Companion to VA Playbook Part 3

how to create a portfolio in canva

even if you have no clients yet

A step by step guide for beginner virtual assistants. One click at a time, with a picture for every step.



by Rianne

heyitsrianne.com · @xo.rianne

hi, bestie



Kung nandito ka, gusto mo nang magkaroon ng portfolio kahit wala ka pang client. Good. That is exactly who this ebook is for.

You do not need to be a designer. You do not need to know how to make a website. If you can click, type, and copy paste, you can finish this.

By the last page, you will have one link: your own portfolio website. You can send that one link with every job application.

This ebook does not promise you clients or money by a certain date. What it gives you is a real, honest portfolio that shows what you can do. The rest is your work and your applications, and you can do that part too.

how to read this ebook

1. Every step has a number. Do them in order, one at a time.

2. Small numbers inside a picture tell you which to click first, second, third.

A berry circle or box in a picture shows exactly where to click.

psst, bestie boxes are me being makulit. Safe to skip.

Not great at English? That is okay. Follow the pictures. The circles show you where to click, even if you only understand half the words.

get a canva account first



Okay bestie, una sa lahat: kailangan mo muna ng Canva account. Promise, mas madali pa 'to kaysa pumili ng milk tea flavor.

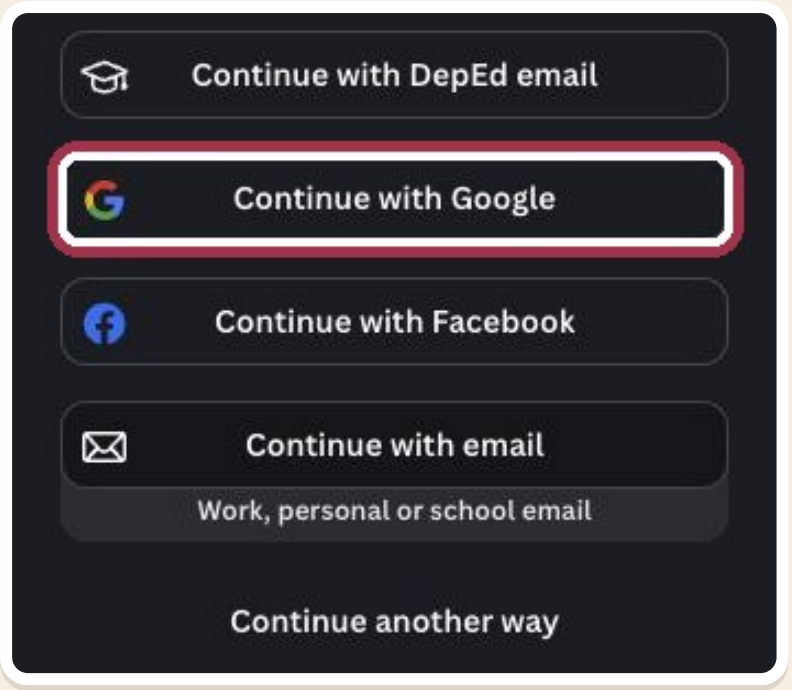
Canva is the free design app we will use for everything in this ebook. You can use it in your browser on a laptop. That is what all the pictures here show.

sign up

1. **Open your browser. Click the address bar at the very top, type canva.com, and press Enter.**



2 Click Sign up. Canva shows you these choices. Click Continue with Google if you have a Gmail, because it is the fastest. You can also pick Facebook or email.



3 Follow the steps on the screen. If Canva asks what you will use it for, you can choose Personal or Small business. There is no wrong answer here.

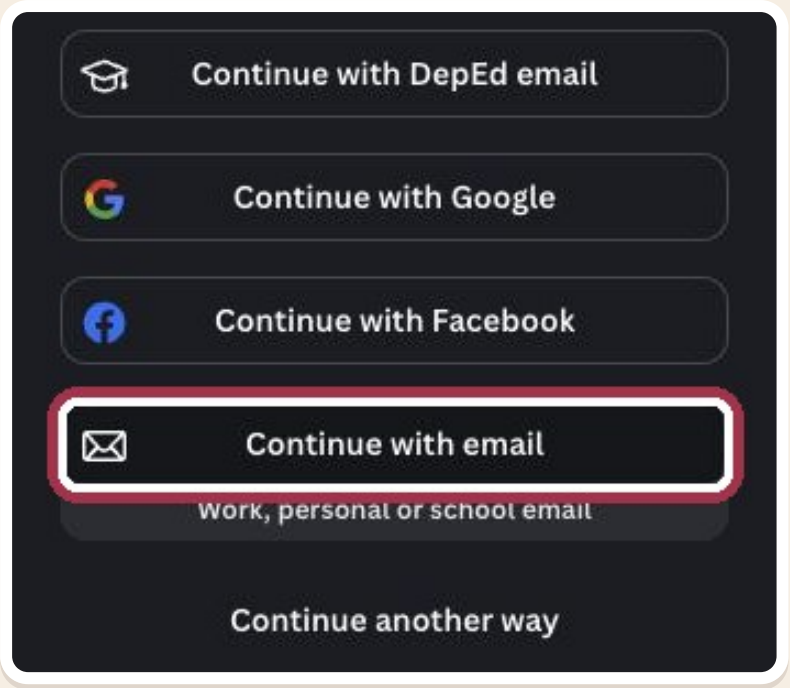


psst, bestie

If Canva asks you to check your email and you suddenly forget your Gmail password from 2019, same. Click "Forgot password." Walang judgment dito.

