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THE ULTIMATE CANVA GUIDE

120+ PAGES OF TIPS,
TRICKS & HOW-TO GUIDES



Canva





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10 GAME-CHANGING CANVA DESIGN TIPS

YOU NEED TO KNOW



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TIP #1

**IMAGE & TEXT
OVERLAP EFFECT**





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STEP 1: WRITE YOUR TEXT

CANVA

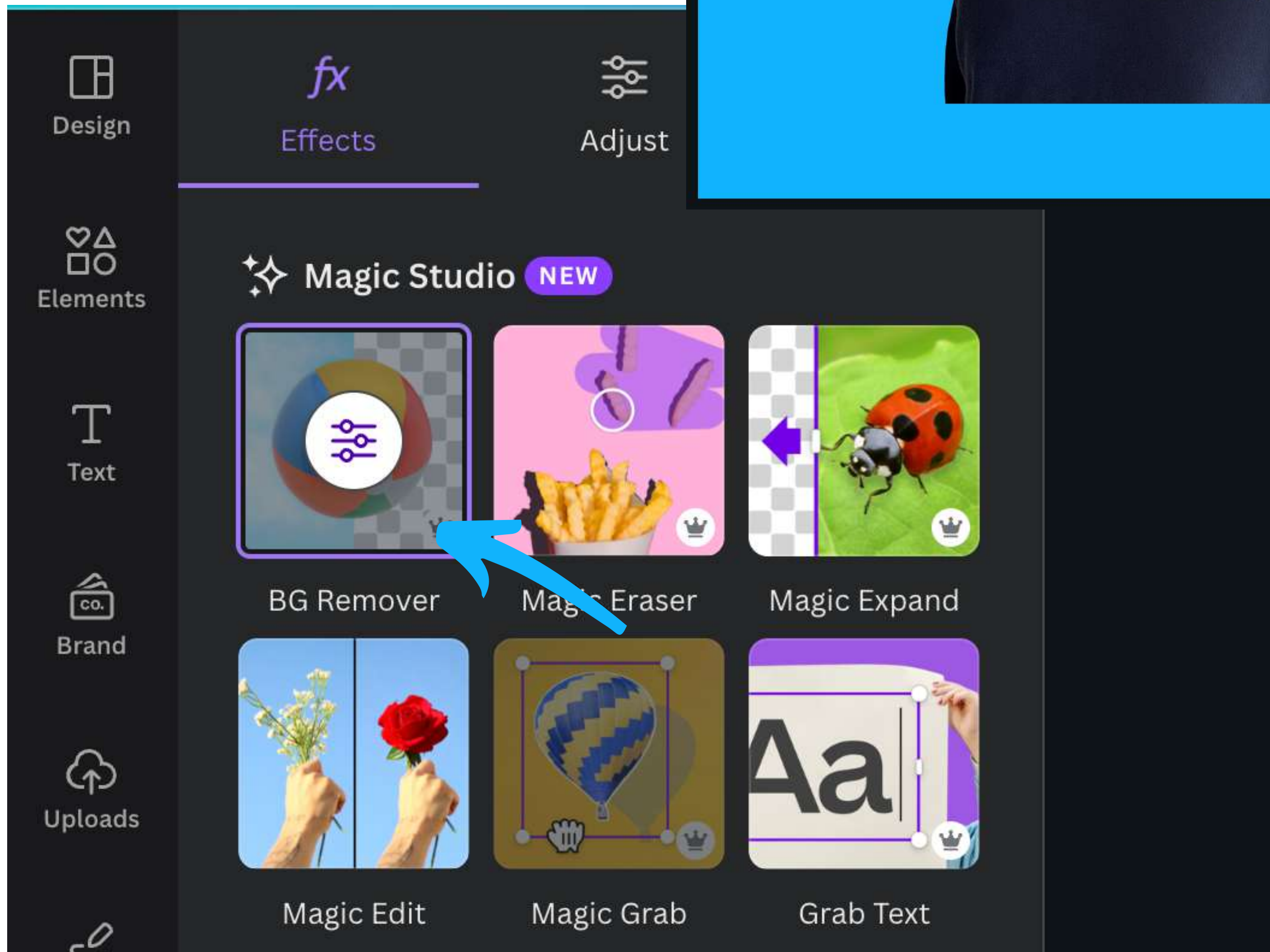




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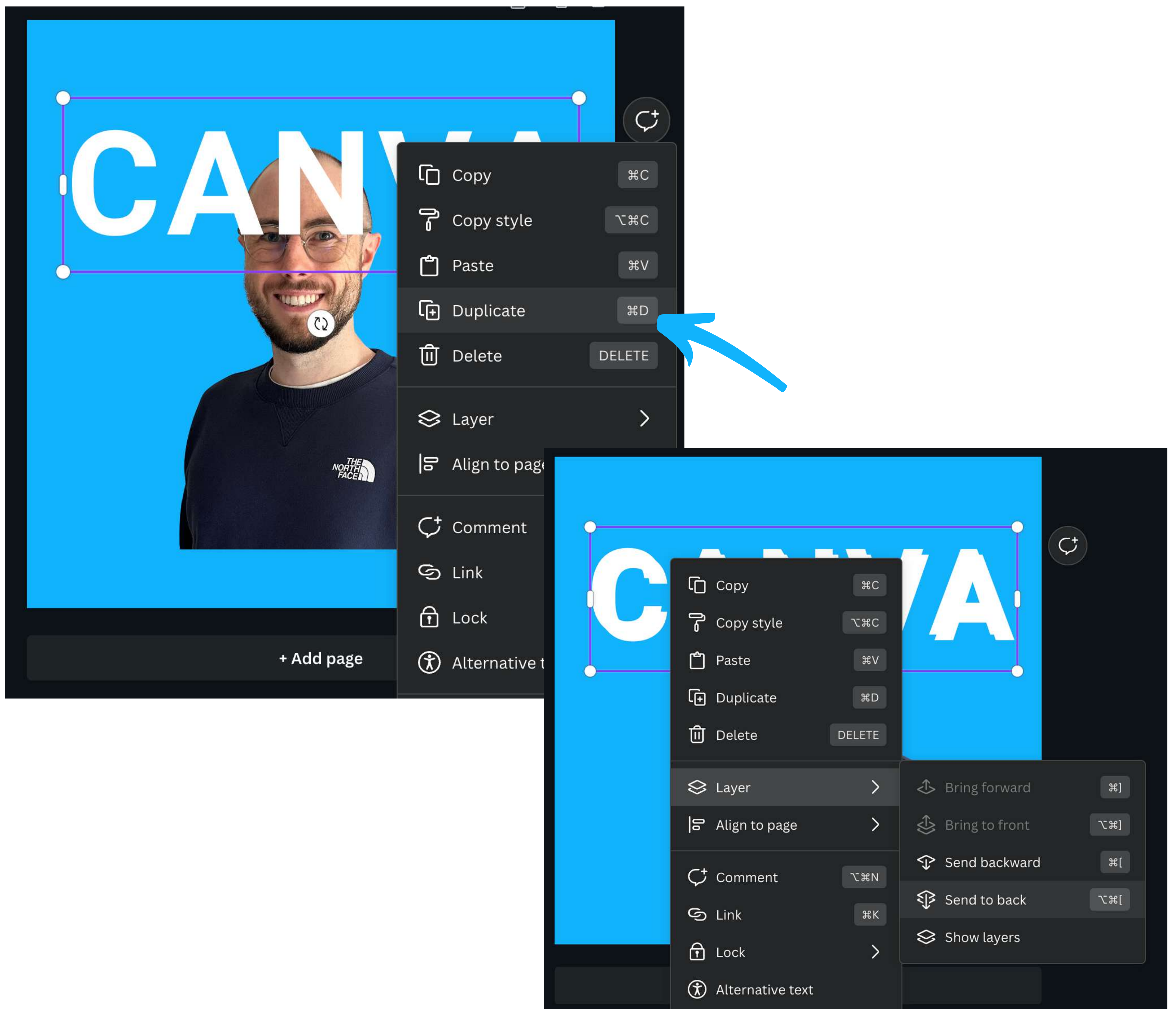
JP

STEP 2: ADD YOUR IMAGE & REMOVE BACKGROUND



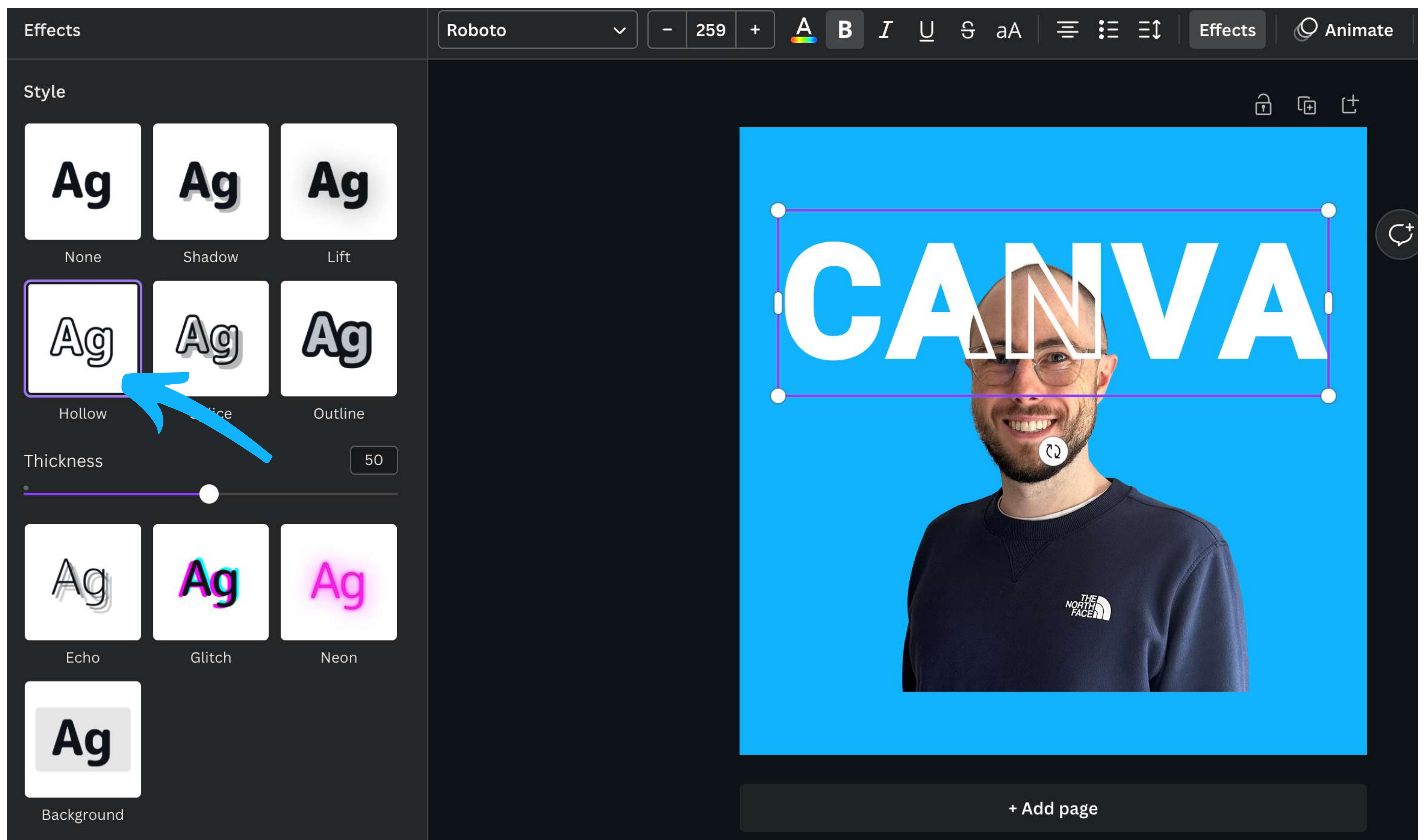


STEP 3: DUPLICATE YOUR TEXT AND USE LAYERS TO HAVE TEXT BEHIND AND IN FRONT OF THE IMAGE





STEP 4: LINE UP THE TEXT. SELECT THE TEXT IN FRONT OF THE IMAGE THEN SELECT 'EFFECTS' & 'HOLLOW'





STEP 5: REDUCE THE THICKNESS TO YOUR LIKING

The image shows a dark-themed design tool interface. At the top, three white boxes display the text 'Ag' with different effects: 'Hollow' (a purple outline), 'Splice' (a 3D shadow), and 'Outline' (a thick black outline). Below these is a 'Thickness' slider with a purple knob and a numerical input field containing the value '9'. A blue arrow points to the '9' field. At the bottom right of the page, another blue arrow points to the right.



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STEP 6: MOVE YOUR IMAGE WHILE KEEPING YOUR TEXT ALIGNED AND THERE YOU HAVE IT





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TIP #2

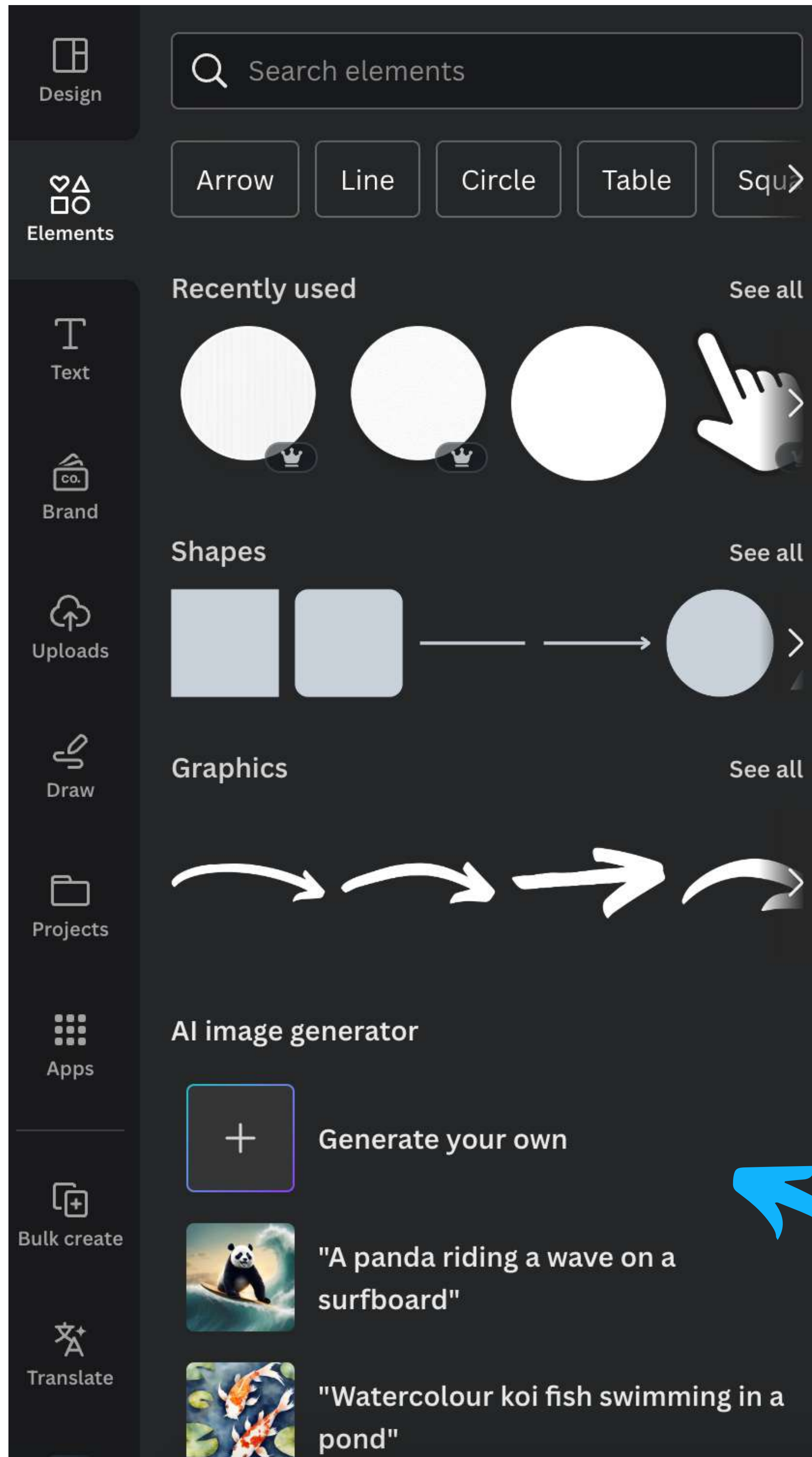
MAGIC MEDIA AI

FOR IMAGES





GO TO GRAPHICS & AI IMAGE GENERATOR





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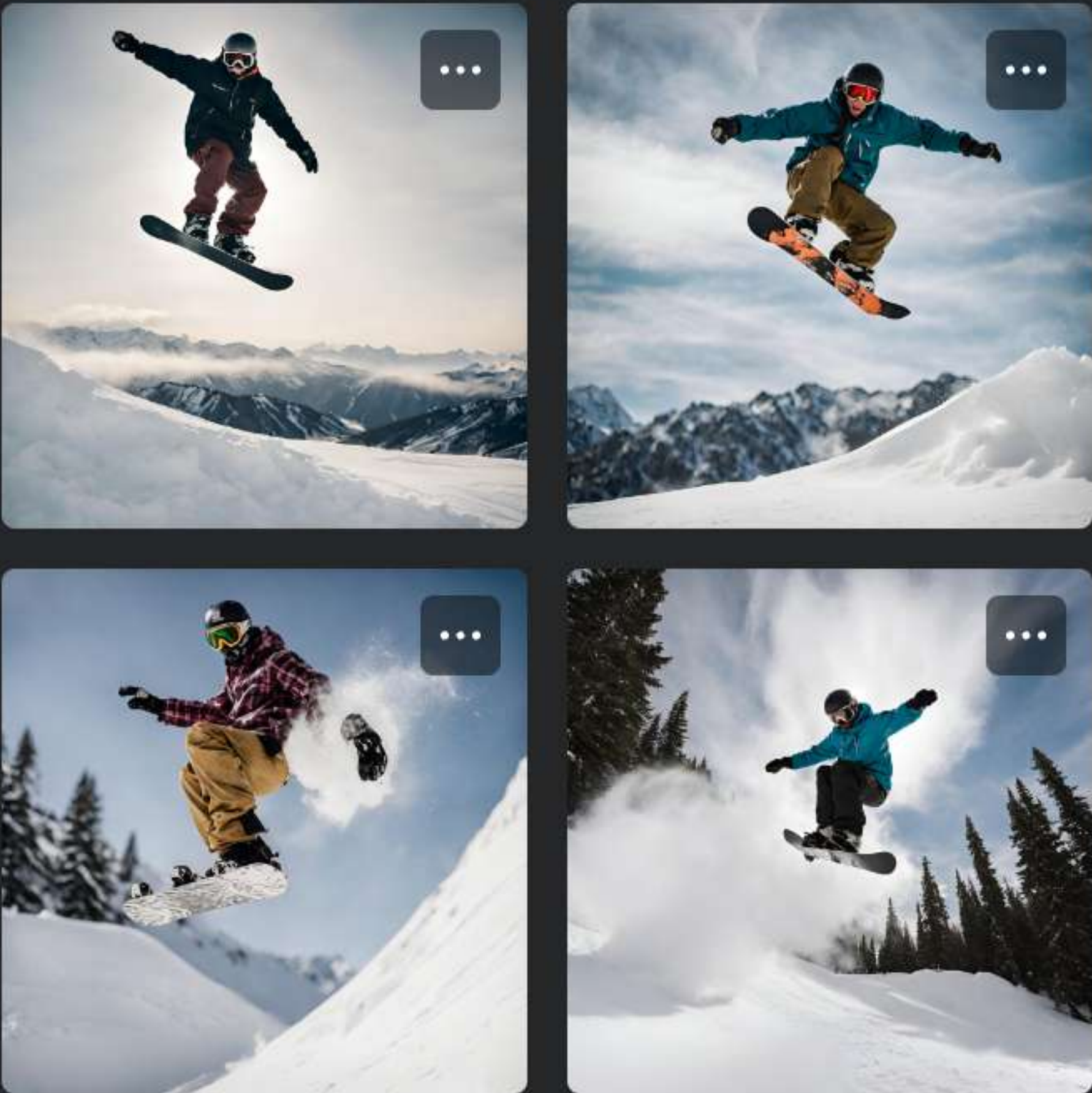
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WRITE YOUR PROMPT E.G. 'PHOTO OF A SNOWBOARDER DOING A JUMP'

Magic Media

Images Videos **NEW**

Text to Image



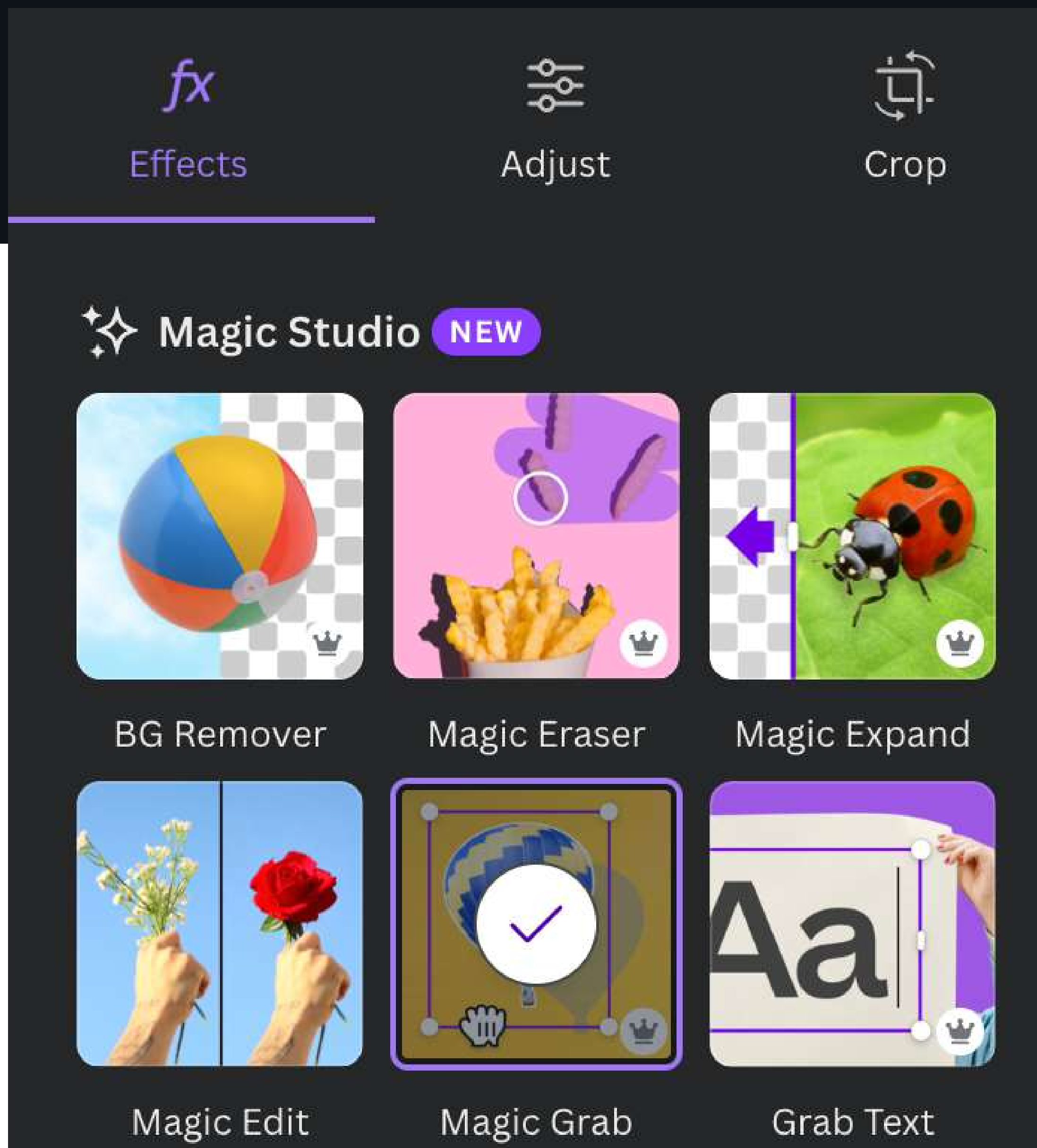
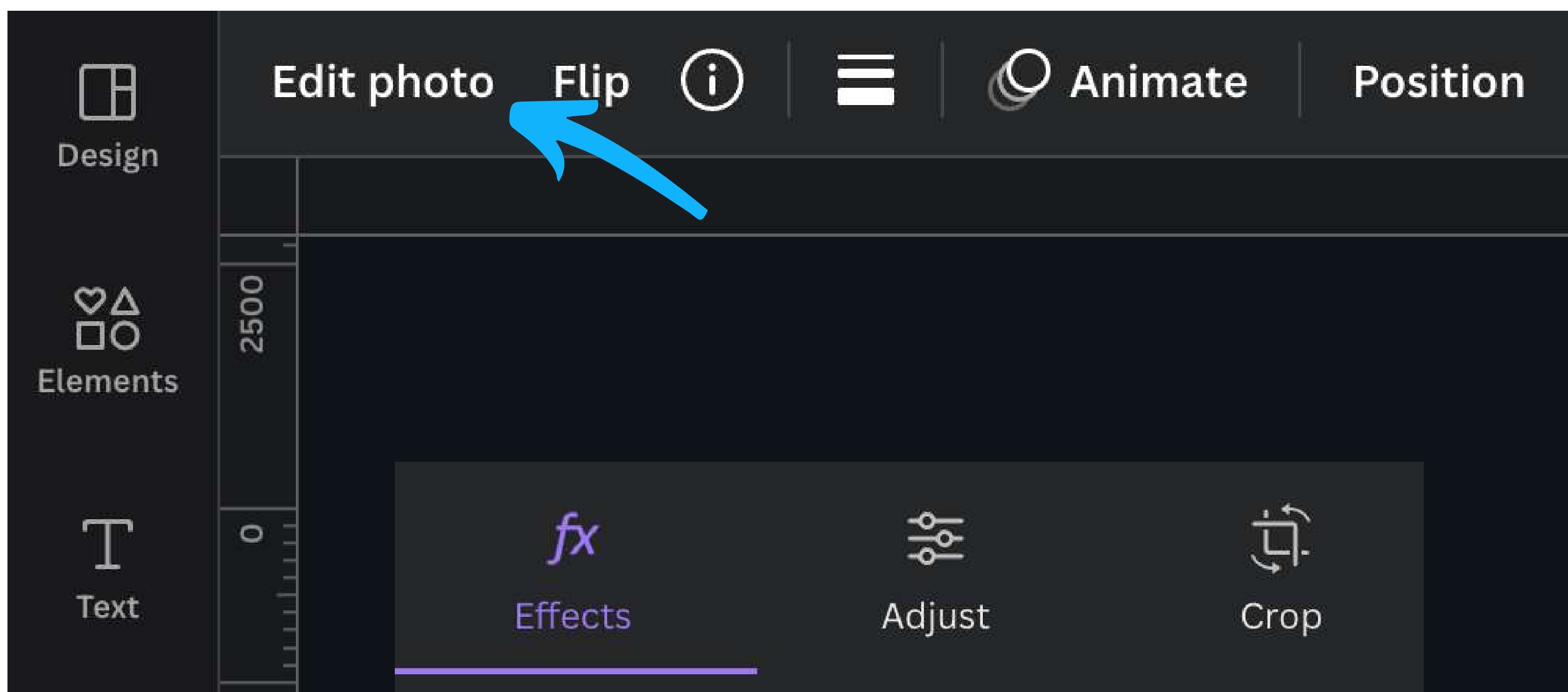
Some rules apply when using these images. [Learn more](#)

Photo of a snowboarder doing a jump





GO TO EDIT PHOTO TO OPEN MAGIC STUDIO

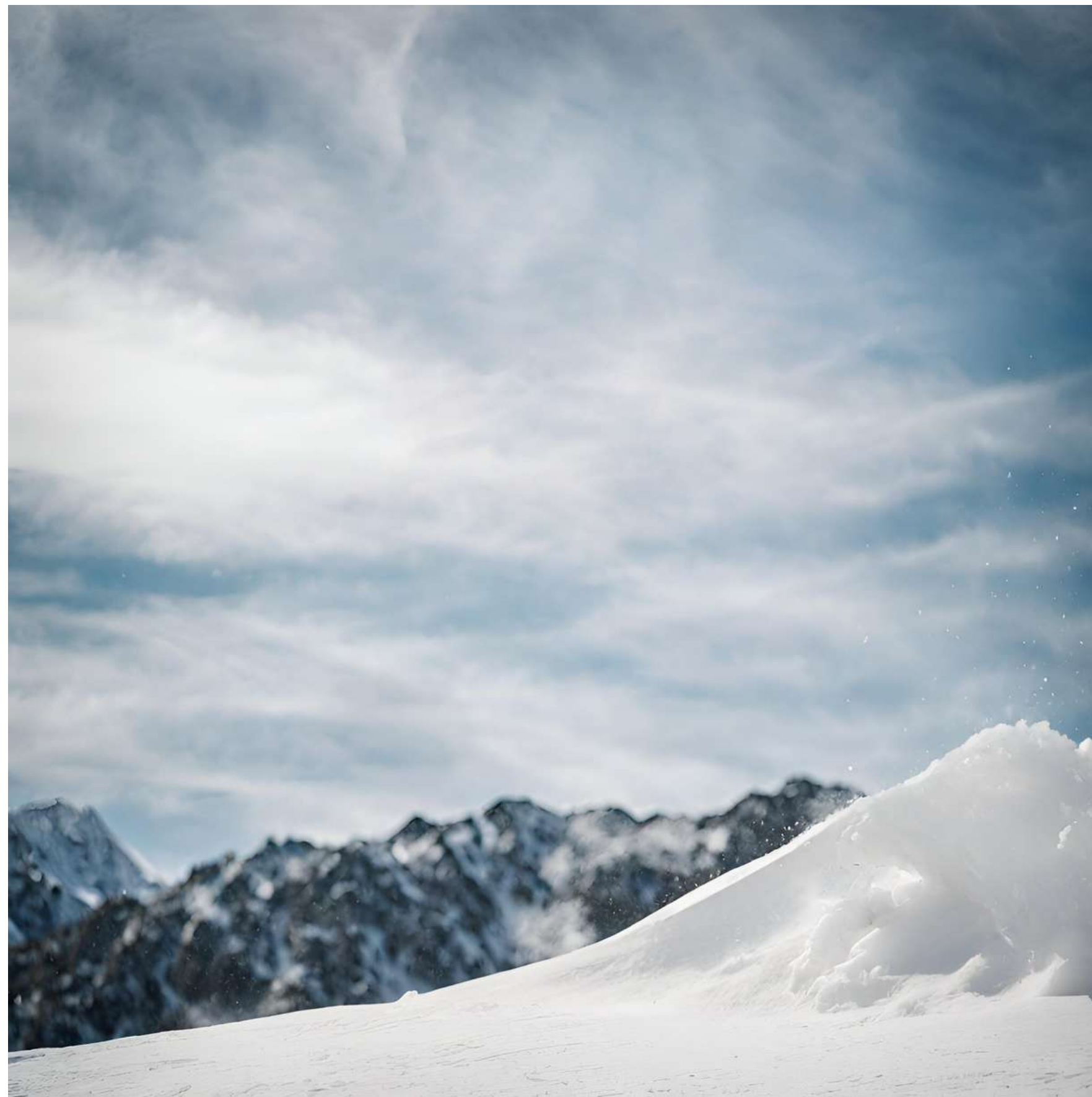




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MAGIC GRAB - REMOVE AN IMAGE FROM WITHIN AN IMAGE





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MAGIC EXPAND - EXPAND YOUR IMAGE

