COLOUR FROM HERE | |
|  | FONT STYLE BOLD, ITALICIZE OR UNDERLINE YOUR TEXT | |
|  | CASE SETTING TURN ON UPPER CASE TO AUTO CAPITALIZE ALL SELECTED TEXT | |
|  | FONT ALIGNMENT CHOOSE FROM LEFT, MIDDLE, RIGHT OR JUSTIFIED ALIGNMENT | |
|  | DOT POINTS CHOOSE FROM NONE, DOTS OR NUMBERS | |
|  | LETTER SPACING + LINE HEIGHT ADJUST THE SPACE BETWEEN LETTERS AND LINES | |
|  | FONT EFFECTS SPECIAL EFFECTS LIKE CURVED TEXT | |

ADDING TEXT TO YOUR DESIGN:

ON THE RIGHT HAND SIDE BAR, CLICK ON '**TEXT**' - **ADD A HEADING** - CLICK OFF TO THE SIDE OF THE CANVAS AND THEN HOVER BACK OVER THE TEXT BOX AND TYPE IN WHAT YOU WANT. YOU CAN MAKE THE TEXT SIZE SMALLER OR LARGER BY CLICKING ON THE **+ OR -** IN THE NUMBER BOX ON THE TOP AND ALTER ACCORDINGLY (SEE ABOVE IN FONT SIZE)



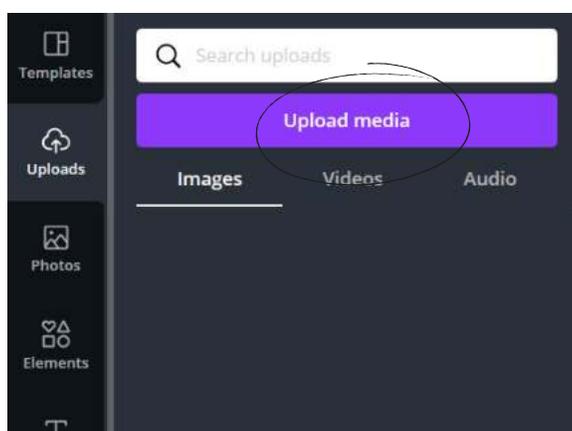
IF YOU MAKE A MISTAGE, JUST HIT THE **BACK ARROW** IN THE TOP BLUE BAR TO UNDO.



EDITING BASICS

EDITING BASICS

PHOTOS



How to upload your own

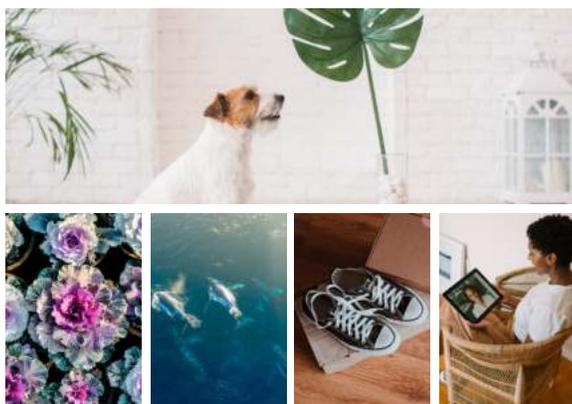
UPLOADING YOUR OWN IMAGES TO CANVA IS EASY.

ON THE RIGHT HAND TOOLBAR CLICK UPLOAD.

THEN SELECT 'UPLOAD MEDIA'.

LOCATE THE FILE ON YOUR COMPUTER AND UPLOAD IT.

CLICK THE NEWLY UPLOADED PHOTO TO ADD TO YOUR DOCUMENT.



fast fact



CANVA HAS AN INCREDIBLE LIBRARY OF FREE + PAID PHOTOS. YOU CAN ACCESS THESE VIA THE PHOTOS TAB.

