

# The Beginner's Guide to Making Money with Canva

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Learn How to Create & Sell Digital Products Online

Your step-by-step roadmap to passive income online

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*Let's get started*

## Chapter 01

# What is Canva and Why Everyone is Making Money With It

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*"Your journey to passive income starts here."*

## **So, What Exactly is Canva?**

Canva is a free online design tool that allows anyone to create beautiful graphics, documents, presentations, and digital products – without any design experience. You do not need to know Photoshop. You do not need to be an artist. If you can tap, drag, and type, you can use Canva.

## **Why Are People Making Money With It?**

Thousands of people around the world are quietly earning \$500, \$1000, even \$3000 per month simply by creating digital products on Canva and selling them online. eBooks, planners, templates, social media kits – all designed on Canva, all sold as digital downloads. No inventory. No shipping. No office. Pure passive income.

Pro Tip: You do not need Canva Pro to get started. The free version is powerful enough to create your first sellable digital product today.

## Chapter 02

# Choosing the Right Digital Product to Sell

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*Not every product sells. This chapter helps you pick the right one.*

## **What Kind of Digital Products Can You Sell?**

There are hundreds of digital products you can create on Canva. The most popular ones are eBooks, planners, journals, social media templates, business card kits, wedding invitation sets, and resume templates. All of these sell consistently every single month on platforms like Gumroad.

## **How to Pick the Right One for You?**

The best product to sell is one that solves a problem. Ask yourself – what do people struggle with? Staying organized? Looking professional online? Planning their week? Your product is the answer to that struggle. Pick one problem, solve it beautifully with Canva, and people will pay for it.

Pro Tip: eBooks and planners are the easiest products to start with. They require no special skills and can be created in just a few hours on Canva.

## Chapter 03

# Designing a Professional Product on Canva (Step by Step)

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*Good design is not talent. It is simply knowing the right steps.*

## Setting Up Your Canva Document

Open Canva and select A4 Document as your canvas size. This is the standard size for eBooks and guides. Choose a clean white background for your content pages and a dark navy background for your chapter opening pages.

Consistency in colors and fonts across all pages is what makes a product look professional.

## The 3 Rules of Great Design

Rule one – use maximum 2 fonts throughout your entire product.

Rule two – stick to 3 colors only: your background color, your text color, and one accent color.

Rule three – leave empty space. Do not fill every corner of the page. Empty space makes your design breathe and look premium.

Pro Tip: Always use Playfair Display for headings and Lato or Montserrat for body text. This combination looks elegant and professional on every product.

## Chapter 04

# Setting Up Your Gumroad Store and Getting Paid

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Your store is your storefront. Let us make it impossible to ignore.

## **Creating Your Gumroad Account**

Go to [gumroad.com](https://gumroad.com) and sign up for a free account. Add your name, a short bio, and a profile photo. This builds trust with buyers. Then click New Product, select Digital Product, upload your PDF file, set your price, and write a clear description of what the buyer will get.

## **How to Get Paid**

Gumroad pays you directly to your bank account or PayPal. You can set a fixed price or let buyers pay what they want using the flexible pricing feature. Gumroad takes a small fee per sale. Everything else goes straight to you. No monthly fees. No setup costs. Just upload and sell.

Pro Tip: Write your product description like you are talking to one person. Tell them exactly what problem your product solves and what they will be able to do after reading it.

## Chapter 05

# How to Market Your Product and Get Your First Sale

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*A great product with no marketing is an invisible product*

## **Where to Share Your Gumroad Link**

The biggest mistake new sellers make is uploading their product and waiting. Gumroad will not bring you traffic automatically. You must share your product link everywhere. Post it on Instagram, Pinterest, Facebook groups, Twitter, and TikTok. Create content around your product every single day. Show people what is inside. Show them the results they will get. Make them feel they cannot afford to miss it.

## **The Fastest Way to Get Your First Sale**

Tell your existing audience first. If you have any followers on Instagram or Pinterest, tell them today. Post a story. Write a caption. Send a message. Your first sale almost always comes from someone who already knows you. Once you get that first sale, screenshot it, share it, and let the world know your product is live.

Pro Tip: Pinterest is one of the best free platforms to sell digital products. Create 5 pins per day pointing to your Gumroad link and watch your traffic grow every week.

## Chapter 06

# How to Scale to \$500 Per Month With Digital Products

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*Your first sale is just the beginning. Now let us build something bigger.*

## **How to Make More Sales Every Month**

The secret to scaling is simple – more products and more content. Every new product you add to your Gumroad store is a new income stream. Start with one product, get your first sales, then create a second product. Then a third. Sellers who earn \$500 per month consistently have at least 3 to 5 products in their store working for them simultaneously.

## **Build a System That Works While You Sleep**

Post content on Pinterest and Instagram every single day. Each post is a door that leads people to your Gumroad store. The more doors you create, the more people walk in. Use Canva to create beautiful pins and posts that showcase your products. Stay consistent for 90 days and you will see results that will completely change your financial life.

Pro Tip: Bundle your products together and offer them at a discounted price. For example sell 3 templates as a pack for \$19 instead of \$7 each. Bundles increase your average order value instantly.

**Thankyou for reading!**

**You now have everything you need to start creating and selling digital products online. The only thing left is to take action. Start today. Start now.**

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**BY Amna Ashfaq**