



#COACHBOBET PRESENTS...

How to Create your Link Bio in Canva



<http://bit.ly/coachbobet-1c>

For ***Titos, Titas*** and ***Teka-tekas***

What We'll Discuss



TOPIC OUTLINE

- ❑ Concepts
- ❑ 4 Steps Canva Link Bio Design Process
- ❑ 5 ways to Use the Canva Link bio

#CoachBobet Prudente

- ❑ Senior Marketing Director
International Marketing Group (IMG)
- ❑ Associate Financial Planner
Registered Financial Planners Philippines
- ❑ Certified Global Financial Advisor
Association of Certified Global Professionals.
- ❑ 'Iskolar ng bayan,' B.S. Math
- ❑ 30+ years experience in IT/Business Intelligence
- ❑ Senior management positions in computer software companies
- ❑ Financial educator, planner, adviser, speaker and author



<https://bit.ly/coachbobet-bio>

TIPS **(Tipid, Ipon, Palago, Saya)** **Pampayaman 101**

Kaya mo bang
mag-**T**ipid ng ₱ 33 sa araw-araw?
Ipunin ₱ 1,000 buwan-buwan
at **P**alaguin @12 - 18% taon-taon.

Mag-**S**aya ka dahil ito ay magiging
₱1.0m – ₱2.3m sa 20 taon
₱3.5m – ₱14m sa 30 taon
₱12m – ₱86m sa 40 taon

Coach Bobet & Mary Ann Prudente



T.I.P.S.

(Tipid, Ipon, Palago, Saya) **Pampayaman 101**

Bobet & Mary Ann Prudente
Financial Educators, Planners

*"Bobet and Mary Ann are on fire! They're on a mission:
To prosper you. It's high time to make the change
Read this book and find out how."*

Bo Sanchez
Best-selling Author

How to Grow Rich Slowly But Surely

<https://bit.ly/tips-lazada>

#CoachBobet @ Leaders Call



Before we begin

WHAT WE EXPECT

- This is not a canva tutorial.
- This is not a website building tutorial
- This is not a social media tutorial
- This is not a URL tutorial
- This is not a bit.ly tutorial.

This is a quick guide tutorial, teaching you the basics of all these, to enable you to quickly build your Canva Link Bios and quick websites.

- This is for you to use in your IMG business!**

PONDER ON THIS

**WE CAN'T SOLVE
PROBLEMS BY USING THE
SAME KIND OF THINKING
WE USED WHEN WE
CREATED THEM.**

- ALBERT EINSTEIN





What is a link bio?

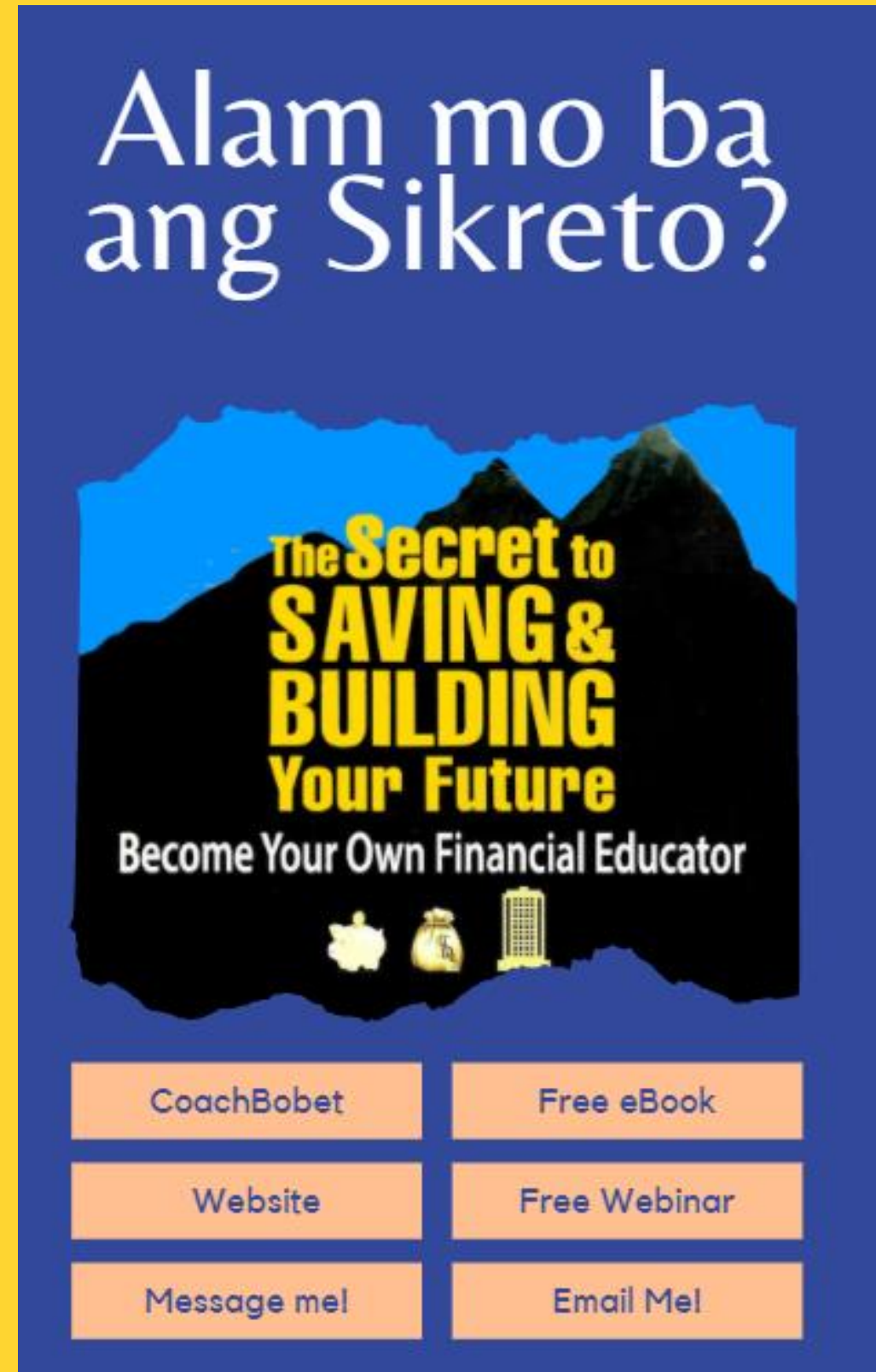
**Create, Replicate,
Innovate, Disseminate**

- ❑ A **profile link** is a link to your service profile e.g. link to your Instagram profile, or YouTube channel, or FB timeline
- ❑ A **bio link** is part of your profile that links to a website, typically containing a URL
- ❑ A **link bio** is a **website** that links to your social media profiles and other websites. *It is a web “**calling card**” or directory or menu to parts of your message.*

What is a link bio?

A **link bio** is a **website** that links to your social media profiles and other websites.

*It is a web “**calling card**” or directory or menu to parts of your message.*



- Link to Facebook page
- Link to Website
- Link to Facebook Messenger

- Start with a canva link bio template
- Add, edit texts, pictures
- Add links:
 - Dominate affiliate links
 - Dominate funnel links
 - Social medial profiles
 - Websites, etf
- Publish canva design as website

- Link to Free eBook Funnel
- Link to Webinar Funnel
- Email me!

