



# Canva Resources & Design Hacks

**Why it matters:** Canva is the fastest way to create professional, branded marketing content — even without a design team. These hacks save hours and help you stand out.

## ✦ Unlimited Canva Content in 1 Minute

Save hours with this AI hack that mass-produces designs instantly.

👉 [Watch Tutorial](#)

## ✦ Animate Pictures & Elements in Canva

Bring static designs to life with motion effects for more engaging content.

👉 [Watch Tutorial](#)

## ✦ Text Design Tricks

Quick tips to make your Canva typography more professional and eye-catching.

👉 [Watch Tutorial](#)

## ✦ Name Tag Creation in Under a Minute

A simple hack to design branded name tags fast.

👉 [Watch Tutorial](#)

## ✦ Ink App Tip in Canva

Use the Ink app inside Canva to add creative text effects.

👉 [Watch Tutorial](#)

## ✦ Backgrounds for Stories & Fast-Moving Reels

Perfect for creating dynamic content backgrounds in seconds.

👉 [Watch Tutorial](#)

### ✦ Grammar & Spelling Check Tip

Catch typos before publishing — a quick built-in fix.

👉 [Watch Tutorial](#)

### ✦ Split Text Effect with Video Background

A sleek way to layer video behind your text for modern motion design.

👉 [Watch Tutorial](#)

### ✦ Bulk Social Media Posts in Minutes

Create tons of branded posts at once using Canva's bulk creation feature.

👉 [Watch Tutorial](#)

### ✦ Combine Canva & ChatGPT for Content Creation

Pair design and AI writing to produce polished posts at scale.

👉 [Watch Tutorial](#)

### 💡 Pro Tip for Marketers:

Batch-design a week's worth of content using templates → connect Canva to Buffer or another scheduler → automate posting.

# ■ ChatGPT Resources & Prompts

**Why it matters:** ChatGPT is your 24/7 strategist, copywriter, and creative partner — if you know how to prompt it well. These hacks help you get better, faster, more human-like results.

## ✨ Criticize Me Mode for Better Conversations

A hidden feature that makes your chatbot interactions smarter by asking it to self-critique.

👉 [Watch Tutorial](#)

## ✨ Build a QA Chatbot with GPT-3.5

Step-by-step guide to creating a customer-support bot using your own documents.

👉 [Read Article](#)

## ✨ Never Write a Cover Letter Again

Let ChatGPT craft personalized cover letters in minutes.

👉 [Watch Tutorial](#)

## ✨ Top 3 Commands for ChatGPT

Essential commands that unlock new ways to get results.

👉 [Watch Tutorial](#)

## ✨ Turn ChatGPT Into Your Personal Expert

Simple tips that help you train ChatGPT to sound like an advisor.

👉 [Watch Tutorial](#)

## ✨ Boost Social Media Impact with ChatGPT

A hack to make your posts more engaging and shareable.

👉 [Watch Tutorial](#)

## ✦ Plugin Tips for ChatGPT

Discover how plugins extend ChatGPT's capabilities into new areas.

👉 [Watch Tutorial](#)

## ✦ Turn YouTube Videos into Social Posts

AI can analyze entire videos and repurpose them into content for you.

👉 [Watch Tutorial](#)

## ✦ How to Use ChatGPT for TikToks

Turn prompts into script ideas and engaging TikTok content.

👉 [Watch Tutorial](#)

## ✦ Prompt Tips for Better Results

Fine-tune your prompts to get clearer, smarter outputs.

👉 [Watch Tutorial](#)

## ✦ ChatGPT as a Creative Partner

How agencies and creatives use ChatGPT to brainstorm and refine ideas.

👉 [Read Article](#)

## ✦ Improve Performance with Prompt Engineering

A technical but practical guide to writing smarter prompts.

👉 [Read Article](#)

## ✦ Prompt Engineering Guide (GPT-3.5 & GPT-4)

Best practices for effective interactions with ChatGPT.

👉 [Read Article](#)

## ✨ ChatGPT + Google Bard Hacks

Combine two AI tools for smarter answers and new content.

👉 [Watch Tutorial](#)

## ✨ 5 Pirate-Style Prompts

Unconventional prompt strategies to spark bold moves.

👉 [Try These](#)

## ✨ Simple ChatGPT Trick

Quick hack to get better, more natural responses.

👉 [Watch Tutorial](#)

## ✨ Humanizing ChatGPT

Tips for making AI responses feel more personal and relatable.