log in next time

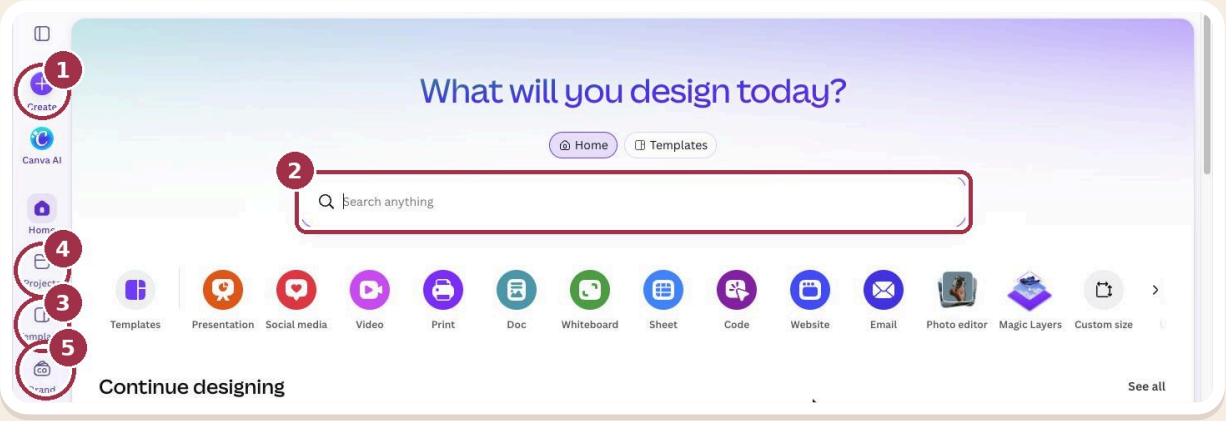
4 Go to canva.com and click Log in. Click the same choice you used to sign up. If you signed up with your email, click Continue with email.



your home page

After you log in, you land on the home page. Here is what each numbered part does.

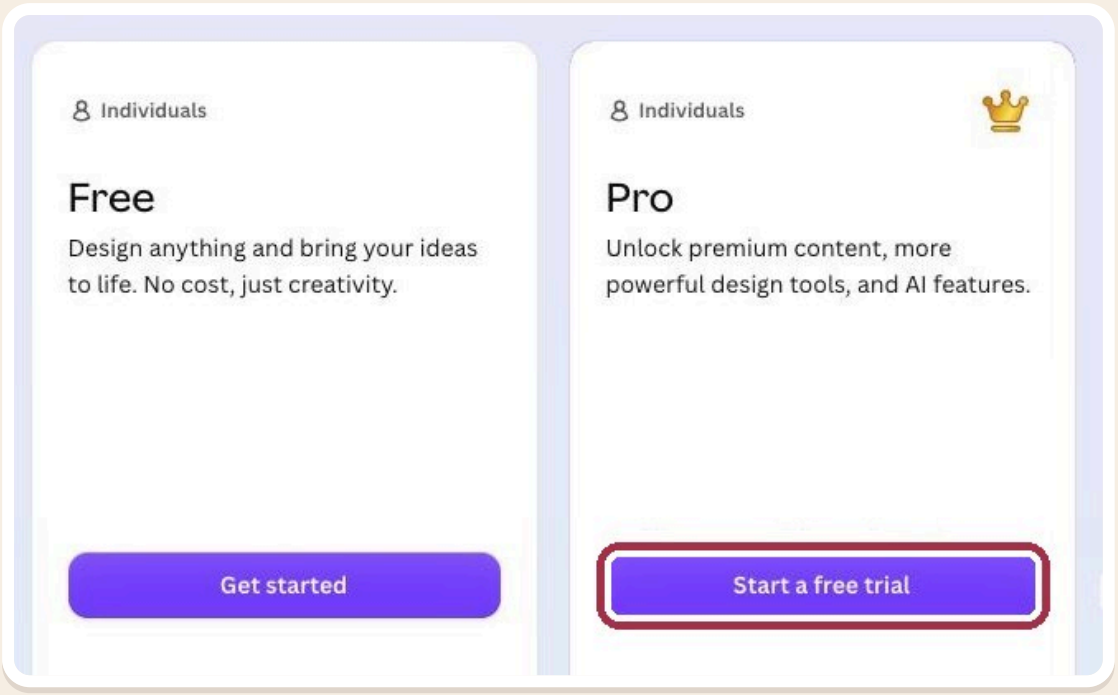
5 1 is Create. You click it when you want to start a new design from zero. 2 is the search bar. You type here to find templates. A template is a ready made design you can copy and change. 3 is Templates. It opens all of Canva's templates. 4 is Projects. Everything you make is saved here, so you never lose it. 5 is Brand. See the small crown next to it? Keep reading.



free or pro?