facebook.com/roberto.prudente.12/

1. The **profile link** of your timeline contain your @username in Facebook

facebook.com/CoachBobet

3. The **profile link** of the FB page contain the @username of the page

Manage Page



Coach Bobet

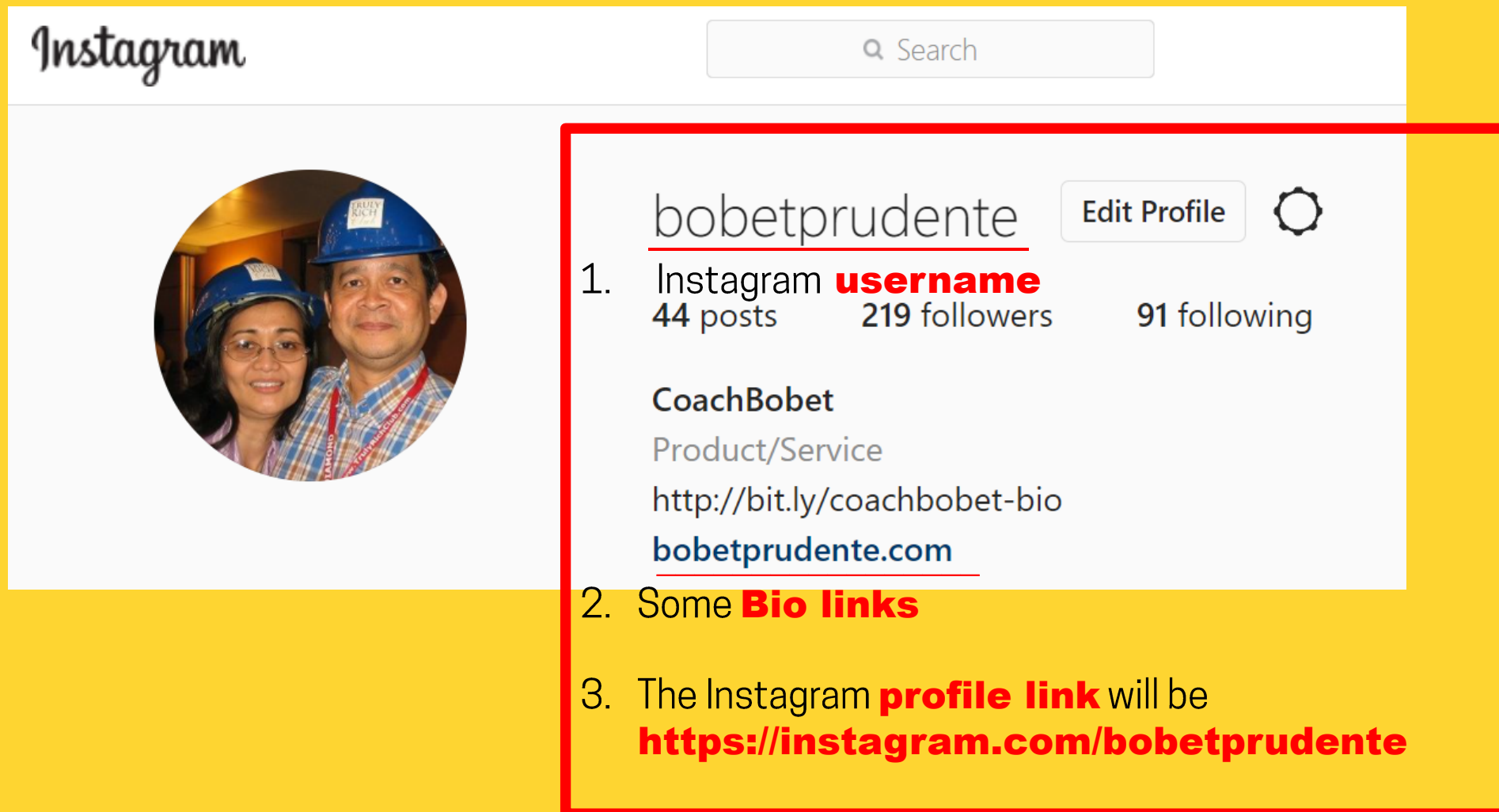


Coach Bobet

@CoachBobet · Financial Service

2. Note **@username** in page

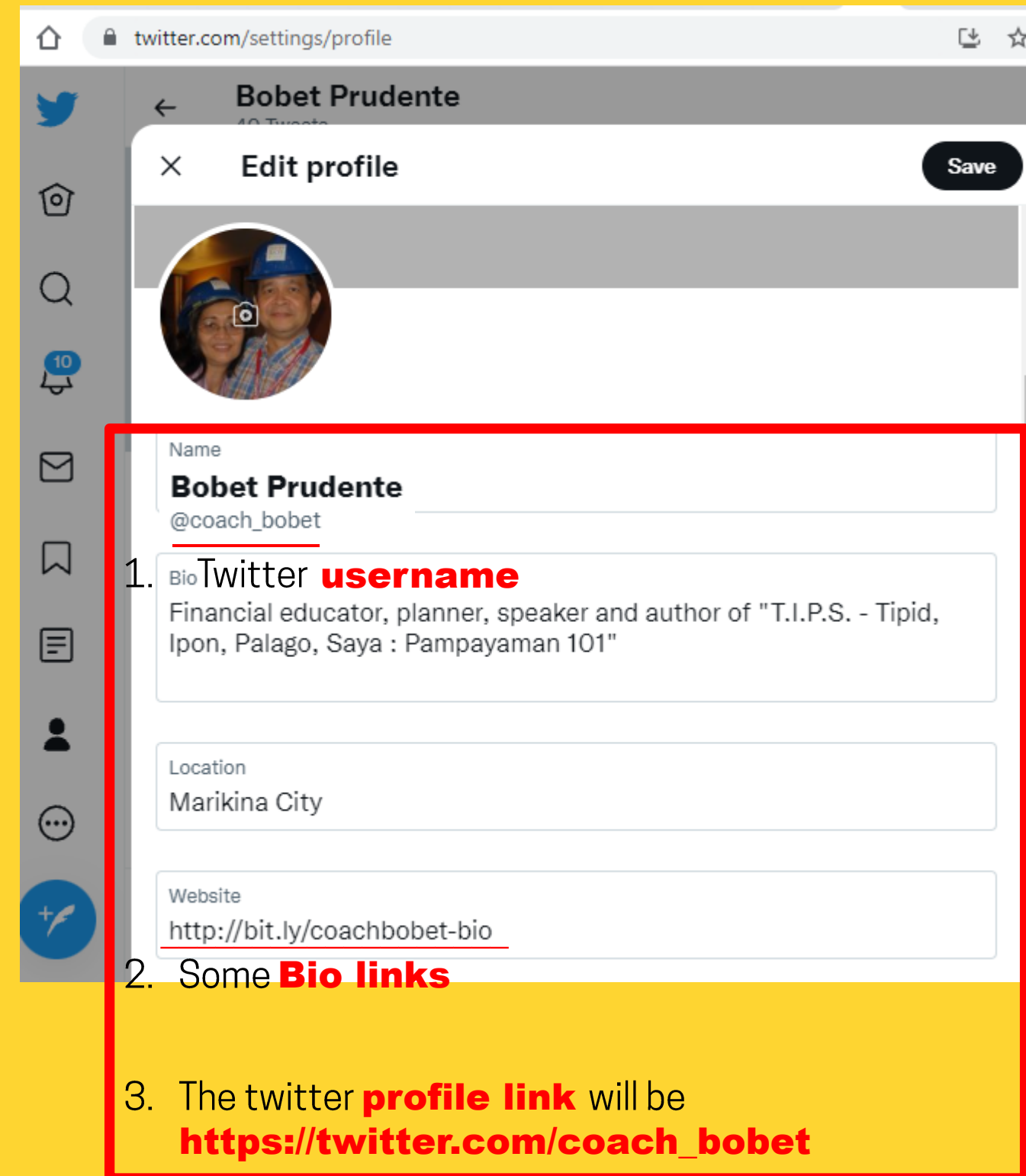
Instagram Profile Link: <https://Instagram.com/<username>>



The screenshot shows the Instagram profile page for 'bobetprudente'. The profile picture is a circular image of a man and a woman wearing blue hard hats. The bio includes 'CoachBobet', 'Product/Service', and a link to 'http://bit.ly/coachbobet-bio'. The website link is 'bobetprudente.com'. The profile has 44 posts, 219 followers, and 91 following. An 'Edit Profile' button is visible next to the username.

1. Instagram **username**
2. Some **Bio links**
3. The Instagram **profile link** will be <https://instagram.com/bobetprudente>