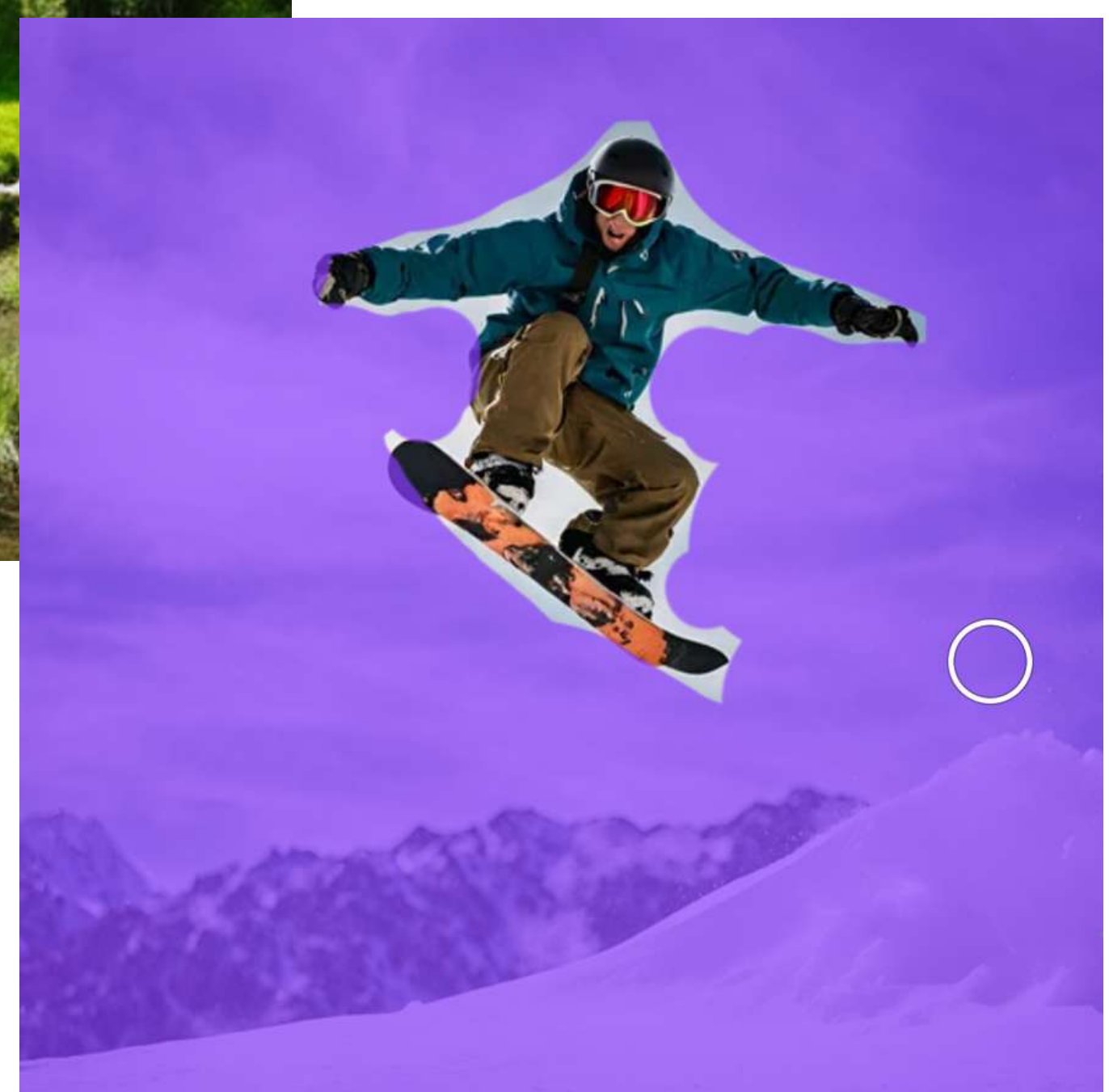




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MAGIC EDIT - USE GENERATIVE FILL TO REPLACE ANY PART OF YOUR IMAGE



‘STREAM IN A FIELD’





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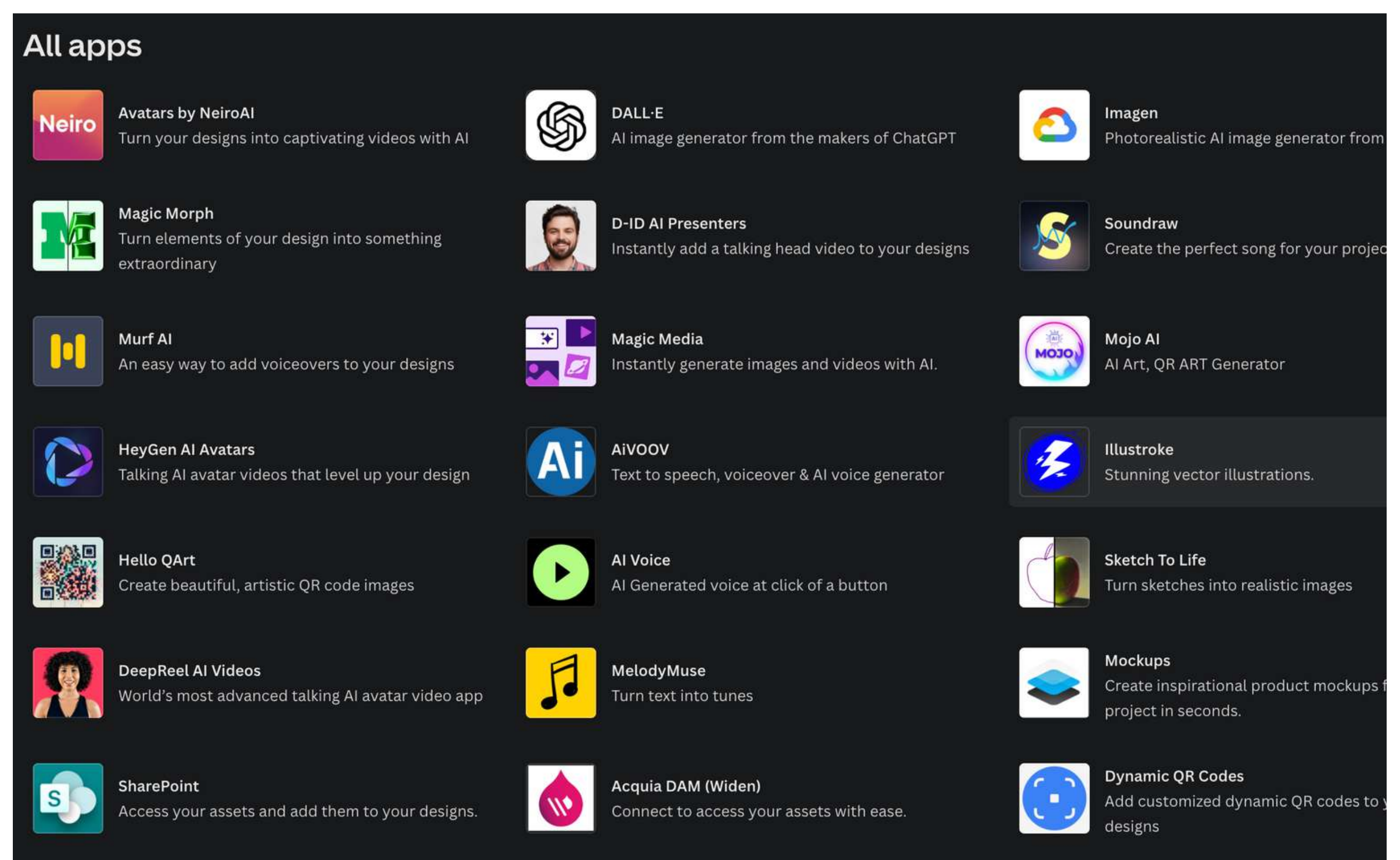
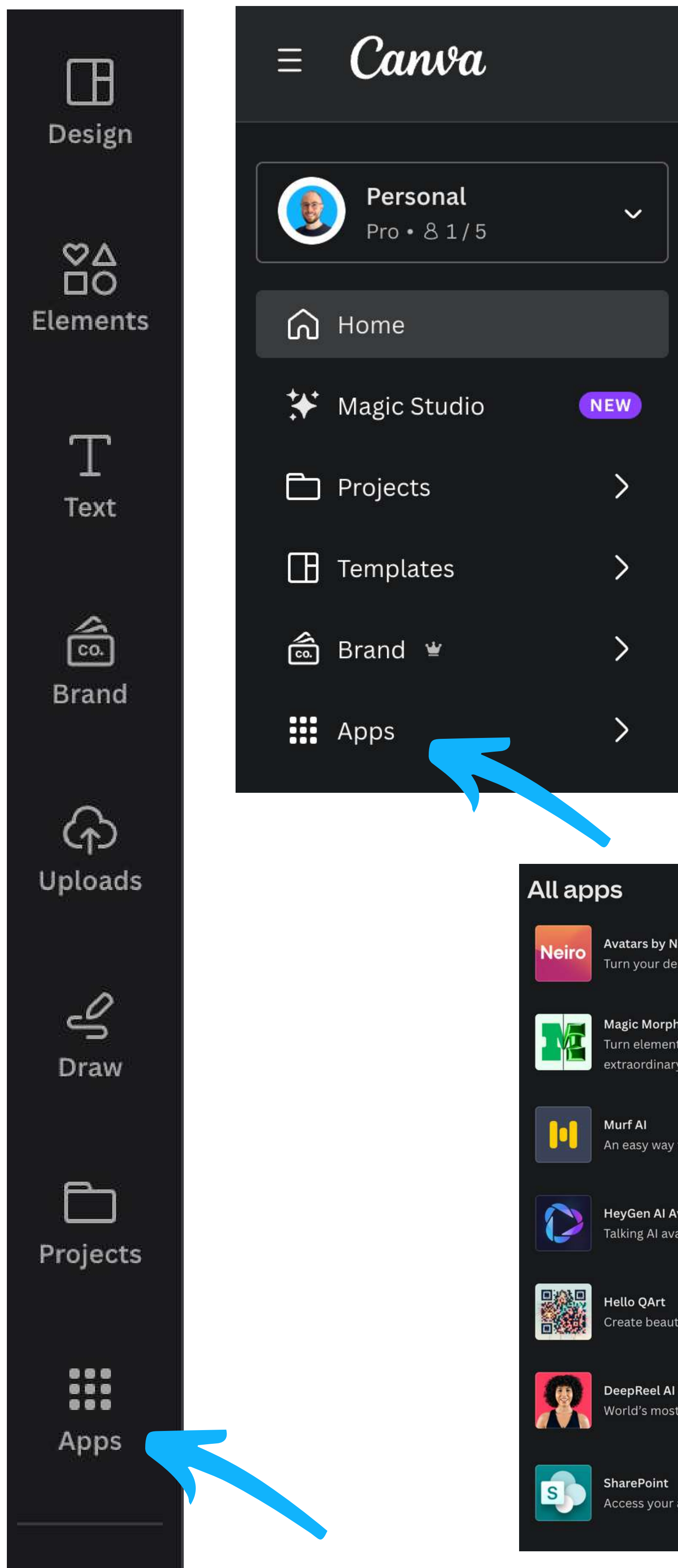
TIP #3

USE CANVA APPS





CLICK 'APPS' IN THE LEFT TOOLBAR OR HOMEPAGE AND VISIT THE LIBRARY





PEXELS & PIXABAY

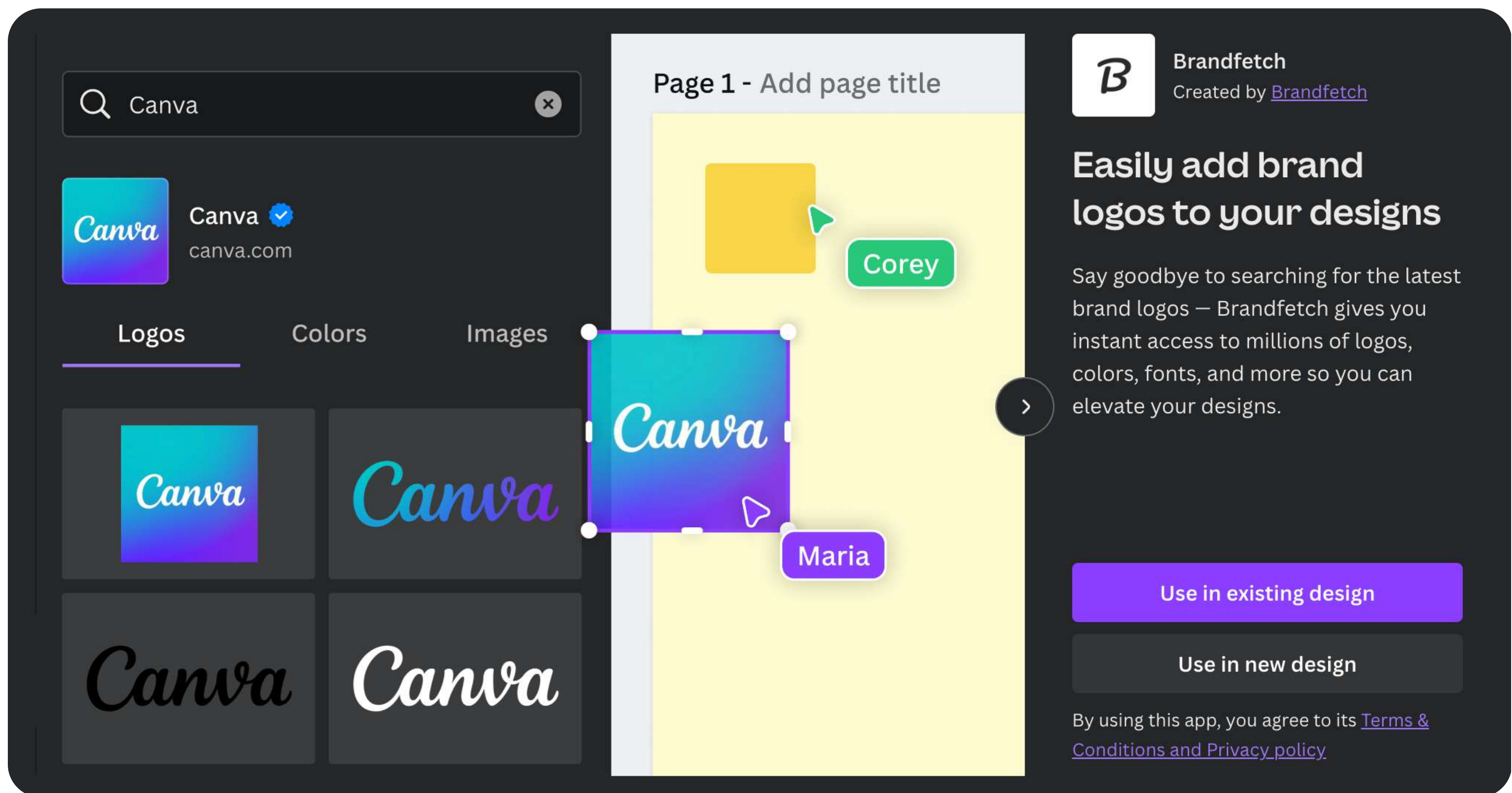
The screenshot shows the Pexels app interface. On the left, a grid of six photos is displayed: a group of people, a potted plant, a bowl of food, a woman with green hair, and a person in a pink shirt. On the right, a dark sidebar contains the Pexels logo, the text 'Pexels Created by Canva', the heading 'Free stock photos, shared by talented creators', a description of the app's mission, a 'Permissions' section, and two buttons: 'Use in existing design' (highlighted in purple) and 'Use in new design' (grey). At the bottom of the sidebar, there is a link to 'Terms & Conditions' and 'Privacy policy'.

ADD A HUGE LIBRARY OF PHOTOS AND IMAGERY TO YOUR CANVA DESIGNS AND NO LONGER BE LIMITED TO CANVA'S PHOTO OFFERINGS





BRANDFETCH



FIND THE LOGO FOR ANY BRAND INSIDE CANVA
TO INSTANTLY ADD TO YOUR DESIGNS





BLUR

Blur
Created by [Canva](#)

Unfocus or soften parts of your image

Use a brush to blur out sensitive information, or get creative and produce a softer look by fading out different parts of your image.

Permissions

When this app is open in a design, it can:

- ✓ Read and change the contents of the design

[Use in new design](#)

By using this app, you agree to its [Terms & Conditions](#) and [Privacy policy](#).

BLUR THE BACKGROUND OF YOUR IMAGES TO
CREATE AN APERTURE EFFECT OR CHOOSE ANY
PART OF THE IMAGE TO BLUR





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HEYGEN AI

HeyGen AI Avatars
Created by [HeyGen](#)

No Camera, No Crew? No Problem!

HeyGen turns your scripts into talking videos with customizable AI avatars for your designs in minutes, with astounding simplicity, efficiency and quality.

Permissions
When this app is open in a design, it can:

[Use in existing design](#)

[Use in new design](#)

By using this app, you agree to its [Terms & Conditions](#) and [Privacy policy](#).

BRING HEYGEN'S AI AVATARS INTO YOUR CANVA VIDEOS AND WEBSITES





MURF AI

The screenshot shows the Murf AI interface. On the left, a Canva design is displayed with a text box containing the text "Add voiceovers to your Canva design |". Below the text box, there are four voiceover options: "casual" with a neutral smiley face, "angry" with an angry face, "friendly" with a smiling face with hearts, and "cheerful" with a wide smiley face. A mouse cursor is pointing at the text box. On the right, the Murf AI logo is shown with the text "Murf AI Created by Murf AI". Below the logo, the heading "Add Natural-Sounding Voices to your Designs" is displayed. The text below the heading reads: "Bring your Canva designs to life with Murf's realistic AI voices. Pick from a range of high-quality voices across different languages, emotions, and tonalities. All you need is a script." Underneath, the "Permissions" section is visible, with two buttons: "Use in existing design" (highlighted in purple) and "Use in new design". At the bottom, there is a link to "Terms & Conditions" and "Privacy policy".

TEXT TO VOICE CAPABILITIES TO ADD NATURAL VOICES TO YOUR DESIGNS





MOJO AI

The screenshot shows the Mojo AI app interface. On the left, a smartphone displays a collage of AI-generated art, including a futuristic soldier, a woman in traditional attire, and a dog in a military uniform. The text '70S ARTYLE' and 'ARTISTIC QR CODE' is visible on the phone screen. Below the phone, the text 'AI ART GENERATOR' and the 'MOJO AI' logo are displayed. On the right, the app's details are shown, including the app icon, the name 'Mojo AI', and the creator 'INNORIA's TEAM'. The title 'AI Art, QR ART Generator' is prominently displayed. Below the title, a description states: 'Convert text into artistic images Create AI paintings, drawings and artistic graphics instantly'. A 'Permissions' section indicates that the app can upload media to Canva. Two buttons are present: 'Use in existing design' (highlighted in purple) and 'Use in new design'. At the bottom, a link to 'Terms & Conditions and Privacy policy' is provided.

CREATE ARTISTIC QR CODES TO INCLUDE IN YOUR CANVA DESIGNS





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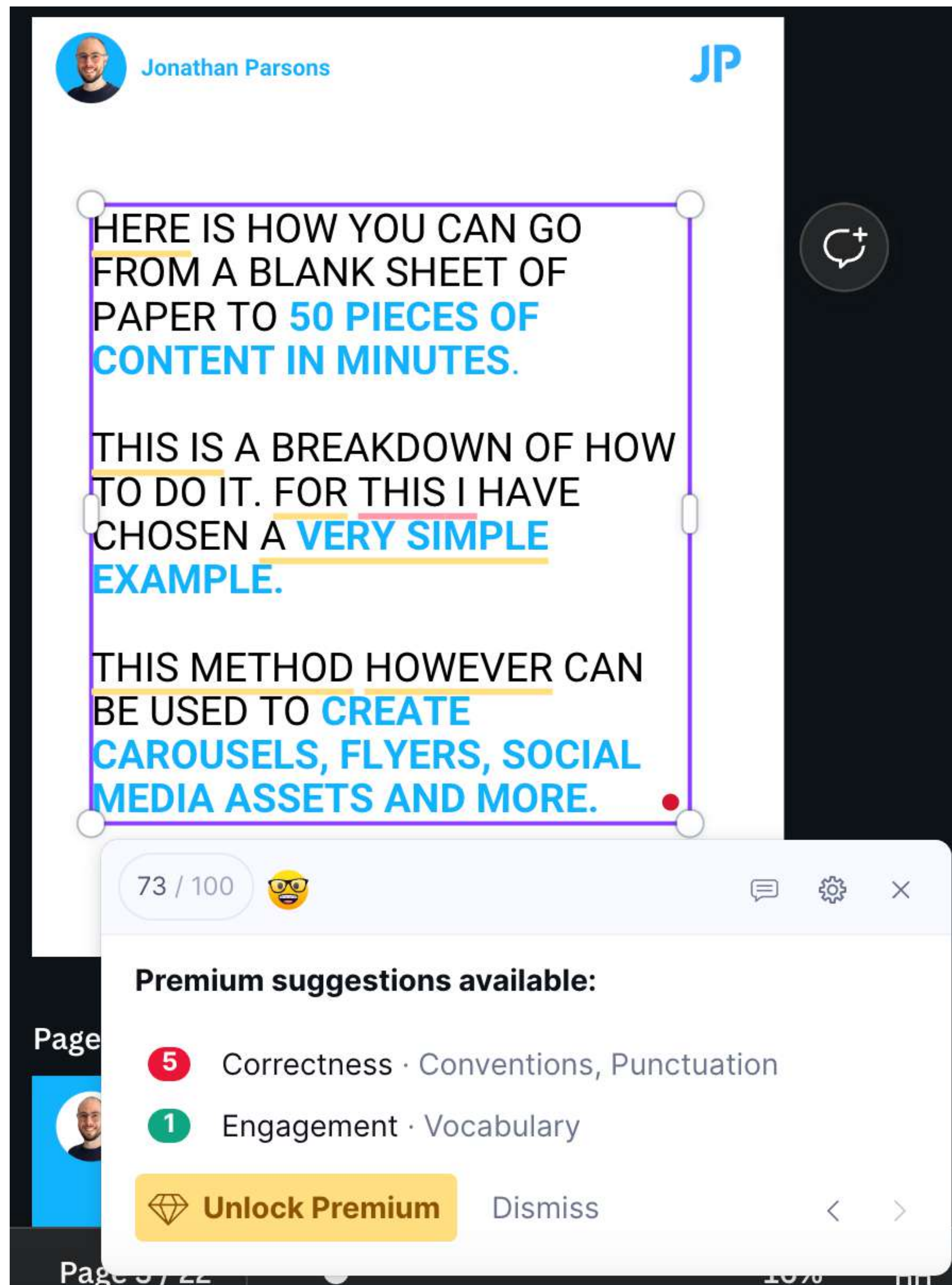
TIP #4

USE GRAMMARLY AI





CHECK YOUR CANVA TEXT BY USING GRAMMARLY CHROME EXTENSION



INSTALL THE GRAMMARLY CHROME EXTENSION. OPEN YOUR DESIGNS AT CANVA.COM ON CHROME TO ENSURE YOUR DESIGNS ARE MISTAKE-FREE & OPTIMISED IN SECONDS!





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TIP #5

**CREATING AN
IMAGE OUTLINE**





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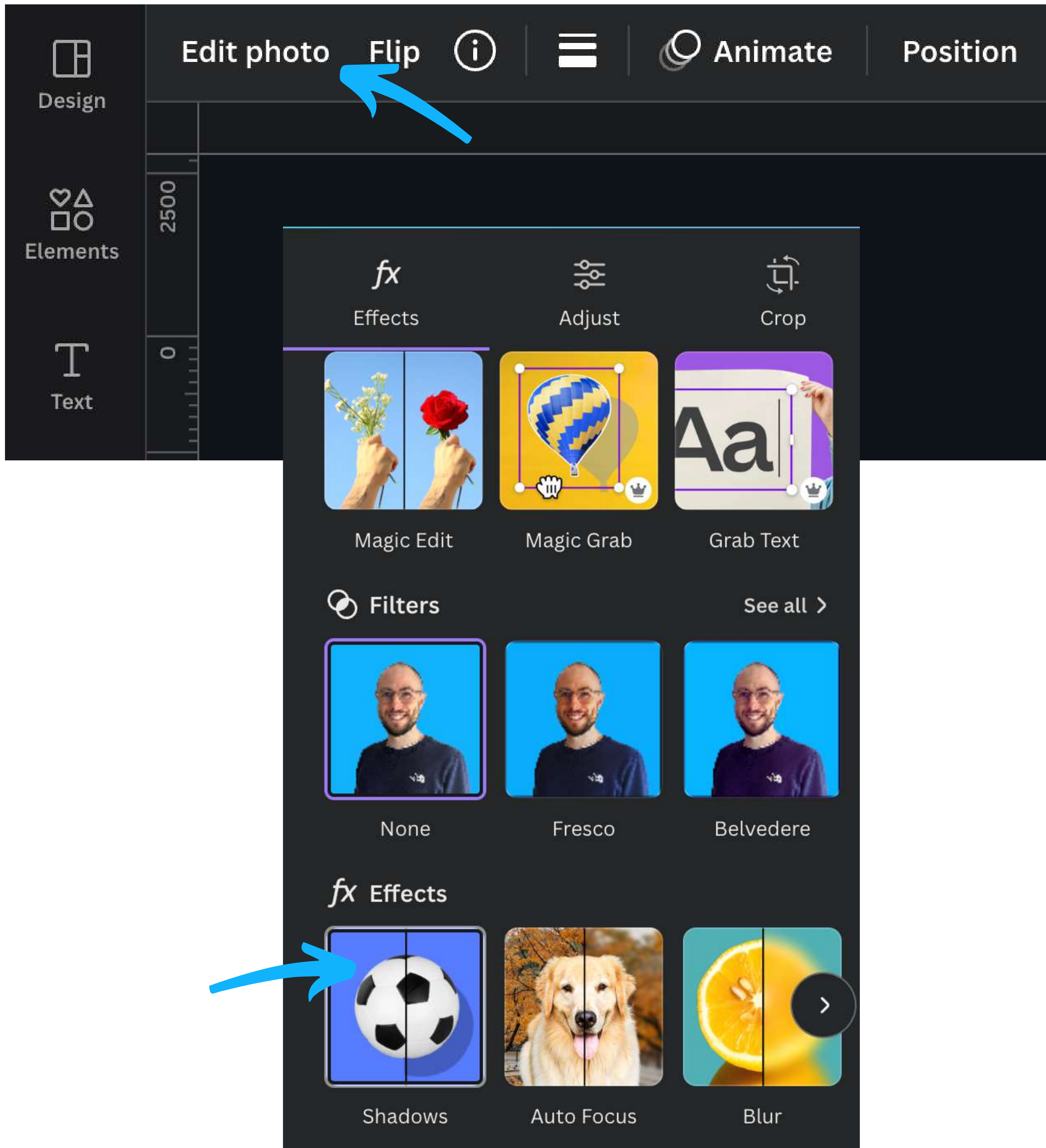
JP