You can start with Canva for free. But it is best if you are on Canva Pro, or you use the free trial while you build your Canva website. Pro gives you better templates and elements, the background remover, and brand tools where you can save your colors. An element is any picture, shape, sticker, or line you add to a design.

6 **To try Pro, go to canva.com/pricing. Under Pro, click Start a free trial and follow the steps. I covered the prices in this picture because they change, so check the page for today's price. Set a reminder on your phone for the day the trial ends, so you can decide if you want to keep it.**

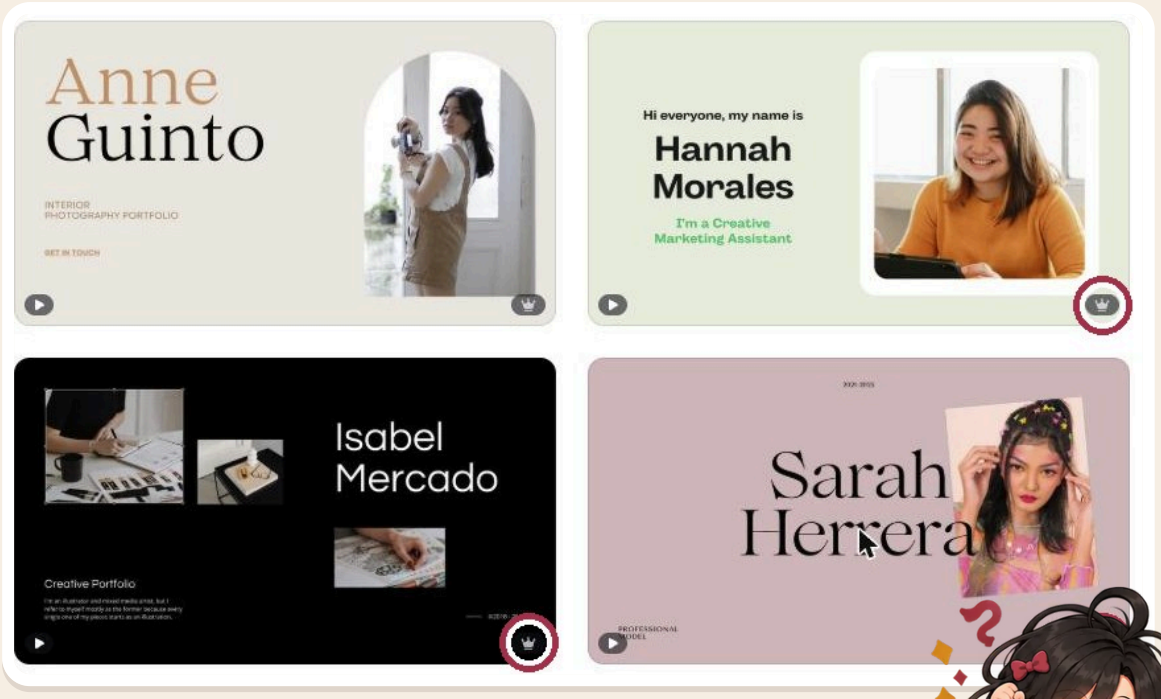




uh-oh, read this

Anything with a small crown is Pro. If you stay free, pick templates and elements WITHOUT the crown. If you use a crown item on a free account, Canva blocks it or puts a watermark on it when you publish. A watermark is a big see-through Canva logo across your design. Not cute on a portfolio.

7 Here is what the crown looks like on templates. The circled ones are Pro.



check you did it



- [ ] I have a Canva account
- [ ] I can log in by myself
- [ ] I know where Create, Templates and Projects are
- [ ] I can spot the crown on Pro items
- [ ] I decided: free, or Pro free trial

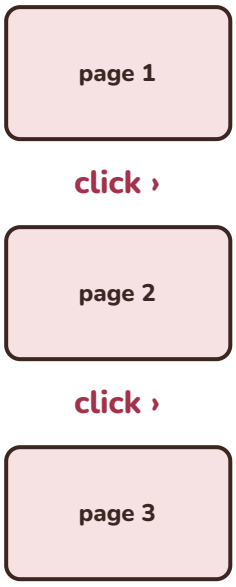
the two ways to make a portfolio



Bago tayo mag-design, let's talk about the two kinds of portfolio you can make in Canva. Isa lang ang gagawin natin, pero dapat alam mo pareho.

