

# CANVA *Like A Boss*

As Your Canva Concierge, I'll Show You How To Create Professional, High-Quality Graphics & Digital Products



**SHE'S ONLINE**  
*Academy*



Women who need to market online struggle to master the technology and methods. That's why I created **CANVA Like A Boss**.

At the end of this personalized, private-training course, you'll know everything about creating the high-quality graphics and digital products needed to capture today's visually motivated consumer.

I believe in the power of Choice! So I created four course options, each specifically designed to solve a specific problem we, as business owners, entrepreneurs, solopreneurs, and mompreneurs face... the need for high-quality graphics and documents, created quickly, simply, and affordably to represent our business in the best light possible.

*It's 2021!  
Put Your Best  
Foot Forward*

~CaraJoy Nash

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[book a call: yourock.shesonlineacademy.com/consult](https://yourock.shesonlineacademy.com/consult)

# Hey there! I'm CaraJoy

Although I earned my first paycheck as an entrepreneur in 2013, it was 2015 when I created, She's Online, and began managing social media for women as a side gig while my honey and I traveled in a 40-foot RV for a year.

As a new MBA [back then] I wanted and needed to learn everything I could about managing social media business profiles and growing an audience. Which also meant I had to create visually stunning graphics.

I began as one would with Photoshop, but after a while it became cumbersome, and I found myself spending **way too much time** ensuring everything lined up, and constantly checking a spreadsheet I created with fonts, color codes and logos. I needed a simple solution.



After a lot of research, I found Canva. It was relatively new back then, and quite glitchy, I remember wanting to throw my laptop a few times. But as it became more popular, the software improved.

Six years later, it ranks atop my list of "Favorite Programs." I create graphics just for fun, and as part of my 'quiet time.

I've created everything on Canva from, the basic social media graphics, to business cards, social media proposals, invoices, Signature and VIP event materials, lead magnets, websites, workbooks, presentation slides, and so much more. I've even used Canva for presentations over PowerPoint because of its simplicity and functionality.

~CaraJoy Nash  
[hi@shesonlineacademy.com](mailto:hi@shesonlineacademy.com)

THIS DOCUMENT AND EVERY IMAGE/GRAPHIC YOU SEE, I CREATED USING CANVA

The structure is to meet on Zoom, once every 7-14 days. Each session will be recorded, and sent to you to keep. We will begin with the basics of Canva, setting up and organizing your folders, learning the tips & tricks I've used for the past 6 years, moving through to creating your assets. At the end of the course you'll have your own portfolio of materials, in your brand identity colors, fonts, etc. uploaded for reuse, which will save you so much time. And...**YOU'LL BE A CANVA BOSS!**

*Below are the four course options I created based on my client experiences and their requests.*



**MARKETING & PROMOTIONS**

Capture your audiences attention with beautiful, on-brand marketing materials.



**BUSINESS BUILDING**

Your best foot will always lead with these beautiful, easy to read, business documents



**SOCIAL MEDIA**

Stop the scroll with stunning, one-of-a-kind social media graphics



**BRAND IDENTITY**

Present your business with on-brand, impressive documents, graphics and materials

How will my experience be different with you?  
.....

**WORKING WITH ME MEANS YOU WILL HAVE...**

- A real person to answer your graphic design questions and to help you learn to do it like a pro
- Professional design support from someone that has been there before you, as a business owner, internet marketer and designer
- Access to my VIP Canva templates that were designed for entrepreneurs
- Less hassle that continually causes your time & energy to get absorbed
- Big \$\$\$ Savings.... because you no longer have to hire a graphic designer to make your business look good

But I'm not good at tech or fancy design software  
.....

With simple to use tools like Canva there's little need for any of those old school hard to use programs. Anyone that says you cannot create the same beautiful content in a program like Canva is simply being a design snob.... oh-yah I said it!

I don't have the time to create my own graphics  
.....

Time is money... and being worried about how something looks when it comes to your content is important and completely real. But with a few simple systems you can create visual images for any funnel, sales page, webinar, course and more... **faster than you think.**

Can I look at your previous work  
.....

Of course. ☺ On the next two pages are samples of my design work from each course option I am offering.

Do you offer payment plans  
.....

Absolutely. While you'll get the best price by paying in full, I offer a two-payment and three-payment option.

Can I talk to you before purchasing  
.....