STEP 1: ADD YOUR IMAGE AND REMOVE THE BACKGROUND



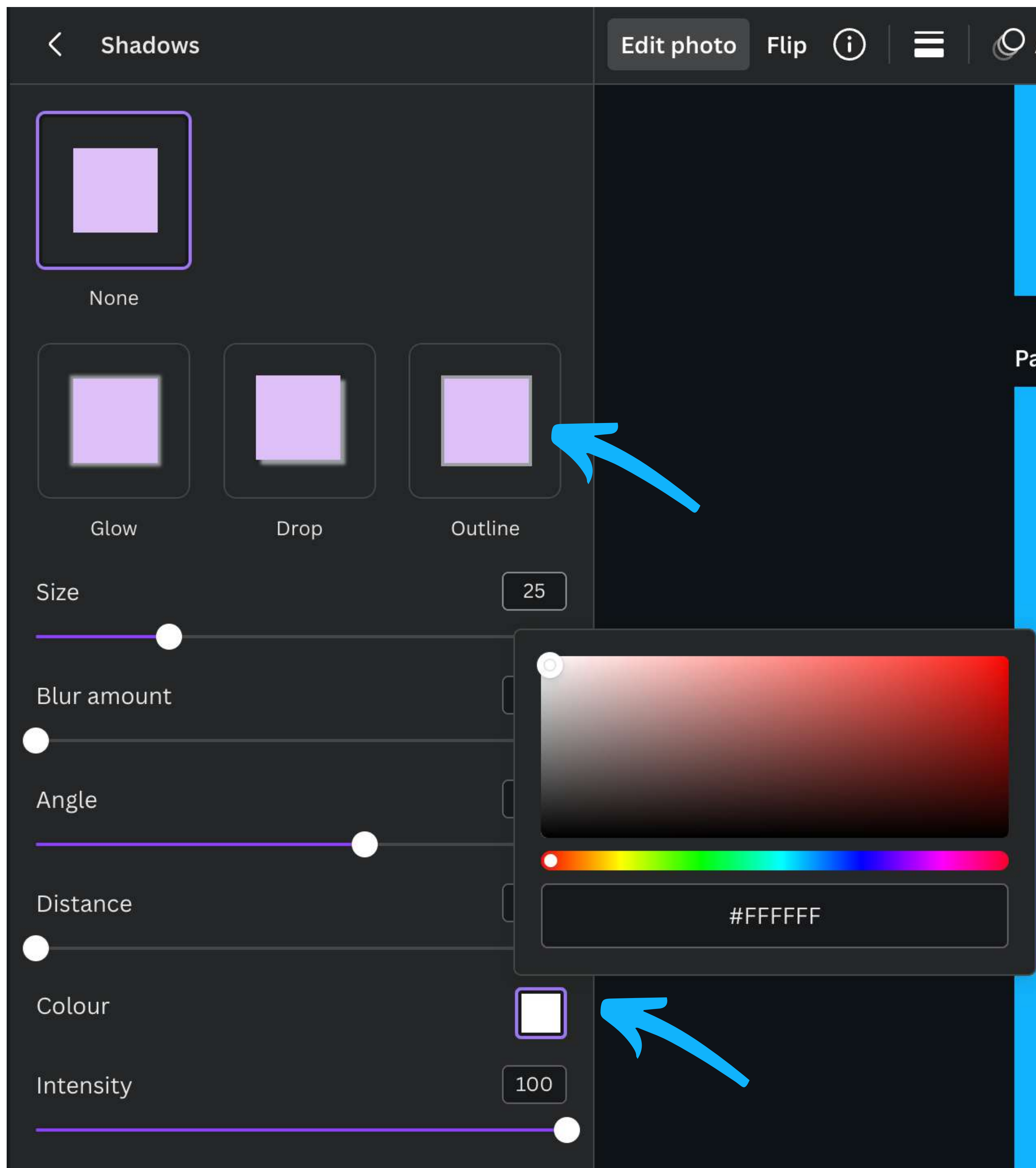


STEP 2: SELECT THE IMAGE AND CLICK EDIT PHOTO AND SCROLL TO SHADOWS



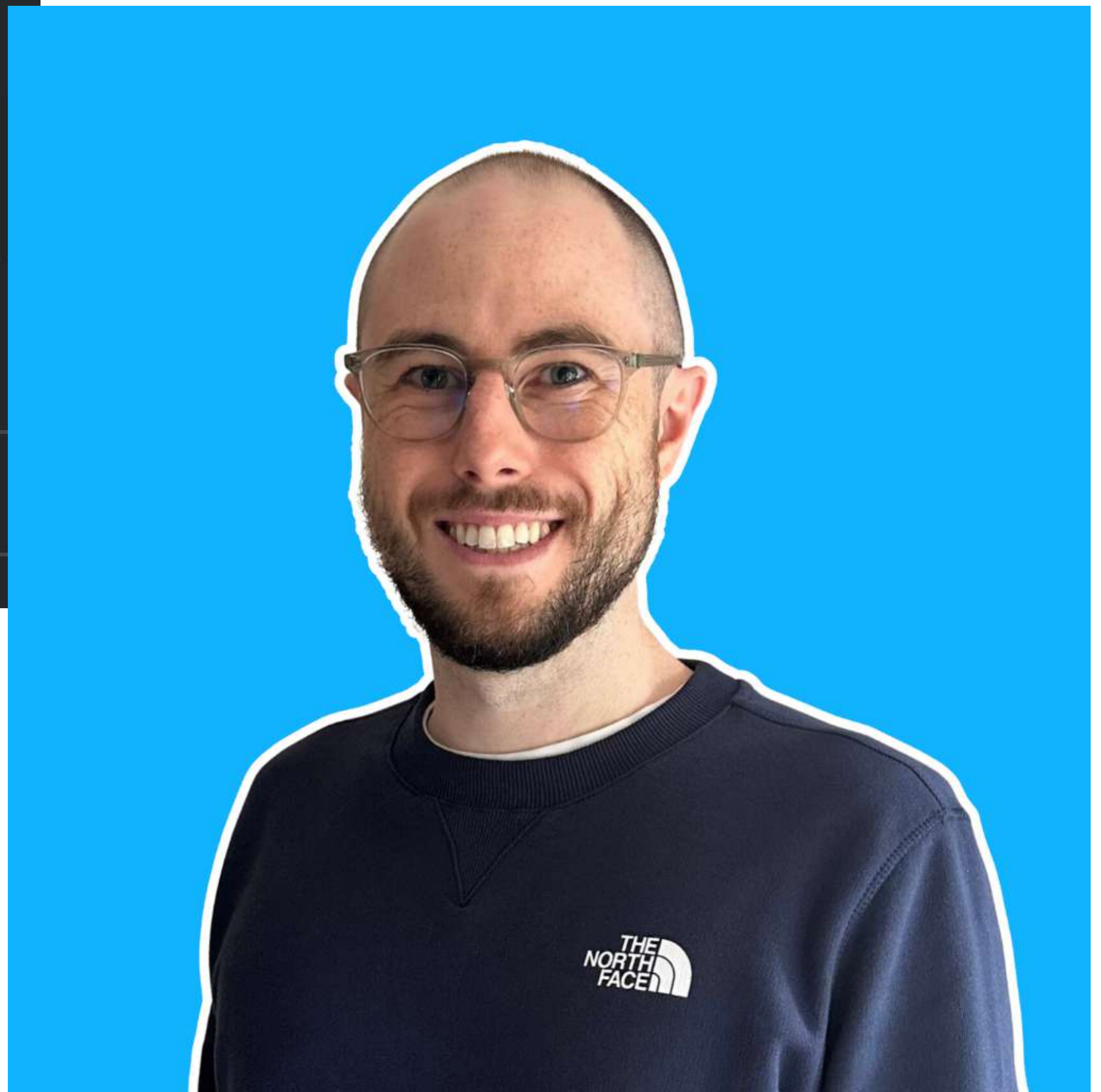
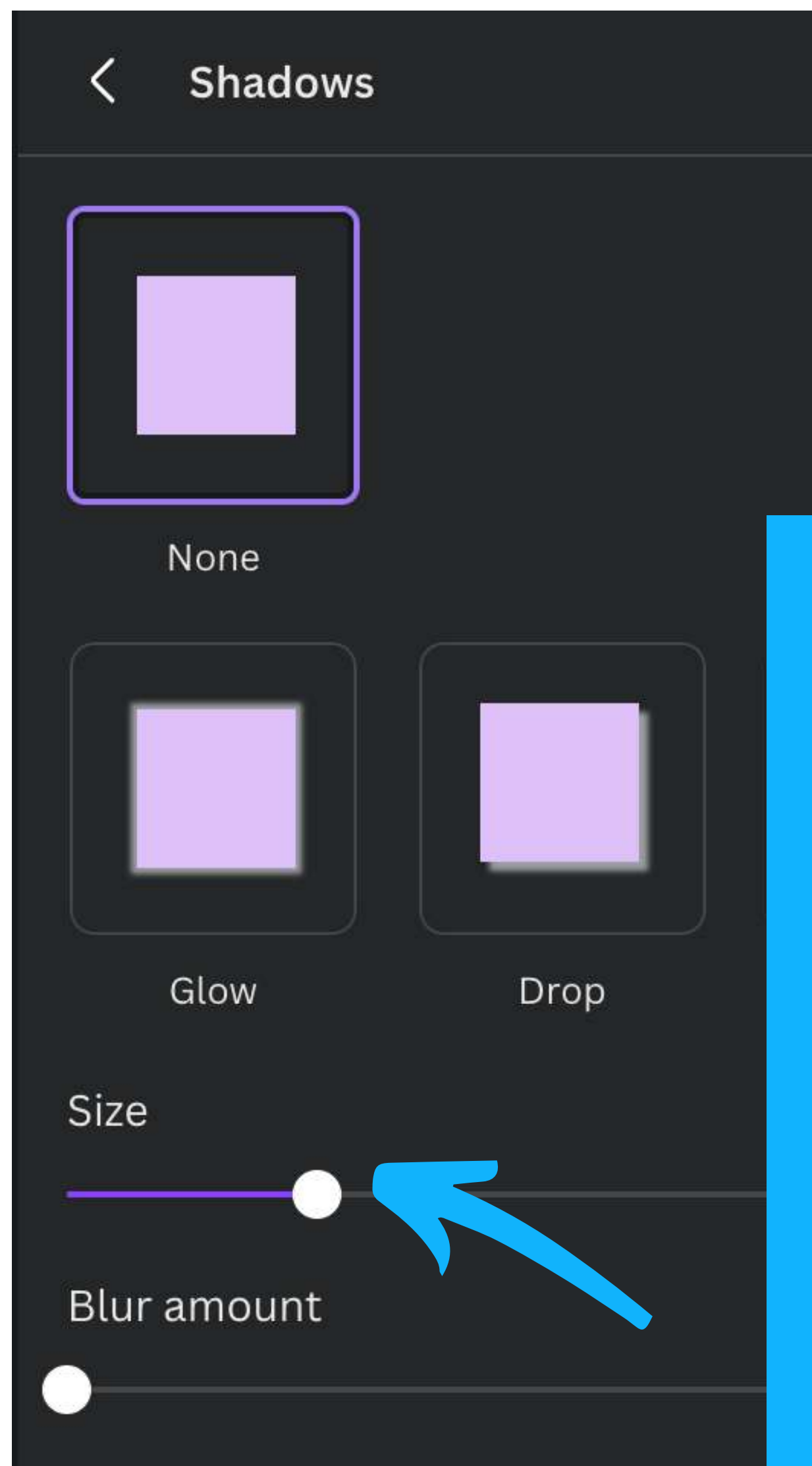


STEP 3: CLICK OUTLINE AND CHOOSE YOUR COLOUR E.G. WHITE





STEP 4: ADJUST THE SIZE TO WHAT YOU NEED AND VOILA





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TIP #6

**USE KEYBOARD
SHORTCUTS**





01. Moving Elements

Move element 1 pixel
arrow keys

Move element 10 pixel
shift + arrow keys

Deselect element
esc key

Move element up or down
command / ctrl + brackets / up and down arrow keys

Select next or previous element
command / ctrl + alt / option + brackets

02. Text

Left align text
command / ctrl + shift + L

Center align text
command / ctrl + shift + C

Right align text
command / ctrl + shift + R

Copy style to another text box
command / ctrl + option / alt + C

Paste style to another text box
command / ctrl + option / alt + V

Match textbox width in a group*
command / ctrl + option / alt + J

Add text element
T key

Transform text to uppercase
command / ctrl + shift + K

MAC

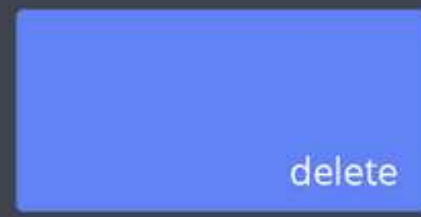




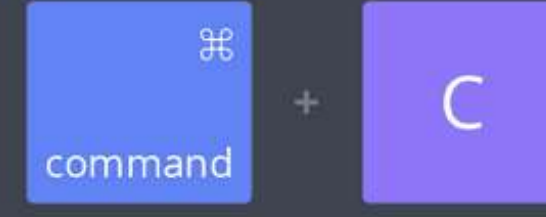
03. Other useful shortcuts



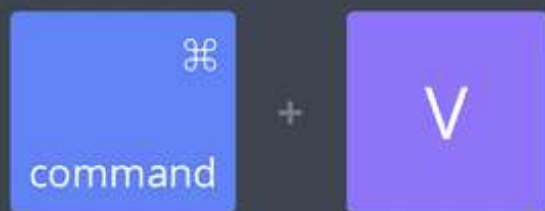
Start searching
Back slash key



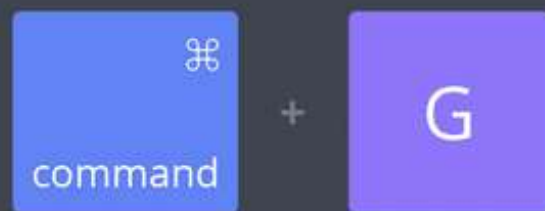
Delete selected element
delete key



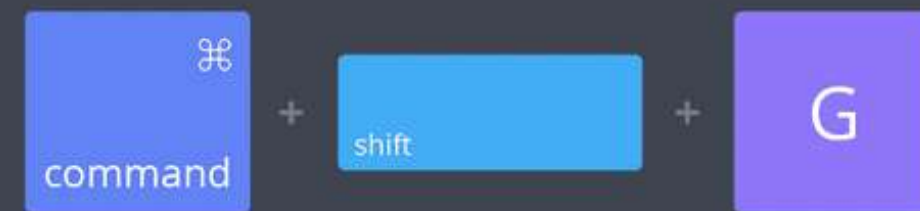
Copy elements
command / ctrl + C



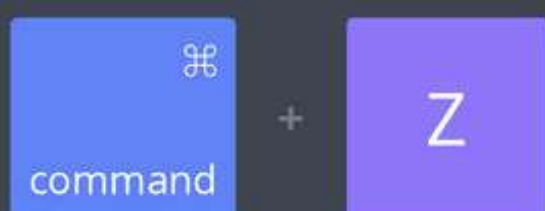
Paste elements
command / ctrl + V



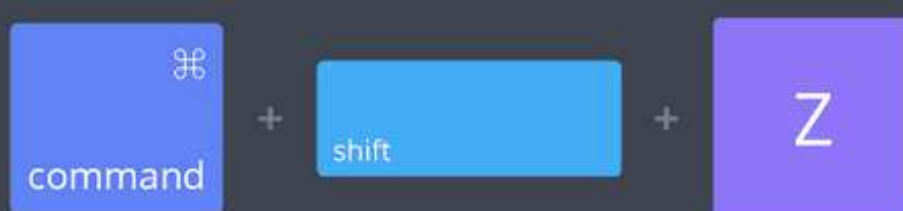
Group elements
command / ctrl + G



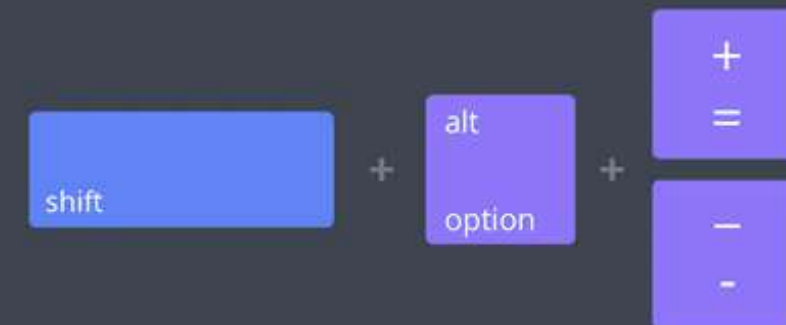
Ungroup elements
command / ctrl + G



Undo action
command / ctrl + Z



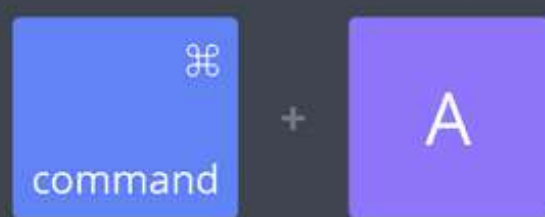
Redo action
command / ctrl + shift + Z



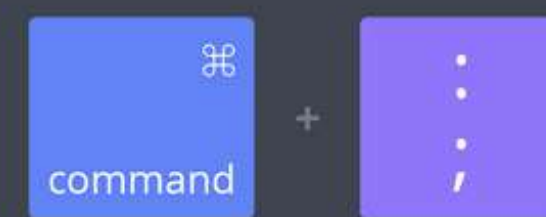
Increase grid padding
shift + alt / option + plus / hyphen keys



Zoom In/Out
command / ctrl + plus or hyphen keys



Select all elements
command / ctrl + A



Show grid lines
command / ctrl + colon (twice)



Resize proportionally
shift + drag



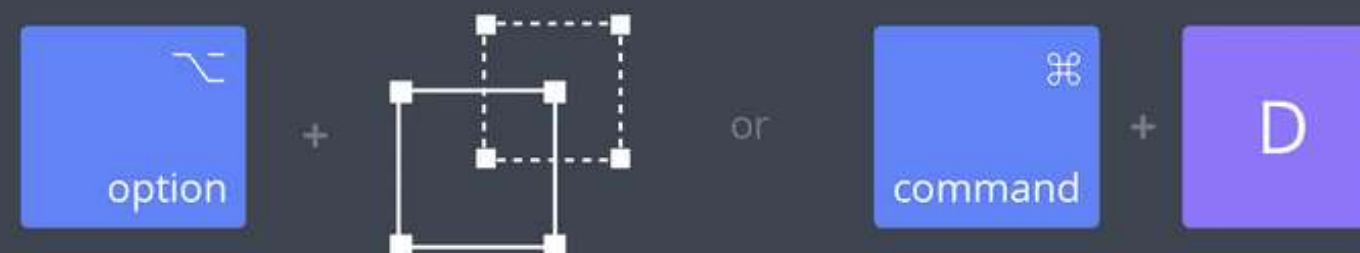
add or remove selected elements
shift + click surrounding elements



Select element behind
command / ctrl + click overlapping elements



Presentation mode
command / ctrl + shift + return / enter



Duplicate element
command / ctrl + option / alt + C

MAC





01. Moving Elements

- Move selection by 1 pixel
arrow keys
- Move selection by 10 pixels
shift + arrow keys
- Arrange element backward or forward
command/ctrl + [or]
- Arrange element to back or front
command/ctrl + option/alt + [or]
- Select element behind
command/ctrl + click overlapping elements
- Deselect element
esc key

02. Text

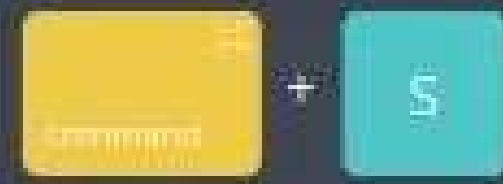
- Add text
T key
- Transform text to uppercase
shift + command/ctrl + K key
- Bold text
command/ctrl + B key
- Italicized text
command/ctrl + I key
- Open font menu
shift + command/ctrl + F key
- Decrease font size by one point
shift + command/ctrl + comma key
- Increase font size by one point
shift + command/ctrl + period key
- Left align text
shift + command/ctrl + L key
- Center align text
shift + command/ctrl + C key
- Right align text
shift + command/ctrl + R key
- Anchor text normally (top)
shift + command/ctrl + H key
- Anchor text to the middle
shift + command/ctrl + M key
- Anchor text to the bottom
shift + command/ctrl + B key
- Increase or decrease line spacing
option/alt + up or down arrow keys
- Arrange element to back or front
option/alt + command/ctrl + up or down arrow keys
- Align text boxes*
shift + command/ctrl + J key
*Works with grouped text boxes

WINDOWS



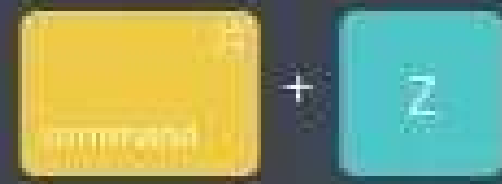


03. Other useful shortcuts



Save

command/ctrl + S key



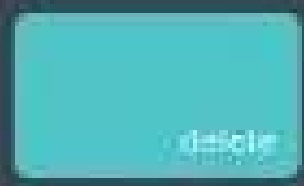
Undo

command/ctrl + Z key



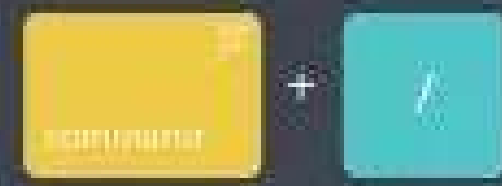
Redo

command/ctrl + Y key or shift + command + Z key



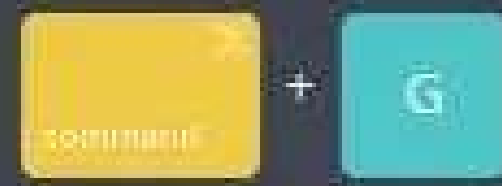
Delete selection content

delete or backspace key



Toggle object panel

command/ctrl + slash key



Group elements

command/ctrl + G key



Ungroup elements

shift + command/ctrl + G key



Select all

command/ctrl + A key



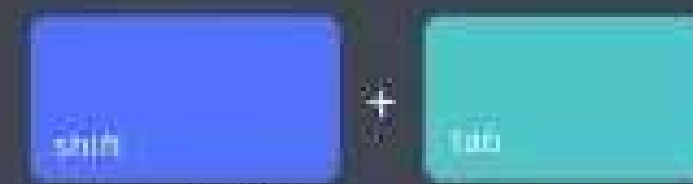
Duplicate

command/ctrl + D key



Select next

tab key



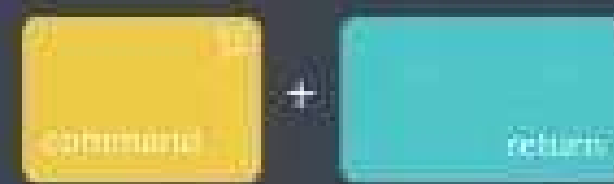
Select previous

shift + tab key



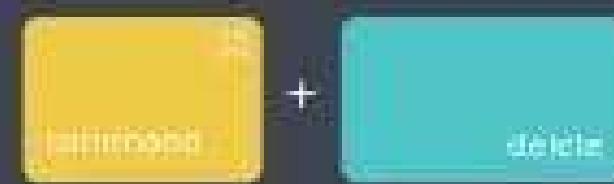
Add rectangle

R key



Add empty page

command/ctrl + return/enter key



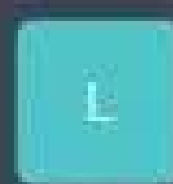
Delete empty page

command/ctrl + delete/backspace key



Zoom in and out

command/ctrl + plus or hyper keys



Add line

L key



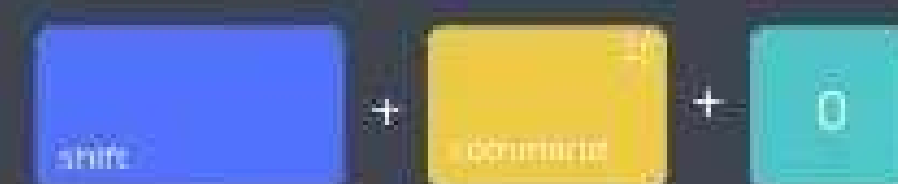
Zoom to actual size

command/ctrl + zero key



Zoom to fit

option/alt + command/ctrl + zero key



Zoom to fill

shift + command/ctrl + zero key

WINDOWS





DID YOU KNOW?

2) Avoid using the mouse.

A study by [Brainscape](#) found that most people lose an average of two seconds per minute of work by using their mouse instead of keyboard shortcuts. That's eight days a year! The benefits of learning keyboard shortcuts can be enormous for your productivity. Fortunately, most software shares the same shortcuts, meaning the more you learn, the faster you will become across the board. Here are [a few](#) to get you started.



A study by [Brainscape](#) found that most people lose an average of two seconds per minute of work by using their mouse instead of keyboard shortcuts. That's eight days a year!





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TIP #7

CREATE

PRODUCT IMAGES





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HERE YOU WOULD START
WITH YOUR PRODUCT VISUAL.

LET'S USE THIS NEWSLETTER
EXAMPL AND CREATE SOME
PHYSICAL AND DIGITAL
EXAMPLES.



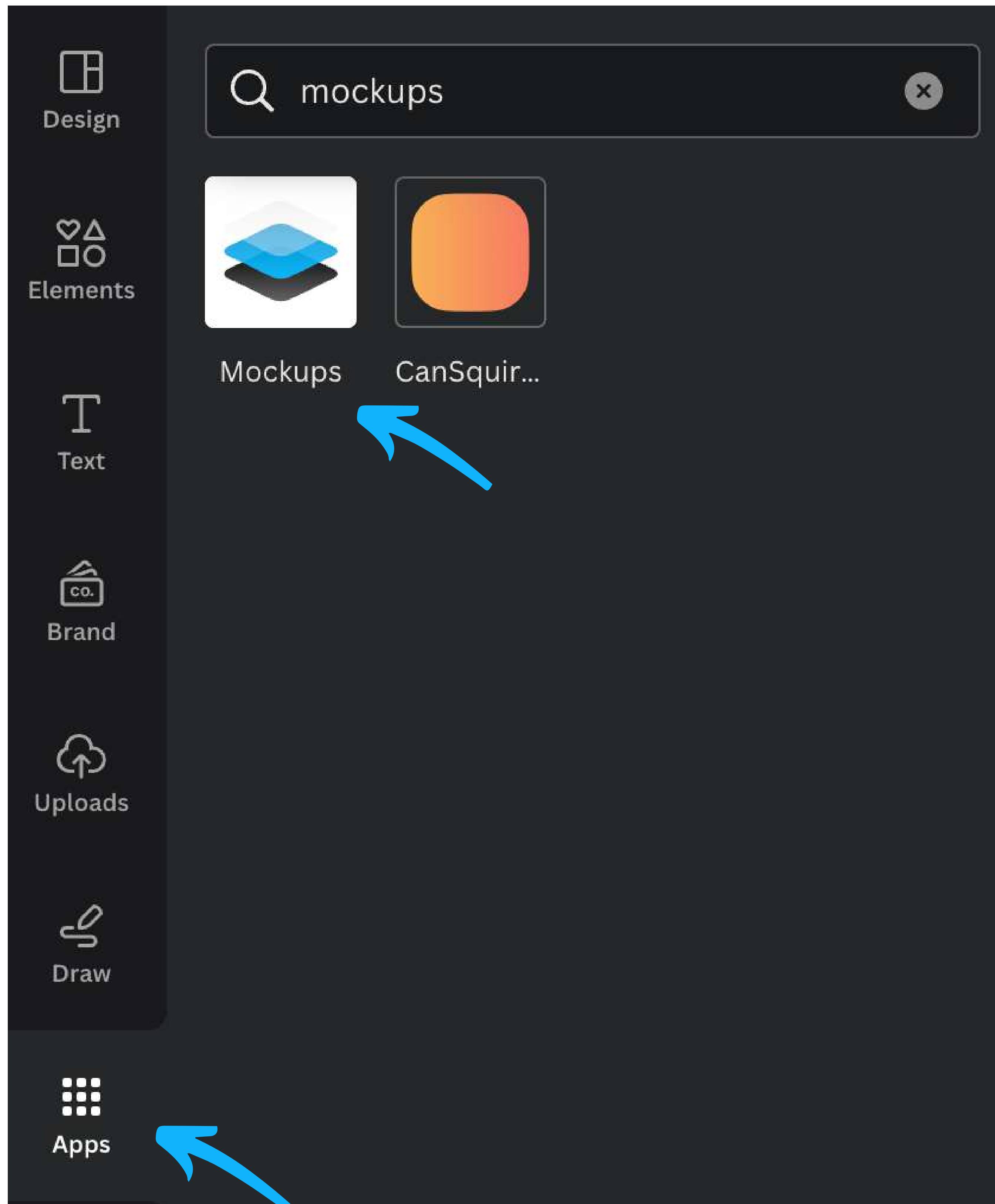


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UPLOAD YOUR VISUALS TO CANVA



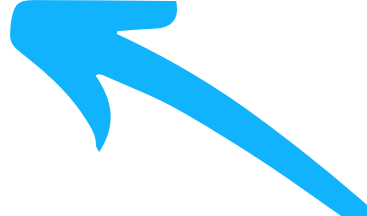
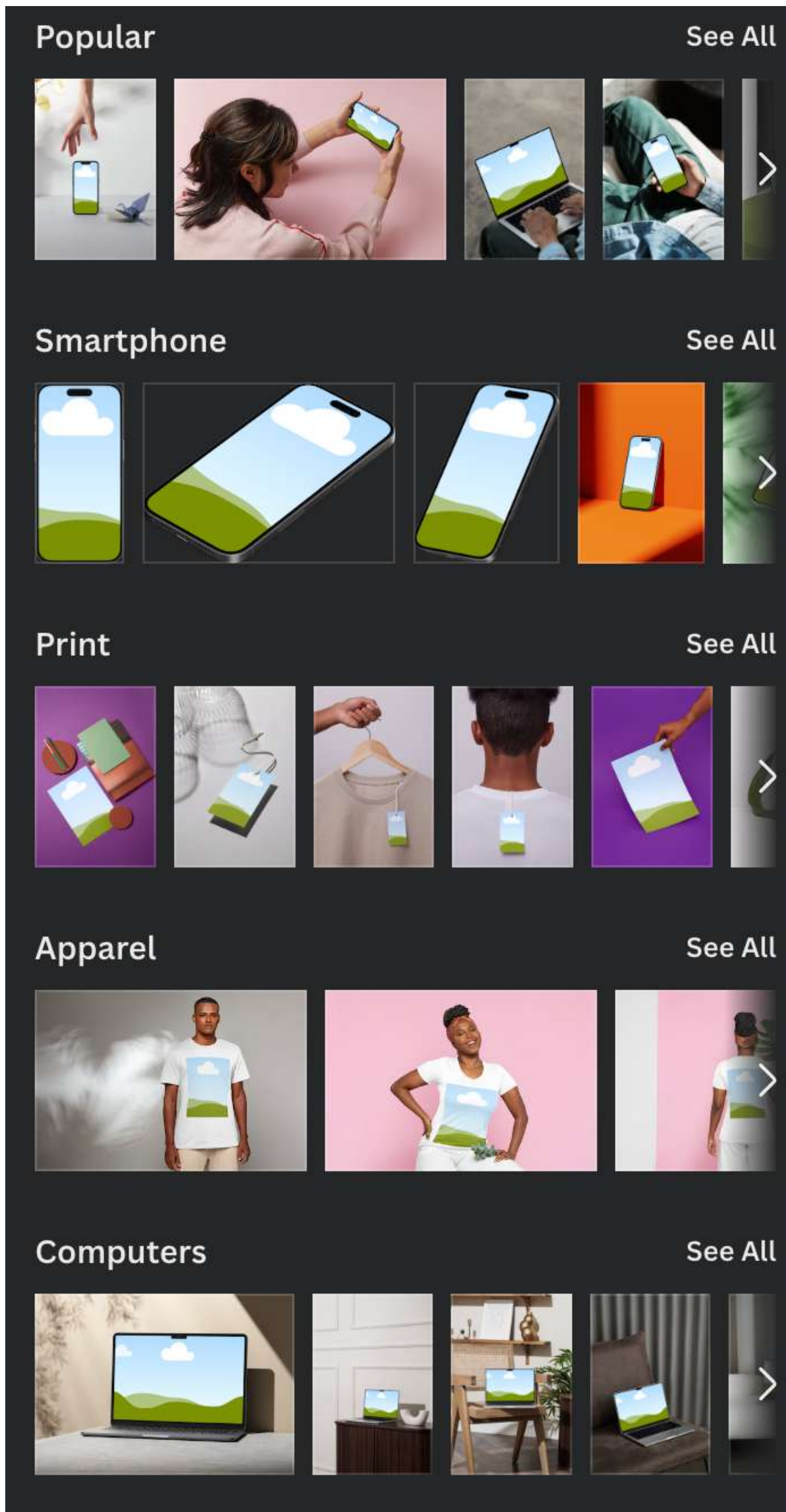


HEAD TO THE 'APPS' SECTION IN THE TOOLBAR AND SEARCH FOR 'MOCKUPS' AND INSTALL IT.