👉 [Watch Tutorial](#)

## ✨ More ChatGPT Tips

Another batch of useful tricks to try.

👉 [Watch Tutorial](#)

## ✨ Becoming a Prompt Engineer

What it means to “engineer prompts” and how to pursue this career path.

👉 [Watch Tutorial](#)

## 💡 Pro Tip for Marketers:


Save your favorite prompts in Notion or Google Docs. Reuse them to keep your voice consistent across LinkedIn posts, newsletters, and client work.

# TikTok Resources & Content Ideas

**Why it matters:** TikTok is a content idea engine. Even if your audience isn't there, the hacks here fuel repurposed posts across LinkedIn, Instagram, and newsletters.

## How to Grow on TikTok Fast

Actionable strategies to accelerate growth.

 [Watch 1](#) | [Watch 2](#)

## Never Run Out of Content Ideas

A simple system to always have something to post.

 [Watch Tutorial](#)

## Hack to Create Months of Content in Minutes

Batch-create enough content for weeks in one session.

 [Watch Tutorial](#)

## Get 35 Ideas from 1 Piece of Content

Repurpose effectively across multiple platforms.

 [Watch Tutorial](#)

## Domino Content Strategy (1 Post = 7 Platforms)

Maximize reach by repurposing smartly.

 [Watch 1](#) | [Watch 2](#)

## Best Hashtags to Go Viral

Use proven tags to boost reach.

 [Watch Tutorial](#)

### ✦ YouTube Side Hustle Trick

Leverage video content for TikTok growth.

☞ [Watch Tutorial](#)

### ✦ 3 Useful Websites for Solo Entrepreneurs

Websites that make creating and growing easier.

☞ [Watch Tutorial](#)

### ✦ How to Price Freelancing Services

Tips on setting fair and profitable rates.

☞ [Watch Tutorial](#)

### ✦ 5 Good Websites for Businesses

Resources to help businesses thrive.

☞ [Watch Tutorial](#)

### ✦ 3 Life Hacks to Expand Visually

Boost your brand presence with design hacks.

☞ [Watch Tutorial](#)

### ✦ Free AI Websites & Tools

AI resources to enhance your content creation.

☞ [Watch Tutorial](#)

### ✦ AI-Generated Content & Media Literacy

A thoughtful article on AI and human-like writing.

☞ [Read Article](#)

## ✦ Themes & Trends for 2024

Stay ahead of the curve with trend forecasting.

👉 [Watch Tutorial](#)

## ✦ Remove Gmail from Unwanted Sites

A privacy hack for email clean-up.

👉 [Watch Tutorial](#)

## ✦ Marketing Hack to Stay Relevant

Tactics to keep your brand visible.

👉 [Watch Tutorial](#)

## ✦ Websites Similar to ChatGPT

Alternatives worth exploring.

👉 [Watch Tutorial](#)

## ✦ How to Stand Out & Stay Relevant

Tips on differentiation in crowded markets.

👉 [Watch Tutorial](#)

## ✦ Turn Any Photo into a Video in Instagram

Creative hack for more dynamic posts.

👉 [Watch Tutorial](#)

## ✦ Spam Email Hack

Reduce unwanted inbox clutter with this tip.

👉 [Watch Tutorial](#)

# Instagram & Social Media Hacks

**Why it matters:** Social platforms are crowded — these hacks help you stand out with less effort.

## Instagram Hacks & Tips

Quick tips for better Instagram engagement.

 [Watch Tutorial](#)

## Photo Editing Tip

Level up your IG photos with this simple tweak.

 [Watch Tutorial](#)

## Instagram Viral Effect Hack

Turn static content into animated video with in-app tools.

 [Watch Tutorial](#)

# Business, Entrepreneurship & AI Tools

**Why it matters:** These strategies and tools open up new revenue streams and smarter ways to market.

## Business & Marketing Opportunities for 2025

Future-focused insights on where to play.

 [Watch Tutorial](#)

## General Business Ideas

A selection of fresh entrepreneurial opportunities.

 [Watch](#)

## Businesses to Buy

Advice on identifying acquisition opportunities.

 [Watch](#)

## Cloning Big Companies as Strategy

How to model successful companies at a smaller scale.

 [Watch](#)

## Prompt Genie Tool

Generate creative and optimized prompts.

 [Watch](#)

## LinkedIn Post Style to Grow Business

Case study in effective post formatting.

 [Watch Tutorial](#)

### ✦ Tips on Getting on Podcasts

Strategies to land guest spots for exposure.

