Welcome to the "Design on a Dime" version for Your Digital Presence

Upgrade Your Advocacy Act





It's Easy to Look Like a Pro

Marketing Your Patient Advocacy Business Using Canva

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Introduction: Why Canva as a Solopreneur Tool?

- What is Canva? A free, user-friendly design tool
- Why use Canva for business marketing?
 - No graphic design skills needed
 - Saves time and money
 - Creates professional, polished marketing materials easily



Why & How to Use Canva for Easy, Professional Marketing

- Why Canva? Look pro without hiring a designer
- What You Can Create in Minutes (Business cards, flyers, social posts, presentations and videos- yes reels!)
- Templates & Customization No design skills? No problem! WYSIWYG
- Time-Saving Hacks in Canva Brand kits, resizing, and one-click magic



Now...Finding Time for Marketing (Even When You're Swamped!)

- Batch It & Schedule It Get more done in less time, auto-posting
- Automate Where You Can Tools that work while you sleep
- Set a "Marketing Power Hour" Make it a routine once a week
- The "3 Touch Rule" A simple way to keep your network engaged- think of serving 3x for every 1 sales promo
- KEY: Getting to be KLT a way to stand out



Getting Started with Canva

Creating a Free Canva Account

- Signing up with email, Google, or Facebook
- Overview of the Canva dashboard demo, location of elements

Exploring Free vs. Paid Features

- What you can do with a free account (note paid icon)
- How to find free templates, images, and design elements (see handout)



Setting Up Your Brand in Canva (Even With a Free Account!)

- Understanding the Brand Kit (Paid Feature, But Here's a Workaround!)
- How to Manually Save Your Brand Colors & Fonts in a Free Account
 - Create a "Brand Board" document in Canva great first step and why
 - Add brand colors as swatches (Hex codes)
 - Choose 1-2 brand fonts and list them
 - Create or upload your logo to this document for easy access
- Saving a Master Template for Future Use
 - Customize a business card, flyer, and social media post with your brand
 - Save these as templates to quickly edit and reuse



Level Up with a Paid Canva Account: Brand Templates Made Easy!

• Why Upgrade?

- A Canva Pro account lets you save your brand elements (logo, colors, fonts) and apply them automatically across designs.
- One-click customization for all marketing materials, saving tons of time – it's a budget decision fees vary- nonprofits get free accounts



IMO: Worth the Upgrade for 1-Click To Make Anything in Your Brand: Your Brand Kit & Templates

1. Go to 'Brand' in the Left Sidebar

- Upload your logo
- Set your brand colors (Hex codes)
- Choose and save your brand fonts

2. Create & Save Brand Templates

- Design a business card, flyer, or social media post once
- Click "Save as Template" for easy future edits
- Access templates under Projects → Brand Templates

3. Edit & Apply Branding in One Click

- Open any design and click "Brand Kit"
- Instantly apply your colors, fonts, and logo
- Resize and tweak as needed—no starting from scratch!



Essential Business Marketing Assets You Can Create

- Logos & Branding Materials Keeping a consistent look Brand Kit
- Business Cards For networking and credibility
- Social Media Graphics Branded posts right-sized for each platform automatically - Instagram, Facebook, LinkedIn, etc
- Flyers & Brochures For events, patient education, and outreach- options to pay for pro printing
- Email Signatures, Newsletters & Presentation Templates For professional communication
- Website Graphics & Banners Creating a cohesive online presence



Get Started: How to Create a Marketing Asset in Canva

Choosing a Template

Searching for free templates for your needs

Customizing Your Design

- Changing text, fonts, and colors to match your brand
- Uploading your logo and images
- Adding contact details and a clear call-to-action

Using Free Elements & Images

Where to find free icons, graphics, and stock photos



Saving & Downloading Your Designs

How to Save Your Work

- Auto-save feature in Canva
- Naming and organizing designs for easy access

Downloading Your Files

- Choosing the right format:
 - PNG Best for social media and websites
 - **JPG** Smaller file size for quick sharing
 - PDF Best for printing flyers and brochures

Sharing Designs with Clients

- How to send a view-only or editable link
- Exporting files for print or digital use
 Paid options for printing available directly from Canva

✓ Pro Tip: Set up Canva to automatically post and schedule posts to your social media platforms!



Streamlining Future Designs with Your Brand Elements

- Using Your Saved Brand Board & Templates
 - Copy and modify templates instead of starting from scratch
- Organizing Your Brand Assets
 - Uploading and storing logos, color palettes, and frequently used images
 - Use search "my projects" to find previous designs, copy, edit new design
- Creating a Consistent Look Across Platforms
 - Keep all designs aligned for a professional presence
- The Duplicate & Edit Hack
 - Quickly update graphics for new content without redesigning from scratch



Canva Hacks to Save Time & Boost Professionalism

- Using Folders for Organization (Pro tip: Name them clearly, e.g., "Social Media," "Flyers," etc.)
- How to Resize Manually for Multiple Platforms (Since "Magic Resize" is a paid feature)
- Quick Ways to Make a Design Look More Polished (Spacing, alignment, font pairing tips)



Best Practices for Business Marketing Materials

- **Keep it Simple & Professional** Less clutter, more impact, use white space
- Brand Consistency Stick to the same colors, fonts, and logo
- Make Your Message Clear Strong headlines, readable fonts
- Always Include a Call-to-Action Tell your audience what to do next

Always include a way to contact you!

Website, phone, email, QR codes, etc (see handouts)



Wrap-Up & Canva Challenge

- Demo: Walk through creating a business card or social media post using a template, saving, downloading
- Follow Up Action:
 - Set up your "Brand Board" in Canva first- colors, font, logo
 - Create a simple branded social media post
- Bonus handouts:
 - 1. Reminder Start Tips
 - 2. Pro Tips
 - 3. Where To Find What You're Searching For



APHA Member Discount!

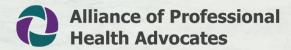
DFY Designs Canva Templates

Now available to APHA members!

DFY MARKETING TEMPLATES

Done for you in your brand, editable in a Canva free account







BUSINESS GROWTH WITH DFY CANVA TEMPLATES



Build your online presence with asy, affordable solutions for your digital marketing & branding

ARE YOU VISIBLE ENOUGH?

BOOST YOUR

ONLINE PRESENCE

Select Your Package



Additional services a la carte include:

• Lead magnet/ebook PDF, flipbook or

- epub to sell on Amazon \$249 ea
- YouTube intro/out graphic CTA \$49
 Branded newsletter graphics for
- Mailchimp/other \$299

Ongoing marketing & social media content creation services also available at \$65hr.





BASIC BRAND KIT

Custom DFY kit including brand board (colors, fonts) based on your logo, branded business card, 3 social media post editable templates, one page flyer/brochure, invoice, letterhead templates. \$399 APHA member price



TECH SAVVY GROWTH KIT

Kit includes digital business card (linktree/Instagram), social media profile/page header graphic, 6 social post templates on channels of choice, & advertisement- all editable to maintain your look forward. \$599 APHA member price.



IMAGE ENHANCING PRO KIT

Includes custom branded PowerPoint slide template for public speaking, one page sales website (design only), branded email signature & testimonial graphic for social media promotion. \$999 APHA member price Thank you and get going on your business marketing so you can design on a dime and uplevel your advocacy game!