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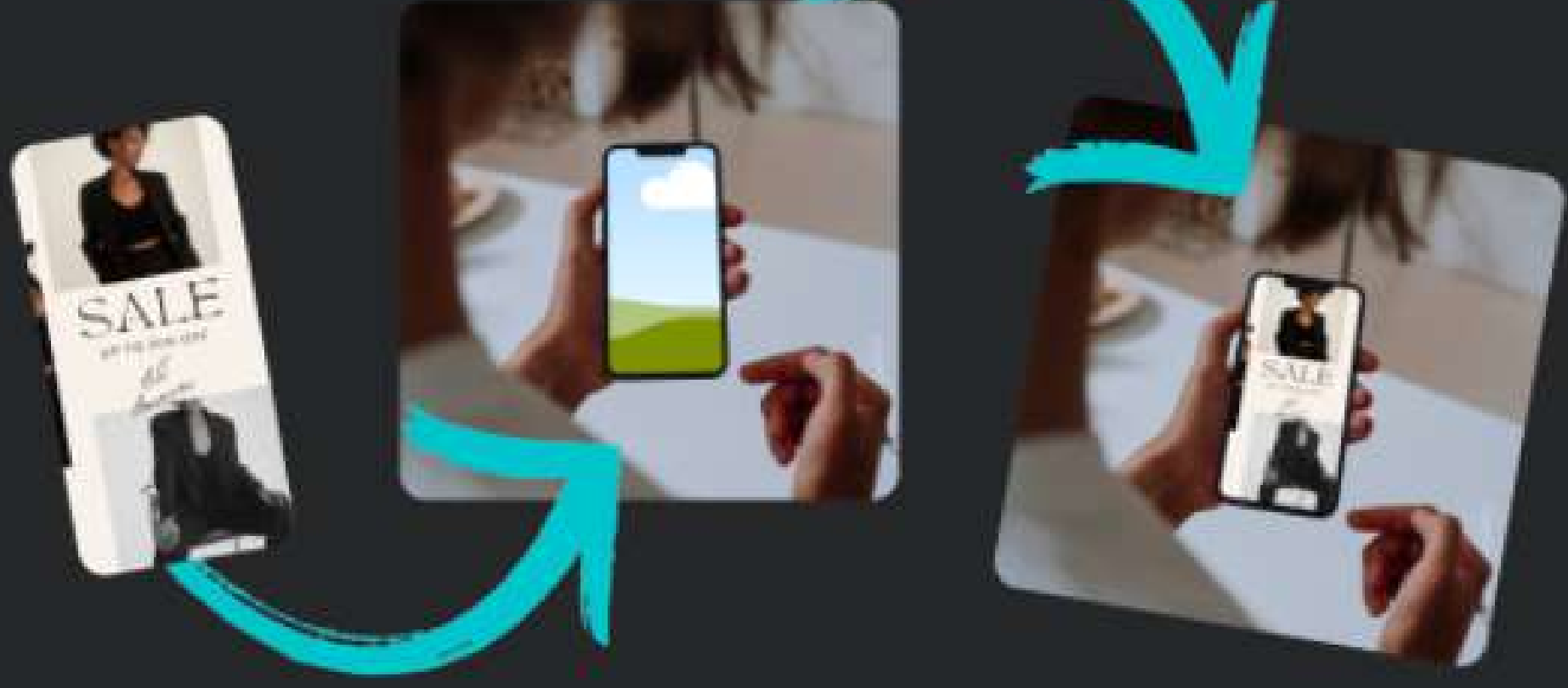


CHOOSE WHICH
PRODUCT MOCKUP
YOU WANT.
POPULAR IS A
GOOD PLACE TO
START.





CHOOSE YOUR MOCKUPS AND THEN DRAG YOUR IMAGES INTO THE FRAME



Insert your image

Drag and drop any image into the mockup. The easiest way to do this is from the Uploads tab.

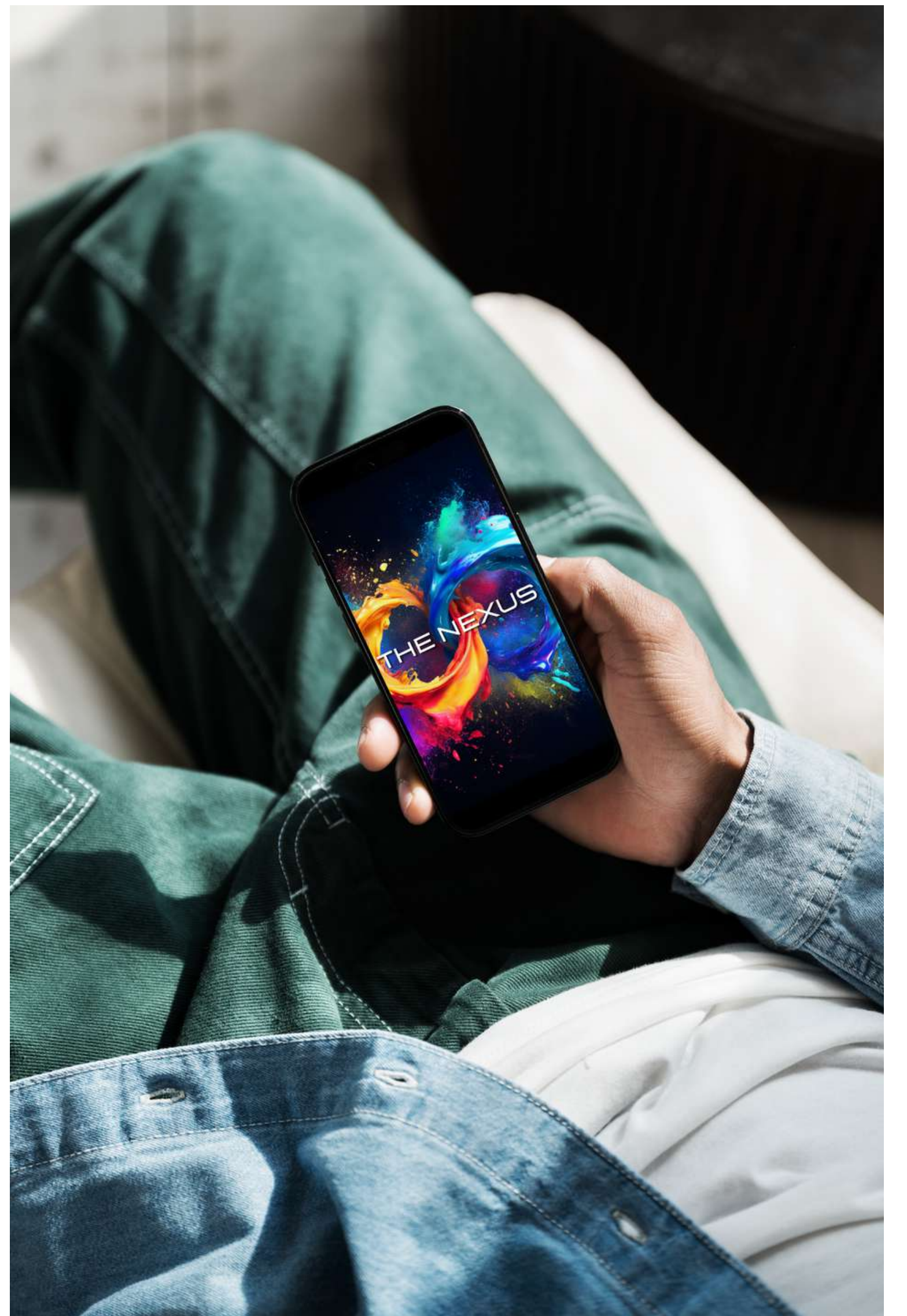




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VOILA...





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TIP #8

MAGIC GRAB





DETACH TEXT FROM AN IMAGE TO MOVE OR DELETE

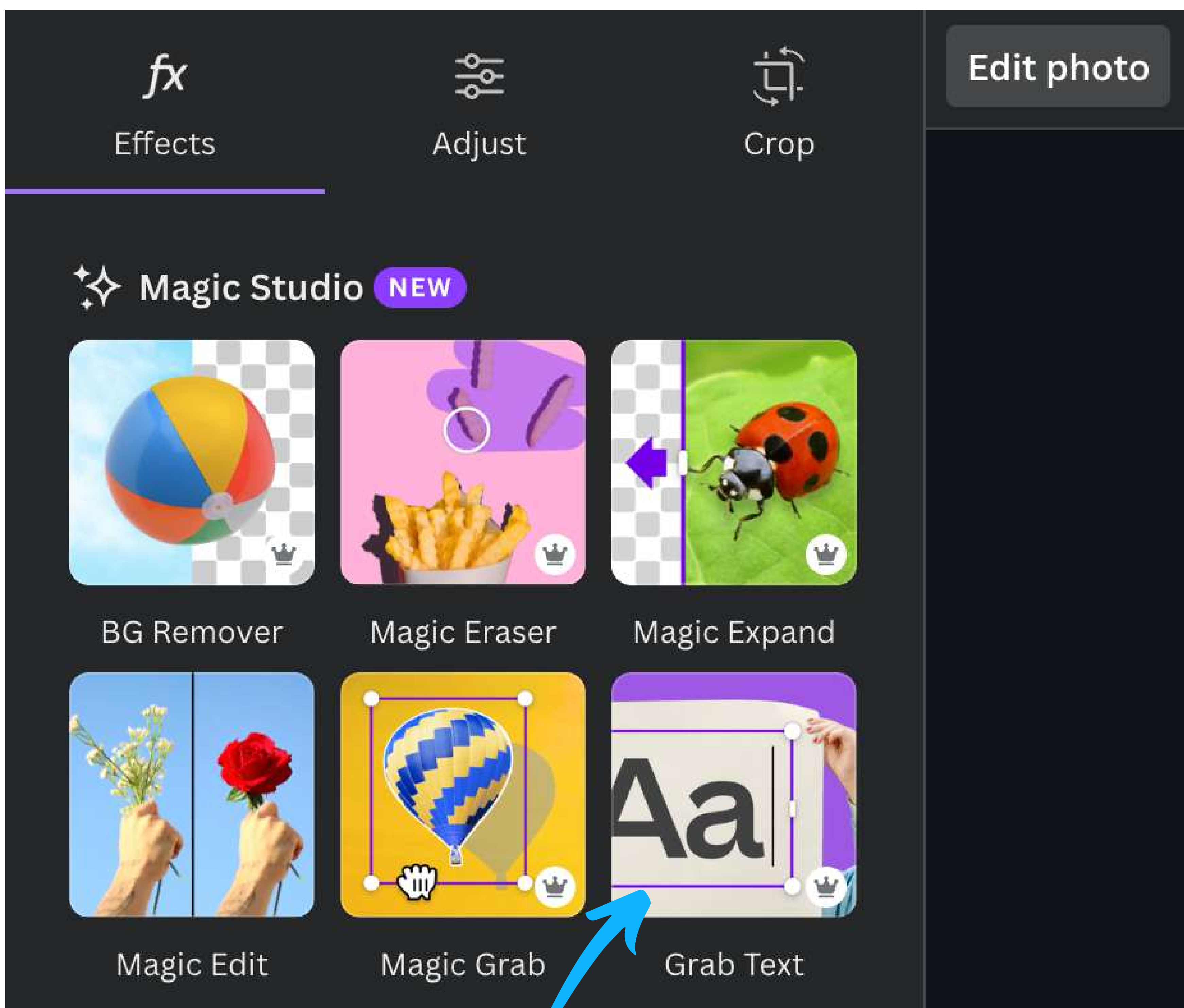


HEINZ
ESTD 1869 ESTD
TOMATO KETCHUP
57 VARIETIES





ALL MAGIC FUNCTIONS FOR IMAGES ARE IN THE 'EDIT PHOTO' SECTION





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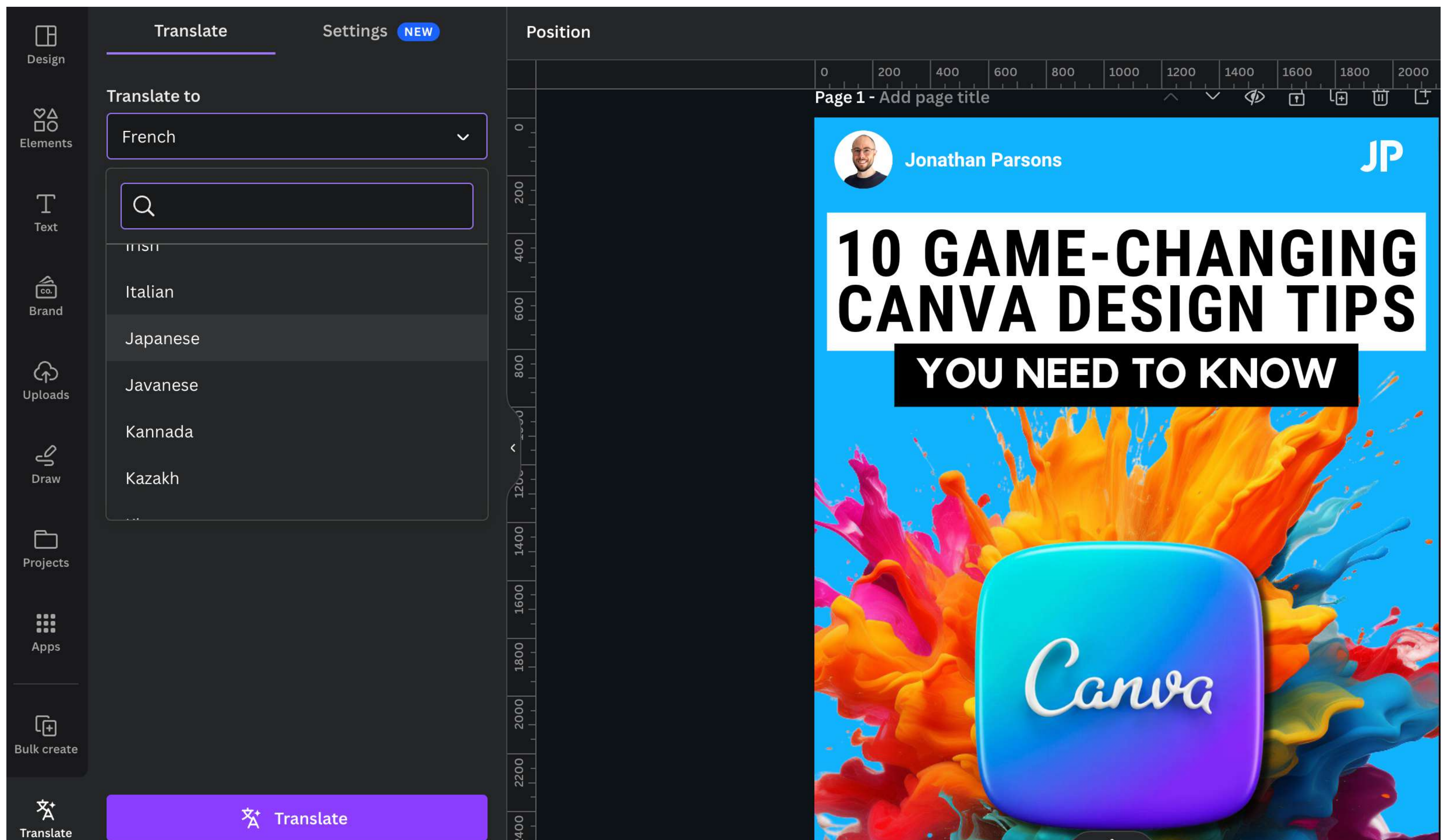
TIP #9

TRANSLATE TEXT





TRANSLATE YOUR DESIGNS IN THE CLICK OF A BUTTON



CLICK ON 'TRANSLATE' IN THE LEFT TOOLBAR,
SELECT YOUR LANGUAGE AND PRESS TRANSLATE.

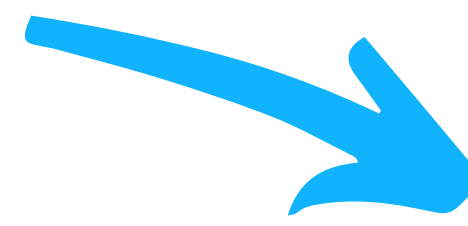




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INSTANT TRANSLATION OF YOUR DESIGN INTO ANY LANGUAGE





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TIP #10

BRAND TONE





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TRAIN CANVA ON YOUR BRAND'S TONE OF VOICE IN THE BRAND TEMPLATE SECTION

Brand voice

0/500

Describe your brand's unique personality and how you communicate with your audience. Your voice is an important way to attract people to your brand, create connections, and build trust with them. For example, "our voice is confident, casual, and friendly."



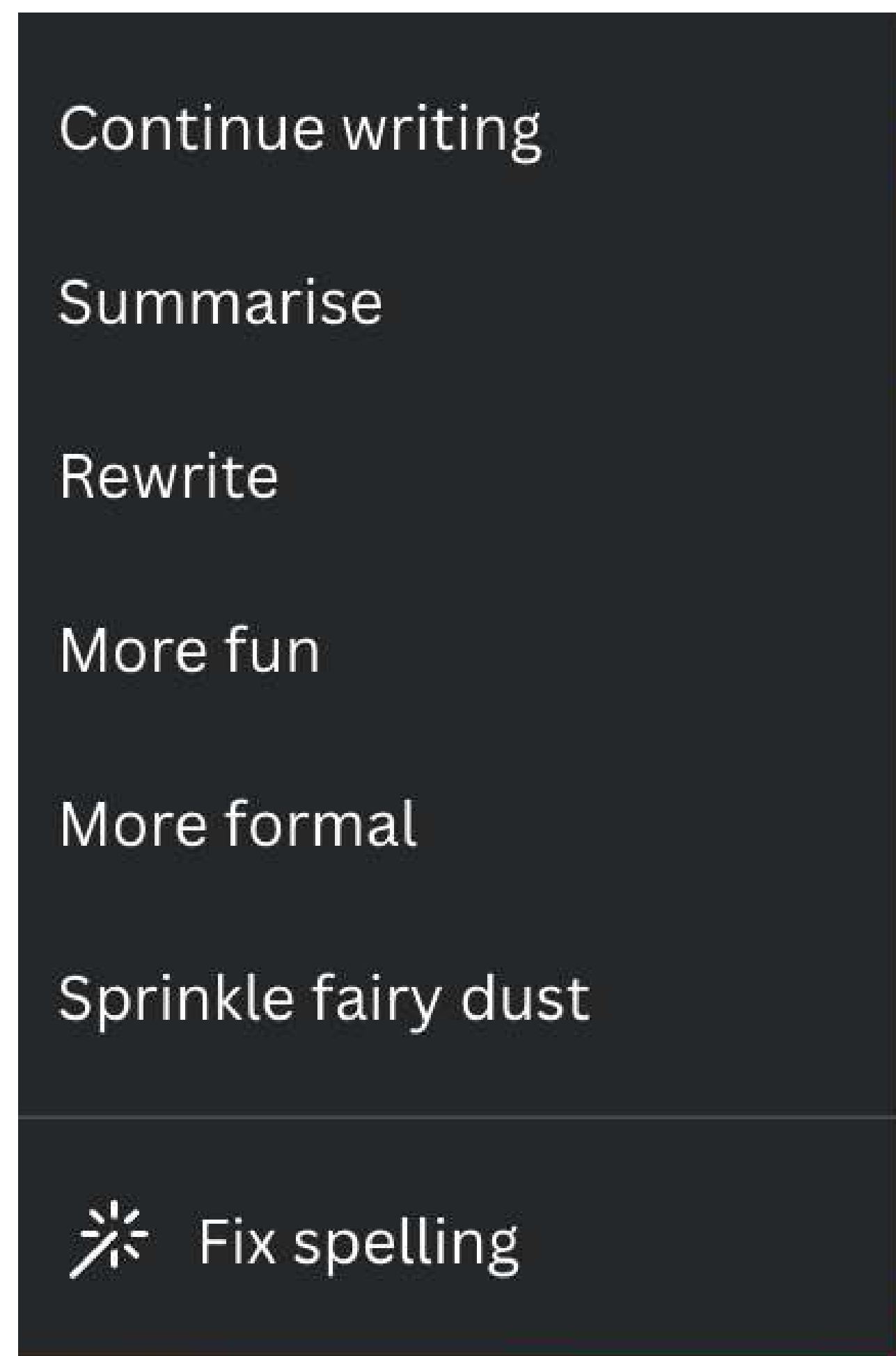


The image shows a dark-themed design tool interface. On the left is a vertical sidebar with icons for Design, Elements, Text, Brand, Uploads, Draw, Apps, and a folder icon. The main workspace is divided into sections: Logos (with an 'Add your brand logos' button), Colours (with a 'See all' link and a 'Colour palette' bar showing blue, white, and dark blue), Fonts (with a 'See all' link and three text boxes: 'Add a title', 'Sub Text', and 'Other'), and Brand voice (with an 'Add your brand voice' button). Two blue arrows point to the 'Brand' sidebar icon and the 'Add your brand voice' button. A third blue arrow points to the right of the interface.





THEN USE MAGIC WRITE TO UPDATE OR RE-WRITE THE TEXT IN YOUR BRAND TONE





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WANT FREE PDFS OF MY PROMPTS INFOGRAPHICS & GUIDES?

COMMENT CANVA FOR THE LINK





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10 GAME-CHANGING CANVA AI TOOLS

YOU NEED TO KNOW



Canva





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TOOL #1

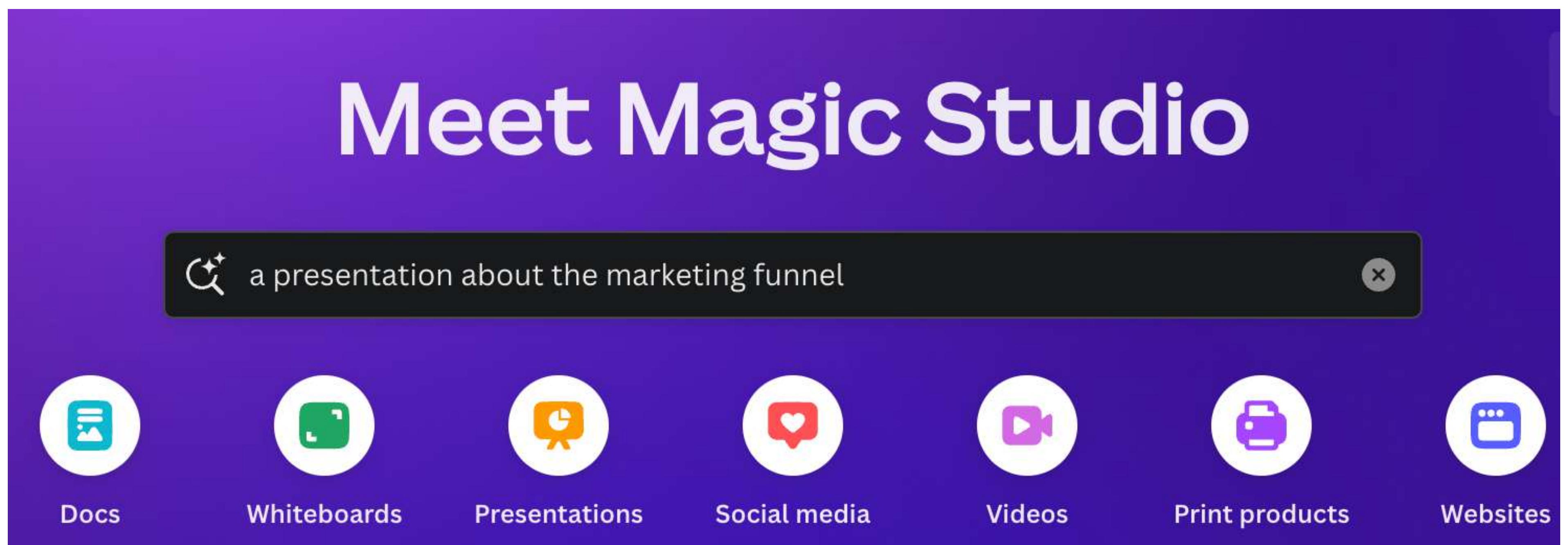
MAGIC DESIGN





GO TO MAGIC DESIGN ON THE HOME PAGE. I PROMPTED:

'A PRESENTATION ABOUT THE MARKETING FUNNEL'.





IT HAS CREATED A FULL PRESENTATION. GREAT START TO BUILD ON

	<h3>UNDERSTANDING THE MARKETING FUNNEL</h3>	<h3>WHAT IS THE MARKETING FUNNEL?</h3> <p>The marketing funnel is a framework that outlines the customer journey from awareness to purchase. It consists of four stages: awareness, interest, decision, and action.</p>	
	<h3>THE STAGES OF THE MARKETING FUNNEL</h3> <p>The top of the funnel is the awareness stage.</p> <p>The middle of the funnel is the consideration stage.</p> <p>The bottom of the funnel is the decision stage.</p>		<h3>TOP OF THE FUNNEL (TOFU)</h3> <p>The top of the funnel is the awareness stage where potential customers become aware of your brand. Use social media, blog posts, and ads to attract them.</p>
	<h3>MIDDLE OF THE FUNNEL (MOFU)</h3> <p>The MOFU is the stage where you nurture leads and build a relationship with them. Use email campaigns, webinars, and targeted content to do so.</p>	<h3>BOTTOM OF THE FUNNEL (BOFU)</h3> <p>At the BOFU, the prospect is ready to convert. Provide personalized solutions, case studies, demos, free trials, and clear calls-to-action to seal the deal.</p>	





Jonathan Parsons

JP

TOOL #2

MAGIC SWITCH





I POSTED THIS A WHILE AGO ON HOW TO ANALYSE RATINGS & REVIEWS WITH CHATGPT.

LET'S TURN IT INTO A BLOG POST.

HOW I FIND & ANALYSE 1000+ CONSUMER INSIGHTS IN 10 MINUTES USING AI

WHAT YOU NEED
COMPUTER
GOOGLE CHROME
PRODUCT LISTING ON AMAZON

HEAD TO HELIUM10.COM
SIGN UP FOR A FREE ACCOUNT

NOW INSTALL THE HELIUM 10 CHROME EXTENSION
SEARCH GOOGLE FOR 'HELIUM 10 CHROME EXTENSION'

GO TO THE AMAZON PRODUCT PAGE YOU WANT INSIGHTS FROM
LET'S USE APPLE AIRPODS AS AN EXAMPLE

ACTIVATE THE HELIUM EXTENSION
EXTENSIONS ARE AT THE TOP RIGHT
CLICK ON THE JIGSAW ICON
THEN CLICK ON THE HELIUM 10 EXTENSION

CLICK ON REVIEW INSIGHTS

CLICK 'ALL REVIEWS'

SCROLL DOWN AND KEEP CLICKING 'LOAD 100 MORE' UNTIL ALL REVIEWS ARE LOADED

NOW SELECT ALL THE TEXT AND COPY (CTRL + C)

OPEN UP CHATGPT IN A NEW TAB AND ENTER THE FOLLOWING PROMPT
'I AM GOING TO SEND YOU LOTS OF DATA. PLEASE WAIT FOR INSTRUCTIONS ON HOW TO ANALYSE IT'

NOW, WE HAVE TOO MUCH DATA FOR CHAT GPT TO HANDLE IN A SINGLE QUERY SO WE NEED TO SPLIT IT UP.
SEARCH 'PROMPT SPLITTER' ON GOOGLE AND GO TO THIS LINK

COPY IN ALL YOUR TEXT AND CLICK SPLIT INTO PARTS

CLICK ON EACH TO COPY IT
CLICK EACH GREEN BOX TO AUTOMATICALLY COPY A PORTION OF THE TEXT
PASTE INTO CHATGPT
REPEAT UNTIL COMPLETE

ONCE ALL COPIED, ENTER THIS PROMPT
'YOU ARE A CONSUMER RESEARCH EXPERT. PLEASE ANALYSE ALL OF THE DATA I HAVE SHARED. SPLIT INTO 10 POSITIVE AND 10 NEGATIVE THEMES. PLEASE PUT THESE THEMES INTO A TABLE INCLUDING 10 QUOTES FOR EACH THEME SEPARATED BY COMMAS IN THE SAME ROW AS THE THEME'

AND THERE YOU HAVE IT...