NOTE:

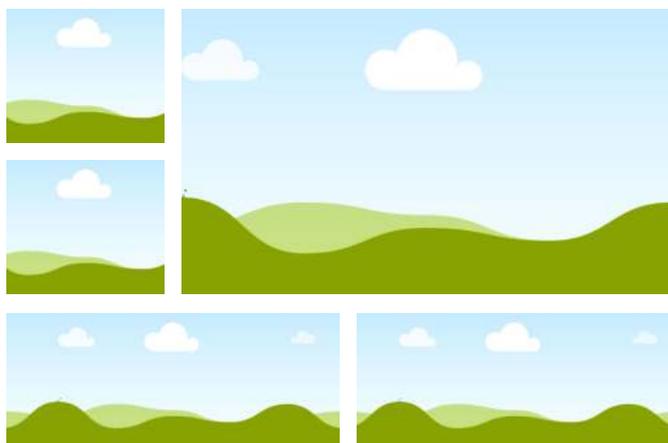
IF YOU DON'T HAVE A CANVA PRO ACCOUNT AND CANVA IS ASKING YOU TO PAY FOR ANY GRAPHICS OR PHOTOS USED IN OUR TEMPLATES, JUST SWAP THEM FOR FREE ONES FROM THEIR PHOTO OR GRAPHICS SECTION. THAT WAY YOU DON'T HAVE TO PAY FOR ANY DOWNLOADS. (ALL IMAGES ETC SHOULD BE FREE IN THESE TEMPLATES BUT CANVA COULD CHANGE THAT AT ANY TIME).

EDITING BASICS

EDITING BASICS

GRIDS AND FRAMES

GRIDS AND FRAMES ARE AN AMAZING TOOL WHICH HELP YOU TO NEATLY LAY OUT PHOTOS. WHEN PLACED IN YOUR DOCUMENT THEY WILL INITIALLY LOOK LIKE THIS:



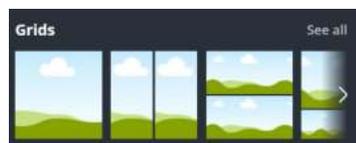
DRAW AND DROP PHOTOS TO TRANSFORM YOUR GRID TO SOMETHING LIKE THIS!



Where to find them?

GRIDS

GO TO THE RIGHT TOOLBAR, SELECT ELEMENTS AND SCROLL DOWN TO FIND 'GRIDS'



FRAMES

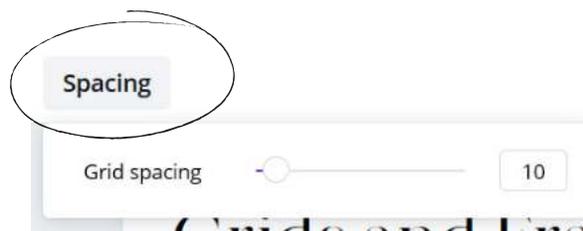
GO TO THE RIGHT TOOLBAR, SELECT ELEMENTS AND SCROLL DOWN TO FIND 'FRAMES'



fast fact

ADJUST THE SPACING ON YOUR GRID BY CLICKING THE GRID AND THEN CLICKING SPACING FROM THE TOP TOOLBAR

YOU CAN ALSO DRAG AND DROP PHOTOS INTO OUR TEMPLATES TO SWAP OUT IMAGES TO SUIT YOUR BRAND.

