

EBOOK 12 — The Ultimate Canva Templates Business Guide (2026 Edition)

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How to Create, Package & Sell Canva Templates for Passive Income — Even as a Beginner

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CHAPTER 1 — INTRODUCTION

Why Canva Templates = Easiest Passive Income in 2026

2026 is the biggest year for digital templates because:

- ✓ Everyone needs content
- ✓ Brands want aesthetic designs
- ✓ Faceless creators want easy-to-edit templates
- ✓ Businesses need branding kits
- ✓ Students need planners
- ✓ Professionals need resumes
- ✓ Coaches need workbooks

And the BEST part:

You can create templates for FREE on Canva, and sell them for:

- ₹149
- ₹299
- ₹499
- ₹999
- ₹1999 (premium bundle)

Profit margin = **100% digital**.

You create once → sell forever.

CHAPTER 2 — WHAT MAKES A TEMPLATE SELL

A high-selling template has:

- ✓ Aesthetic minimal style
- ✓ Clear purpose
- ✓ Easy drag-and-drop editing
- ✓ Clean layout
- ✓ Good spacing
- ✓ Modern fonts
- ✓ Trend-friendly colors
- ✓ High-value pack (10–50 pages/items)
- ✓ Professional mockups

Your template must look **premium**, NOT like a basic Canva edit.

CHAPTER 3 — BEST NICHEs FOR TEMPLATE BUSINESS

The most profitable niches for 2026:

★ Content Creator Niches

- Faceless reels
- Instagram carousels
- Threads templates
- Pinterest pin templates
- YouTube thumbnails

★ Business Niches

- Branding kits
- Social media kits
- Logo packs
- Business card templates
- Ads templates

★ Personal Growth Niches

- Glow-up planners
- Habit trackers
- Fitness planners
- Skincare routine templates
- Monthly planners

★ Study / Student Niches

- Academic planners
- Subject notes templates
- Assignment trackers

★ Finance Niches

- Budget planners
- Savings trackers
- Income trackers

These niches get DAILY traffic on Pinterest + Instagram.

CHAPTER 4 — TYPES OF CANVA TEMPLATES YOU CAN SELL

Here are the BEST-performing ones:

✓ Social Media Templates

- Carousels
- Posts
- Stories
- Reels scripts

✓ Planners & Trackers

- Daily/weekly/monthly planners
- Self-care planners
- Study planners
- Content calendar

✓ Ebook Templates

- Ebook layouts
- Ebook covers
- Chapters/pages pack

✓ Business Templates

- Logo kits
- Brand kits
- Pitch decks
- Media kits

✓ Marketing Templates

- Sales page templates
- Ad templates
- Email templates

✓ Guide/Workbook Templates

- Coaching materials
 - Worksheets
-

CHAPTER 5 — HOW TO CREATE VIRAL-QUALITY TEMPLATES

Follow these design rules:

1. Use only 2–3 colors

Soft beige, pastel pink, muted brown, white — all sell best.

2. One strong headline per page

Avoid clutter.

3. Modern fonts

Use:

- Playfair
- Montserrat
- Poppins
- Lora
- DM Sans

4. Use lots of white space






Premium design = CLEAN, not crowded.

5. Include 10–30 templates per pack

Higher value → higher sales.

CHAPTER 6 — SETTING UP YOUR CANVA WORKSPACE

Inside Canva, create folders:

-  Templates (Draft)
-  Templates (Final)
-  Covers
-  Mockups
-  Customer Files

This keeps your template business organised.

CHAPTER 7 — DESIGNING YOUR FIRST TEMPLATE PACK

Example pack:

"30 Instagram Carousel Templates (Neutral Aesthetic)"

Steps:

- 1** Pick one layout style
- 2** Create a 1080×1350 canvas
- 3** Duplicate the page 30 times
- 4** Edit each with variations
- 5** Add placeholders for images
- 6** Add text elements
- 7** Keep it editable
- 8** Save as **template link + PDF**

Done.