Twitter Profile Link: <https://twitter.com/<username>>

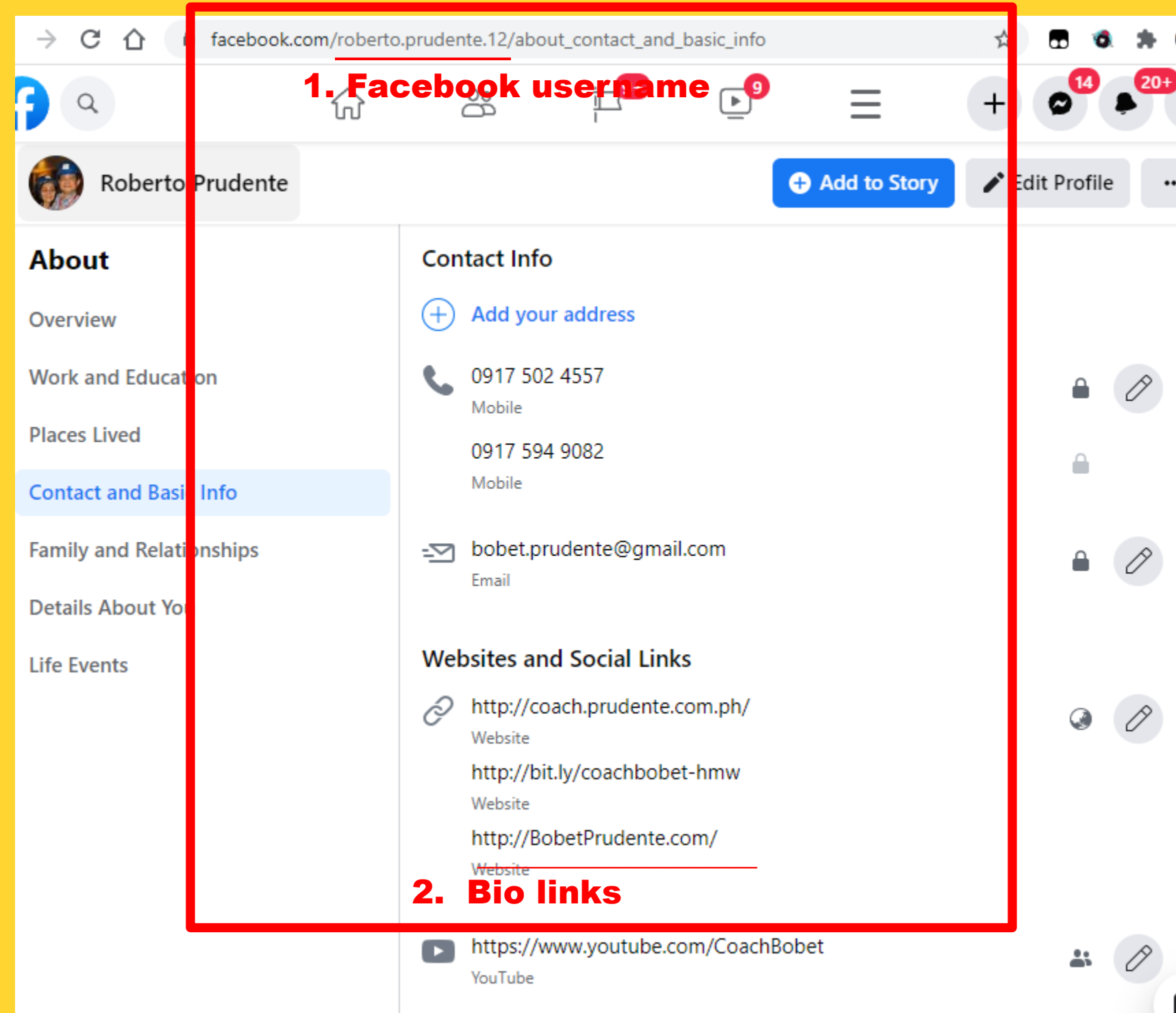


The screenshot shows the 'Edit profile' page for 'Bobet Prudente' on Twitter. The profile picture is the same as the Instagram profile. The bio includes 'Financial educator, planner, speaker and author of "T.I.P.S. - Tipid, Ipon, Palago, Saya : Pampayaman 101"'. The location is 'Marikina City' and the website is 'http://bit.ly/coachbobet-bio'. The Twitter handle is '@coach_bobet'.

1. Bio Twitter **username**
2. Some **Bio links**
3. The twitter **profile link** will be https://twitter.com/coach_bobet

Facebook Timeline

<https://facebook.com/<username>>



Definitions : URL

- A URL (Uniform Resource Locator) is a unique identifier used to locate a resource on the Internet. It is also referred to as a web address. URLs consist of multiple parts -- including a protocol and domain name -- that tell a web browser how and where to retrieve a resource.

- A profile link is frequently the service URL followed by service username

https:// *<servicedomain>* / *<@username>*

Services URL

Service Username

https:// *instagram.com* / *bobetprudente*

Protocol

Domain Name

Relative URL

Definitions : mailto

- **mailto** is a URI (Uniform Resource Identifier) to produce hyperlinks that allow users to send an email to a specific address.

mailto:bobet.prudente@gmail.com

URI

Email address

- It is simply “**mailto:**” followed by an **email address!**

mailto: <email address>

URI

Email address



Stay Confused! Stumble Forward!

Start creating your link bios!

Link bios are tools that enable you to guide your markets to relevant subsets of your message.

Make mistakes!

- “tarantate”
- innovate
- iterate

4-Step Link Bio Design Process

1

Conceptualize

Who is this link bio for?
What do you want to show?
What links do you want to share?

2

Select

Choose a template that
looks suitable for your
concept / design

3

Customize

Edit the design
Change pictures, texts
Insert links

4

Publish & Test

Publish!
Test, edit, republish, repeat!
Use!

1. Conceptualize

This is 80% of the work

Who is this link bio for?
What do you want to show?
What links do you want to share?



Design thinking
is not solely for
designers.



IT'S A PROCESS EVEN FOR IMG BUILDERS

FROM THEORY TO PRACTICE

Practical Applications

HOW TO USE LINK BIOS

Start with questions.

WHO ARE YOU DESIGNING FOR?

- Step 2 Prospects (invite to the first zoom)
- Step 4 Prospects (invite to the next zoom)
- New business associates (FastStart)

WHAT IS THE DESIGN PROBLEM?

- Guide the target market to the target materials
- Visualize what you want to create

WHAT RESOURCES DO YOU HAVE?

- Contact details
- Pictures
- Affiliate links (dominate links)
- Funnel link (Dominate Funnels)
- Social media links (Facebook, Instagram, YouTube, Twitter, posts)



Resources: Dominate Links

Affiliate Links

YOUR AFFILIATE LINKS	
30M2030	https://6199kf.30m2030.com Send this link to your leads so they will see the many benefits of IMG a
30M2030 - Share List	https://6199kf.30m2030.com/sharelist Will send an opt-in email. Send this link to your leads so they will see t
Offer Page	https://6199kf.imgcorp.com/ Send this link to your leads so they will see the many benefits of IMG a
Membership B	
IMG Online W	
Kaiser Quote	
Turning Point S	Send this link to your leads to show them why others join IMG.

Funnels

<https://6199kf.imgcorp.com/ofw/>

- [countdown](#) ⚙️
- [index](#) ⚙️
- [replay](#) ⚙️

Template: **IMG MO-Cold Market Funnel**
AutoWebinar: **IMG Membership Orientation by Joen delas Pena**
Survey: **Basic Info**
List: **Practical**

<https://6199kf.imgcorp.com/free/>

List: **HowMoneyWorks**

We normally share one link at a time.
With Link Bios, we can offer sets of links,
depending on our intended target
market/audience

Link bios are simply web directories to guide your markets to relevant subsets of your content.

- Market 1 prospects go to Market 1 link bios
- Market 2 prospects go to Market 2 link bios
- etc

Guide Target Market to Target Content

Target Market (intent)

Step 2 Prospect

Content Links

- 30M2030 link
- Invite videos, posts
- Free eBook / FREE Webinar
- Contact

Step 4 Prospects

- Free ebook / More webinars / videos
- Checklist
- Order page (join)
- Kaiser quote (own)

New business Associates

- IMG Sites
- FastStart schedules
- Google forms

Customize Link Bio with Content for Target Market

Target Market (segment)

OFW

Customization / Hugots

Living away from family

Rat race / Utang

Retirement

Regionalization

Millennials

Millennial

“YOLO”