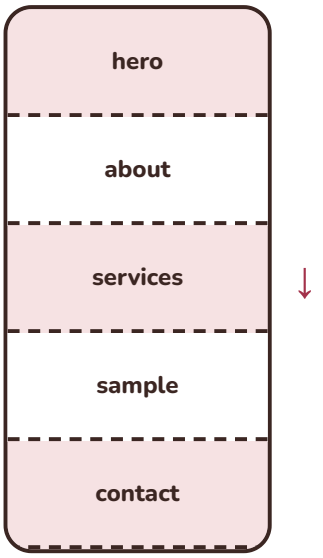
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slideshow



One page at a time. The client clicks through.

scrolling website



One long page. The client scrolls down. This is the one we make.

One: the slideshow type. It works page by page, like a presentation. A client clicks to see the next page.

Two: the scrollable website type. It is one long page that a client scrolls down, like a real website.

This ebook teaches the scrollable website type. Why? Because when you apply for a job, you can send it as one single link. The client taps it, scrolls, and sees everything. No downloading, no zooming, no "sorry po, ayaw mag-open ng file."

One thing that confuses people at first: in the Canva editor, a website is still built page by page. When you publish, each page becomes one section of your scrolling website. So your Hero page becomes the top part, your About page comes next, and so on.



psst, bestie

Think of it like a halo-halo. You add the layers one by one, but you eat it as one glass. Your website is the glass.

want to watch it too?

Some people learn faster by watching. Pwede ka ring manood sa YouTube! Open youtube.com, click the search bar at the top, type **how to make a Canva website**, and press Enter. Pick a recent video, because Canva changes its buttons from time to time.



simple drawing

Keep this ebook open beside the video. The video shows you the moves, and this ebook keeps your steps in order.



check you did it

- [ ] I know the difference between a slideshow and a website
- [ ] I know this ebook makes the website type
- [ ] I know each page becomes one section when I publish

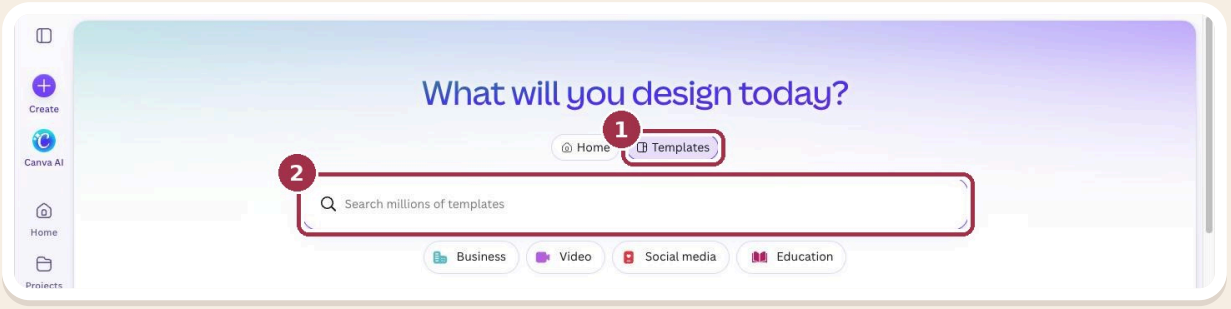
start from a ready made template



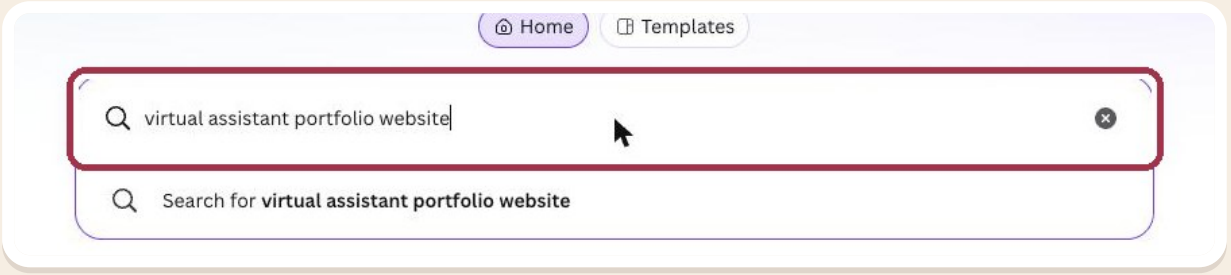
Ito ang easy way. You don't need to be a designer. Hahanap lang tayo ng template, tapos papalitan natin ang laman.

This is the easiest path because you are just swapping: swap the details, swap the photo, swap the words, and change or remove anything you do not like. Nothing has to be built from zero.