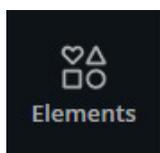


EDITING BASICS

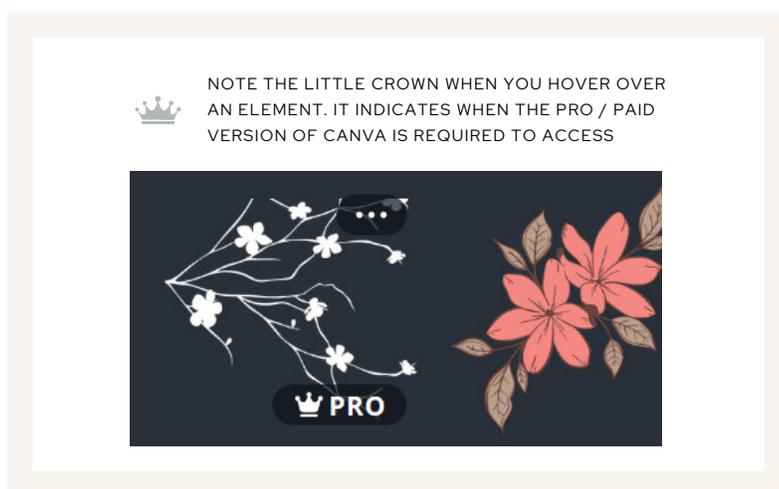
EDITING BASICS

ELEMENTS

CANVA COMES STOCKED WITH A HUGE NUMBER OF FREE AND PAID ELEMENTS.

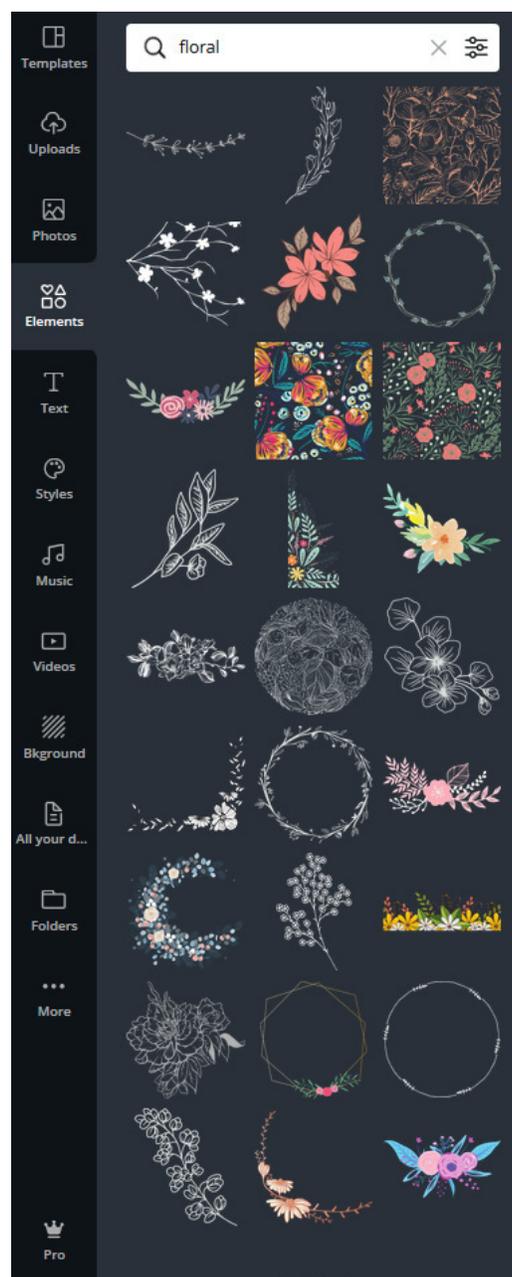


ELEMENTS CAN BE FOUND IN THE RIGHT HAND TOOLBAR. USE THE SEARCH BAR TO FIND ELEMENTS IN THE THEME YOU NEED.



fast fact

A LOT OF ELEMENTS ARE IN VECTOR FORMAT, WHICH MEANS YOU CAN EASILY ADJUST THE COLOURS.



EDITING BASICS

EDITING BASICS

TRANSPARENCY

TRANSPARENCY AFFECTS HOW YOU SEE THROUGH SOMETHING, AND CAN BE APPLIED TO IMAGES, ELEMENTS, TEXT AND SOLID SHAPES.

How to adjust transparency

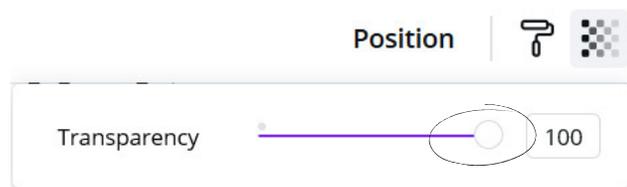
CLICK THE ITEM YOU WOULD LIKE TO UNLOCK.