Provincial Prospects

Probinsyano

Regionalization

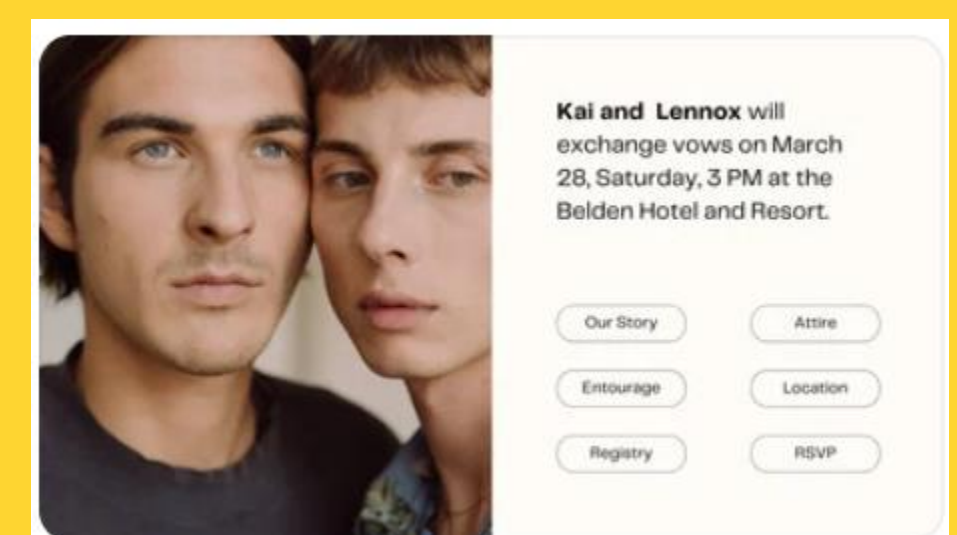
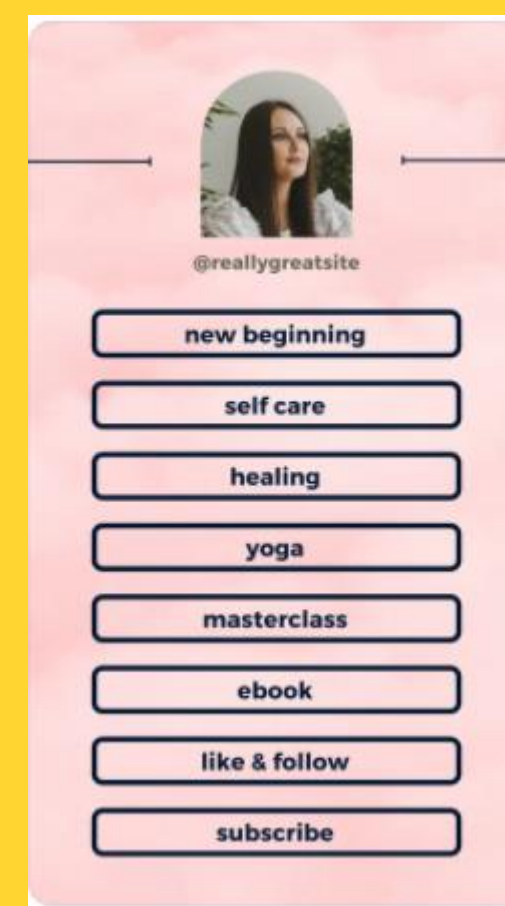
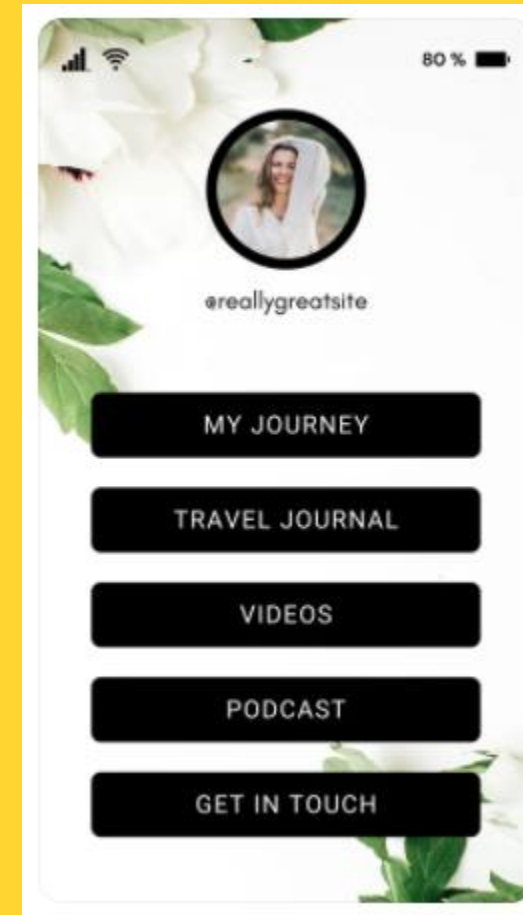
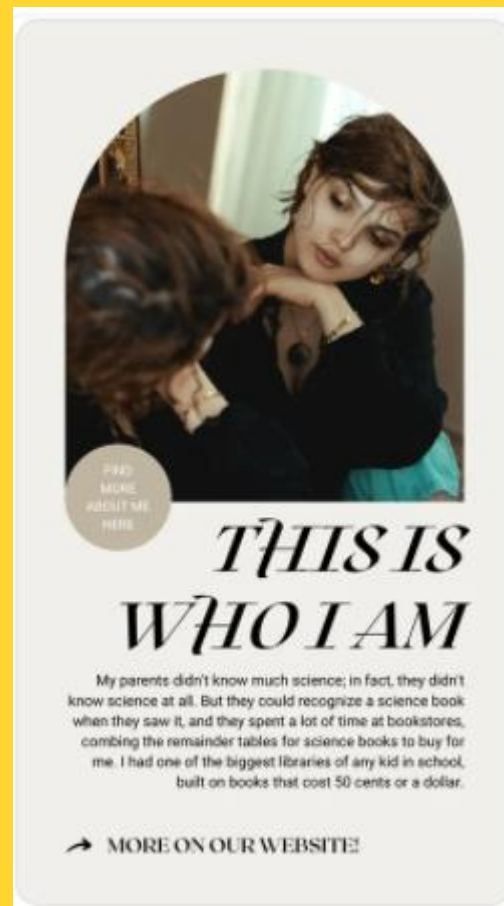
High Income Prospects

Rat race / Utang

Retirement

2. Select

Choose templates that look suitable for your concept / design.



1. Search "link bio:"

link bio

3. Create Design

Create a design

Theme

- Fashion (660)
- Pink (460)
- Sale (460)
- Marketing (380)
- Business (350)
- Post (350)
- + View more

Style

- Minimalist (1.4K)
- Modern (1.4K)
- Simple (910)
- Elegant (740)
- Minimal (540)
- Feminine (530)
- + View more

more about working with me

- STORY
- EBOOK
- BLOG
- FIND ME

Looking for unique Halloween treats?

13 non-candy Trick or Treat snack ideas

TRY THESE HEALTHY GOODIES!

CLICK THE LINK IN MY BIO FOR MORE FOOD CONTENT

YOU'RE INVITED TO

Learn to Make

Quick & Easy Halloween Cookies

LINK IN BIO

reallygreatsite.com

TRY THIS SPOOKTACULAR TREAT

PUMPKIN PANCAKE RECIPE

Add this healthy Halloween dish to your breakfast plate today

Click the link in my bio for more!

Salford & Co.

Summer Edition

GET YOUR FREE COPY

Social Media Strategies

LINK IN BIO

New Blog

Link in Bio

HEALTHY HALLOWEEN PARTY SNACKS

READ THE FULL ARTICLE IN MY BLOG

LINK IN BIO

Soo Jin Ae

MAKEUP ARTIST

- ABOUT ME
- PORTFOLIO
- CLIENTS
- CONTACT
- SOCIAL MEDIA
- WEBSITE
- NEWS
- BLOG

Really Great Site

WELCOME!

SHOP NOW!

@reallygreatsite

Please click the link below to place your order!

- About Us
- Offline Store
- Marketplace
- Product Reviews

2. Select template

jane smith

- ABOUT ME
- BLOG
- SOCIAL MEDIA
- SOCIAL MEDIA

SEE THE LINK IN MY BIO FOR OTHER RECIPES

Really Great Site

Please click the links below to place your order!

- New Product
- Sale Product
- Marketplace
- Customer Service

Jolene Abike

Certified Yoga Trainer

Get Your Accessories

1. Search "link bio"

3. Create Design here



Home Templates Features Learn



link bio



Bio Link Website



Create a design

Bio Link Website

Templates Your Designs

Filters

Theme

Fashion (2)

Car (1)

Dessert (1)

Event (1)

Food (1)

Music (1)

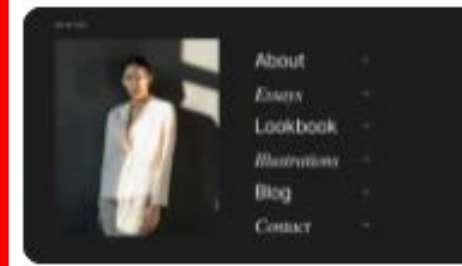
+ View more

Style

Or here



Create a blank Bio Link Website



2. Select template

Home File Resize Share Publish as Website

Search templates

Templates

Recently used

See all

Elements

Uploads

Photos

Text

Pixabay

Logos

More

For you

See all

All results

Notes 25%

Position

Edit image Crop Flip Animate

THIS IS WHO I AM

My parents didn't know much science, in fact, they didn't know science at all. But they could recognize a science book when they saw it, and they spent a lot of time at bookstores, combing the remainder tables for science books to buy for me. I had one of the biggest libraries of any kid in school, built on books that cost 50 cents or a dollar.

MORE ON OUR WEBSITE!

+ Add page

1. Edit Title here

Coach Bobet Title

2. Or here

Coach Bobet Title

Create new design

Show rulers

Shift R

Show guides

Ctrl ;

Show margins

Show print bleed

Save All changes saved

Save to folder

Resolved comments

Version history

Make a copy

Download

Animate

Page 1 - C..



FIND MORE ABOUT ME HERE

THIS IS WHO I AM

My parents didn't know much science; in fact, they didn't know science at all. But they could recognize a science book when they saw it, and they spent a lot of time at bookstores, combing the remainder tables for science books to buy for me. I had one of the biggest libraries of any kid in school, built on books that cost 50 cents or a dollar.

[MORE ON OUR WEBSITE!](#)

Page 2 - A..

3. Customize



CONCEPTUALIZE

What message do you want to present to your audience?