HUNDREDS OF CONSUMER INSIGHTS BY THEME

NEXT, ANALYSE FURTHER WITH PROMPTS FOR MORE INSIGHTS
'ADD MORE THEMES TO THE TABLE'
'DID THE DATA MENTION XXX?'
'SUMMARISE THE DATA SHARED IN THIS CHAT INTO XX BULLETS'
'TELL ME HOW MANY TIMES XXX WAS MENTIONED'

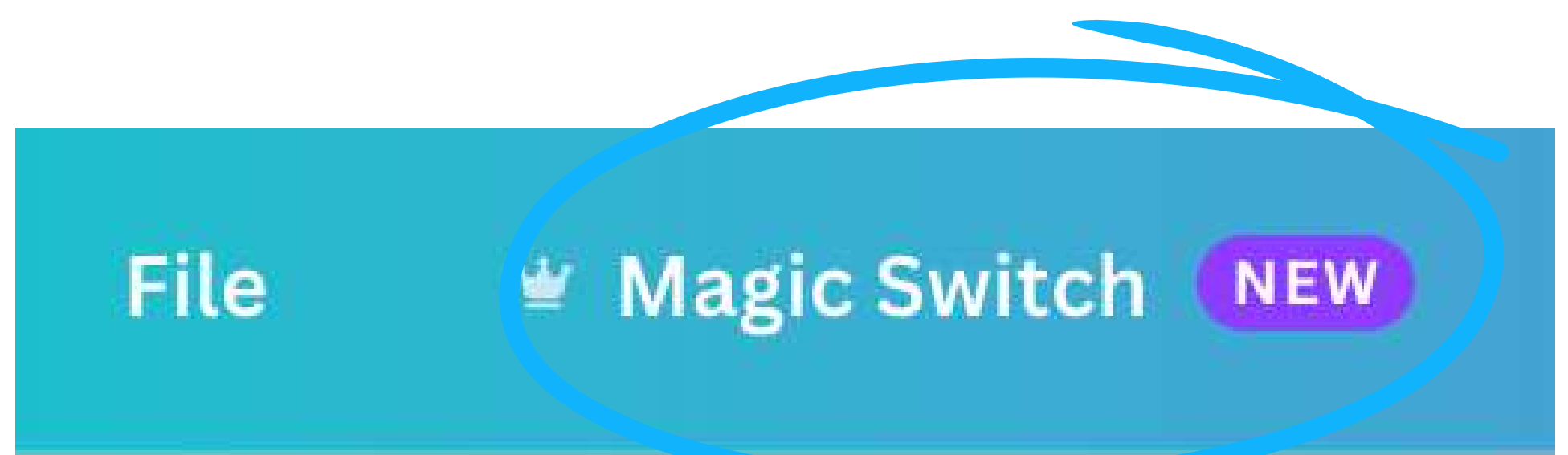
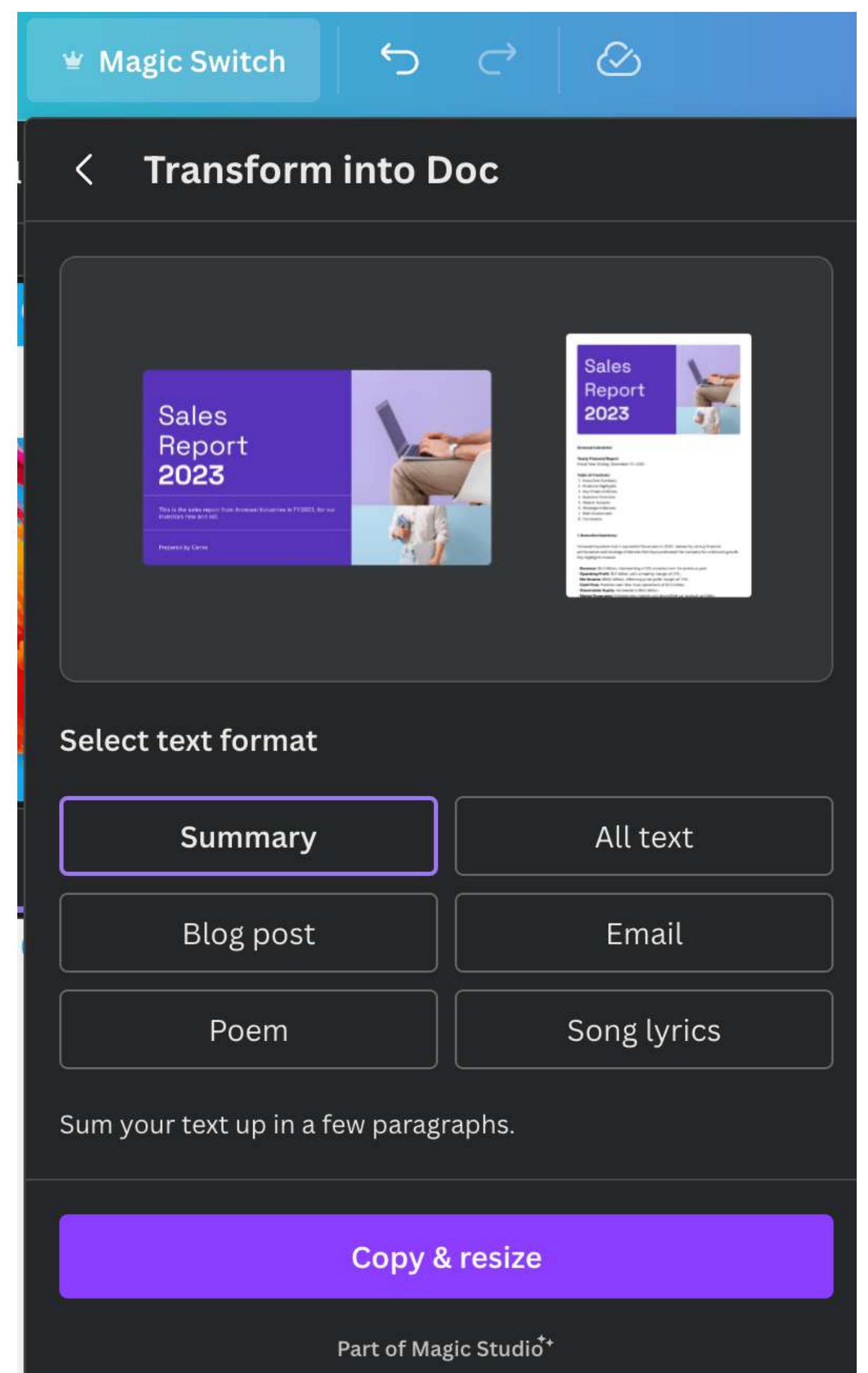
BONUS
NOW DO THIS FOR 2 PRODUCTS FOR COMPARISON INSIGHTS.
PROMPT CHAT GPT:
'I AM GOING TO UPLOAD DATA FOR 2 PRODUCTS AND WANT YOU TO COMPARE WHAT THE SIMILARITIES AND DIFFERENCES ARE. WAIT UNTIL I SAY ANALYSE'
TYPE PRODUCT 1 & PASTE THE TABLE. ENTER. TYPE PRODUCT 2 & PASTE THE TABLE. ENTER.
NOW ASK IT TO ANALYSE.

SUMMARY
• DOWNLOAD HELIUM 10 CHROME EXTENSION
• HEAD TO AMAZON PRODUCT PAGE AND OPEN THE EXTENSION
• GO TO 'REVIEW INSIGHTS'
• COPY THEM ALL INTO PROMPT SPLITTER
• PASTE SPLITS INTO CHAT GPT
• ASK CHAT GPT ALL YOU WOULD LIKE TO KNOW FROM 1000+ RATINGS & REVIEWS



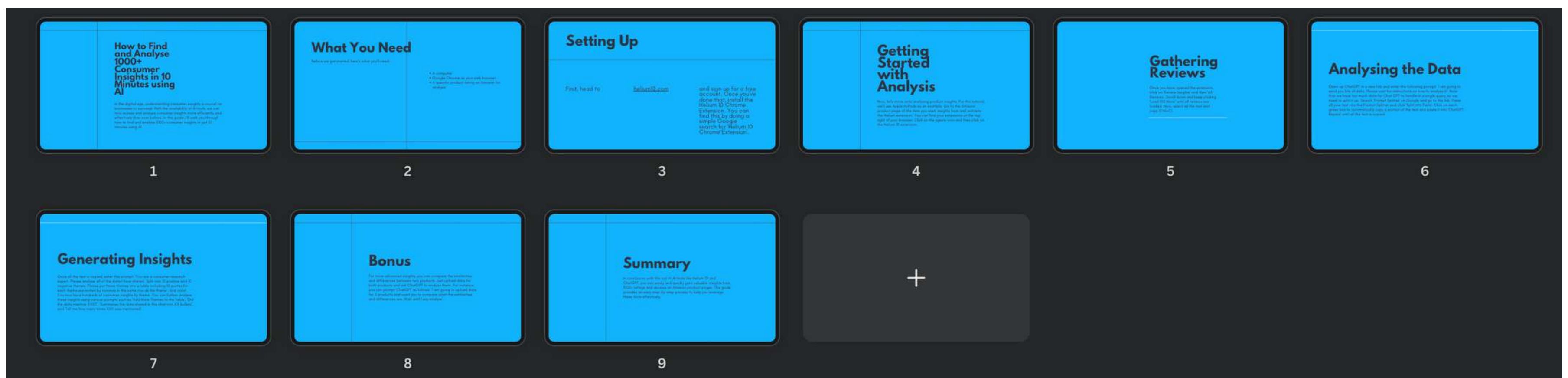
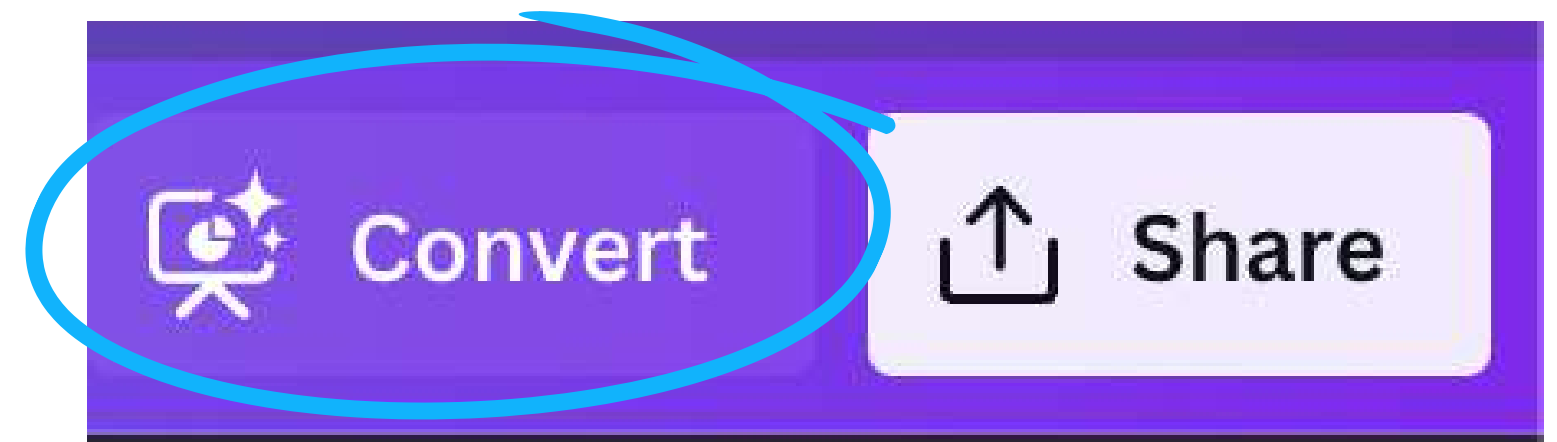
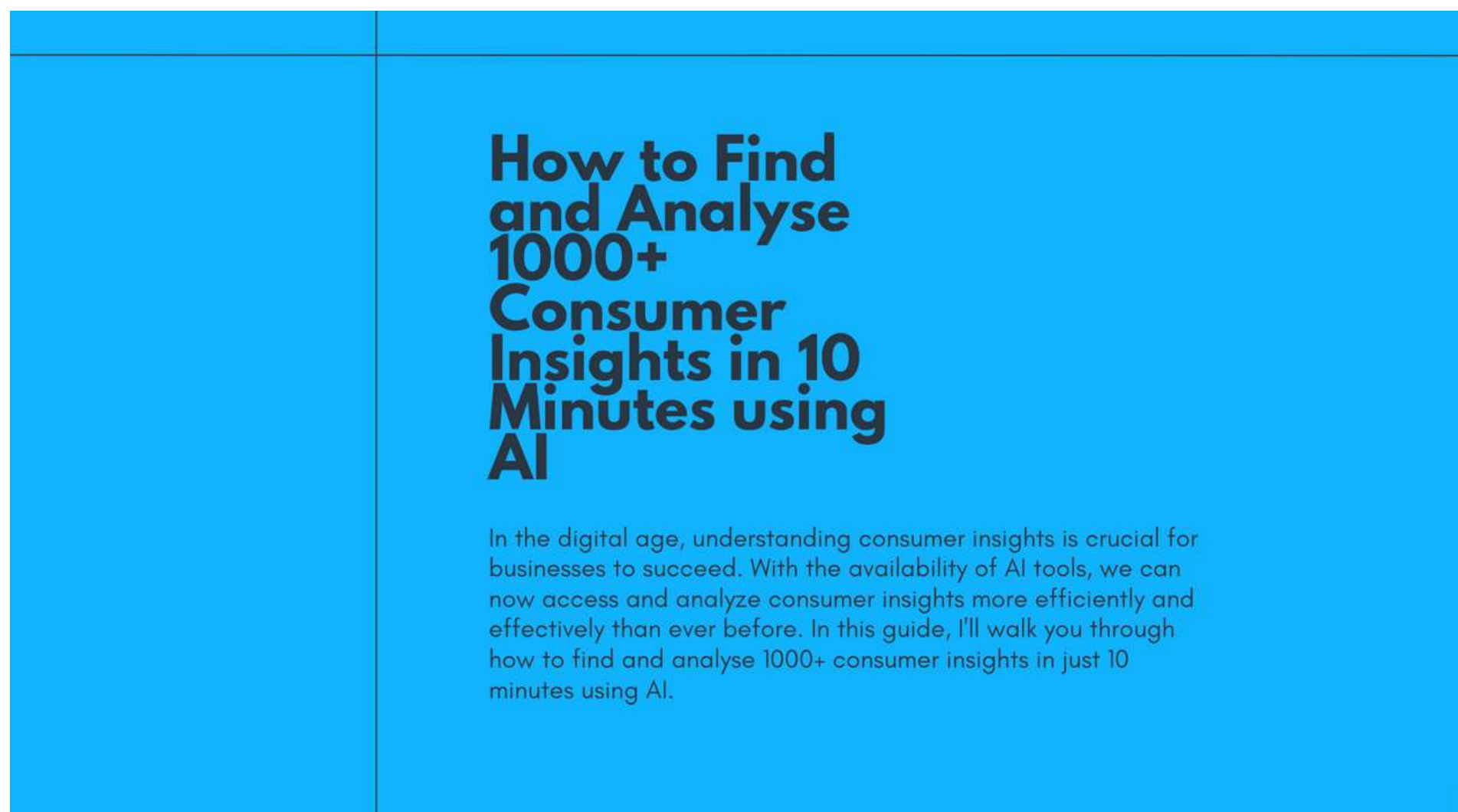


WANT TO TURN YOUR FAVOURITE LINKEDIN CAROUSELS INTO A TEXT PDF? HERE'S YOUR TOOL.





NOW IT'S A DOCUMENT YOU CAN ALSO MAKE IT INTO A PRESENTATION.





Jonathan Parsons

JP

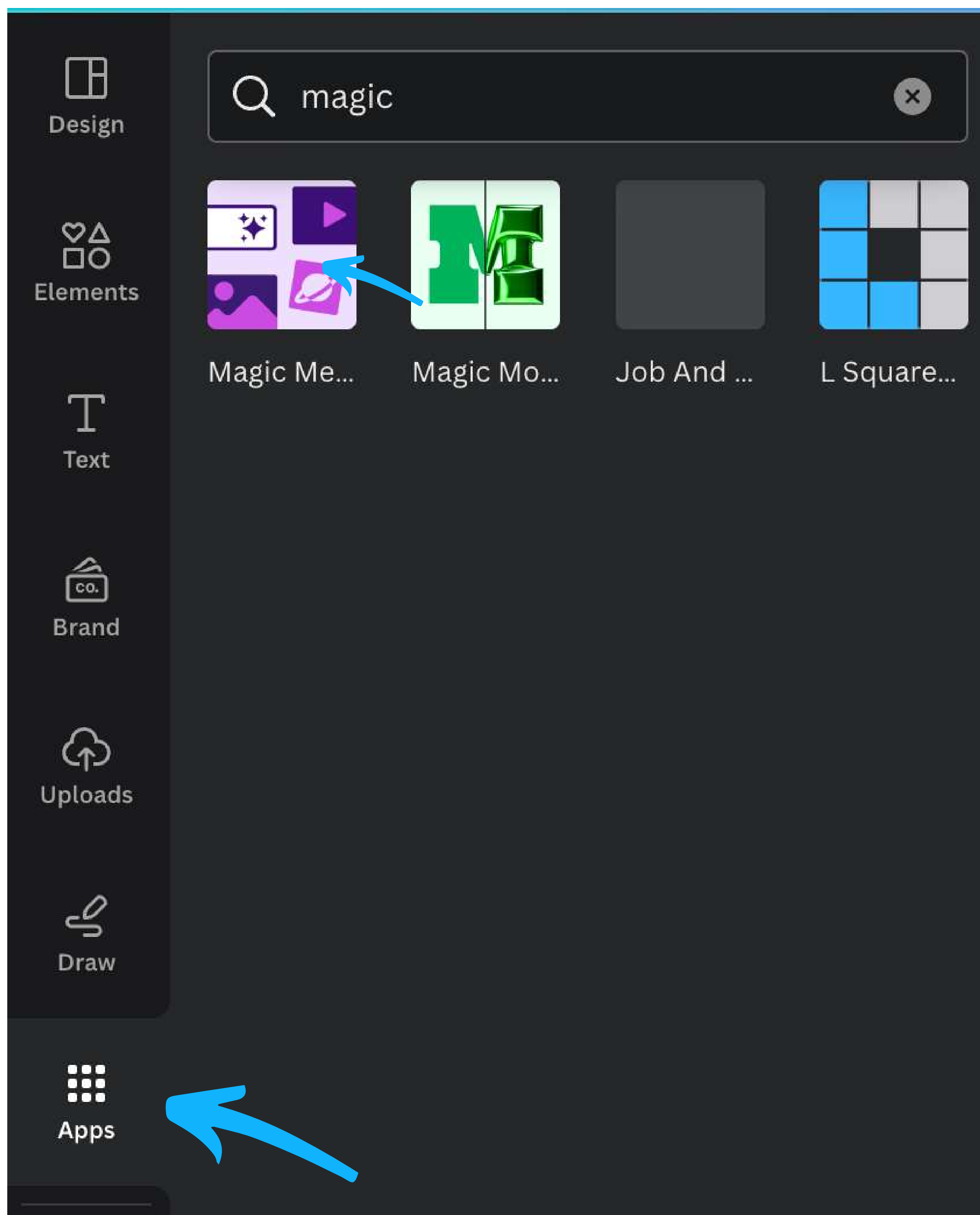
TOOL #3

MAGIC MEDIA



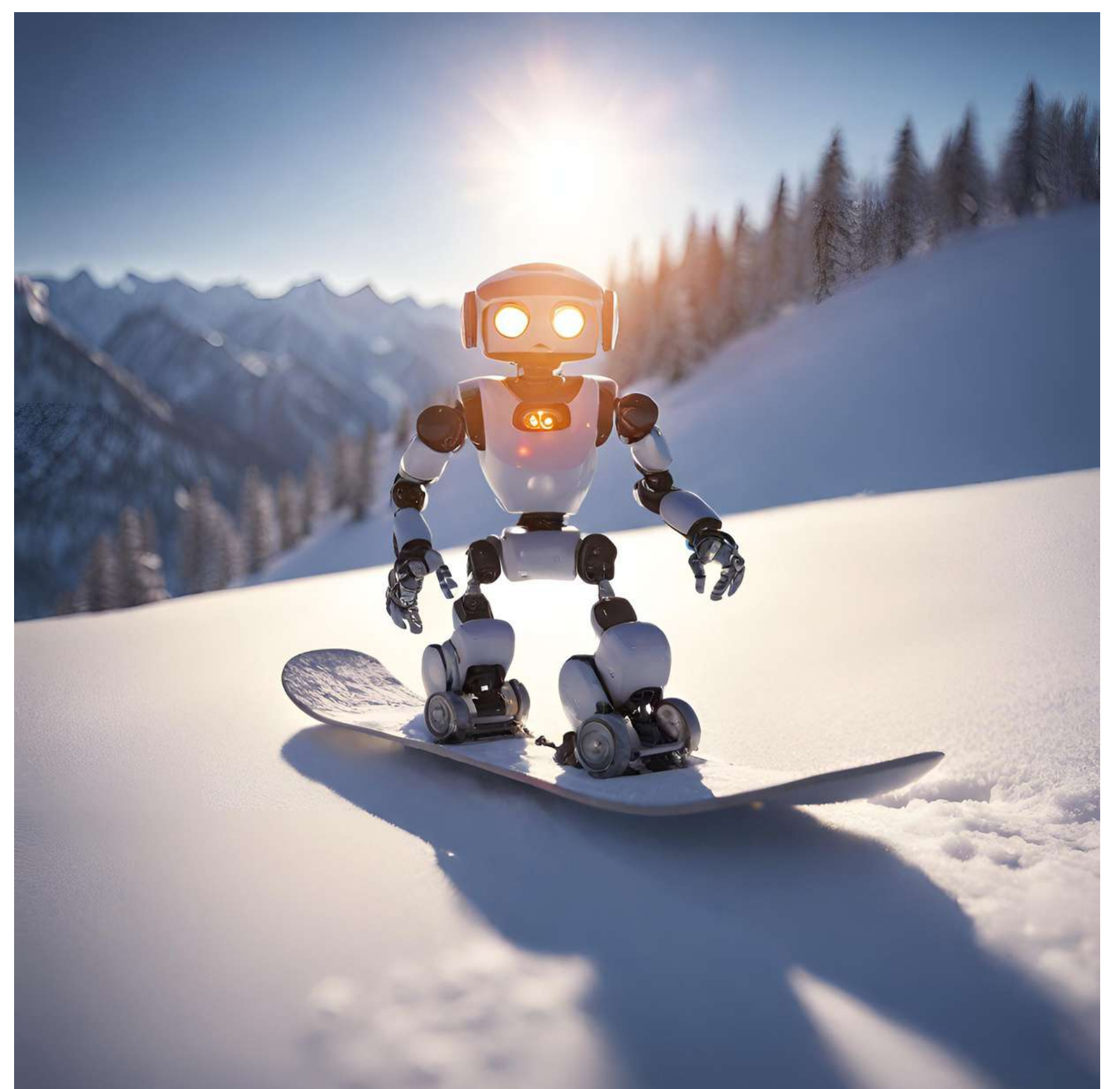
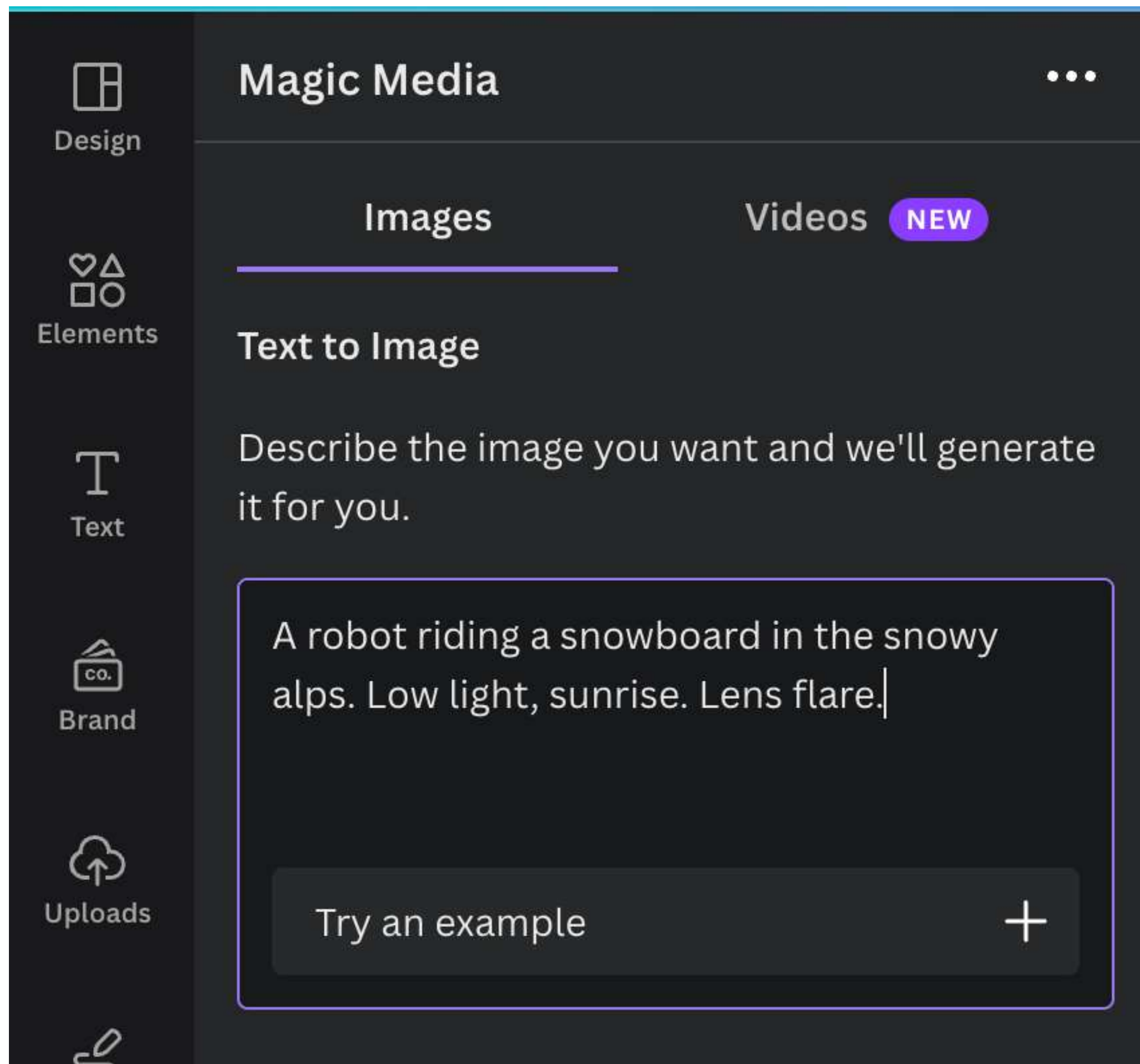


GO TO 'APPS' AND SEARCH FOR 'MAGIC MEDIA'





WRITE A PROMPT FOR WHAT IMAGE YOU WANT





DO THE SAME FOR TEXT TO VIDEO

Magic Media

Design

Elements

Text

Brand

Uploads

Draw

Images Videos **NEW**

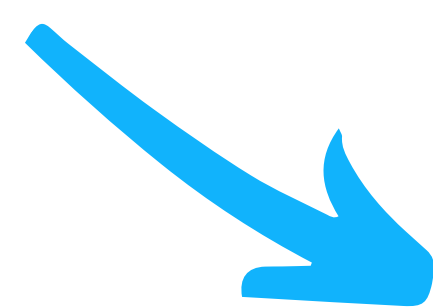
Text to Video BETA

Describe a scene to generate a few seconds of video.

A robot riding a snowboard in the snowy alps. Low light, sunrise. Lens flare.

Try an example +

Powered by **runway**



Media

Images Videos **NEW**

Video BETA

Rate this video ☆☆☆☆





DO THE SAME FOR TEXT TO VIDEO

Magic Media

Design

Elements

Text

Brand

Uploads

Draw

Images Videos **NEW**

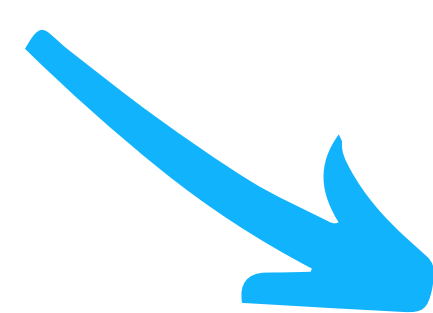
Text to Video BETA

Describe a scene to generate a few seconds of video.

A robot riding a snowboard in the snowy alps. Low light, sunrise. Lens flare.

Try an example +

Powered by runway



Media

Images Videos **NEW**

Video BETA

Rate this video ☆☆☆☆☆





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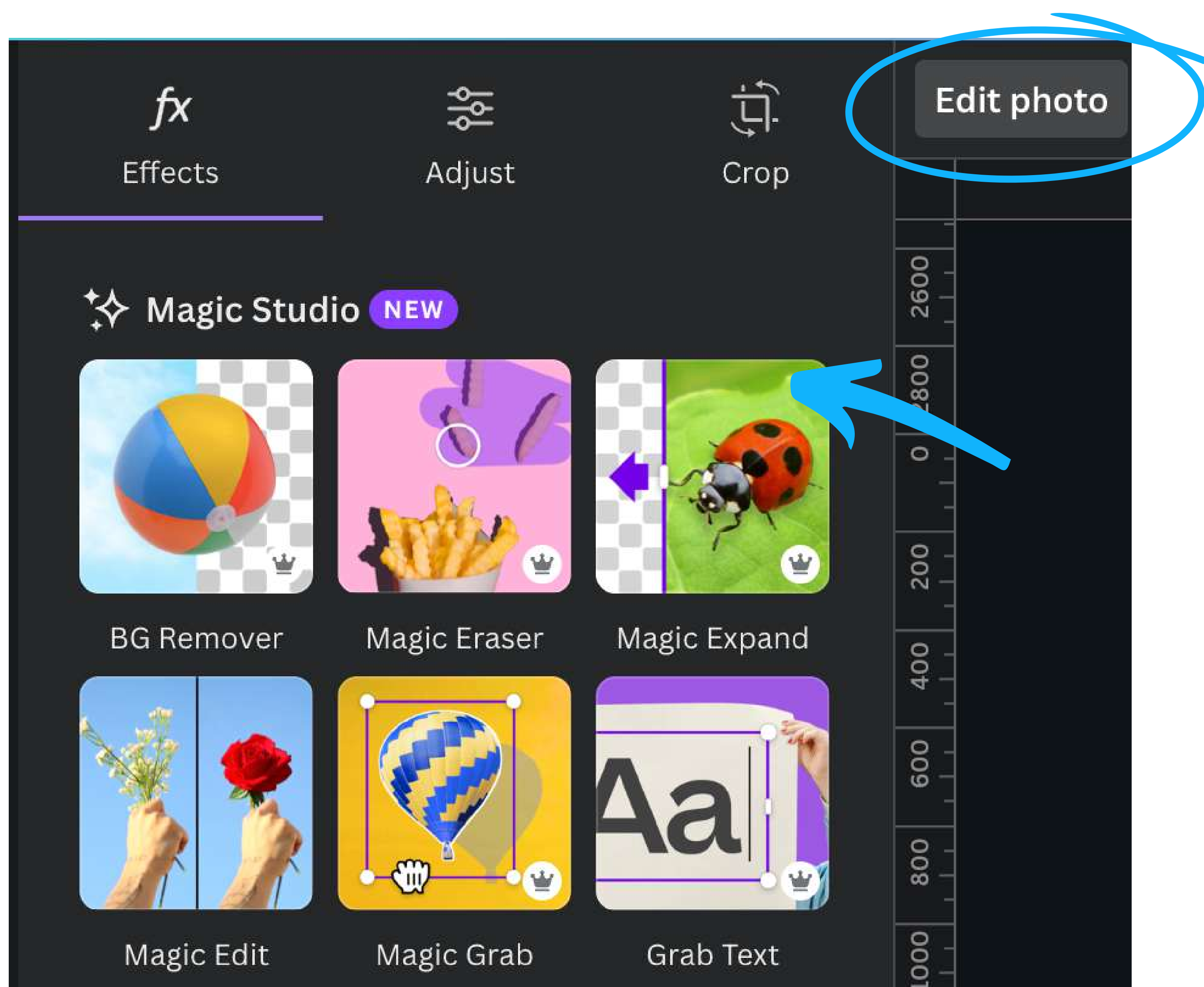
TOOL #4