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 REQUIRED EFFECT.



TRANSPARENCY AT 100%



TRANSPARENCY AT 30%

fast fact

WHEN TEXT IS PLACED OVER AN IMAGE, USE TRANSPARENCY TO IMPROVE LEGIBILITY.

EDITING BASICS

EDITING BASICS

LOCKING & GROUPING ELEMENTS

Position



fast fact

YOU CAN ALSO LOCK MULTIPLE THINGS AT ONCE BY HOLDING SHIFT. YOU CAN ALSO GROUP THESE TOGETHER SO THEY STAY TOGETHER WHEN EDITING.

DRAGGING YOUR MOUSE ACROSS THE ITEMS AND THEN CLICKING THE LOCK OR GROUP BUTTON



LOCKING & GROUPING ELEMENTS ARE A GREAT WAY TO KEEP YOUR DOCUMENT OR IMAGES ORGANISED, ESPECIALLY IF YOU ARE BRINGING THINGS LIKE BACKGROUNDS AND LAYERED IMAGES INTO PLAY. GROUPING KEEPS YOUR IMAGES TOGETHER IN A 'GROUP'.

To lock something

CLICK THE ITEM YOU WOULD LIKE TO LOCK.

A MENU WILL APPEAR IN THE TOP RIGHT OF THE SCREEN.

CLICK THE SMALL, LOCK ICON.

To unlock something

CLICK THE ITEM YOU WOULD LIKE TO UNLOCK.

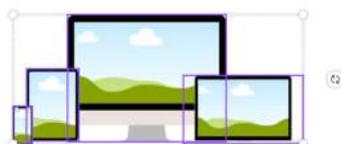
A MENU WILL APPEAR IN THE TOP RIGHT OF THE SCREEN.

CLICK THE SMALL, LOCK ICON.

To group items

CLICK ON THE DOCUMENT AND THEN CLICK AND DRAG THE CURSOR OVER THE ITEMS YOU WANT TO GROUP TOGETHER.

THEN CLICK 'GROUP' (TOP RIGHT) AND YOUR ITEMS WILL BE GROUPED TOGETHER.



click on document then click and drag cursor over items you want to group together

EDITING BASICS

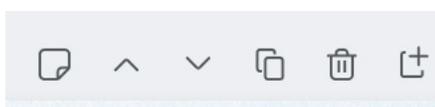
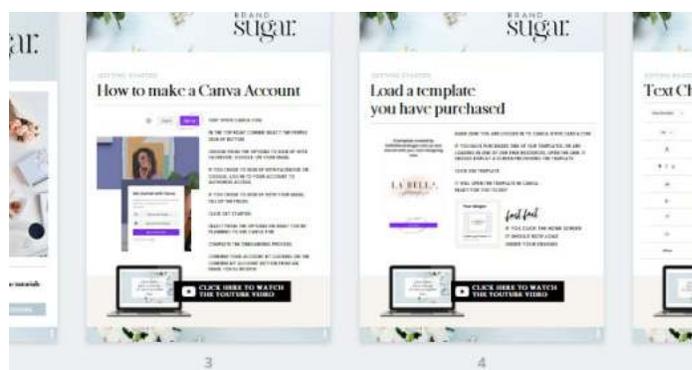
EDITING BASICS

CLONE AND ADD PAGES

CANVA HAS THE AMAZING CAPABILITY TO ADD MULTIPLE PAGES. YOU CAN DO THIS FROM THE CLONE AND ADD PAGES MENU.

fast fact

CANVA NOW SUPPORTS A HUGE 100 PAGES PER DOCUMENT



YOU CAN ACCESS THE CLONE AND ADD PAGES MENU FROM DIRECTLY ABOVE YOUR TEMPLATES TOP RIGHT CORNER.

| | |
|---|---|
|  | <p>DUPLICATE PAGE MAKES AN EXACT COPY OF YOUR CURRENT PAGE</p> |
|  | <p>DELETE PAGE DELETES YOUR CURRENT PAGE</p> |
|  | <p>ADD PAGE CREATES A NEW, BLANK PAGE</p> |

YOU CAN ALSO HIGHLIGHT WHAT YOU WANT TO COPY THEN CTRL C/CTRL V (OR WHATEVER COMPUTER COMMANDS YOU USE TO COPY AND PASTE). YOU CAN PASTE DIRECT ONTO YOUR DESIRED DOCUMENT.