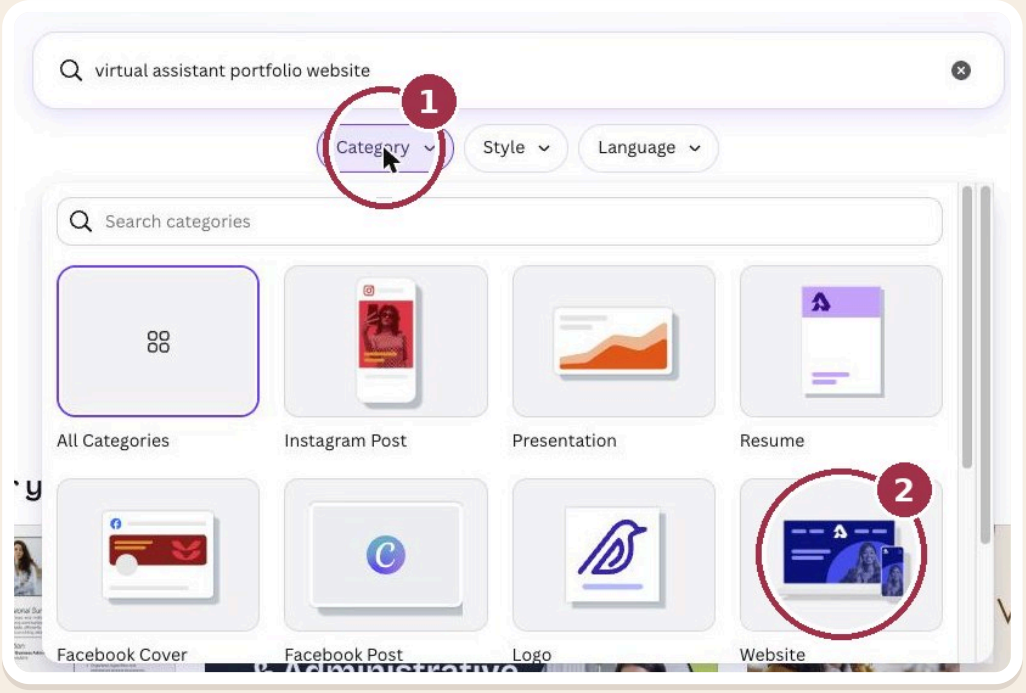
1. **On the home page, click Templates on the left side (1). Then click inside the search bar (2).**



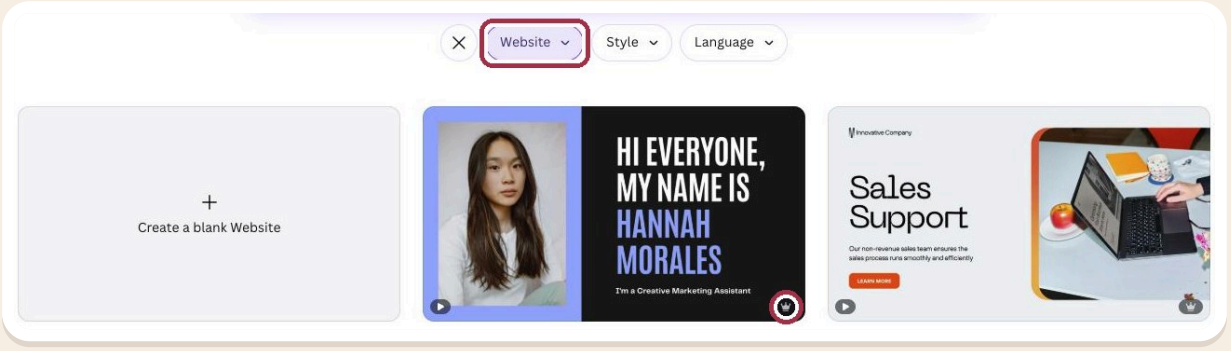
2. **Type one of these, then press Enter on your keyboard: virtual assistant portfolio website or VA portfolio website or portfolio website.**



3 **Click Category (1), then click Website (2). Now you only see website templates.**