MAGIC EXPAND



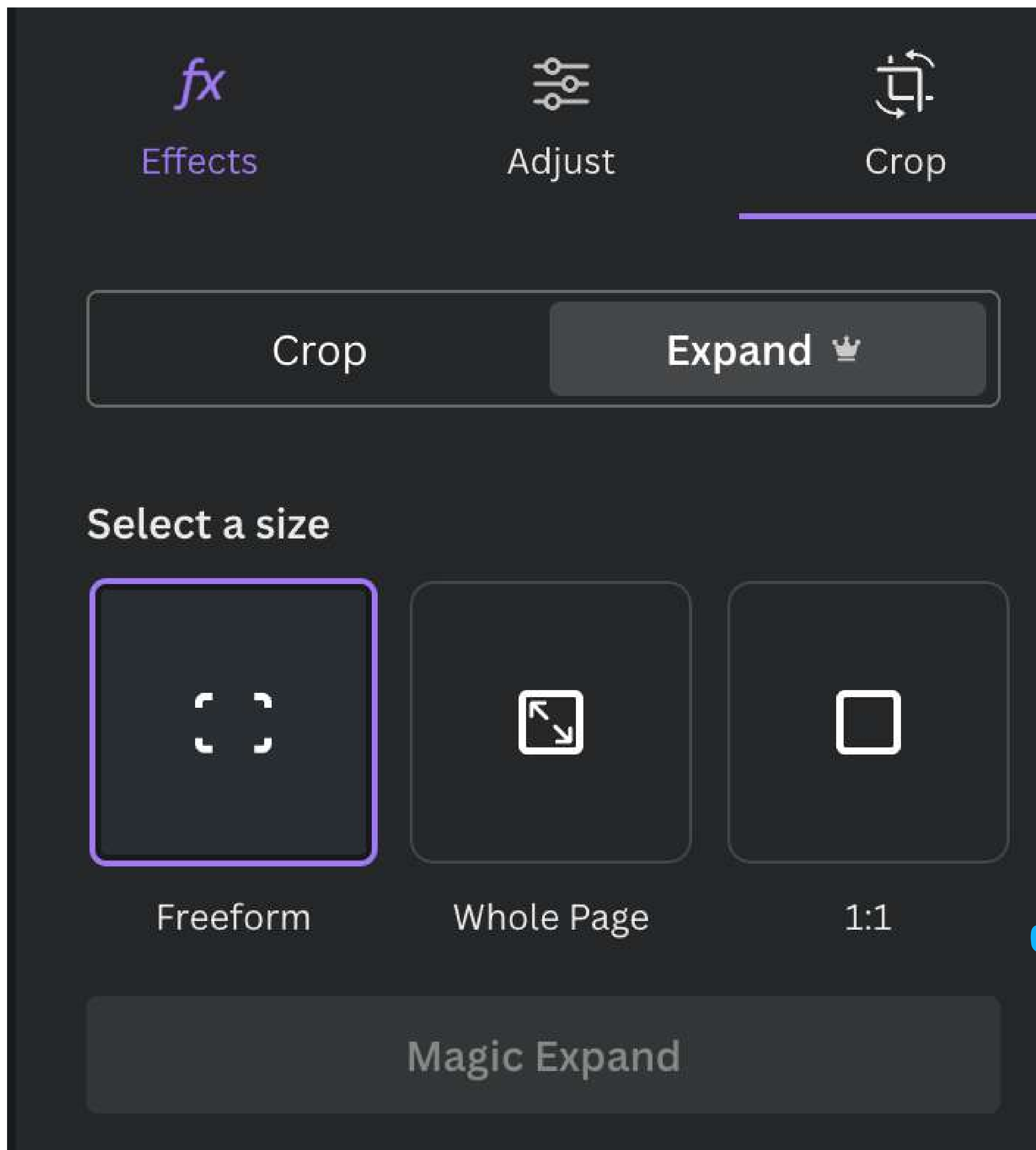


SELECT YOUR IMAGE. CLICK 'EDIT PHOTO' AND 'MAGIC EXPAND'





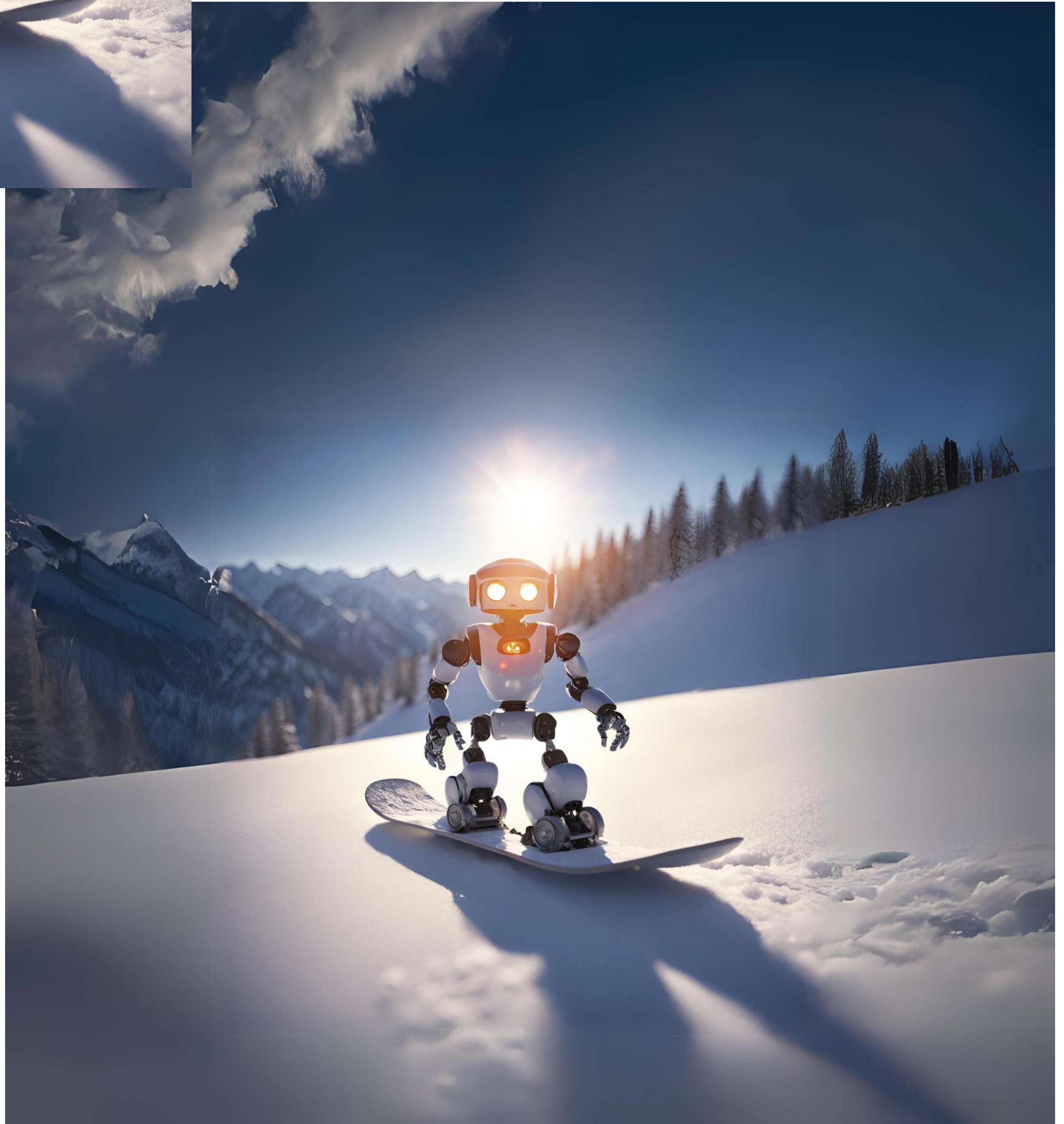
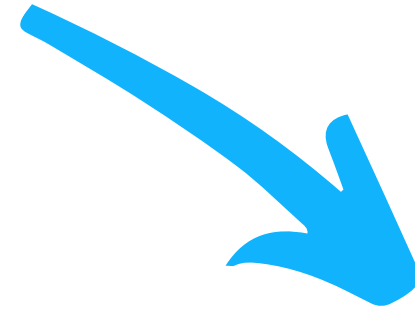
CHOOSE THE DIMENSIONS TO EXPAND TO





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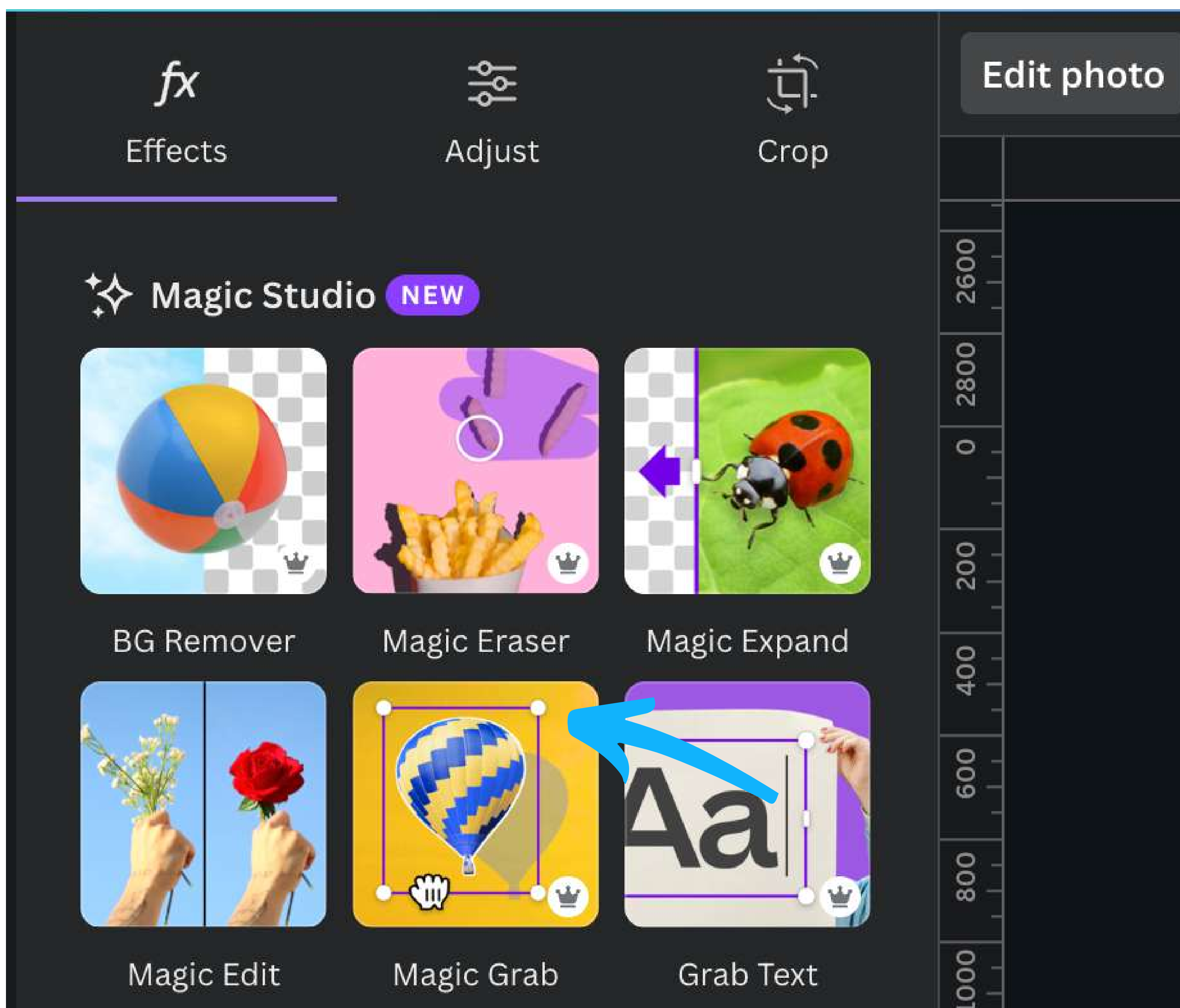
TOOL #5

MAGIC GRAB





SELECT YOUR IMAGE. CLICK 'EDIT PHOTO' AND 'MAGIC GRAB'.

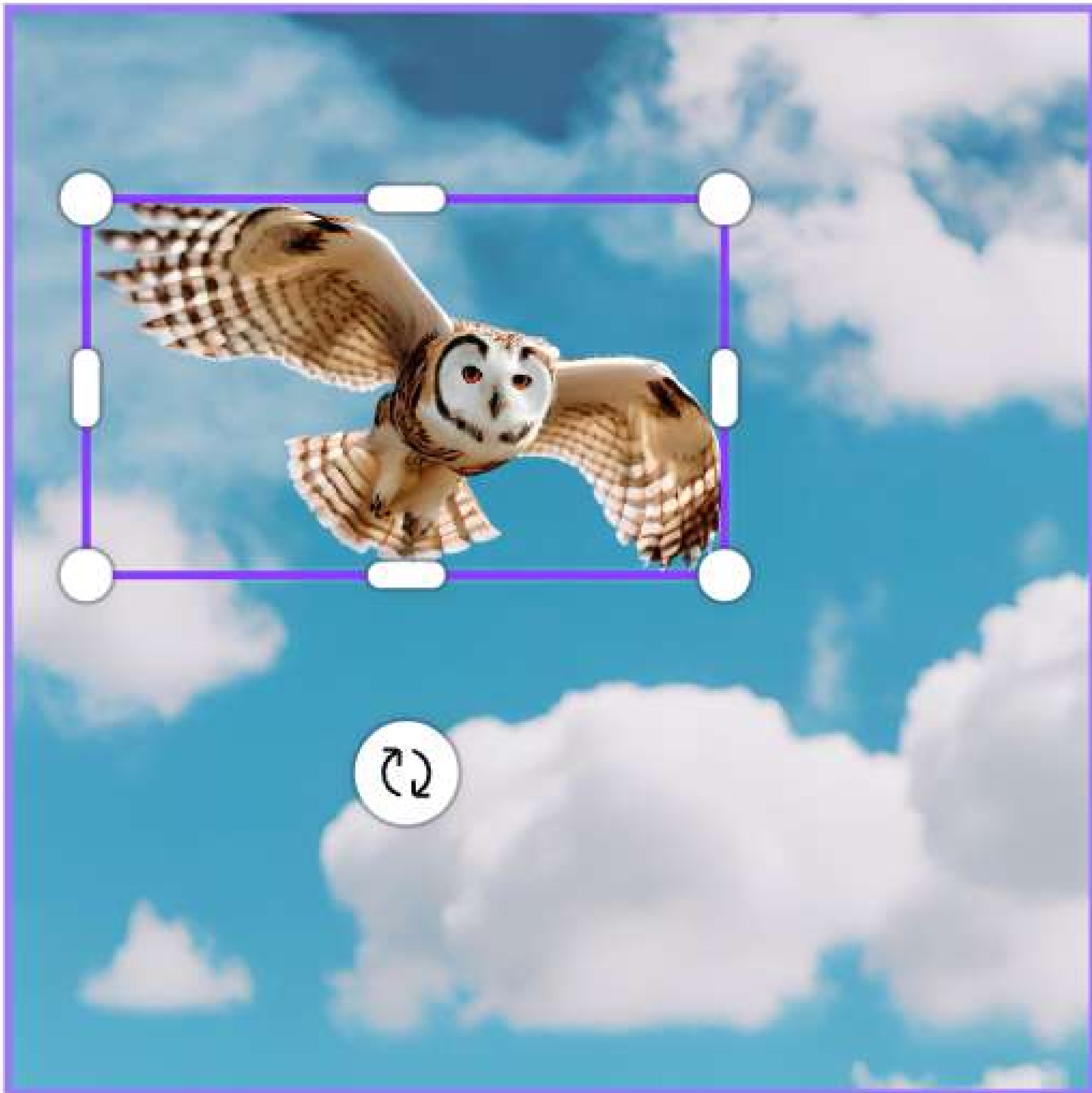


YOU CAN DO THE SAME WITH 'GRAB TEXT'





IT WILL THEN GRAB YOUR IMAGE FROM YOUR BACKGROUND

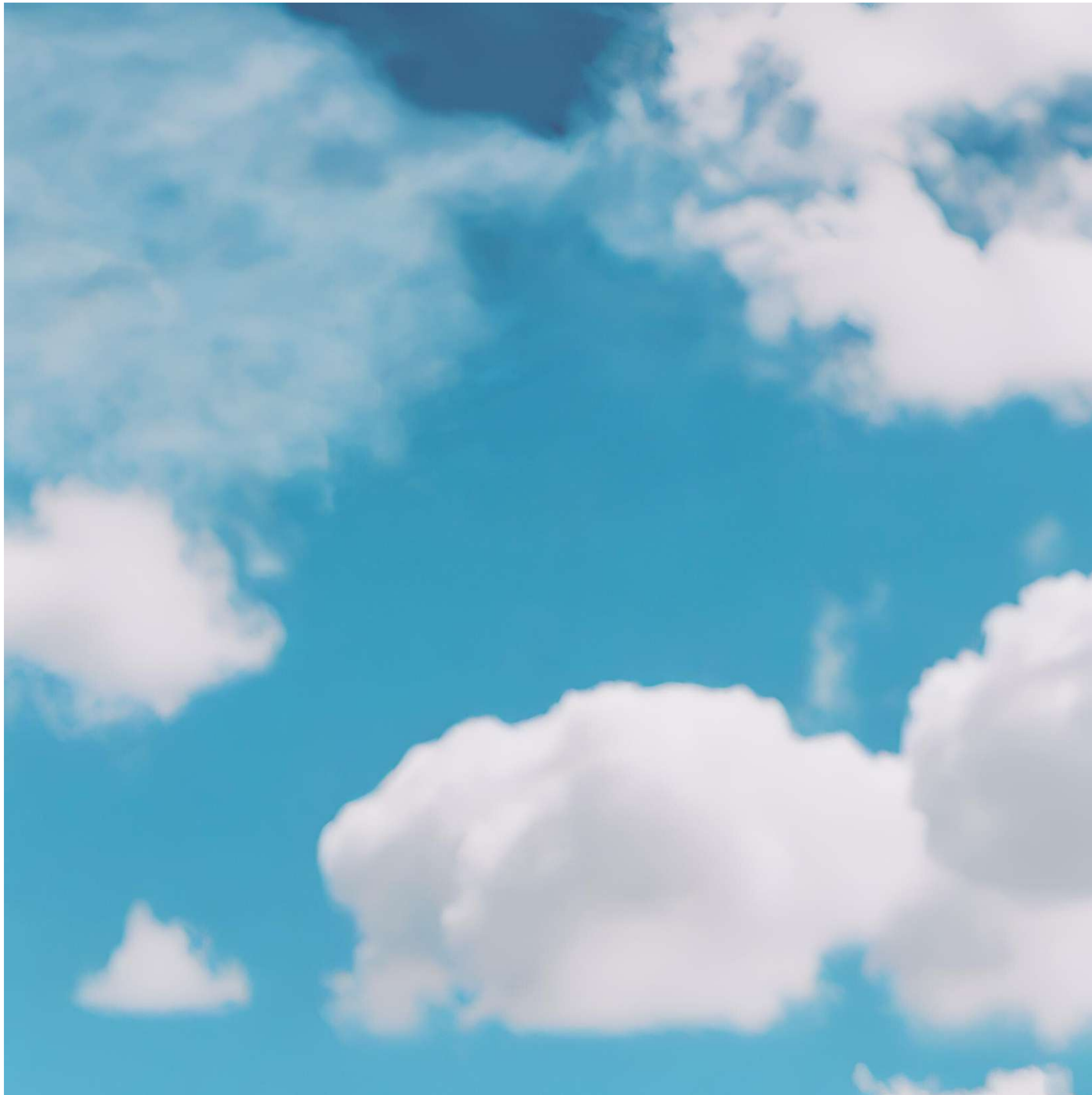




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YOU CAN NOW USE ELEMENTS IN DIFFERENT DESIGNS





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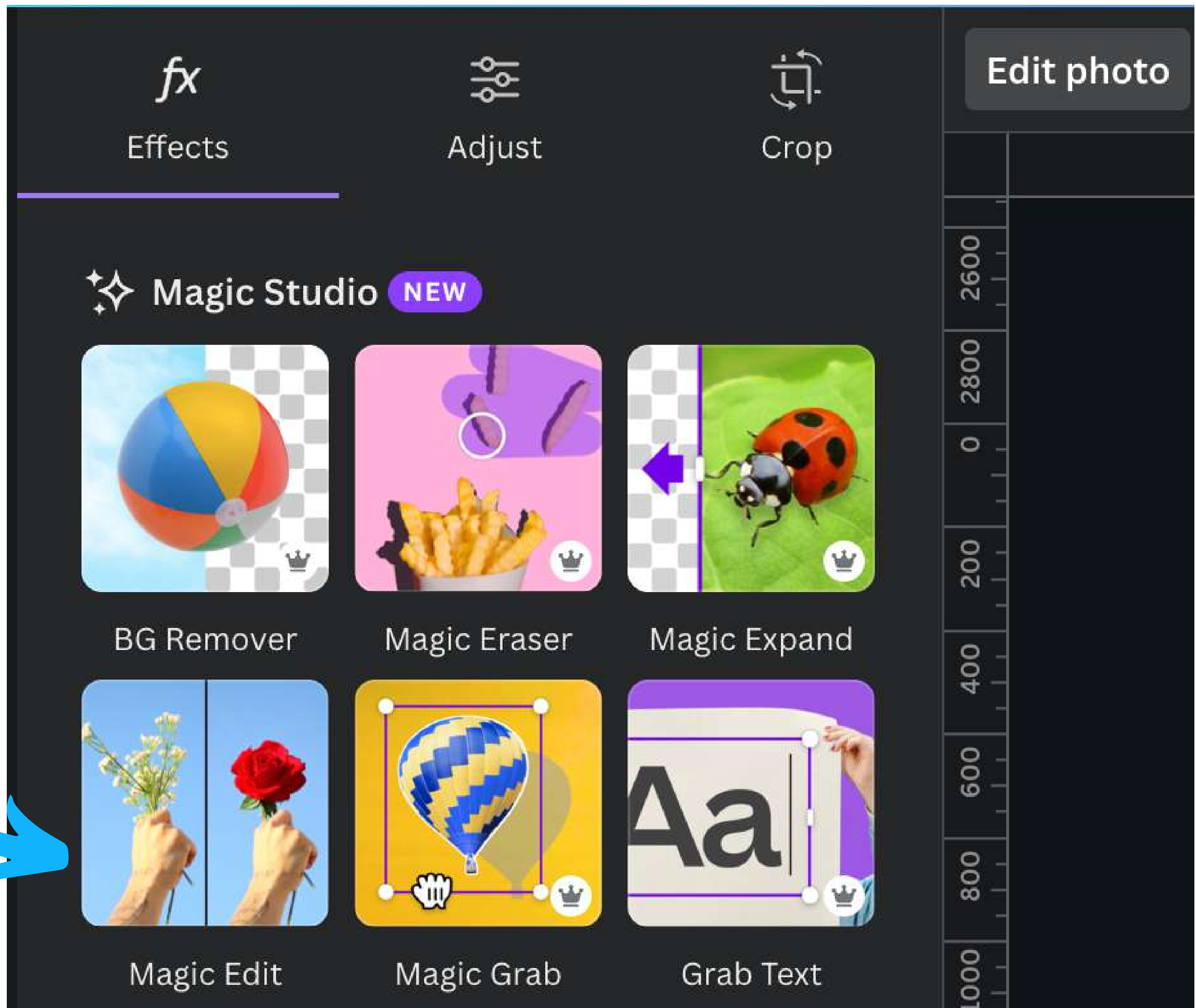
TOOL #6

MAGIC EDIT





SELECT YOUR IMAGE. CLICK 'EDIT PHOTO' AND 'MAGIC EDIT'

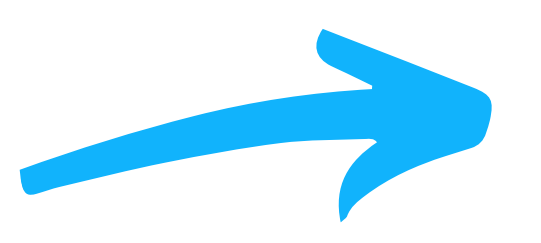




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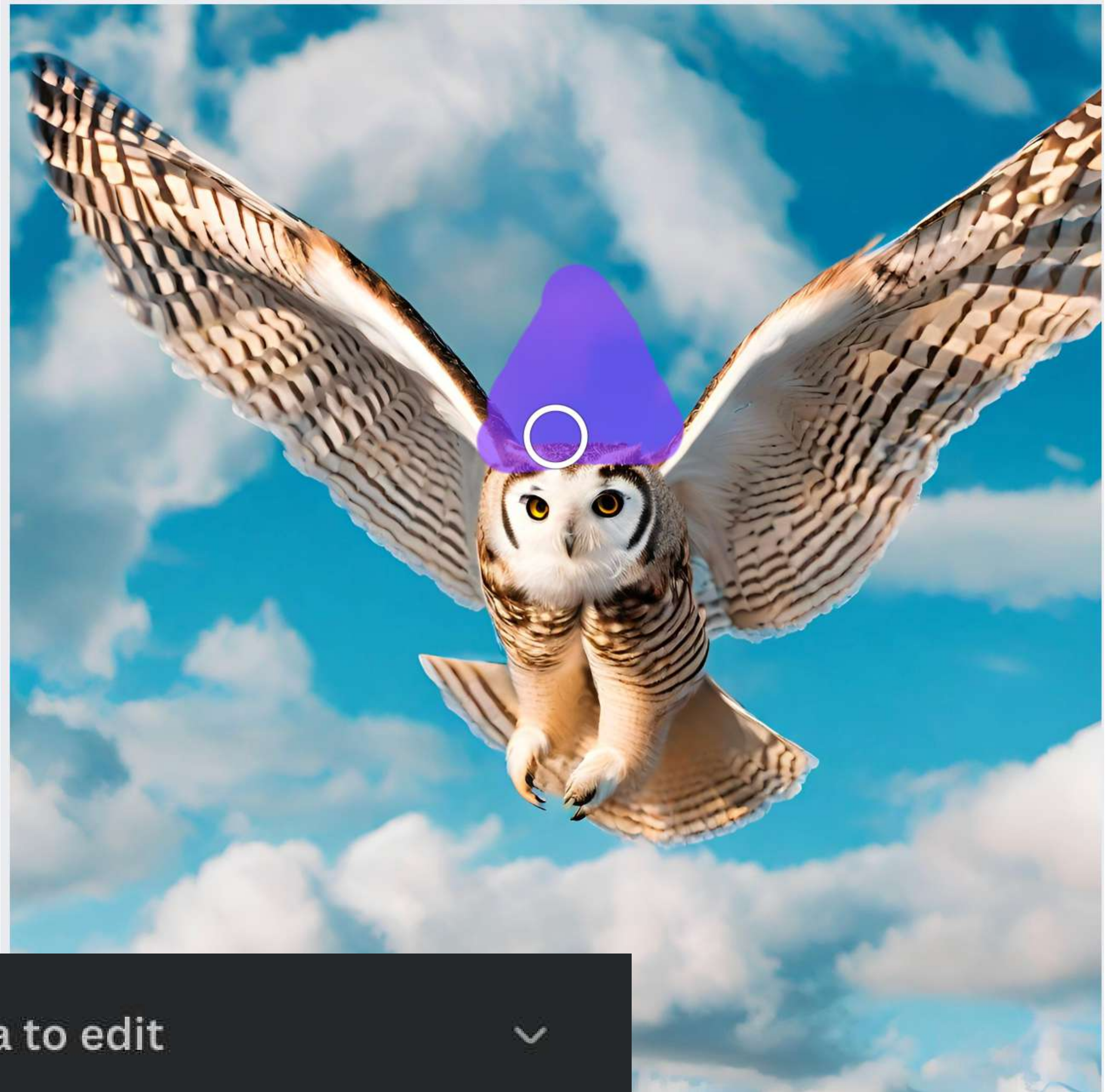


HERE'S OUR IMAGE





BRUSH THE AREA YOU WANT TO ADD AN IMAGE




1 Brush over area to edit

2 Describe your edit

It will be created for you using AI.

Wearing a santa hat

 Editing faces, hands or legs isn't intended for

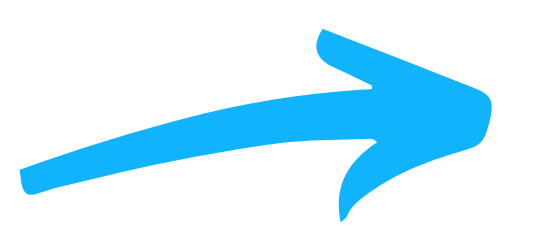




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VOILA...





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TOOL #7

MAGIC ANIMATE

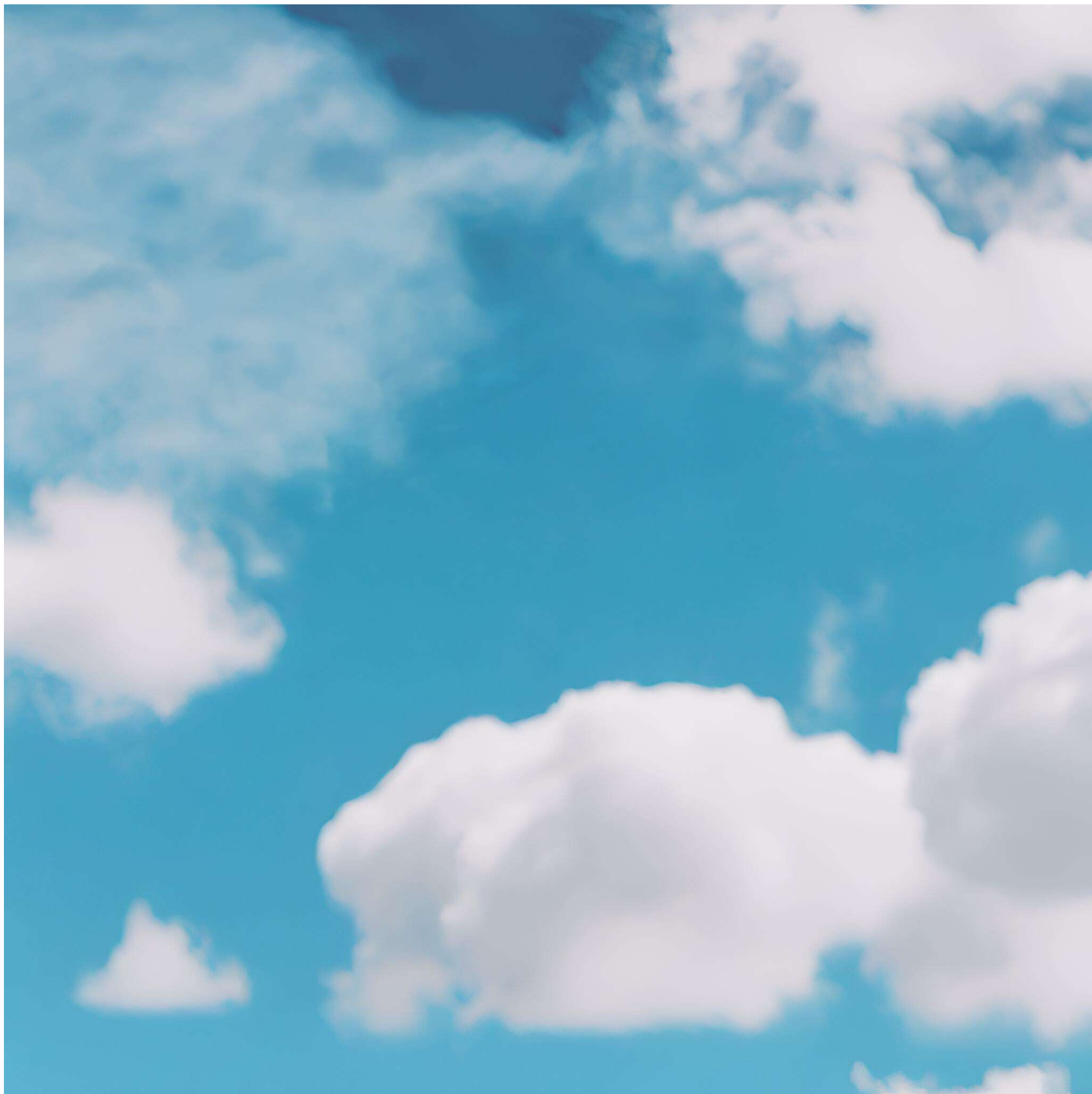




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LET'S USE OUR DETACHED IMAGE
SO ONE IMAGE CAN MOVE WITHIN
THE OTHER





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OVERLAP THE 2 IMAGES





CLICK ANIMATE AND CHOOSE YOUR MOVEMENT

The screenshot displays a software interface for creating animations. On the left, there are two tabs: "Page Animations" and "Photo Animations". Below "Photo Animations" is a "Create an Animation" section with the instruction "Drag elements around the canvas to create your own animations." Below this is a grid of movement options under the heading "Basic":

- Rise (upward arrow)
- Pan (rightward arrow)
- Fade (faded image)
- Pop (image with sound waves)
- Wipe (rightward arrow with image)
- Breathe (image with inward/outward arrows)
- Baseline (upward arrow with image)
- Drift (rightward arrow with image)
- Tectonic (image with horizontal gradient)









At the bottom left of the grid is the word "Exaggerate". The main canvas area has a top toolbar with "Edit photo", "Flip", "Animate", and "Position" buttons. A timeline at the top shows values from 0 to 2000. The preview window shows a social media post layout with a profile picture, name "Jonathan Parsons", and a "JP" logo. The post content includes the text "HOW TO USE IT" and a video thumbnail of an owl in flight. A blue arrow points to the bottom right corner of the preview window.