AIM FOR QUALITY, NOT QUANTITY

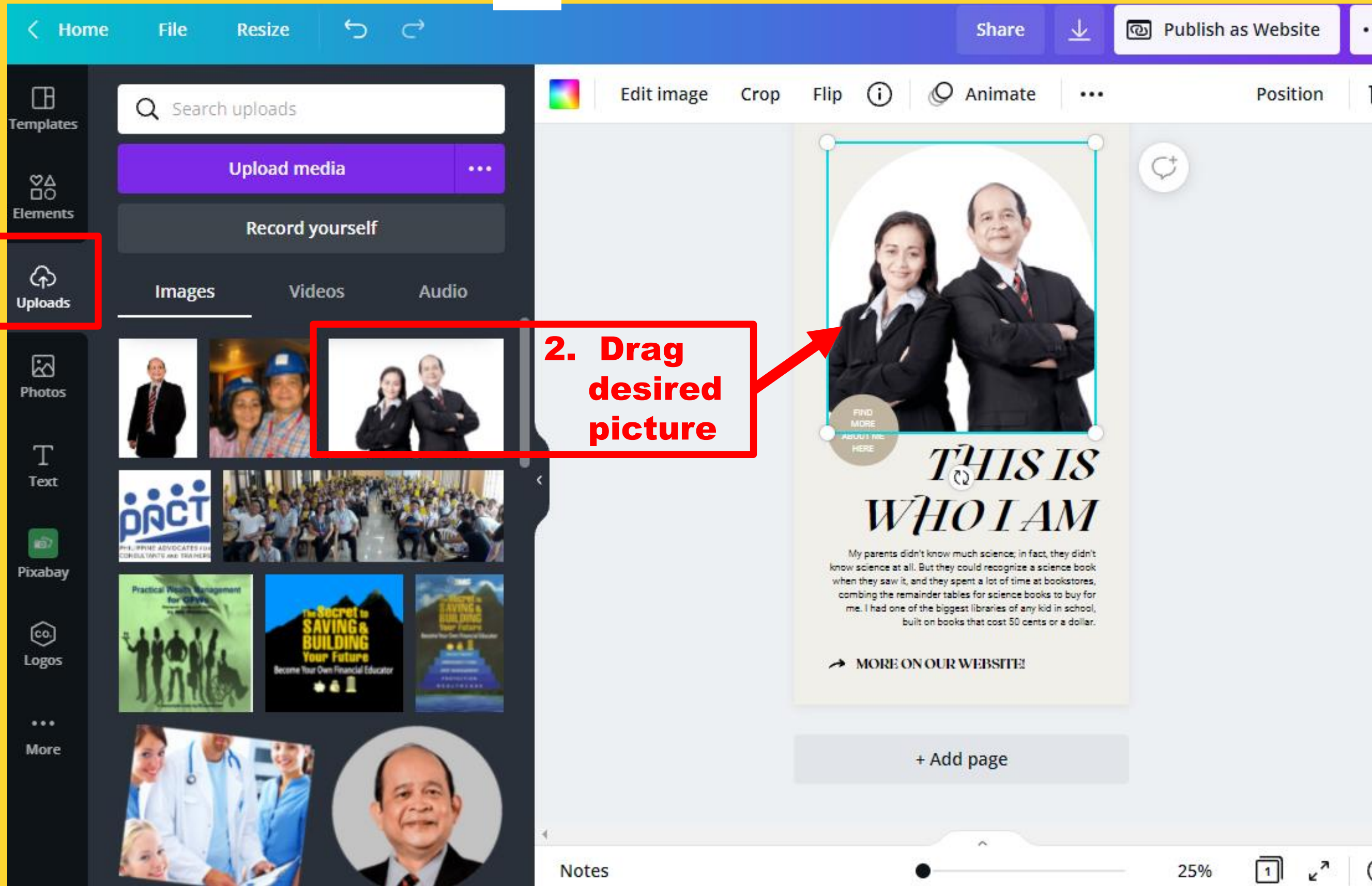
Start with one good link bio.
With quality content and links



REPLICATE. INNOVATE.

Create more link bios for different prospects markets and different market segments.

1. Click on Uploads



2. Drag desired picture

Home File Resize Share Publish as Website

Try "Calligraphy" or "Open Sans"

Roboto

Archivo Black

Roboto

RoxboroughCF

Recently used

Anton

Abhaya Libre Regular

PLAYFAIR DISPLAY SC

Playfair Display Black

Glacial Indifference

Brand fonts

+ Add your brand fonts in Brand Kit

Popular fonts

Abhaya Libre Regular

Apelime

Roboto 24

#CoachBobet

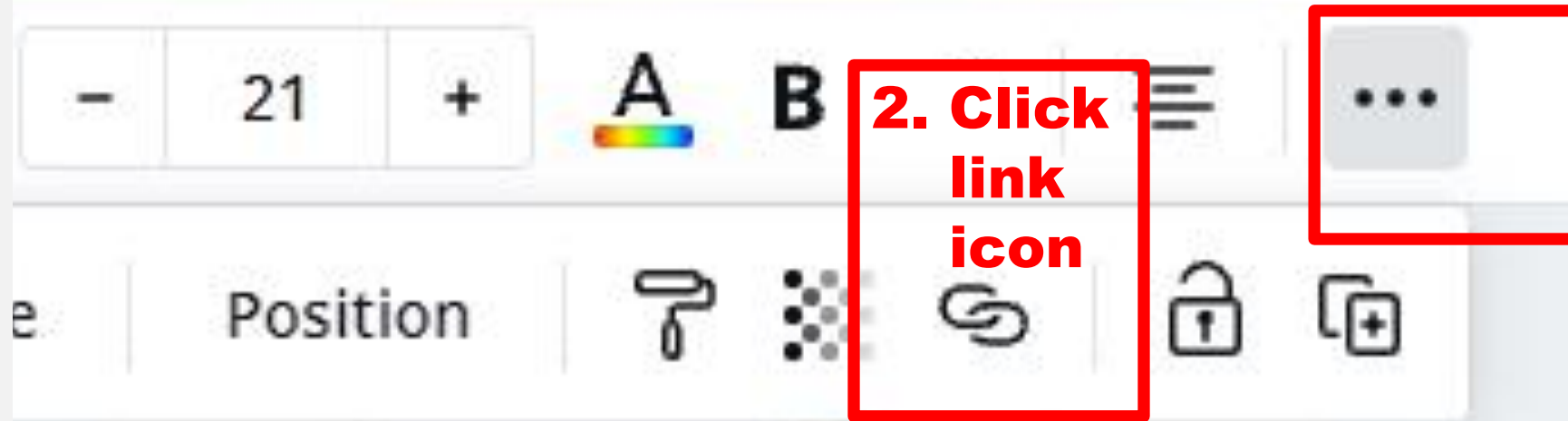
CoachBobet and Mary Ann were IT industry managers helping businesses grow.. Today they are financial educators teaching people how to save, invest to build their future!

They are authors of the book T.I.P.S. - Tipid, Ipon, Palago Saya - Pampayaman 101.

Let us help you build your future!

MORE ON OUR WEBSITE!

1. Edit text as necessary.



2. Click link icon

Sometimes you have to click the three dots to get the link icon

3. Type the URL you want to link to

Enter a link or search

Remove Go to link

1. Highlight the text you want to link



#CoachBobet

#CoachBobet and Mary Ann were IT industry managers helping businesses grow.. Today they are financial educators teaching people how to save, invest to build their future!

They are authors of the book T.I.P.S. - Tipid, Ipon, Palago Saya - Pampayaman 101.

Useful URLs

facebook.com/roberto.prudente.12/

@username in Facebook

- Facebook timeline
- Message me on FB messenger
- YouTube
- Instagram:
- Twitter

- Email me (note no “//”)

https://fb.me/<@username>

https://m.me/<@username>

https://youtube.com/<channelname>

https://Instagram.com/<@username>

https://twitter.com/<@username>

mailto:<emailaddress>

4. Publish and test

Start now!

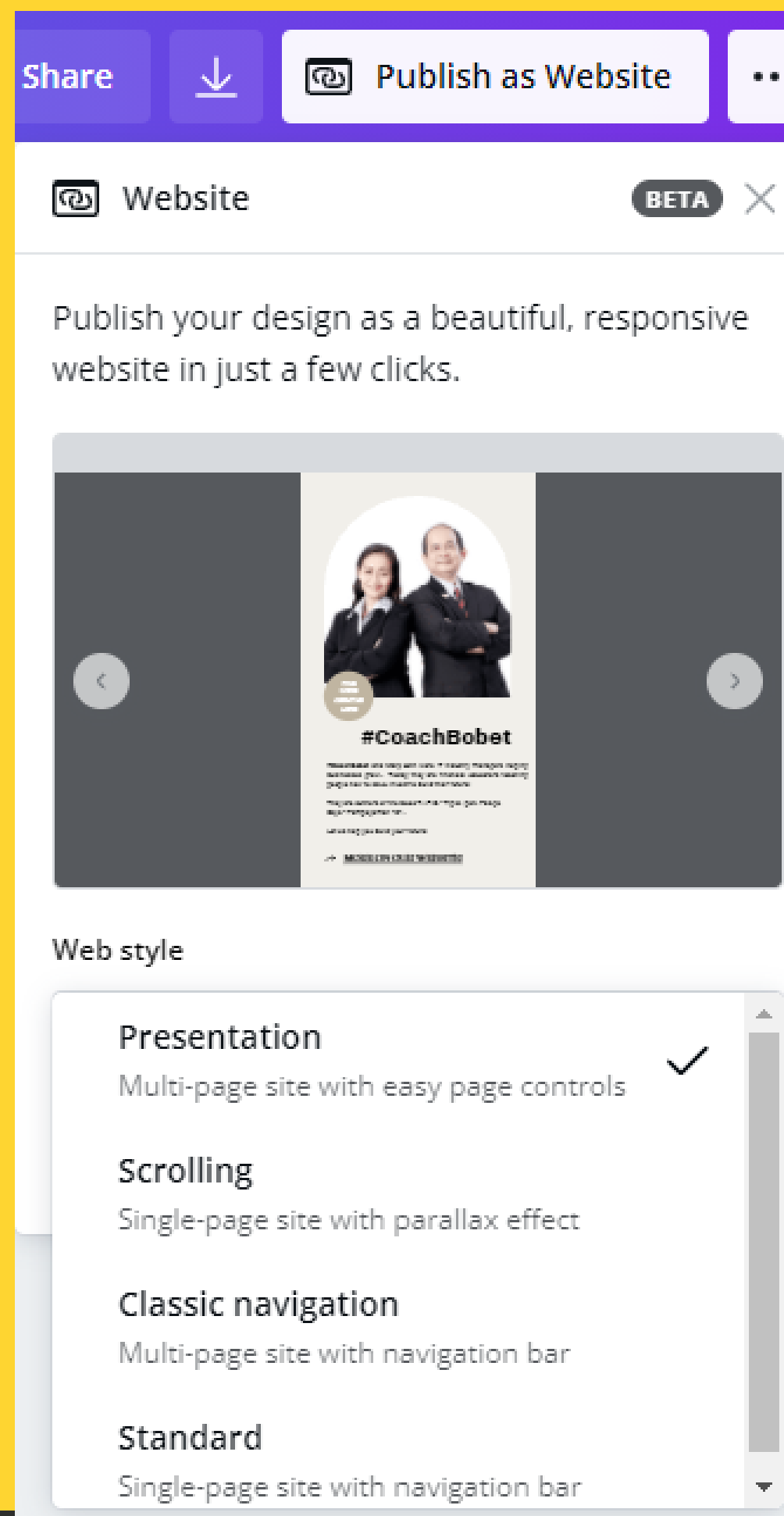
- As soon as you have enough materials to be presentable, publish and test, FAST!