EDITING BASICS

EDITING BASICS

GRID OR STANDARD VIEW

GRID VIEW ALLOWS YOU TO LOOK AT MULTIPLE PAGES IN YOUR DOCUMENT AT ONCE. IT'S FANTASTIC FOR THINGS LIKE EBOOKS AND LARGER MULTI-PAGED FILES.

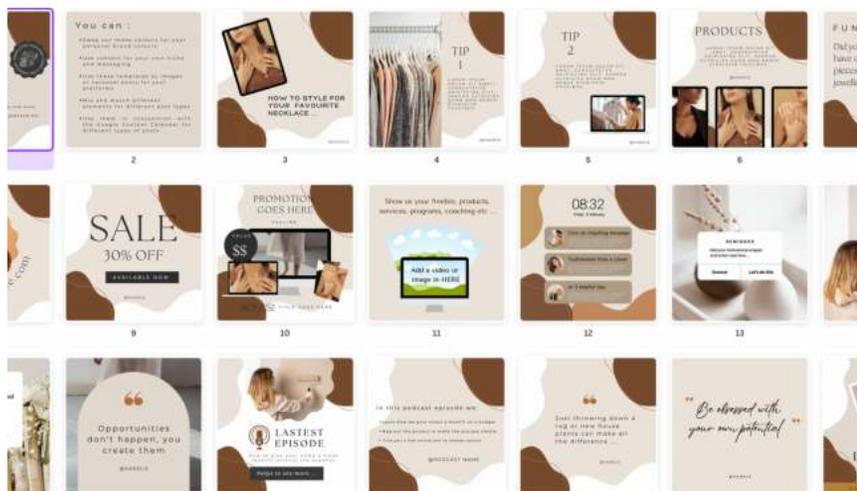


TO ACCESS GRID VIEW LOOK TO THE BOTTOM RIGHT CORNER OF THE SCREEN AND CLICK THE PAGE ICON.

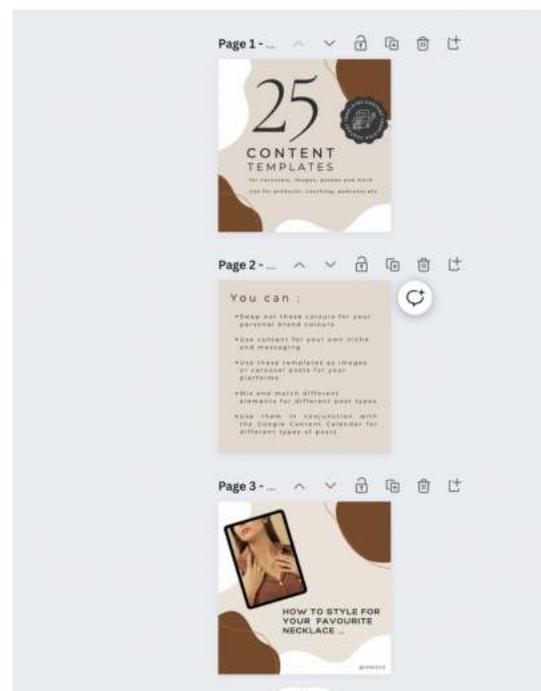
fast fact

TO REARRANGE PAGES, DRAG AND DROP THEM INTO A NEW ORDER.