Absolutely. You can schedule a call during a time that works best for you at [yourock.shesonlineacademy.com/consult](http://yourock.shesonlineacademy.com/consult)

# CHANGE TEXT CASE WITHOUT RETYPING

Social Media Tips, Tricks & Facts  
Feeding Your Brain & Your Curiosity

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# Kiss Off 2020

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# VIP Giraffe Awards Reception

3/4/20 | The Colony Palm Beach  
#SheStuckHerNeckOut | #G25

SPECIAL EXHIBITION DANCE BY ANGELA MANFREDI & INTERNATIONAL DANCE CHAMPION SASHA CHUDIN

# Pop of Color

## Holiday Networking Event

HOSTED BY PAMELA TOUSSAINT, ULTIMATE IMAGE COACH

Thu, December 19, 2019 | 6:00 PM - 8:00 PM EST  
AT VENTURE X WEST PALM BEACH - ROSEMARY SQUARE

### 3 THINGS YOU MUST TELL YOURSELF EVERYDAY TO KEEP PURSUING YOUR GOALS

- "I Want This!"
- "I Will Only Take On New Projects, I Can Give 100% Of My Efforts To"
- "I'm Okay Being Uncomfortable, Because This Is How I'll Grow"

SHE'S ONLINE Agency

“Who said, 'Your experience only matters if it was in a paid position?' If you filled the role, completed the project, helped accomplish the job, THEN OWN IT! Experience comes in many forms.

Carly Joy Boyd @shesonlineagency

SHE'S ONLINE Academy

# 1 Hashtag

## 3 Ways To Connect With Your Ideal Client

# Have Fun

IT'S SOCIAL MEDIA...

SHE'S ONLINE Agency

# MASTER SOCIAL MEDIA

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# THE POWER OF YOUR VALUE PROPOSITION ROADMAP

- 1 THE CUSTOMER CONUNDRUM
- 2 SELL WHAT THEY'RE BUYING
- 3 FEATURE THE BENEFIT
- 4 WHY WE UNLIKE THEM
- 5 PUTTING IT ALL TOGETHER
- 6 LET'S START CONNECTING

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**VRBO**  
VACATION RENTAL BY OWNER

**Start Something**

Florida's Beautiful Treasure Coast

### Four Steps To Rental Success

1. Select a good location on the Treasure Coast. You can use VRBO to shop existing properties and determine rates. Use Zillow to establish approximate property values. Or you can contact a local Real Estate Professional.
2. Get a 'show case' idea for your property. Every property is unique and that gives you a big marketing advantage. A property that can be billed as 'Watch The Sun Rise Out Of The Atlantic' or 'Use of Golf Course included' makes for powerful VRBO ad.
3. Estimate upgrades and improvements. Think furniture, amenities, security systems, and other features to provide a great vacation experience for you and your customers.
4. Determine other costs. Pools, lawns, maid service, property management and so on are generally needed. I can introduce you to the right people at the right prices.

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**RACK CARD**

**WORKSHOPS OFFERED**

- Boost Your Brand in Person & Online
- Career Development
- Leadership Skills
- Management Skills
- Presentation Skills

**LEADERSHIP & DEVELOPMENT PROGRAMS**

- Seal The Deal: Convert Contacts to Loyal Clients and Strategic Partners
- Create and Execute a Compelling Leadership Brand
- Lead with Emotional Intelligence: Trust, Influence, Confidence, Gravitas
- Executive Presence
- Customer Service Skills

**ACCEPTING NEW TRAINING & DEVELOPMENT CLIENTS**

- CERTIFIED SMALL-BUSINESS OWNED BUSINESS
- BUSINESS CONSULTING, EDUCATION & TRAINING
- PUBLIC AND PRIVATE SECTOR EXPERIENCE
- INSURED

*Ultimate Image Coach*  
We Polish... You Shine

**PAMELA TOUSSAINT, MBA**  
CEO, Leadership Trainer, Keynote Speaker, Business Coach, Professor, Author, Personal Branding  
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**CONTACT US TODAY**  
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### Hashtag Idea Generator

Use these tips to help you create a master list of hashtags & **BUILD YOUR TRIBE**

**INDUSTRY**  
A little research can go a long way. Most industries have hashtags related to the work or lifestyle involved. Search the simple terms first.

**LOCATION**  
Posts with locations receive significantly higher engagement. Think about where your customer is coming from, where you are located, neighborhood, city, state, country.

**PRODUCT OR SERVICE**  
Use the words you've identified for your website. These make excellent hashtags.

**KEYWORDS**  
Use the words you've identified for your website. These make excellent hashtags.

**POPULAR**  
As long as they're relevant to the post and used sparingly, popular hashtags can help expand your reach without making you seem desperate or spammy.

**BRANDED**  
A branded is one that's unique to your company or campaign. It could be as simple as your business name, tagline. It will help you to establish brand awareness, and it will also be an important part of most contests and user-generated content campaigns.

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### Facebook Ads COLLECTION AD

Let people move from discovery to purchase in an immersive way. Feature a video and/or images in a grid-like layout.