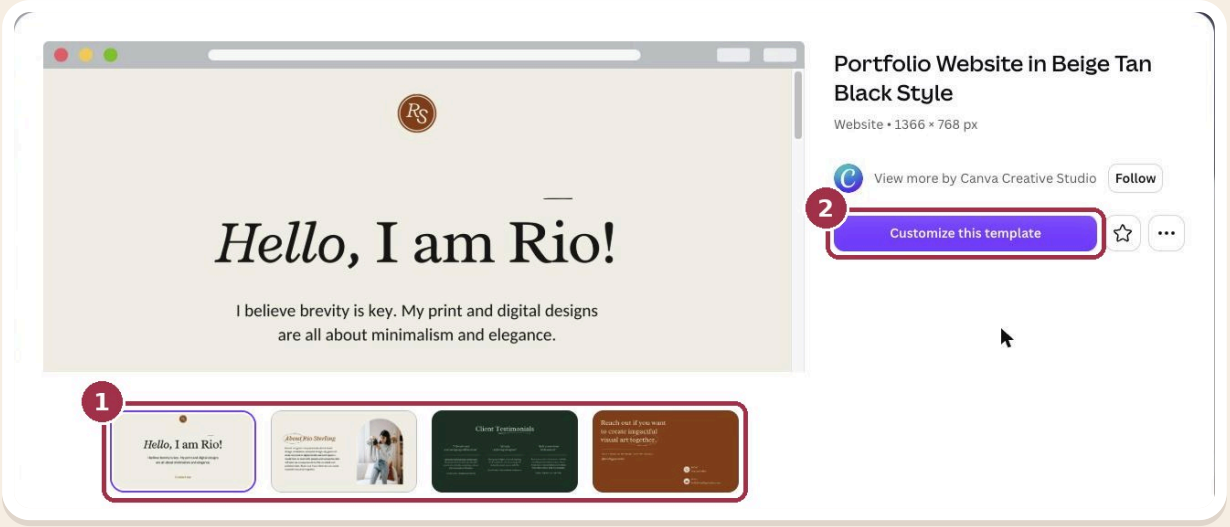
4 **Check that the Website filter is on. Now scroll and look. Remember: the small crown means Pro.**



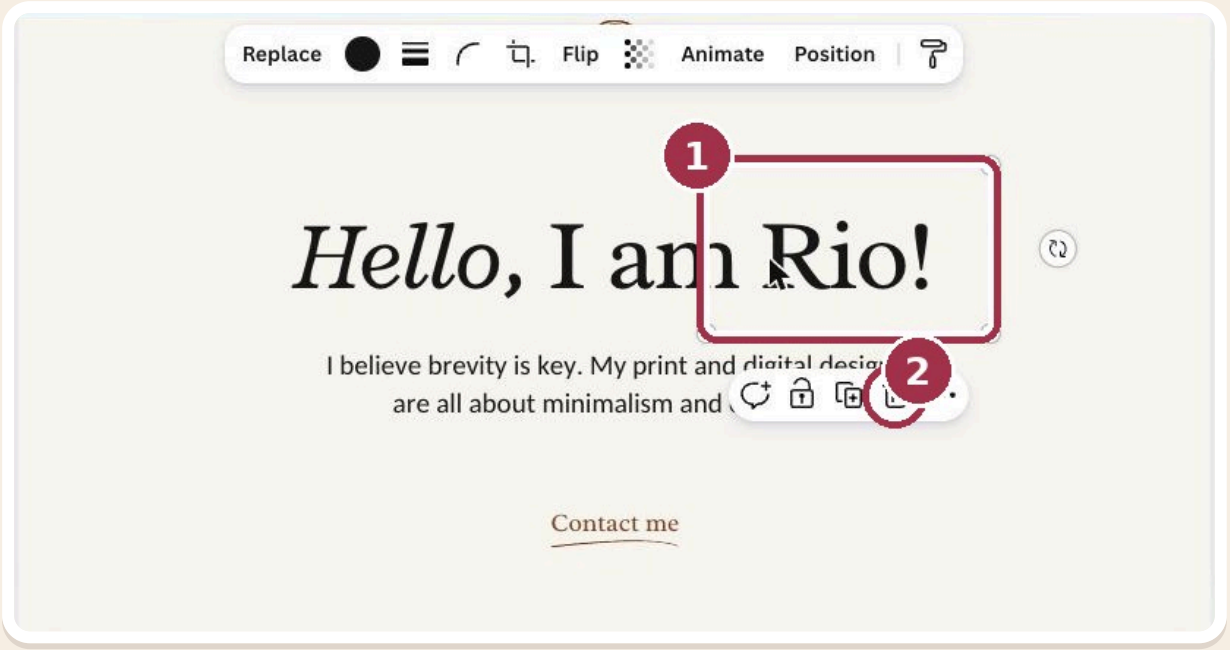
how to pick a good one

Look for a template that has: a spot for your photo, an About part, a Services part, a place for work samples, and a Contact button. Do not choose one just because it is pretty. Choose the one that has the parts you need.

5 Click a template to see it bigger. The small pictures at the bottom (1) are its pages. Each page becomes one section of your site. If you like it, click Customize this template (2). Canva makes your own copy, so the original stays safe.