CHAPTER 8 — AESTHETIC BRANDING KITS

Branding kits are high-ticket sellers.

A kit includes:

- ✓ Color palette
- ✓ Logo variations
- ✓ Typography set
- ✓ Highlight covers
- ✓ Social media post styles
- ✓ Business card design

You can sell branding kits for ₹499–₹1999 easily.

CHAPTER 9 — CREATING HIGH-DEMAND TEMPLATE BUNDLES

Bundles = More sales.

Examples:



Beauty Creator Bundle

- 30 posts
- 20 stories
- 10 reels templates
- 1 content calendar



Digital Business Starter Kit

- 5 ebook templates
- 20 posts
- 10 carousels
- Branding kit



Instagram Aesthetic Pack

- Minimal beige theme
- 40 template pack

Bundling increases product value instantly.

CHAPTER 10 — PRICING YOUR TEMPLATES FOR 2026

Single Template Packs:

₹99–₹249

Medium Template Packs (20–40 pages):

₹299–₹499

Large Bundle Packs:

₹599–₹999

Premium Packs (Brand Kits):

₹1499–₹2999

Your profit is 100%.

You only invest time once.

CHAPTER 11 — MOCKUPS THAT BOOST SALES

Mockups increase sales by 2–5x.

Use Canva mockups:

- ✓ iPhone mockups
- ✓ Laptop screens
- ✓ Aesthetic room backgrounds
- ✓ Minimal desk backgrounds

Your product must LOOK expensive.

CHAPTER 12 — SELLING TEMPLATES WITHOUT SHOWING YOUR FACE

Best methods:

- ✓ Text reels
- ✓ Aesthetic previews
- ✓ "Before-after template" reels
- ✓ Screen recordings
- ✓ Carousel previews
- ✓ AI voiceover videos

People only care about your TEMPLATES — not your face.

CHAPTER 13 — WHERE TO SELL

Best platforms:

- ★ Instagram
- ★ Pinterest
- ★ Your website
- ★ Etsy
- ★ Payhip
- ★ Gumroad

Pinterest + Etsy = Passive income forever.

Instagram + Website = Fast income.

CHAPTER 14 — RAZORPAY SETUP

Steps:

- ✓ Create Razorpay button
- ✓ Add price + product name
- ✓ Copy link

- ✓ Add to website
- ✓ Add to Instagram bio
- ✓ Add to stories

Done.

Payments start instantly.

CHAPTER 15 — PINTEREST FOR PASSIVE TEMPLATE SALES

Post:

- 3 pins/day
- Use keywords
- Add link to your website
- Use carousel pins
- Use 1000×1500 vertical templates

Pinterest traffic is evergreen.

CHAPTER 16 — DAILY CONTENT STRATEGY

EVERY DAY:

- ✓ 1 template preview reel
- ✓ 1 story
- ✓ CTA ("DM 'TEMPLATE'")
- ✓ 1 Pinterest pin

This alone grows your digital shop.

CHAPTER 17 — SCALING TO ₹50,000–₹1,00,000/MONTH

To scale:

- ✓ Add new packs weekly
- ✓ Sell bundles
- ✓ Create premium kits
- ✓ Post daily
- ✓ Promote Pinterest
- ✓ Use website upsells

Templates are HIGH demand — scaling is simple.

CHAPTER 18 — MISTAKES TO AVOID

- ✗ Too many fonts
 - ✗ Overcomplicated designs
 - ✗ No mockups
 - ✗ Too cheap pricing
 - ✗ No bundles
 - ✗ Not posting consistently
-

CHAPTER 19 — BONUS: 100 TEMPLATE IDEAS TO SELL

If you want, I'll send the full **100-template ideas list** in a separate message — just tell me "send the list".

CHAPTER 20 — FINAL WORDS

Canva templates are the PERFECT beginner business in 2026.
You can start today and earn for years.

You now have everything you need to build a profitable template business.