GRID VIEW APPEARS LIKE THIS:



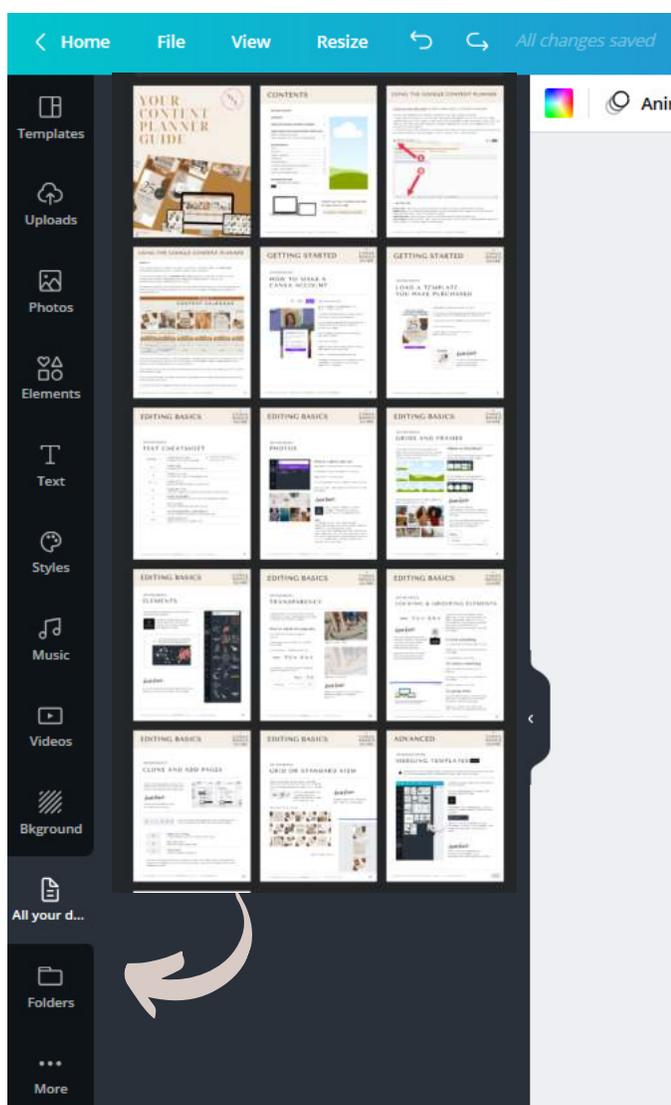
RATHER THAN LIKE THIS:



ADVANCED EDITING

MERGING TEMPLATES **PRO**

★ PLEASE NOTE THAT 'FOLDERS' WHICH ALLOWS YOU TO MERGE TWO TEMPLATES IS A PRO ADD ON, BUT IS AN AMAZING TOOL SO WE WANTED TO INCLUDE IT WITH OUR GUIDE



TO INSERT A DESIGN, FIRST ADD A NEW PAGE IN YOUR DOCUMENT.

ACCESS FOLDERS OR PROJECTS (SELECT FROM THE LEFT HAND TOOLBAR ON DESKTOP)



THEN SELECT 'ALL YOUR DESIGNS' - THIS IS SHOW ALL OTHER CURRENT DESIGNS IN YOUR ACCOUNT.



THEN CLICK ON THE THUMBNAIL OF THE DOCUMENT YOU WOULD LIKE TO INSERT - THIS WORKS VERY SIMILARLY TO INSERTING A PHOTO.

fast fact

THE FILE YOU ARE INSERTING WILL AUTOMATICALLY RESIZE TO THE DIMENSIONS OF YOUR CURRENT DOCUMENT.

WHAT'S NEXT ...

HERE'S YOUR RESOURCES & LINKS PAGE TO CONTINUE YOUR JOURNEY



ELAINE PARK

@GOFORITGIRLENTREPRENEUR

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▶ [MORE TIPS ON MY YOUTUBE CHANNEL](#)

▶ [HERE'S A LIST OF EQUIPMENT I USE](#)

▶ [CHECK OUT MY WEBSITE](#)

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