Stay confused, stumble forward!

- Test your website, edit mistakes, add materials as necessary.
- It does not have to be perfect.
- Tarantate!*** Iterate! Innovate

Simple, clear, fast and doable!

- Make your link bio **SIMPLE**.
- Keep your message **CLEAR**.
- Publish **FAST**
- Even using Canva free, it is **DOABLE**.



You can “Publish as a Website” any canva design and choose among the “Webstyles”

Presentation

Multi-page site with easy page controls

Scrolling

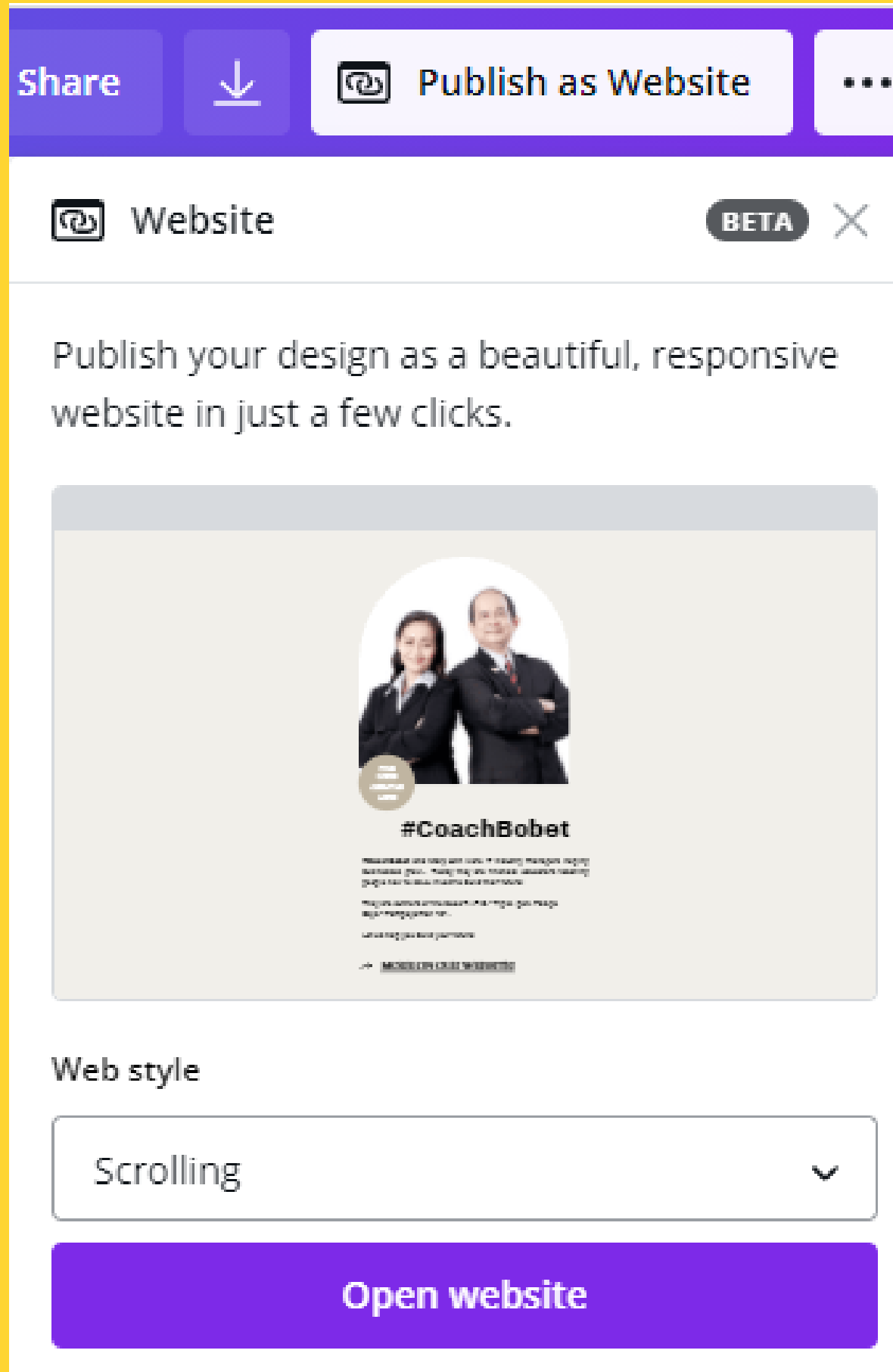
Single page site with parallax effects

Classic Navigation

Multi-page site with navigation bar

Standard

Single page site with navigation bar



Congratulations!
you have just created
your link bio website!

Click on **Open Website**,
and you are done!

copy link: <https://www.canva.com/design/DAEtEpyadk8/enSFH8qEC-3SAz1nTMna8A/view?website#2>



#CoachBobet

Roberto Prudente, AFP®
Mary Ann Prudente, AFP®

#CoachBobet and Mary Ann were IT industry managers helping businesses grow. Today they are financial educators teaching people how to save, invest to build their future! They are:

- Professionally certified as [Associate Financial Planners AFP®](#) by [RFP Philippines](#), for the necessary skills sets and knowledge in personal financial planning.
- [Licensed Life Underwriters/Financial Advisers](#) by the [Manila Bankers Life Insurance Corp.](#) and the [Insurance Commission](#).
- [Co-authors](#) of "T.I.P.S. (Tipid, Ipon, Palago, Saya) - Pampayaman 101" or "How to Get Wealthy Slowly but Surely" about a simple but powerful way to build long term wealth. Written in conversational Taglish, the book is about one of the first lessons they learned as financial educators.

➔ [MORE ON OUR WEBSITE!](#)

[Click here to get Canva template](#)

Anyway, notice the link is long and scary!

By the way, we must be proud of our professional designation as **Associate Financial Planner**. Write the initials **AFP** after your name, and tell people about it, and how RFP recognizes your skills sets and knowledge in personal financial planning.

Write about our being licensed **Life Underwriters** too!