6 Don't like something in the template, like a scribble or a shape? Click it once (1), then click the trash can (2). Gone.





psst, bestie

The template I use in my screenshots is a free one called "Portfolio Website in Beige Tan Black Style." I changed it into Ana's site while making this ebook. You will meet Ana in Chapter 6.



check you did it

- [ ] I searched for a portfolio website template
- [ ] I filtered to Website only
- [ ] I picked one with a photo spot, About, Services, samples and Contact
- [ ] I clicked Customize this template

try it

Write the name of the template you picked:

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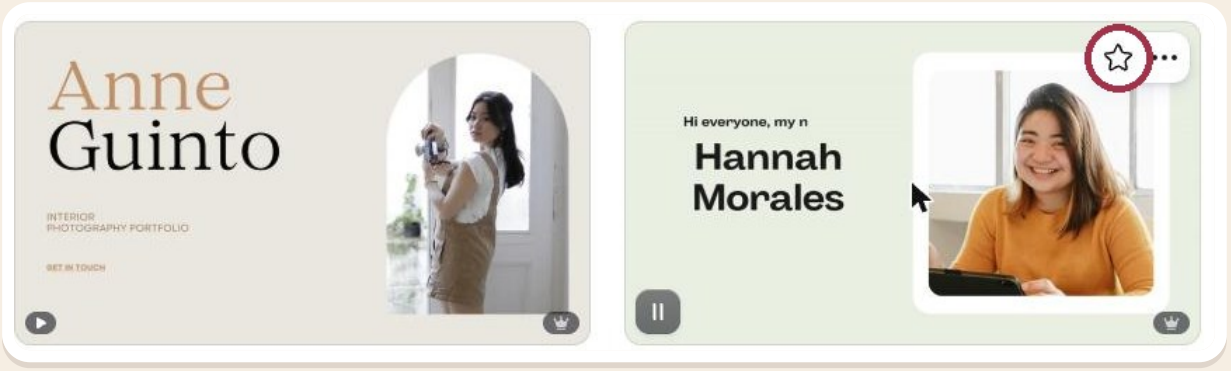
or make your own, the creative girlie way



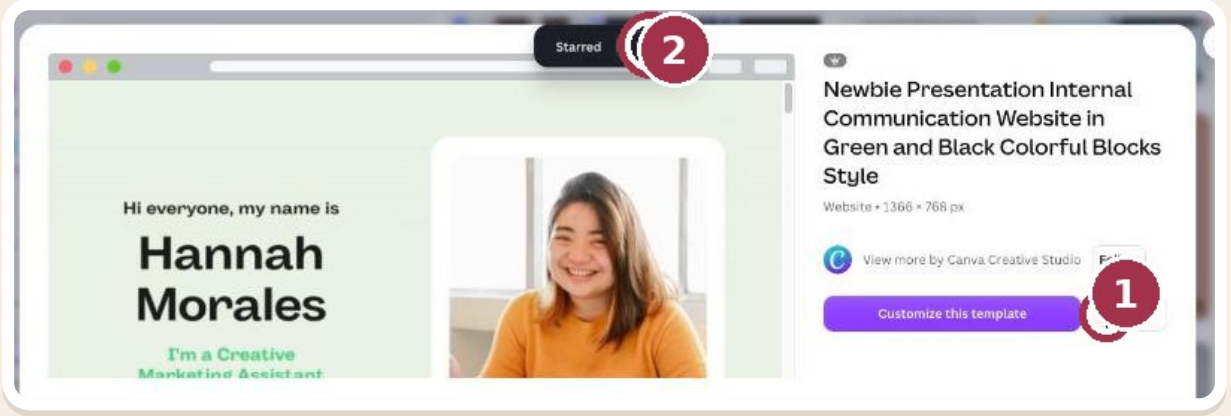
Gusto mo ng sariling look? Go! Titingin pa rin tayo sa templates, pero inspo lang. Kokopyahin natin yung vibe, hindi yung buong design.

Inspo is short for inspiration. You look at designs you like, figure out WHY you like them, then make your own version.

1. **Search for portfolio website templates, like in Chapter 3. When you see one you like, move your mouse over it and click the star.**



2. **Or open the template and click the star next to Customize this template (1). Canva says Starred. Click View (2) to see all the ones you saved.**

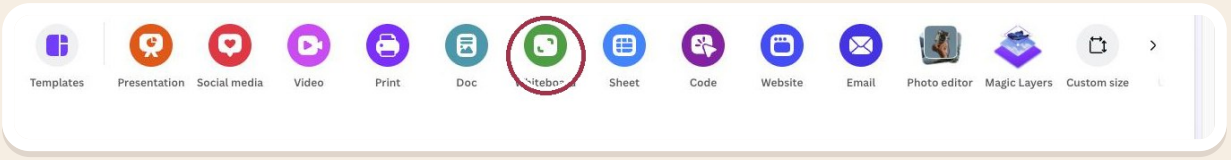


Now look at each saved template and ask yourself three questions. What colors do I like here? How is the page laid out? Where does the photo sit? Write your answers on a piece of paper or in your phone notes.