👉 [Watch](#)

### ✦ Niche Marketing Strategies

Differentiate by serving a narrow but profitable audience.

👉 [Watch](#)

### ✦ Blaze AI Tool

AI-powered solution for creators and marketers.

👉 [Watch Tutorial](#)

### ✦ Oprah on AI

Discussion on the cultural impact of AI.

👉 [Watch](#)

## ■ Web & Technical Infrastructure

**Why it matters:** These strategies and tools open up new revenue streams and smarter ways to market.

### ✦ Calendly Booking – Maureen Kerr

Schedule a consultation or strategy session.

👉 [Book Now](#)

# Further Resources for Modern Marketing

## 1. Digital Marketing Fundamentals

- HubSpot Academy: [hubspot.com/academy](https://hubspot.com/academy)
- Google Digital Garage: [learndigital.withgoogle.com/digitalgarage](https://learndigital.withgoogle.com/digitalgarage)

## 2. Content Marketing

- Content Marketing Institute: [contentmarketinginstitute.com](https://contentmarketinginstitute.com)
- Copyblogger: [copyblogger.com](https://copyblogger.com)

## 3. Social Media Marketing

- Hootsuite Blog: [blog.hootsuite.com](https://blog.hootsuite.com)
- Sprout Social Insights: [sproutsocial.com/insights](https://sproutsocial.com/insights)

## 4. Search Engine Optimization (SEO)

- Moz Beginner's Guide to SEO: [moz.com/beginners-guide-to-seo](https://moz.com/beginners-guide-to-seo)
- Backlinko: [backlinko.com](https://backlinko.com)

## 5. Email Marketing

- Mailchimp Resources: [mailchimp.com/resources](https://mailchimp.com/resources)
- Litmus Blog: [litmus.com/blog](https://litmus.com/blog)

## 6. Paid Advertising (PPC & Social Ads)

- Google Skillshop: [skillshop.withgoogle.com](https://skillshop.withgoogle.com)
- Facebook Blueprint: [facebook.com/business/learn](https://facebook.com/business/learn)

## 7. Analytics & Data

- Google Analytics Academy: [analytics.google.com/analytics/academy](https://analytics.google.com/analytics/academy)
- Data Studio Tutorials: [support.google.com/datastudio/answer/6283323](https://support.google.com/datastudio/answer/6283323)

## 8. Branding & Design

- Canva Design School: [designschool.canva.com](https://designschool.canva.com)
- 99designs Blog: [99designs.com/blog](https://99designs.com/blog)

## 9. Influencer & Affiliate Marketing

- Influencer Marketing Hub: [influencermarketinghub.com](https://influencermarketinghub.com)
- Neil Patel's Affiliate Marketing Guide: [neilpatel.com/what-is-affiliate-marketing](https://neilpatel.com/what-is-affiliate-marketing)

## 10. Marketing Automation & CRM

- HubSpot Blog: [blog.hubspot.com](https://blog.hubspot.com)
- Zapier Blog: [zapier.com/blog](https://zapier.com/blog)

## 11. Podcasts & Newsletters

- Marketing Over Coffee: [marketingovercoffee.com](https://marketingovercoffee.com)
- The Hustle: [thehustle.co](https://thehustle.co)

## 12. Books

- “Made to Stick” by Chip & Dan Heath
- “Contagious” by Jonah Berger
- “Building a StoryBrand” by Donald Miller

## 13. Communities & Forums

- GrowthHackers: [growthhackers.com](https://growthhackers.com)
- r/marketing (Reddit): [reddit.com/r/marketing](https://reddit.com/r/marketing)

# LET'S KEEP BUILDING SOMETHING BOLD.

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I'm so glad you've made it through this resource guide — now it's time to put these tools into action.

If you're ready to take the next step — giving your content a “glow up”, launching your next offer, or getting strategic support — I'd love to connect.

 **BOOK A FREE STRATEGY SESSION**

 **HAVE A QUESTION OR IDEA?**

**REACH OUT TO ME DIRECTLY**

With gratitude,  
**Maureen Kerr**  
Founder, **Cove Consulting**



DOES YOUR  
MARKETING  
NEED A  
MAKEOVER?

CONSISTENT\*CREATIVE\*QUALITY

“I have worked with  
Maureen Kerr over the  
past 20 years and again  
recently. Each time she  
brings energy and  
enthusiasm along with  
up-to-date ideas.”



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