In this link bio, there is a link for you to copy this Canva template

5 Ways to Use the Canva Link Bio

1. Generate a **short URL**
 - Shorter
 - Friendlier
 - Easier to remember
2. Use **short URL** in profile bio links
3. Use **short URL** in posts
4. Generate **QR code**
5. Use **QR code** in posters and videos

CREATE LINK ×

bit.ly Default ▼

ENTER LONG URL
https://www.canva.com/design/DAEtEpyadk8/enSFH8qEC-3SAz1nTMna8A/view?website#2

UTM Parameters (Optional)
UTMs can help you track web traffic in analytics tools. [Learn more](#)

SOURCE
e.g. google, newsletter

MEDIUM
e.g. cpc, banner, email

CAMPAIGN
e.g. spring_sale

+ [Upgrade for bulk imports](#)

CREATE

1. Generate a Short URL

1. Go to bit.ly or any URL shortener service.

2. Paste long link

3. Create short link

EDIT LINK



bit.ly/3FXDwsz

COPY

SHARE

QR CODE

CREATED OCT 17

[Hide Link](#)

TITLE

CoachBobet Title – Bio Link Website by

CUSTOMIZE BACK-HALF

bit.ly/3FXDwsz

Did you know custom links get 34% more clicks? [Learn more](#) →

Add or create tag

EDIT LINK



bit.ly/coachbobet-about

COPY

SHARE

QR CODE

CREATED OCT 17

[Hide Link](#)

TITLE

About CoachBobet

CUSTOMIZE BACK-HALF

bit.ly/coachbobet-about

Did you know custom links get 34% more clicks? [Learn more](#) →

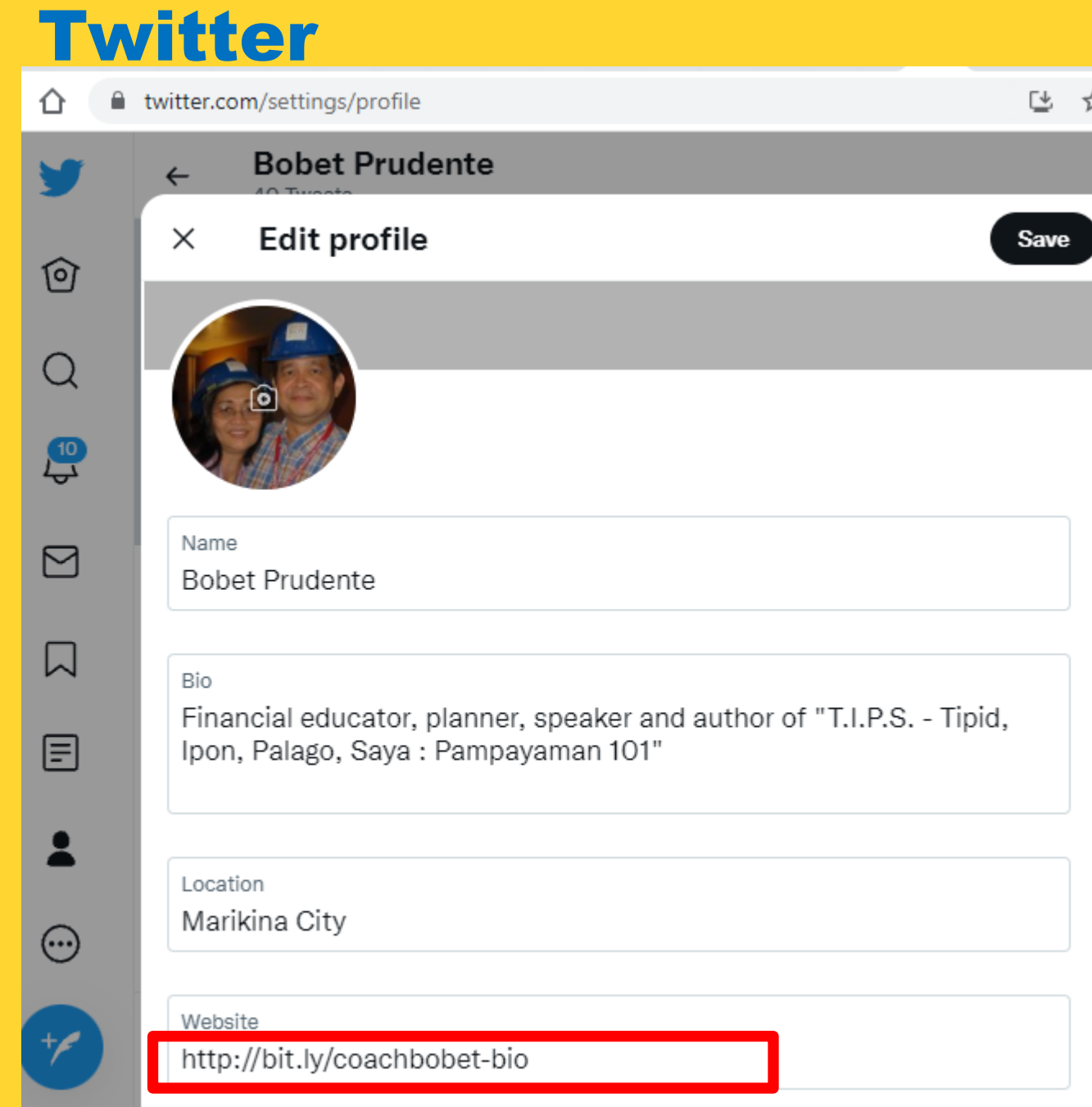
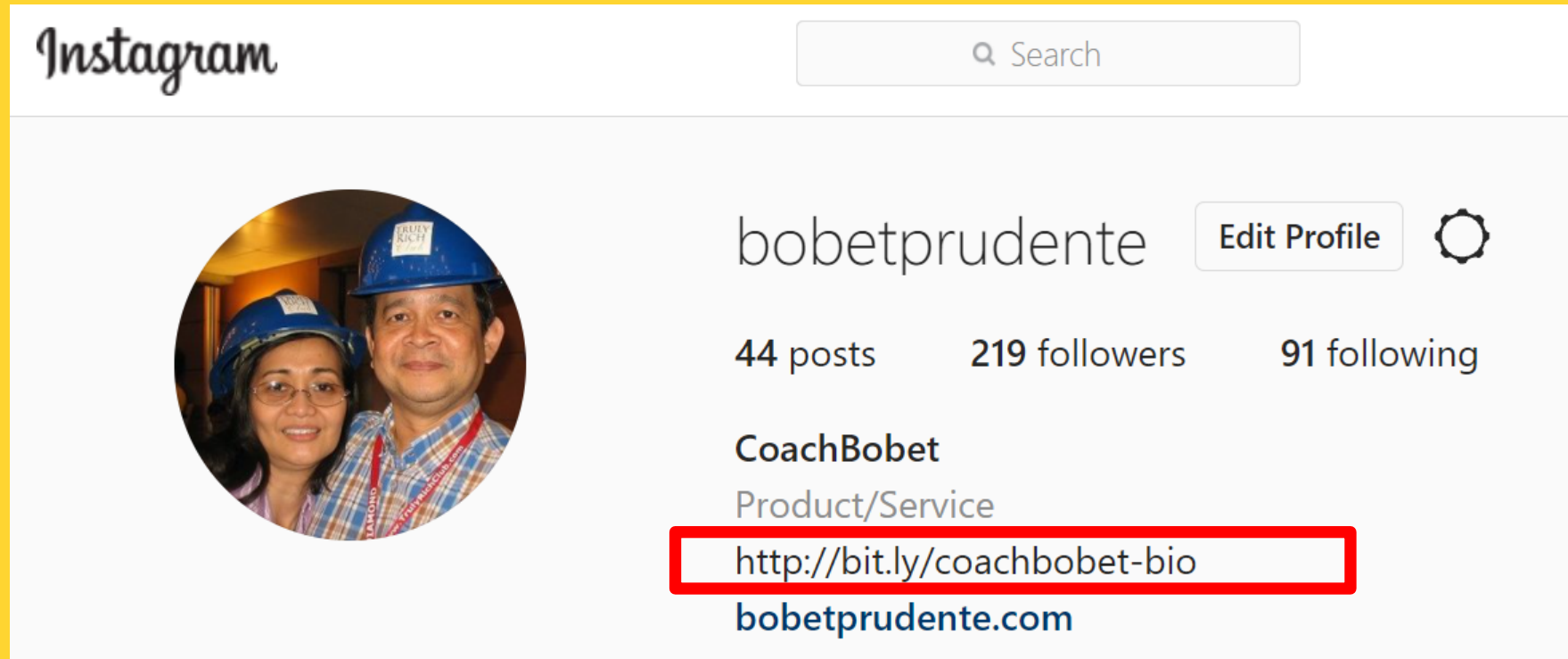
Add or create tag

