

Step-by-Step: Start a Canva Templates Digital Business

☐ Step 1: Choose a Profitable Niche

Pick a specific area where templates are in demand.

Popular Canva template niches:

- Instagram posts/stories
- Pinterest pin templates
- eBooks, lead magnets
- Media kits & brand kits
- Business cards/resumes
- Planners & journals
- Digital product mockups

☐ **Pro Tip:** Go to Etsy or Creative Market, search “Canva templates,” and see what’s trending.

☐ Step 2: Set Up a Canva Pro Account

You'll need Canva Pro for:

- Access to premium elements
- The ability to create template links
- Licensing to sell commercial designs

☐ Sign up here: canva.com/pro

☐ Step 3: Plan & Create Your Templates

Design with the end user in mind — your templates should be:

- Easy to customize (drag-and-drop)
- Clean and visually appealing
- Functional (solve a problem for the buyer)

How to Create Templates in Canva:

1. Choose dimensions (e.g., 1080x1080 for Instagram).

2. Design your layouts (use grids, placeholders, dummy text).
3. Keep fonts and colors editable for users.
4. Group elements to make editing easier.

❑ Step 4: Organize Your Files for Sale

When selling Canva templates, you don't give the Canva file itself — you give a **template link**.

Steps:

1. Click “**Share**” > “**Template link**” in Canva.
2. Paste the link into a PDF with usage instructions.
3. Save the PDF — this becomes your digital product.

- ❑ You can also include a **cover image**, mockups, or branding assets if needed.
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❑ Step 5: Choose Where to Sell

Top Platforms:

- **Etsy** – Great for handmade-style and digital sellers.
- **Gumroad** – Easy to sell digital downloads, simple checkout.
- **Payhip** – Offers free plans, EU tax handling.
- **Your website (Shopify, Wix, WordPress)** – For full control.

Each platform has pros/cons. Start with **Etsy or Gumroad** for the fastest launch.

❑ Step 6: Create High-Converting Listings

Every listing should include:

- Eye-catching title with keywords (e.g., “Instagram Post Canva Templates for Coaches”)
 - Clear, benefit-focused description
 - Multiple mockups (use Canva or smartmockups.com)
 - What's included (number of templates, file types)
 - Instructions on how to access templates
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❑ Step 7: Market Your Templates

Use social media and SEO to drive traffic.

Top Marketing Channels:

- **Pinterest** – Perfect for visual products
- **Instagram/TikTok** – Show your designs in action
- **Email List** – Offer a freebie to grow your list
- **Facebook Groups** – Promote in entrepreneur/design groups

□ Tip: Offer a free mini-template in exchange for email sign-ups or as a lead magnet.

□ **Step 8: Collect Feedback & Improve**

- Ask early buyers for reviews.
 - Track best-sellers and replicate.
 - Offer bundles or create seasonal templates.
 - Optimize your listings based on what converts best.
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□ **Bonus Tips**

- Use Canva's **Brand Kit** to speed up design.
- Create templates in batches (e.g., 30 Pinterest templates).
- Add value with extras (tutorials, font guides, etc.).
- Stick to **clean, minimalist** designs — they tend to sell better.