SAVE AS A VIDEO OR A GIF

File type

-  MP4 Video **SUGGESTED** 
-  PDF Print
Best for printing
-  SVG 
Best for web design and animations
-  MP4 Video **SUGGESTED** 
High quality video
-  GIF
Short clip, no sound





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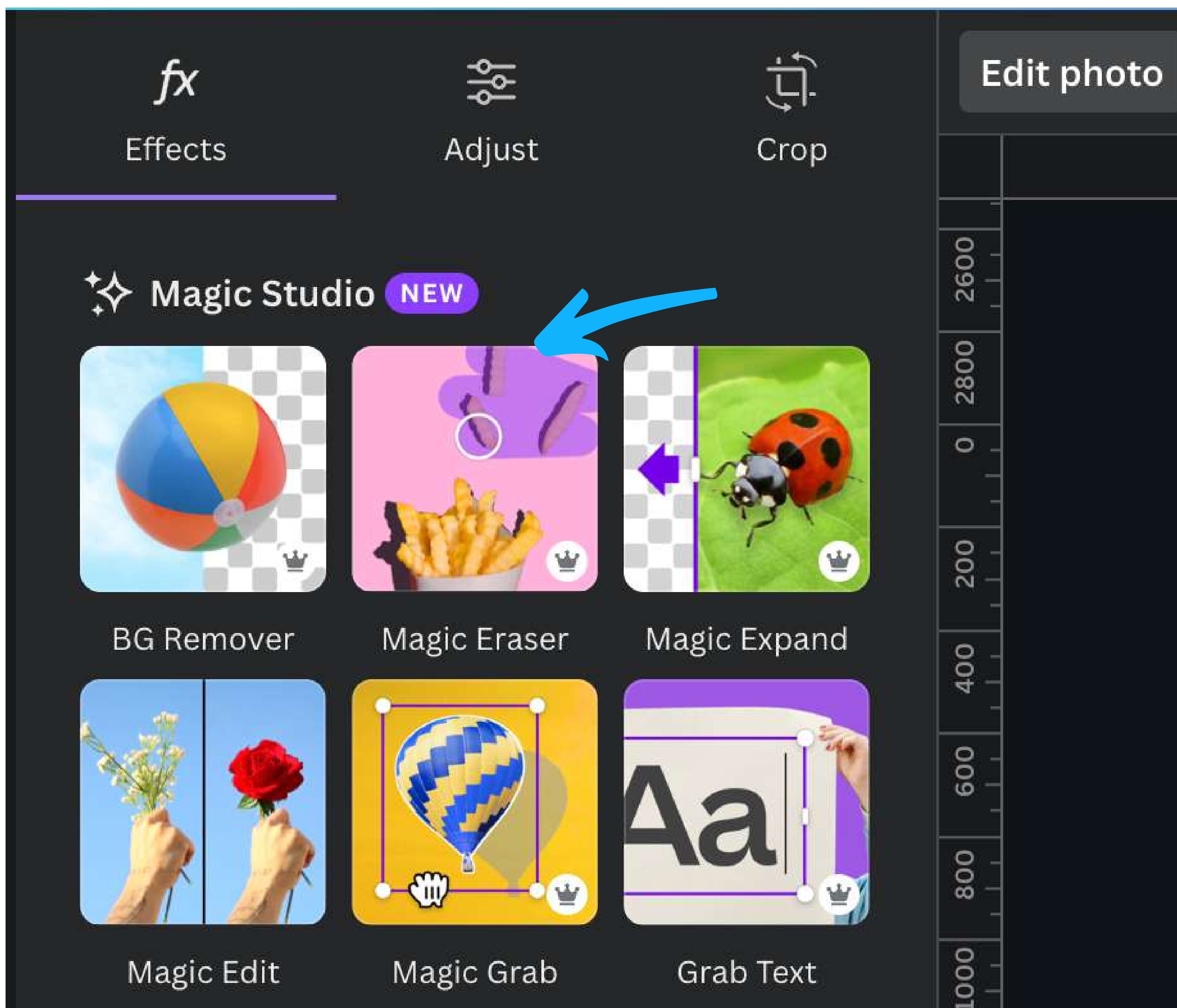
TOOL #8

MAGIC ERASER





SELECT YOUR IMAGE. CLICK 'EDIT PHOTO' AND 'MAGIC ERASER'





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HERE IS OUR IMAGE





Jonathan Parsons



BRUSH OUT WHAT YOU WANT TO REMOVE FROM THE IMAGE





Jonathan Parsons

JP

AND THERE YOU HAVE IT...





Jonathan Parsons

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TOOL #9

MAGIC MORPH





WRITE YOUR TEXT:

CANVA

GO TO 'APPS' AND SEARCH FOR
'MAGIC MORPH'

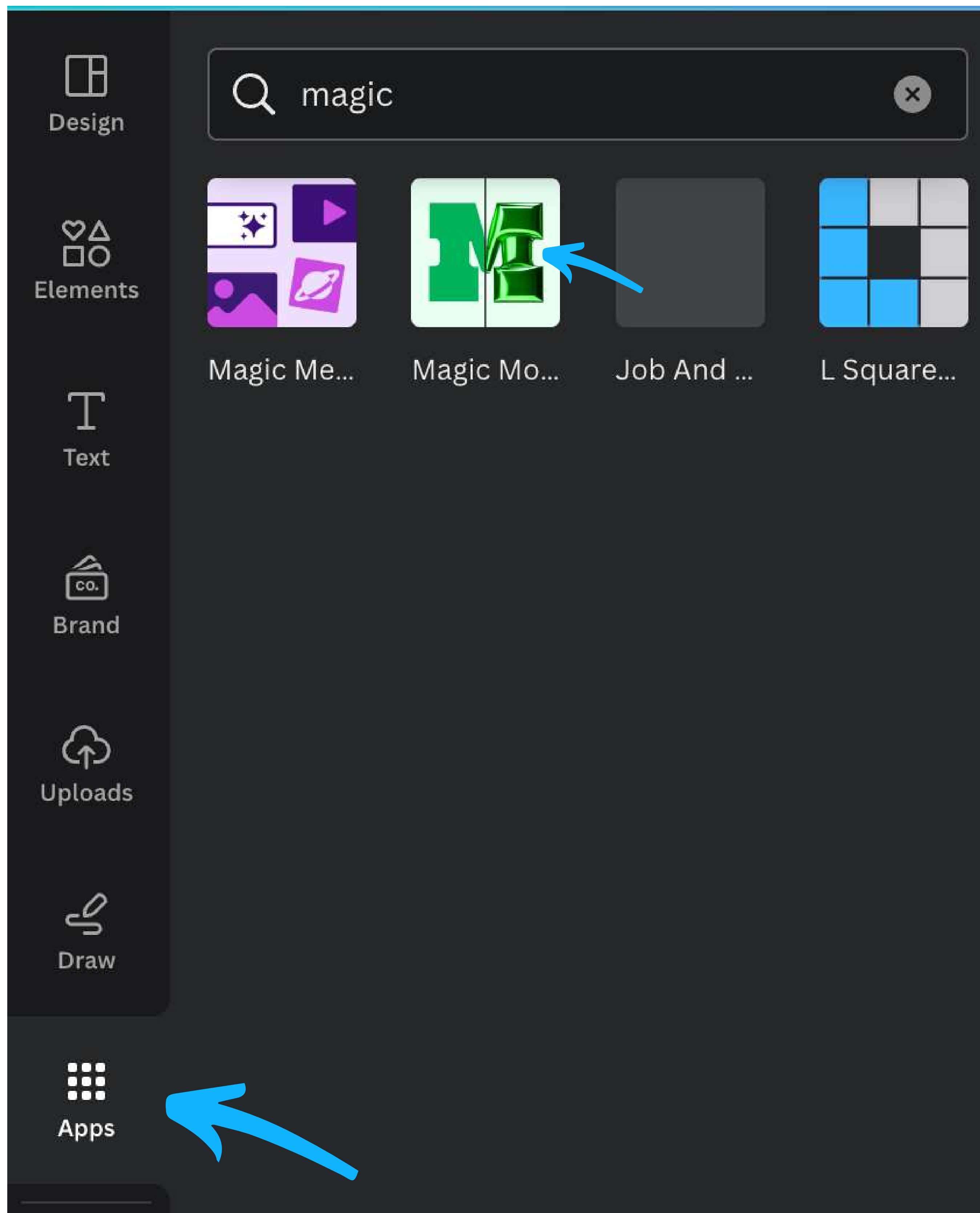
ENTER YOUR PROMPT
E.G. 'WOODEN LETTERS'

CANVA





THIS IS WHAT 'MAGIC MORPH' LOOKS LIKE





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TOOL #10

MAGIC WRITE






GO TO MAGIC STUDIO AND SELECT 'MAGIC WRITE'

The screenshot shows the Canva interface. At the top left is the Canva logo and a search bar containing the text "a video about the marketing funnel". Below the search bar is a navigation menu with items: Personal (Pro • 8 1/5), Home, Magic Studio (highlighted with a blue arrow), Projects, Templates, Brand, and Apps. To the right of the navigation menu are two promotional banners: one for "Win a free beach holiday" and "Dream coastal holiday" with a "Try now" button, and another for "presentations" with a "Try now" button. Below the navigation menu, a light blue box displays the "Magic Write" feature. It includes a "PRO" badge, the title "Magic Write", a description: "Helping you say it the right way. With Magic Write, go from a prompt to a first draft or on-brand copy in no time.", and a purple "Try Magic Write" button.





MAGIC WRITE PROMPT:

 Magic Write™ ✕

Write the Amazon Product Title and product description in bullet points for my headphones product. They have noise cancelling, spatial audio, easy fit earbuds, 12 hour battery life and bluetooth. They are called Earpods.

Part of Magic Studio+ Generate ⌘↵

MAGIC WRITE OUTPUT:

Title: Earpods - Noise Cancelling Wireless Earbuds with Spatial Audio

- Experience immersive sound with Earpods' spatial audio technology
- Enjoy uninterrupted listening with noise cancelling feature
- Easily connect to your devices via Bluetooth
- Get a comfortable and secure fit with our easy fit earbuds
- Enjoy up to 12 hours of battery life on a single charge

Description:

Earpods are the perfect addition to your daily routine. With their spatial audio technology, you'll be fully immersed in your favourite music and movies. Plus, the built-in noise cancelling feature blocks out the distractions around you, so you can focus on what matters most. Connecting to your devices is easy with Bluetooth technology, and our easy fit earbuds ensure a comfortable and secure fit. And with up to 12 hours of battery life on a single charge, you can enjoy your Earpods all day long. Order yours today and experience audio like never before!





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WANT FREE PDFS OF MY PROMPTS INFOGRAPHICS & GUIDES?

COMMENT CANVA FOR THE LINK





Jonathan Parsons

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CREATE 50 DESIGNS IN 5 MINUTES

CANVA + CHATGPT



+





HERE IS HOW YOU CAN GO FROM A BLANK SHEET OF PAPER TO **50 PIECES OF CONTENT IN MINUTES.**

THIS IS A BREAKDOWN OF HOW TO DO IT. FOR THIS I HAVE CHOSEN A **VERY SIMPLE EXAMPLE.**

THIS METHOD HOWEVER CAN BE USED TO **CREATE CAROUSELS, FLYERS, SOCIAL MEDIA ASSETS AND MORE.**





Jonathan Parsons

JP

LET'S ASSUME YOU ARE A
CONTENT CREATOR ON
LINKEDIN, X & INSTAGRAM.

YOUR FOCUS IS ON
LEADERSHIP.

LET'S CREATE 50 IMAGE
ASSETS FOR YOU TO USE WITH
LEADERSHIP QUOTES.





STEP 1: HEAD TO CHAT GPT

Create a table of 50 leadership quotes.

Of course! Here's a table of 50 leadership quotes:

No.	Quote	Author
1	"Leadership is not about being in charge. It is about taking care of those in your charge."	Simon Sinek
2	"To handle yourself, use your head; to handle others, use your heart."	Eleanor Roosevelt
3	"Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others."	Jack Welch
4	"Success is not how high you have climbed, but how you make a positive difference to the world."	Roy T. Bennett
5	"The greatest leader is not necessarily the one who does the greatest things. He is the one that gets the people to do the greatest things."	Ronald Reagan
6	"Do not follow where the path may lead. Go instead where there is no path and leave a trail."	Ralph Waldo Emerson
7	"The best way to predict the future is to create it."	Peter Drucker
8	"Innovation distinguishes between a leader and a follower."	Steve Jobs
9	"A leader is one who knows the way, goes the way, and shows the way."	John C. Maxwell

WRITE A PROMPT FOR WHAT YOU NEED. ENSURE YOU ASK FOR A TABLE FORMAT.

HERE, FOR SIMPLICITY, I ASKED FOR 'A TABLE OF 50 LEADERSHIP QUOTES'.





STEP 2: COPY TABLE INTO GOOGLE SHEETS OR ANY SPREADSHEET

The screenshot shows a Google Sheet with the following table:

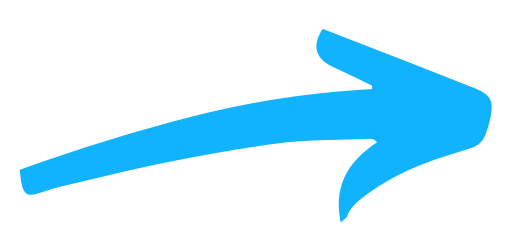
	A	B	C
	No.	Quote	Author
1			
2	1	"Leadership is not about being in charge. It is about taking care of those in your charge."	Simon Sinek
3	2	"To handle yourself, use your head; to handle others, use your heart."	Eleanor Roosevelt
4	3	"Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others."	Jack Welch
5	4	"Success is not how high you have climbed, but how you make a positive difference to the world."	Roy T. Bennett
6	5	"The greatest leader is not necessarily the one who does the greatest things. He is the one that gets the people to do the greatest things."	Ronald Reagan
7	6	"Do not follow where the path may lead. Go instead where there is no path and leave a trail."	Ralph Waldo Emerson
8	7	"The best way to predict the future is to create it."	Peter Drucker
9	8	"Innovation distinguishes between a leader and a follower."	Steve Jobs
10	9	"A leader is one who knows the way, goes the way, and shows the way."	John C. Maxwell
11	10	"A true leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others."	Douglas MacArthur
12	11	"Leadership is the capacity to translate vision into reality."	Warren Bennis
13	12	"To lead people, walk beside them."	Lao Tzu
14	13	"Management is doing things right; leadership is doing the right things."	Peter Drucker
15	14	"People buy into the leader before they buy into the vision."	John C. Maxwell
16	15	"The first responsibility of a leader is to define reality. The last is to say thank you."	Max DePree
17	16	"The quality of a leader is reflected in the standards they set for themselves."	Ray Kroc
18	17	"Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence."	Sheryl Sandberg
19	18	"Become the kind of leader that people would follow voluntarily; even if you had no title or position."	Brian Tracy
20	19	"Leaders must be close enough to relate to others, but far enough ahead to motivate them."	John C. Maxwell
21	20	"Leadership is not about titles, positions, or flow charts. It is about one life influencing another."	John C. Maxwell
22	21	"Don't tell people how to do things, tell them what to do and let them surprise you with their results."	George S. Patton
23	22	"A leader is best when people barely know he exists. When his work is done, his aim fulfilled, they will say: we did it ourselves."	Lao Tzu
24	23	"True leadership lies in guiding others to success. In ensuring that everyone is performing at their best, doing the work they are best at."	Bill Owens
25	24	"The task of the leader is to get their people from where they are to where they have not been."	Henry Kissinger





STEP 3: SAVE AS CSV FILE

The screenshot shows the Google Sheets interface with the 'File' menu open. The 'Download' option is selected, and a sub-menu is displayed with the following options: Microsoft Excel (.xlsx), OpenDocument (.ods), PDF (.pdf), Web page (.html), Comma-separated values (.csv), and Tab-separated values (.tsv). A blue arrow points to the 'Comma-separated values (.csv)' option. The spreadsheet content in the background includes a quote: "The task of the leader is to get their people from where they are to where they have not..."

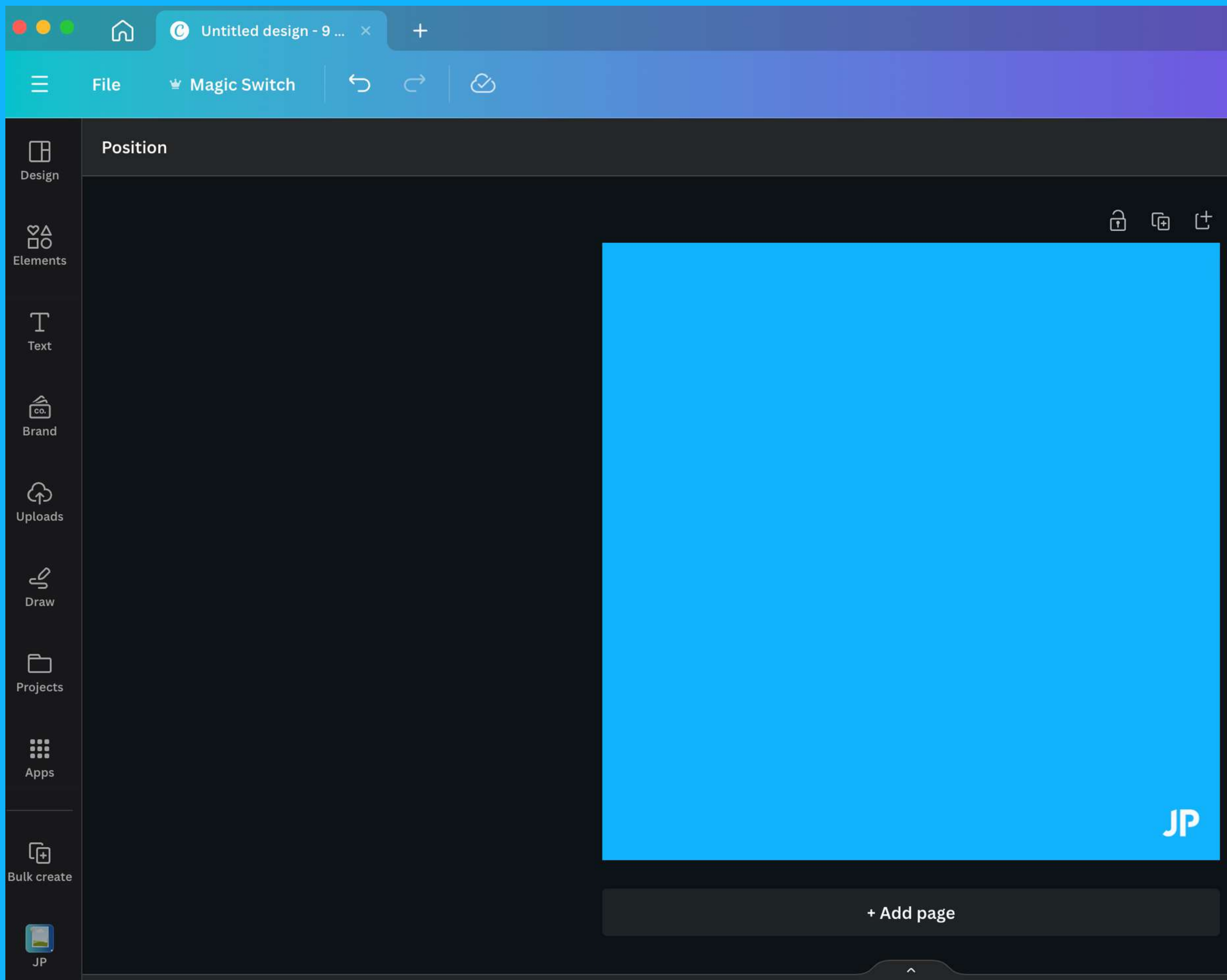




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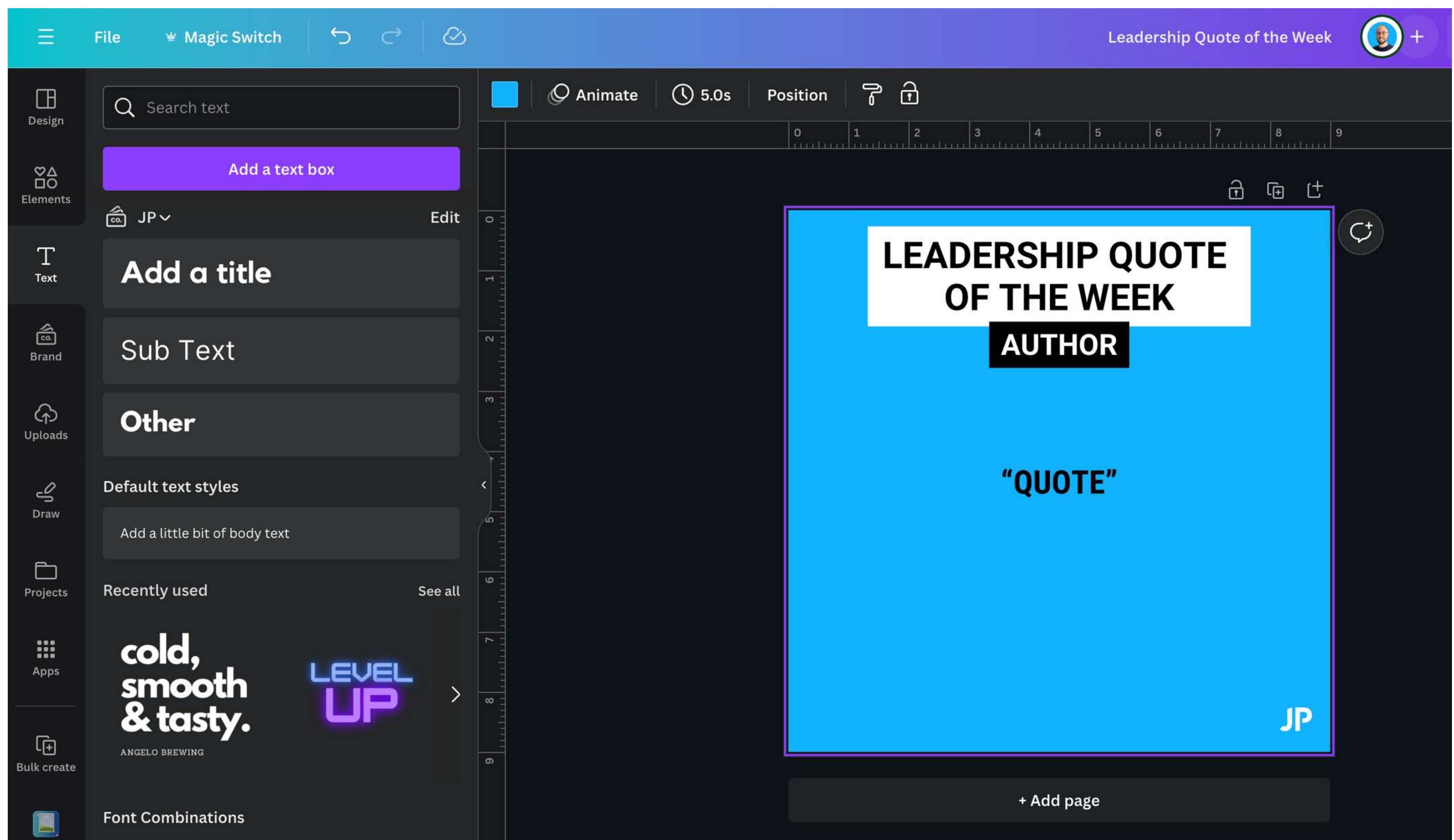
JP

STEP 4: GO TO CANVA AND OPEN YOUR DESIGN TEMPLATE





STEP 5: ADD A TITLE & PLACEHOLDER TEXT FOR THE CONTENT

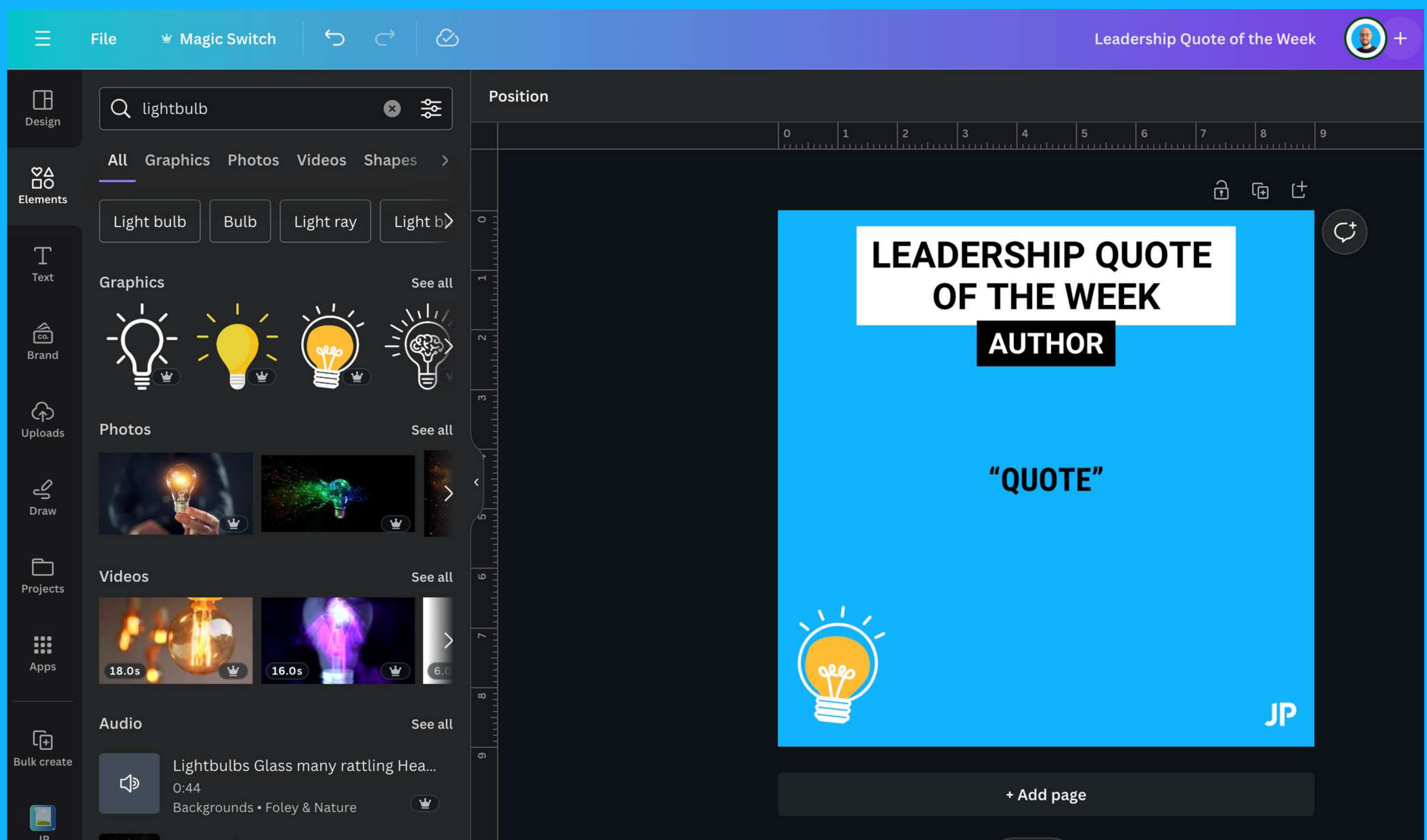


HERE I ADDED 'QUOTE OF THE WEEK' TITLE AND THEN HOLDING TEXT FOR THE 'AUTHOR' AND THE 'QUOTE' THAT CHATGPT GENERATED.