SAVE

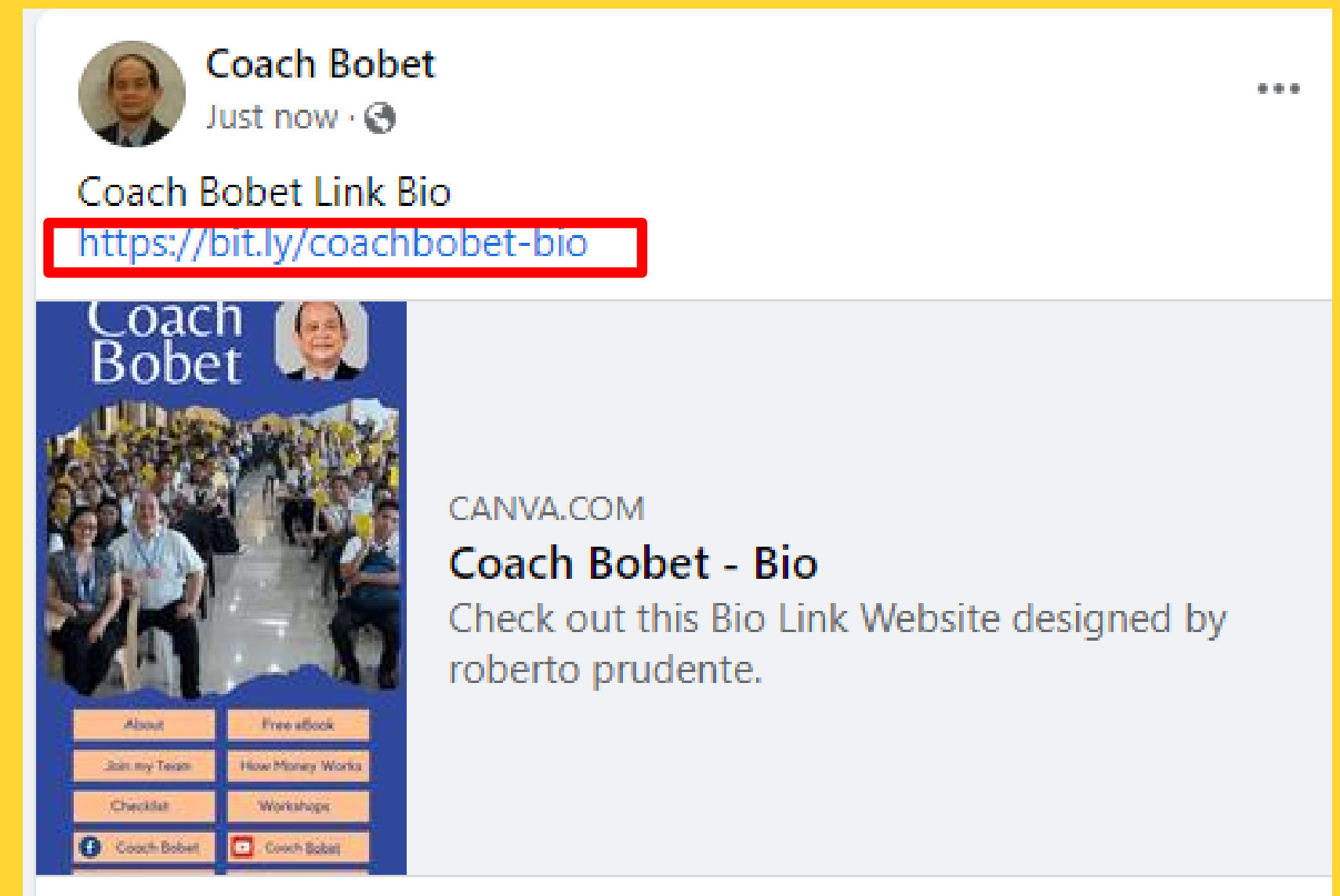
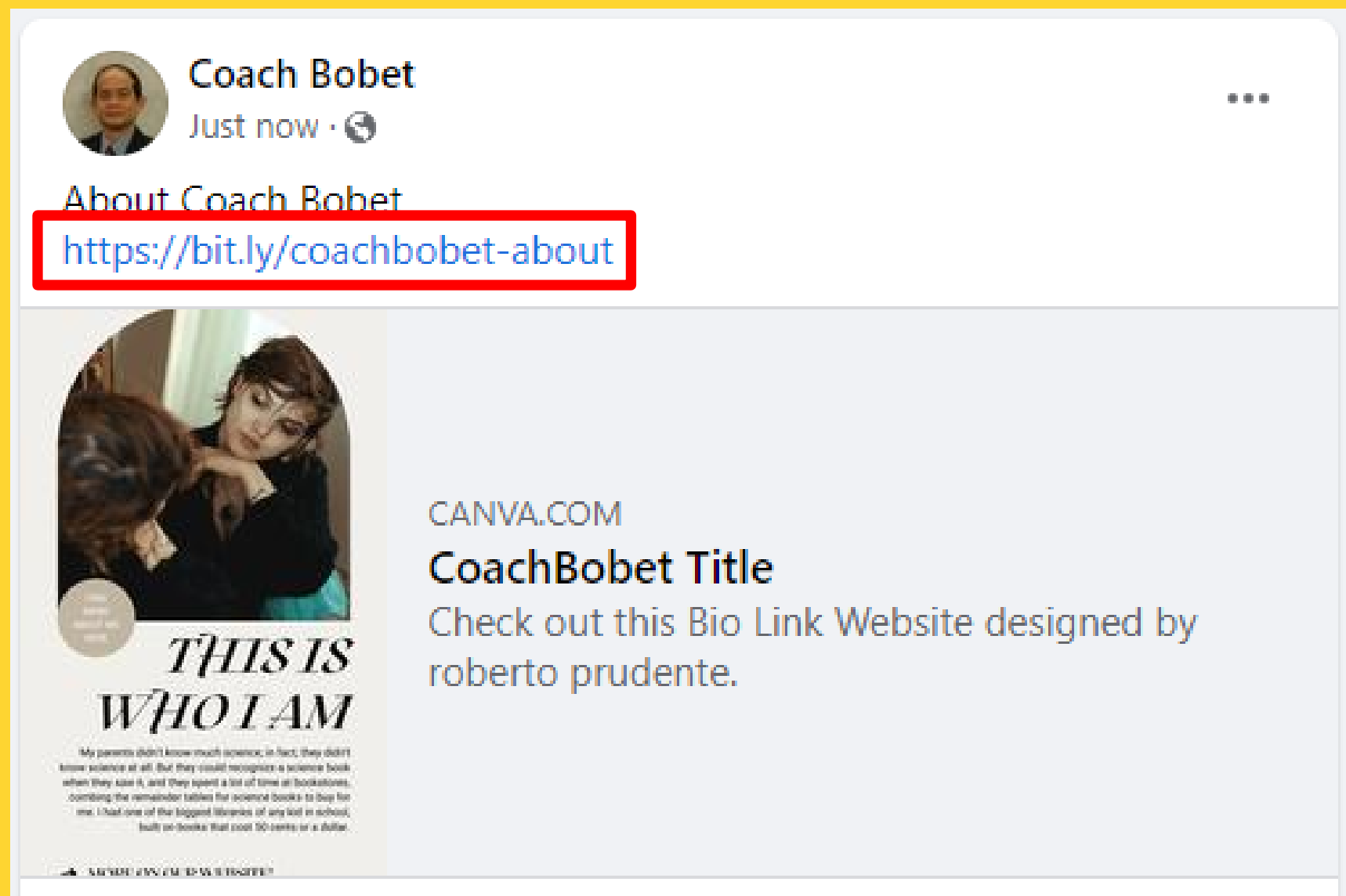
1. Edit short link

2. Save

2. Use Short URL in Profile Bio Links!



3. Use the Short URL in posts!



When sharing new websites, the image that appears on facebook is the original image on the template

When sharing old websites, the image that appears on facebook is true image on the website

4. Generate a QR Code

1. Choose the type of QR code


LINK | JPG | PNG | IMAGE | PDF FILE | RESTAURANT MENU
REVIEW SYSTEM | EMAIL | PLAYMARKET/APPSTORE | VCARD
WHATSAPP | PCR | AUDIO | PPTX | TEXT | WIFI

Select you QR Content Categories

<https://bit.ly/coachbobet-about>

GENERATE QR CODE

2. Preview QR code



Frame Style Logo

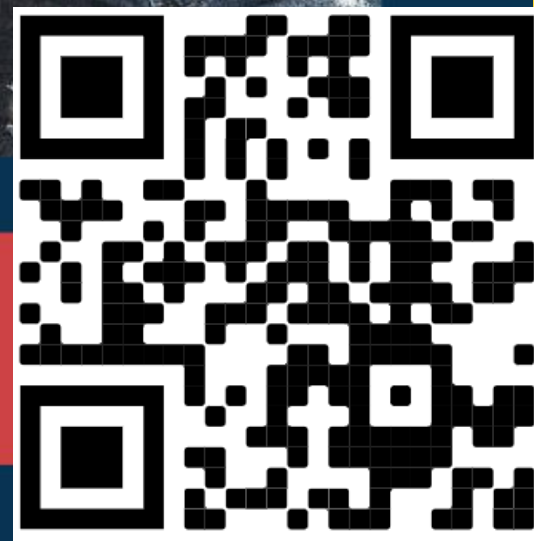
Three preview options for the QR code: a square with a diagonal line, a square with a 'SCAN ME' label, and a square with a 'SCAN ME' label and a logo.

- ❑ Use any QR code generator, e.g. <https://www.qr-code-generator.com/>
- ❑ You can use the QR Code in your presentations or posters or videos.

5. Use QR Code in Posters and Videos



**Ready ka na ba malaman
ang SuperHuman secret?**



- Use the short URL and QR code in your posters and videos
- Put both the short URL and QR code in your ending slide in your videos

Point your QR code reader here and click “open”

What We Discussed



☐ 4 Steps in Link Bio Design Process

1. Conceptualize
2. Select
3. Customize
4. Publish

☐ 5 ways to Use the Canva Link bio

1. Generate short URL
2. Use **short URL** in profile bio links
3. Use **short URL** in posts
4. Generate **QR code**
5. Use **QR code** in posters and videos



<https://6199kf.imgcorp.com/resources/>



<http://bit.ly/coachbobet-1c>