

HOME SERVICES MARKETING SYSTEM

Access & Duplication Guide

This document contains official template duplication links and setup instructions for The Home Services Marketing System.

All templates are accessed through Canva and must be duplicated into your account before editing.

How Access Works

1. Click any linked template name.
2. Click view template (purple button), then open in editor (purple button).
3. The file will duplicate into your Canva account.
4. Rename and organize the duplicated file inside your working folders.
5. Edit only your duplicated version.

After duplication, the file in your Canva account becomes your working file.

We recommend preserving a clean, branded base version of each template and duplicating that version for ongoing use. This helps maintain consistency and prevents accidental overwriting of your prepared layouts.

START HERE — System Setup Documents

Review these documents before using the system:

- [DOC – System Overview & Setup \(8.5×11\)](#)
- [DOC – Canva Editing Guide \(8.5×11\)](#)
- [DOC – Brand & Usage Standards \(8.5×11\)](#)

These documents explain how the system is structured, how duplication works, how branding should be applied, and how to maintain consistency over time.

Implementation Workflow

Initial Setup (completed once)

1. Review the System Overview & Setup document.
2. Duplicate templates and apply branding to create base versions.
3. Organize branded templates into folders.
4. Duplicate branded base templates for ongoing use.

After setup, marketing consists only of duplicating prepared templates and updating content.

SOCIAL TEMPLATES

Carousels (1080×1080)

- SOCIAL – Before & After Showcase Carousel – Square (1080×1080)
- SOCIAL – Customer Testimonial Carousel – Square (1080×1080)
- SOCIAL – Service Breakdown Carousel – Square (1080×1080)
- SOCIAL – Customer FAQ Carousel – Square (1080×1080)
- SOCIAL – Local Expert Tips Carousel – Square (1080×1080)

Square (1080×1080)

- SOCIAL – Service Available – Square (1080×1080)
- SOCIAL – Free Estimate / Quote – Square (1080×1080)
- SOCIAL – Scheduling – Square (1080×1080)
- SOCIAL – Same-Day Service Available – Square (1080×1080)
- SOCIAL – Emergency / 24-Hour Service – Square (1080×1080)
- SOCIAL – Before / After – Square (1080×1080)
- SOCIAL – Reviews – Square (1080×1080)
- SOCIAL – Customer Testimonial – Square (1080×1080)
- SOCIAL – Service Area – Square (1080×1080)
- SOCIAL – Financing Available – Square (1080×1080)
- SOCIAL – Service Plan Promotion – Square (1080×1080)
- SOCIAL – Seasonal Service Promotion – Square (1080×1080)
- SOCIAL – Limited-Time Offer – Square (1080×1080)
- SOCIAL – New Customer Offer – Square (1080×1080)
- SOCIAL – Licensed & Insured / Certified – Square (1080×1080)
- SOCIAL – Technician Spotlight – Square (1080×1080)
- SOCIAL – Local Job Highlight – Square (1080×1080)
- SOCIAL – FAQ – Square (1080×1080)
- SOCIAL – Holiday / Seasonal – Square (1080×1080)
- SOCIAL – Recruiting – Square (1080×1080)

Portrait (1080×1350)

- SOCIAL – Service Available – Portrait (1080×1350)
- SOCIAL – Recruiting – Portrait (1080×1350)

Story (1080×1920)

- SOCIAL – Emergency / 24-Hour Service – Story (1080×1920)

PRINT TEMPLATES

Signage & Notices

- PRINT – Service Notice – 18×24
- PRINT – Authorized Access Only – 18×24
- PRINT – Active Work Area – 18×24
- PRINT – Service Notice – 12×18
- PRINT – Authorized Access Only – 12×18
- PRINT – Active Work Area – 12×18

Flyers & Handouts (8.5×11)

- PRINT – Service Overview – 8.5×11
- PRINT – Service Completion Handout – 8.5×11

Half Sheets (5.5×8.5)

- PRINT – Service Overview – 5.5×8.5
- PRINT – Estimate & Invoice Overview Flyer – 5.5×8.5
- PRINT – We Stopped By – 5.5×8.5

Postcards (5×7)

- PRINT – Service Postcard – 5×7
- PRINT – Seasonal Maintenance Postcard – 5×7
- PRINT – Thank You Postcard – 5×7
- PRINT – Referral Postcard – 5×7

Postcard (4×6)

- PRINT – Service Postcard – 4×6

Door Hangers

- PRINT – General Service – 3.5×8.5
- PRINT – Emergency / Seasonal – 3.5×8.5

Business Essentials

- PRINT – Business Card – 3.5×2
- PRINT – Letterhead – 8.5×11
- PRINT – Letter – 8.5×11
- PRINT – Envelope #10 (9.5×4.125)

EMAIL TEMPLATES (600px)

- EMAIL – Estimate Sent / Quote Follow-Up – 600px
- EMAIL – Missed Call / We Tried to Reach You – 600px
- EMAIL – Service Promotion – 600px
- EMAIL – Seasonal Maintenance Reminder – 600px
- EMAIL – Emergency Service Notice – 600px
- EMAIL – Thanks for Your Business – 600px
- EMAIL – Review / Testimonial Request – 600px
- EMAIL – Referral Request – 600px
- EMAIL – Maintenance Plan Information – 600px

PRESENTATION TEMPLATES (16:9)

- PRESENTATION – Service Overview – 16:9
- PRESENTATION – Maintenance Plan Explanation – 16:9
- PRESENTATION – Repair vs Replacement Cost – 16:9

License Reminder

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