[Click here for design recommendation](#)

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### THE CUSTOMER CONUNDRUM

*Bony*

**THE POWER OF YOUR VALUE**  
*Project*

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**SHE'S ONLINE Agency**  
SOCIAL MEDIA - MANAGEMENT & TRAINING

**BUILD YOUR BRAND WITH LESS (OR NO) STRESS**

- REACH YOUR IDEAL CUSTOMER
- SELL YOUR VALUE
- SAVE MONEY WITH MORE EFFECTIVE ADVERTISING
- INCREASE SALES

Carajo's contribution was stellar. Her attention to detail in developing a detailed curriculum attuned to her innovative approach and instructional design expertise.

**CARAJAY NASH, MBA**  
cjh@shesonlineagency.com | Message Me: 772-800-5436

### MODULE 1 | 03 THE CUSTOMER CONUNDRUM

WHAT CORE PRODUCTS ARE YOUR COMPETITORS OFFERING?

**COMPETITOR**

Competitor 1	-----	@ \$	p/month OR one-off
Competitor 1	-----	@ \$	p/month OR one-off
Competitor 1	-----	@ \$	p/month OR one-off
Competitor 2	-----	@ \$	p/month OR one-off
Competitor 2	-----	@ \$	p/month OR one-off
Competitor 2	-----	@ \$	p/month OR one-off
Competitor 3	-----	@ \$	p/month OR one-off
Competitor 3	-----	@ \$	p/month OR one-off
Competitor 3	-----	@ \$	p/month OR one-off

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### Measuring Customer Costs

**Tangible Costs**

- The price to produce your product or service
- Installation or onboarding costs
- Cost of accessing your product or service
- Maintenance costs
- Renewal costs

**Intangible Costs**

- Time invested in buying your product or service
- A poor customer experience
- Physical or emotional stress induced from buying or installing your product
- A poor brand reputation
- Time spent understanding how your product or service works

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START

1

THE CANVA  
BASICS

2

SETTING UP  
YOUR DESIGNS

3

LETS START  
DESIGNING

4

LETS KEEP  
DESIGNING

5

KNOWLEDGE  
CHECK-IN

6\*

BRAND IDENTITY  
BONUS

7\*

BRAND IDENTITY  
BONUS

8\*

BRAND IDENTITY  
BONUS

FINISH

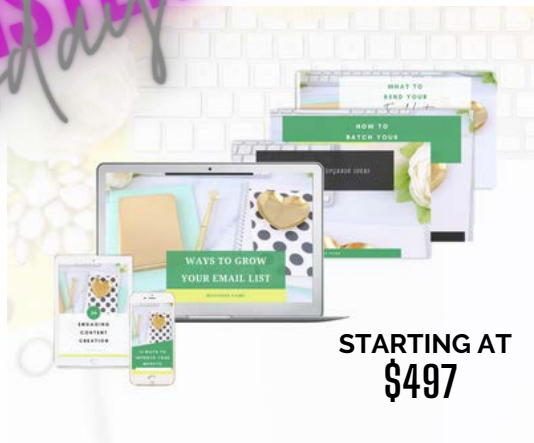
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WRAP UP, REUSE  
& REPURPOSE

\*sessions 6, 7 & 8 are part of the Brand Identity course, only



**REGISTER**  
*Today*



**STARTING AT \$497**

**MARKETING & PROMOTIONS**

**Together, we'll create:**

- 5 Page Lead Magnet
- 1 Page Flyer
- 5 Page Workbook
- 1 Questionnaire
- 1 Email Header
- 10 Presentation Slides

1 payment 2 payments 3 payments



**STARTING AT \$497**

**BUSINESS BUILDING**

**Together, we'll create:**

- Letterhead
- Presentation Slides
- Business Cards
- Proposal
- Contract
- Letter Of Agreement

1 payment 2 payments 3 payments



**STARTING AT \$497**

**SOCIAL MEDIA**

**Together, we'll create:**

- 5 Cover/Headers
- 7 Square Post
- 12 Stories-Highlights Covers
- 7 Pinterest Graphics

1 payment 2 payments 3 payments



**STARTING AT \$797**

**BRAND IDENTITY**

**Together, we'll create:**

- 5 Page Lead Magnet
- 1 Page Flyer
- 5 Page Workbook
- 1 Questionnaire
- 1 Email Header
- 10 Presentation Slides
- Letterhead
- Business Cards
- Proposal
- Contract
- Letter Of Agreement
- 5 Cover/Headers
- 7 Square Post
- 12 Stories-Highlights Covers
- 7 Pinterest Graphics

1 payment 2 payments 3 payments