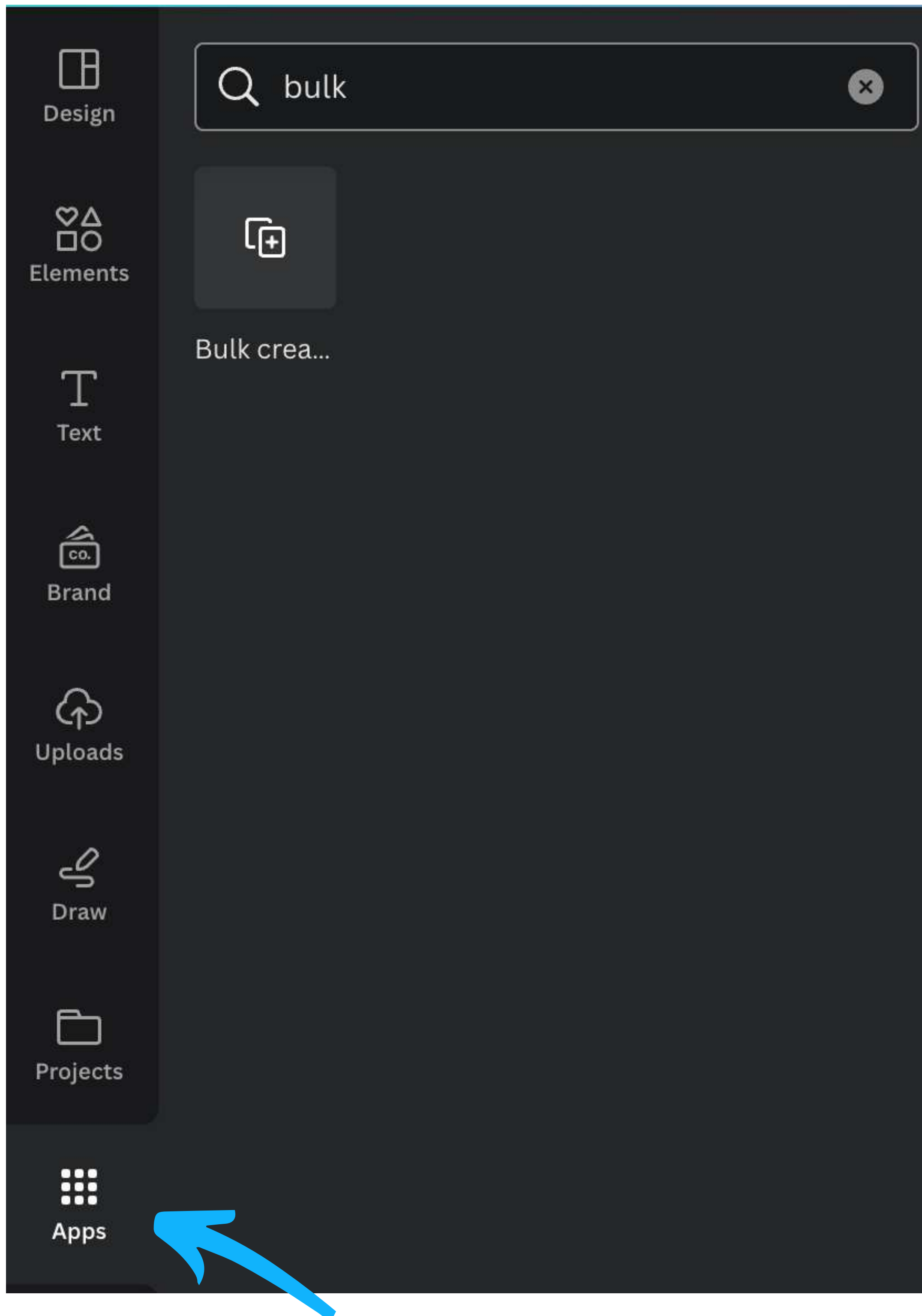


STEP 6: SPICE UP YOUR DESIGN A WITH YOUR BRAND VISUALS





STEP 7: OPEN APPS AND INSTALL BULK CREATOR

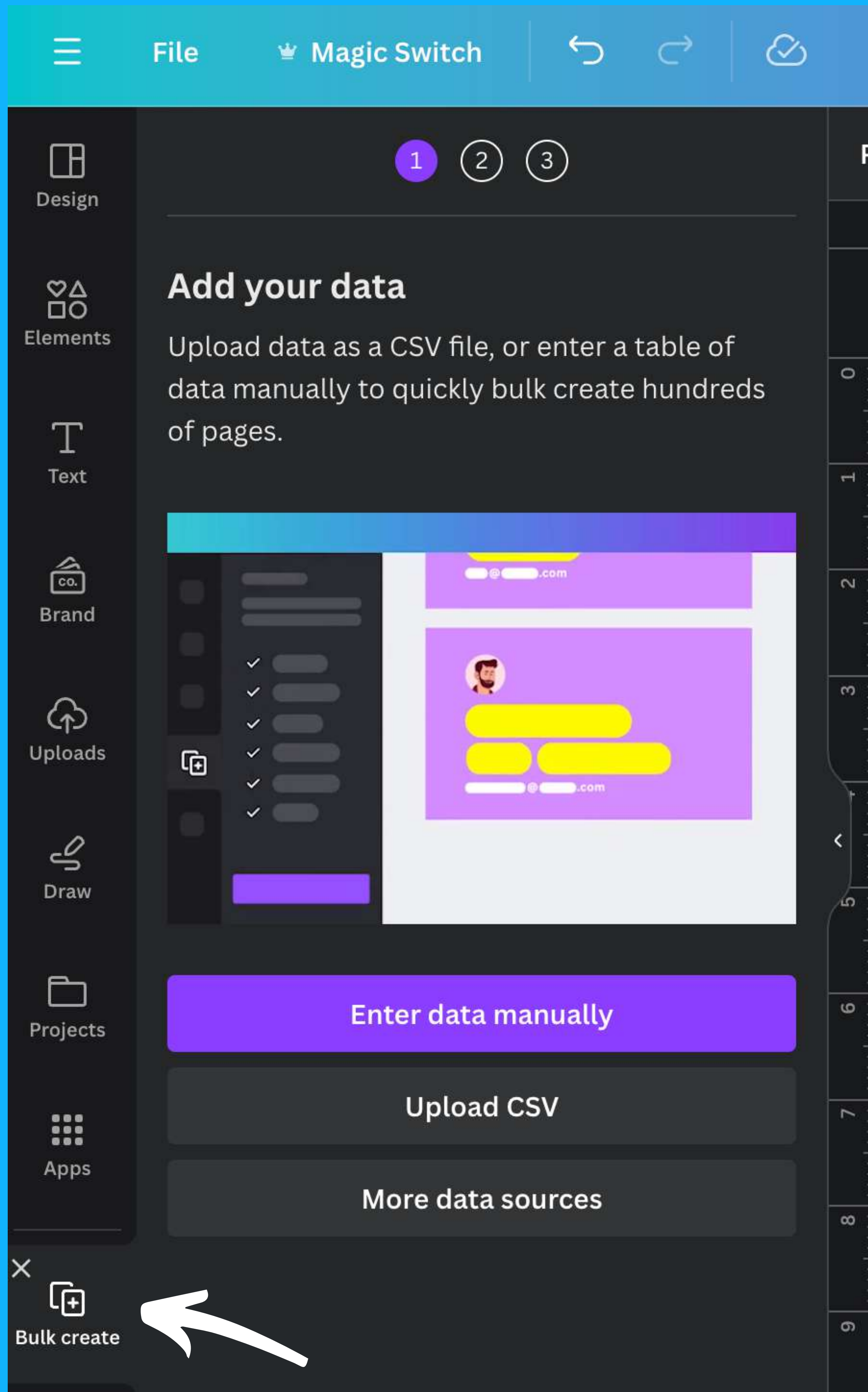


GO TO APPS AND SEARCH FOR 'BULK' AND THEN INSTALL 'BULK CREATOR'





STEP 8: OPEN BULK CREATOR APP





STEP 9: UPLOAD THE CSV YOU DOWNLOADED

Enter data manually

Upload CSV

More data sources

Design

Elements

Text

Brand

Uploads

Draw

Projects

Apps

Bulk create

JP

File Magic Switch

Connect data to your elements

Right click an element in your page to connect it to your data below

3 data fields identified.

Search data field

No.
1, 2, 3, and 47 more

Quote
"Leadership is not about being in charge. It is abo...

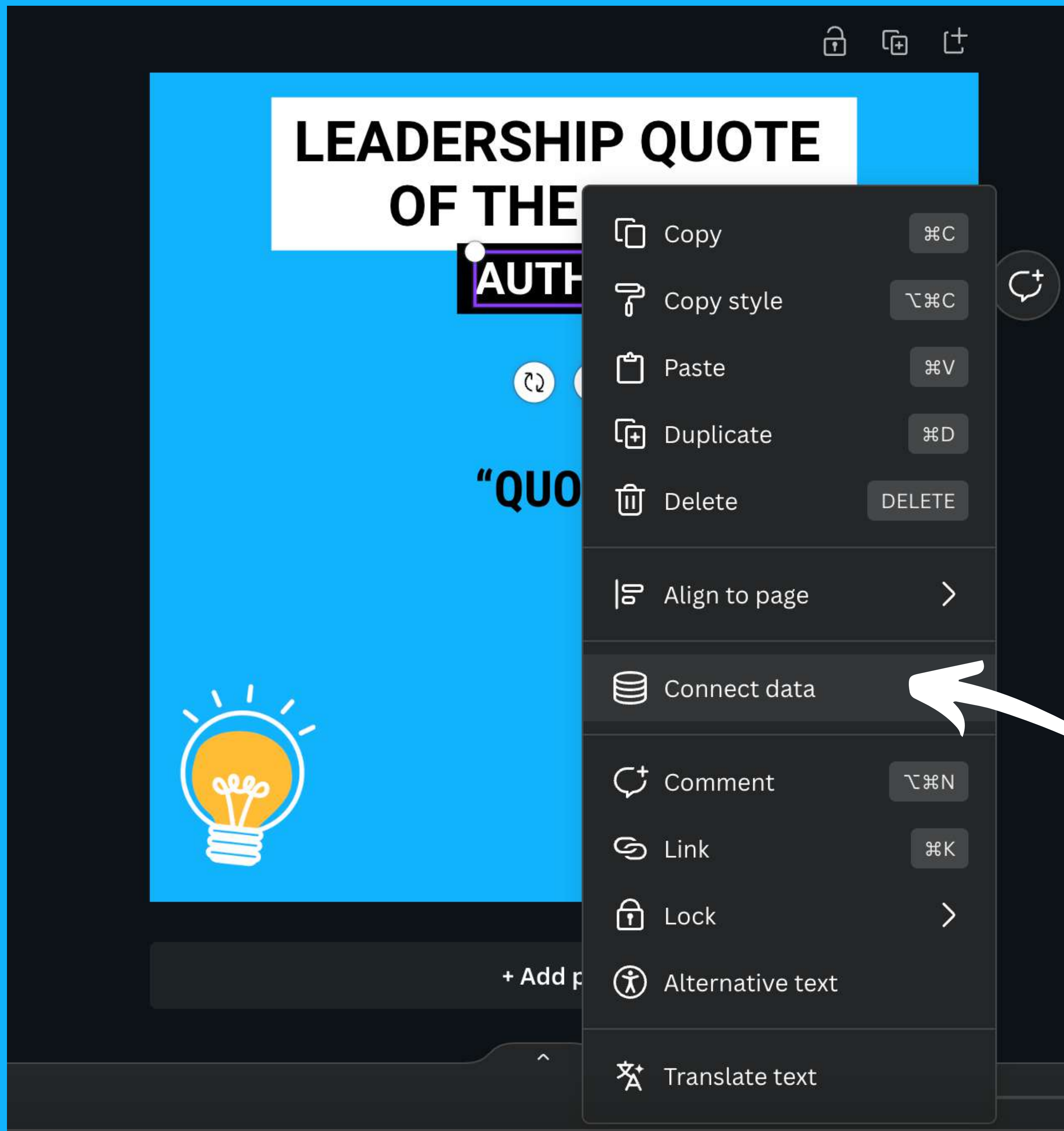
Author
Simon Sinek, Eleanor Roosevelt, Jack Welch, and ...

YOU WILL SEE THE COLUMNS OF THE TABLE YOU CREATED IN CHATGPT HERE AFTER UPLOADING



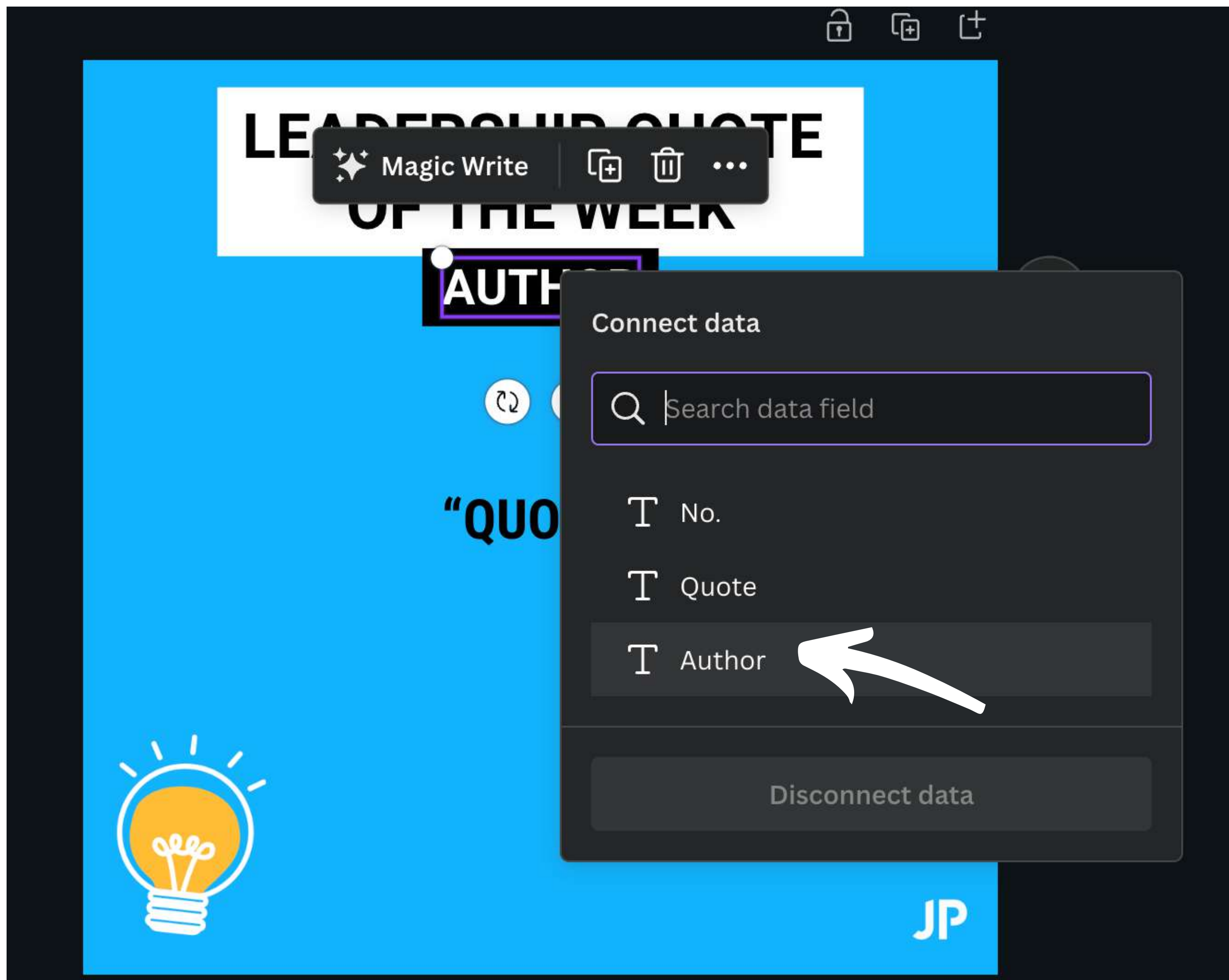


STEP 10: SYNC THE CSV TO TEXT IN YOUR DESIGN



RIGHT CLICK ON THE TEXT AND SELECT 'CONNECT DATA'



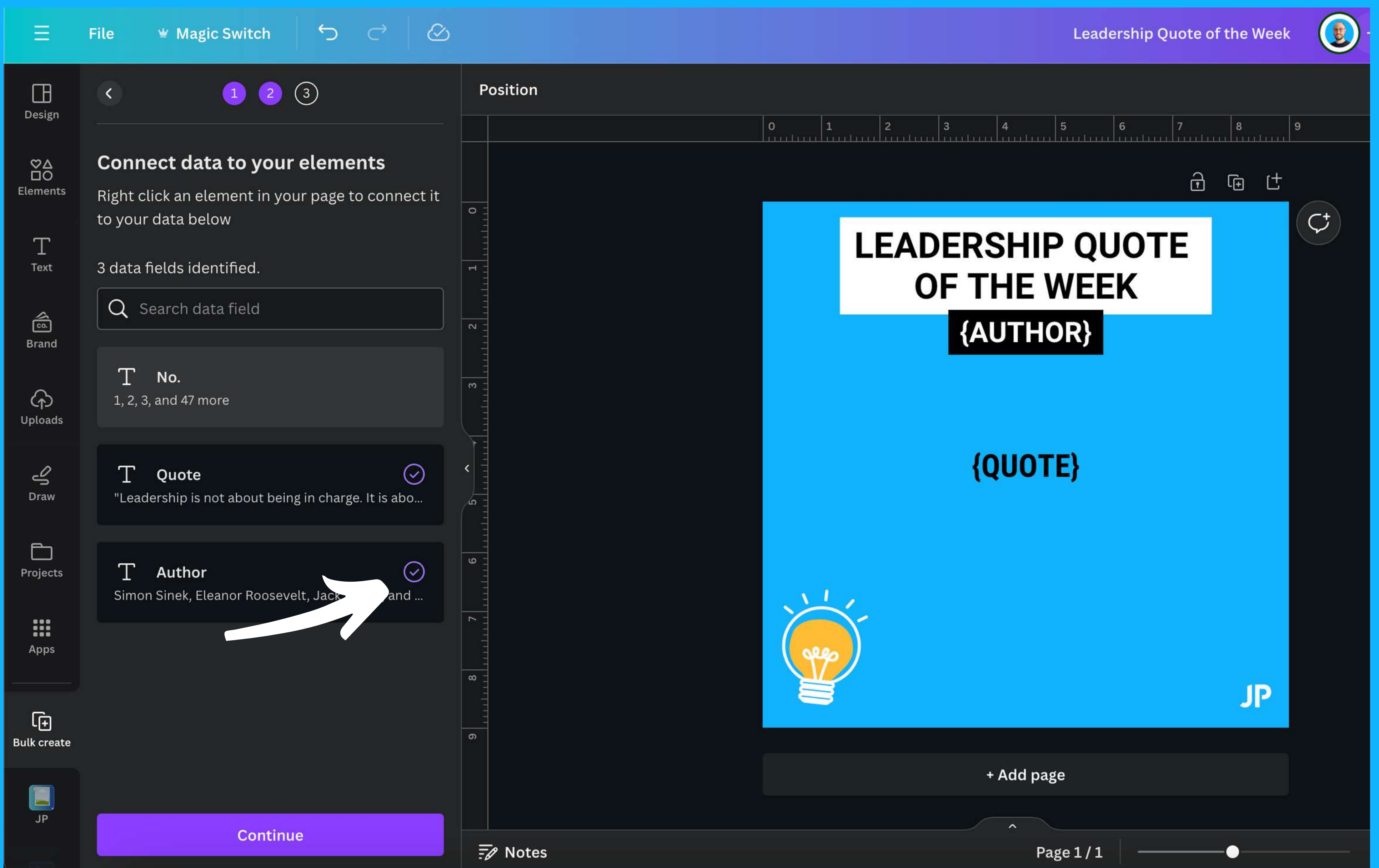


NOW CHOOSE THE RELEVANT DATA TO CONNECT. HERE IT IS THE 'AUTHOR' TEXT SO I CLICK TO LINK IT TO THE 'AUTHOR' COLUMN IN THE CSV.





STEP 11: LINK ALL THE TEXT



YOU WILL SEE A PURPLE TICK NEXT TO THE ELEMENTS ON THE LEFT HAND SIDE AND THE TEXT WILL BE IN {}. ENSURE YOU NOW FORMAT THE TEXT AS YOU WANT E.G. CAPITAL OR LOWERCASE





STEP 12: CLICK 'CONTINUE' AND THEN 'GENERATE' AND WATCH THE MAGIC HAPPEN

The screenshot shows a design tool interface for creating a 'Leadership Quote of the Week' page. The main canvas displays a blue background with a white text box containing the title 'LEADERSHIP QUOTE OF THE WEEK' and a placeholder '{AUTHOR}'. Below the title, there is a list of 13 leadership quotes, each with a checked checkbox. The interface includes a left sidebar with design tools (Design, Elements, Text, Brand, Uploads, Draw, Projects, Apps, Bulk create) and a right sidebar with an 'Apply data' panel. The 'Apply data' panel has a 'Continue' button at the bottom, which is highlighted with a blue arrow. Below the 'Apply data' panel, there is a 'Generate (50) pages' button, also highlighted with a blue arrow. A large blue arrow points to the right at the bottom of the image.

Apply data
Create pages based on the data you entered.

- Select all
- 1. "Leadership is not about being in charge. It is abo...
- 2. "To handle yourself, use your head; to handle
- 3. "Before you are a leader, success is all about
- 4. "Success is not how high you have climbed, k
- 5. "The greatest leader is not necessarily the or
- 6. "Do not follow where the path may lead. Go i
- 7. "The best way to predict the future is to creat
- 8. "Innovation distinguishes between a leader a
- 9. "A leader is one who knows the way, goes the
- 10. "A true leader has the confidence to stand a
- 11. "Leadership is the capacity to translate visio
- 12. "To lead people, walk beside them.", Lao Tzu
- 13. "Management is doing things right; leadersh

Continue

Generate (50) pages



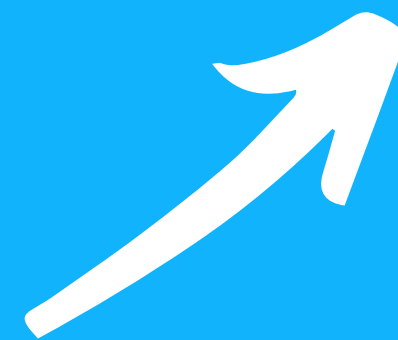
A NEW FILE WILL BE CREATED WITH 50 PIECES OF CREATIVE!

<p>LEADERSHIP QUOTE OF THE WEEK SIMON SINEK</p> <p>"LEADERSHIP IS NOT ABOUT BEING IN CHARGE. IT IS ABOUT TAKING CARE OF THOSE IN YOUR CHARGE."</p> <p>JP</p> <p>1</p>	<p>LEADERSHIP QUOTE OF THE WEEK ELEANOR ROOSEVELT</p> <p>"TO HANDLE YOURSELF, USE YOUR HEAD; TO HANDLE OTHERS, USE YOUR HEART."</p> <p>JP</p> <p>2</p>	<p>LEADERSHIP QUOTE OF THE WEEK JACK WELCH</p> <p>"BEFORE YOU ARE A LEADER, SUCCESS IS ALL ABOUT GROWING YOURSELF. WHEN YOU BECOME A LEADER, SUCCESS IS ALL ABOUT GROWING OTHERS."</p> <p>JP</p> <p>3</p>	<p>LEADERSHIP QUOTE OF THE WEEK ROY T. BENNETT</p> <p>"SUCCESS IS NOT HOW HIGH YOU HAVE CLIMBED, BUT HOW YOU MAKE A POSITIVE DIFFERENCE TO THE WORLD."</p> <p>JP</p> <p>4</p>	<p>LEADERSHIP QUOTE OF THE WEEK RONALD REAGAN</p> <p>"THE GREATEST LEADER IS NOT NECESSARILY THE ONE WHO DOES THE GREATEST THINGS. HE IS THE ONE THAT GETS THE PEOPLE TO DO THE GREATEST THINGS."</p> <p>JP</p> <p>5</p>	<p>LEADERSHIP QUOTE OF THE WEEK RALPH WALDO EMERSON</p> <p>"DO NOT FOLLOW WHERE THE PATH MAY LEAD. GO INSTEAD WHERE THERE IS NO PATH AND LEAVE A TRAIL."</p> <p>JP</p> <p>6</p>
<p>LEADERSHIP QUOTE OF THE WEEK PETER DRUCKER</p> <p>"THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT."</p> <p>JP</p> <p>7</p>	<p>LEADERSHIP QUOTE OF THE WEEK STEVE JOBS</p> <p>"INNOVATION DISTINGUISHES BETWEEN A LEADER AND A FOLLOWER."</p> <p>JP</p> <p>8</p>	<p>LEADERSHIP QUOTE OF THE WEEK JOHN C. MAXWELL</p> <p>"A LEADER IS ONE WHO KNOWS THE WAY, GOES THE WAY, AND SHOWS THE WAY."</p> <p>JP</p> <p>9</p>	<p>LEADERSHIP QUOTE OF THE WEEK DOUGLAS MACARTHUR</p> <p>"A TRUE LEADER HAS THE CONFIDENCE TO STAND ALONE, THE COURAGE TO MAKE TOUGH DECISIONS, AND THE COMPASSION TO LISTEN TO THE NEEDS OF OTHERS."</p> <p>JP</p> <p>10</p>	<p>LEADERSHIP QUOTE OF THE WEEK WARREN BENNIS</p> <p>"LEADERSHIP IS THE CAPACITY TO TRANSLATE VISION INTO REALITY."</p> <p>JP</p> <p>11</p>	<p>LEADERSHIP QUOTE OF THE WEEK LAO TZU</p> <p>"TO LEAD PEOPLE, WALK BESIDE THEM."</p> <p>JP</p> <p>12</p>
<p>LEADERSHIP QUOTE OF THE WEEK PETER DRUCKER</p> <p>"MANAGEMENT IS DOING THINGS RIGHT; LEADERSHIP IS DOING THE RIGHT THINGS."</p>	<p>LEADERSHIP QUOTE OF THE WEEK JOHN C. MAXWELL</p> <p>"PEOPLE BUY INTO THE LEADER BEFORE THEY BUY INTO THE VISION."</p>	<p>LEADERSHIP QUOTE OF THE WEEK MAX DEPREE</p> <p>"THE FIRST RESPONSIBILITY OF A LEADER IS TO DEFINE REALITY. THE LAST IS TO SAY THANK YOU."</p>	<p>LEADERSHIP QUOTE OF THE WEEK RAY KROC</p> <p>"THE QUALITY OF A LEADER IS REFLECTED IN THE STANDARDS THEY SET FOR THEMSELVES."</p>	<p>LEADERSHIP QUOTE OF THE WEEK SHERYL SANDBERG</p> <p>"LEADERSHIP IS ABOUT MAKING OTHERS BETTER AS A RESULT OF YOUR PRESENCE AND MAKING SURE THAT</p>	<p>LEADERSHIP QUOTE OF THE WEEK BRIAN TRACY</p> <p>"BECOME THE KIND OF LEADER THAT PEOPLE WOULD FOLLOW VOLUNTARILY; EVEN IF YOU HAD NO TITLE OR</p>

Notes

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23%



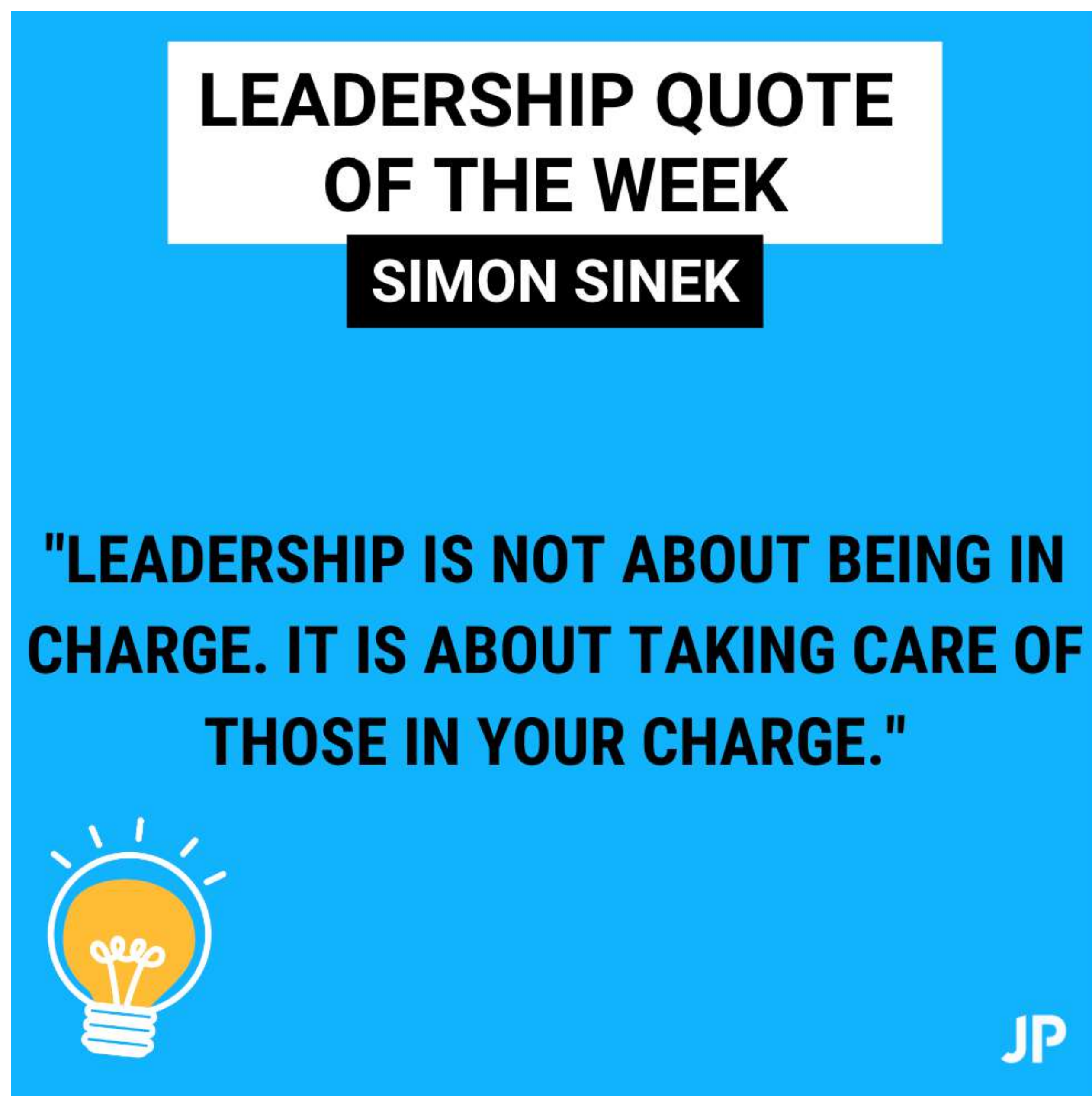


Jonathan Parsons

JP

THERE YOU HAVE IT.

**50 PIECES OF CONTENT IN 5 MINS
THANKS TO AI & CANVA.**



HERE'S AN EXAMPLE OF ONE OF THE POSTS





BONUS:

YOU COULD USE MORE DETAILED TABLES TO CREATE LOADS OF LINKEDIN CAROUSELS WITH A CSV TOO!



5 tips for 50 different marketing topics, put each tip in a separate column with the topic in the first column



That's quite a list! Below are 5 tips for 50 different marketing topics, with each tip in its own column:



Topic	Tip 1	Tip 2	Tip 3	Tip 4	Tip 5
Content Marketing	Focus on quality over quantity.	Know your audience's needs.	Repurpose content across platforms.	Encourage user-generated content.	Optimize content for search engines (SEO).
Social Media Marketing	Choose platforms that align with your audience.	Engage, don't just broadcast.	Monitor mentions and respond promptly.	Use analytics to refine strategies.	Create a consistent posting schedule.
Email Marketing	Segment your email list.	Use compelling subject lines.	Optimize for mobile devices.	A/B test email elements.	Avoid spam triggers in your content.





YOU CAN APPLY THIS METHOD TO ANY DESIGN TO QUICKLY CREATE DIFFERENT ASSETS WITH ALTERNATE COPY.

MY PLEA IS TO THEN **ADD YOUR VALUE ON TOP HERE.** DON'T FOLLOW THIS PROCESS AND POST JUST AI CONTENT, USE IT AS A BASE TO BUILD ON.





Jonathan Parsons

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WANT FREE PDFS OF MY PROMPTS INFOGRAPHICS & GUIDES?

COMMENT CANVA FOR THE LINK



SUBSCRIBE TO THE NEWSLETTER

**THE MARKETING
ADVANTAGE.**



- ✓ AI NEWS OF THE WEEK
- ✓ AD OF THE WEEK
- ✓ TEXT + IMAGE PROMPTS
- ✓ NEW AI & DIGITAL TOOLS
- ✓ MARKETING TIPS

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THE ULTIMATE CANVA GUIDE

120+ PAGES OF
TIPS, TRICKS & HOW-TO GUIDES

