

Create Printable Products for Fun & Profit

Create Printables for Your Audience
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What We'll Cover Today

- Decide on types of printables to create.
- Where to get ideas for inspiration.
- Types of printables to create for your audience.
- Demonstrations: We'll create a variety of printables in a variety of formats, from super simple to quite fancy.
- Action steps.



How to Decide on Which Types of Printables to Create

First decide on your goal and purpose for your printables.

What is your main reason for wanting to create printables?

- ☐ Will you create printables for sale?
- ☐ Will you create printables to complete your book or course?
- ☐ Will you create printables for an opt-in gift?
- ☐ Other: _____

Give Thought to What Type of Resource Would Benefit Your Audience or Provide Them with a Solution

Spend some time thinking and writing about the following:

- What does your audience struggle with?
- What solution do they seek?
- What would help them achieve more?
- What would make them smile?
- Etc.

The Printables We'll Focus On in This Module Are Text Based – Such as Worksheets & Checklists

- The easiest ways to create text based content is in programs like:
 - PowerPoint or Keynote
 - Canva.com
- While you can create Printables using Microsoft Word, formatting your content can be tricky and aggravating.
- You have more control over what you create by using PowerPoint, Keynote or Canva.com

Things to Be Aware of When Creating Printables That Include Images

- When creating printables for commercial use, images and artwork need to be high quality & high resolution. (Typically 300 DPI)
- In order to get that level of quality you need to use a graphic design program such as: Photoshop, InDesign, Photoshop Elements, Etc.
- We'll explore some options in the next module.

Where to Get Ideas and Inspiration for
Types of Printables You Can Create

- Etsy
- Pinterest
- Opt-In Gifts You've Received
- Course Content You Have Access To
- Canva.com

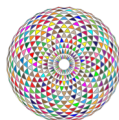
Let's Take a Virtual Field Trip To

Canva.com



Let's Create a Variety of Printables using Canva and PowerPoint
For personal use, sale, to use as bonuses, as Course Content, etc.

Let's create and design a variety of printables.



What Kind of Printables Would
You Like to Create for Your Audience?



Action Steps

- Print off the handouts for this training.
- Open up PowerPoint or Keynote or head over to Canva.com
- Dive in and create a worksheet or checklist.
- Don't wait to start, it doesn't have to be perfect.
- Strike while the ideas are fresh in your mind and have fun!



Here's to Your Success