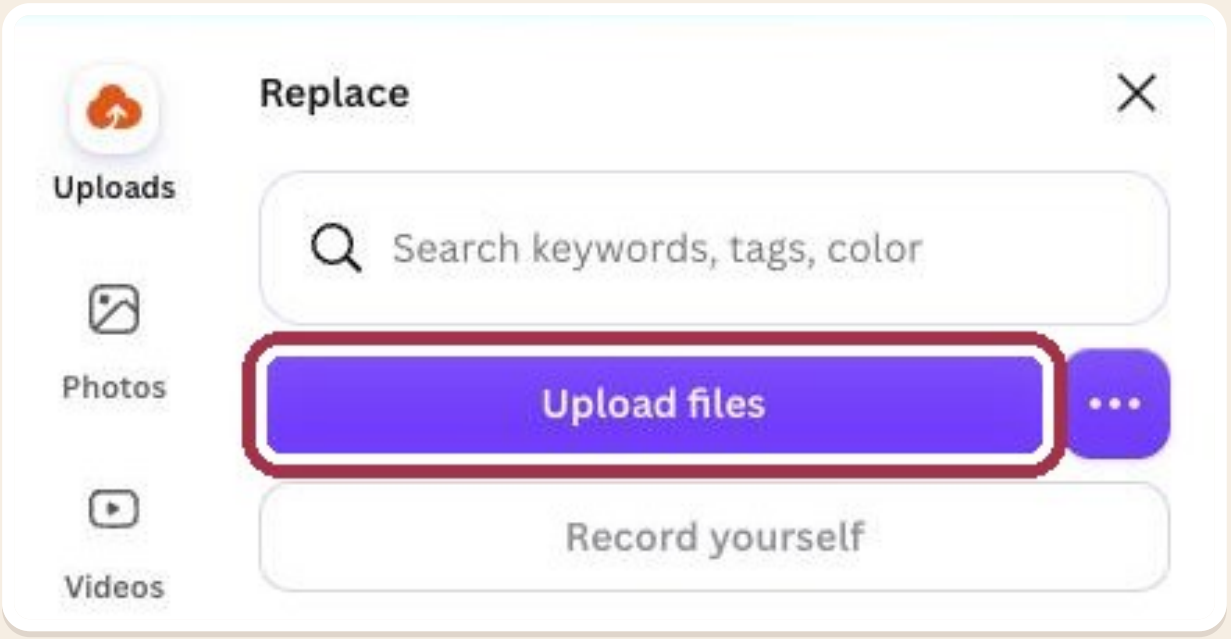
make a simple moodboard

A moodboard is one page that holds your inspo pictures, your colors, and your fonts, so you can see your whole "vibe" in one place.

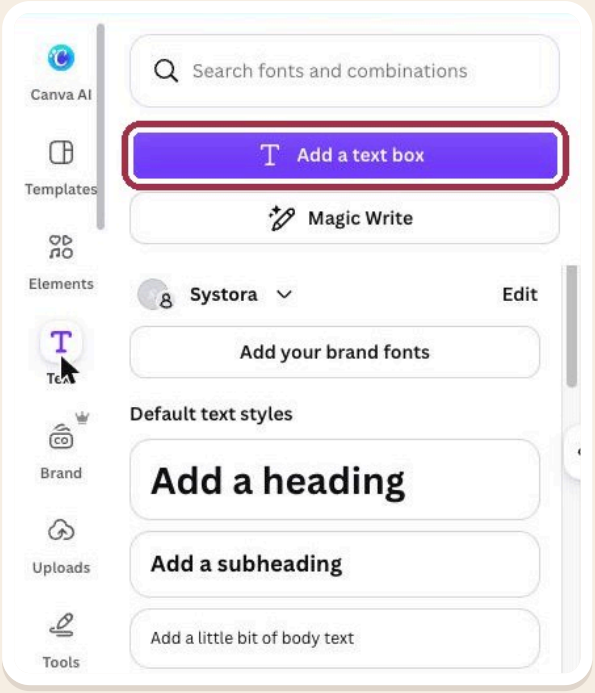
3 **Go to the Canva home page and click Whiteboard. It opens a big blank space where you can put anything.**



4 **Take screenshots of the templates you liked. In your whiteboard, click Uploads on the left, then Upload files, and choose your screenshots.**



5 Click Text on the left, then Add a text box. Type your color codes and the names of the fonts you like, so you remember them.



Then build your own design from that moodboard. Use the same sections as everyone else (Hero, About, Services, Sample work, Tools, How we work together, Contact), but arrange them your own way.



psst, bestie

A moodboard is basically a Pinterest board that went to work. Same chika, more productive.



check you did it

- [ ] I starred at least 3 templates I like
- [ ] I wrote down what I like about each one
- [ ] I made a one-page moodboard
- [ ] My moodboard has pictures, colors and fonts

try it

My vibe in 3 words:

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make your brand colors



Ano ba yung mga paborito mong kulay na isho-showcase sa portfolio mo? What are your favorite colors that you want your portfolio to show? Isipin mo muna yan bago tayo mag-click ng kahit ano.

Here is the simple system. Pick 3 colors only.

1 light
for the background

1 dark
for all your text

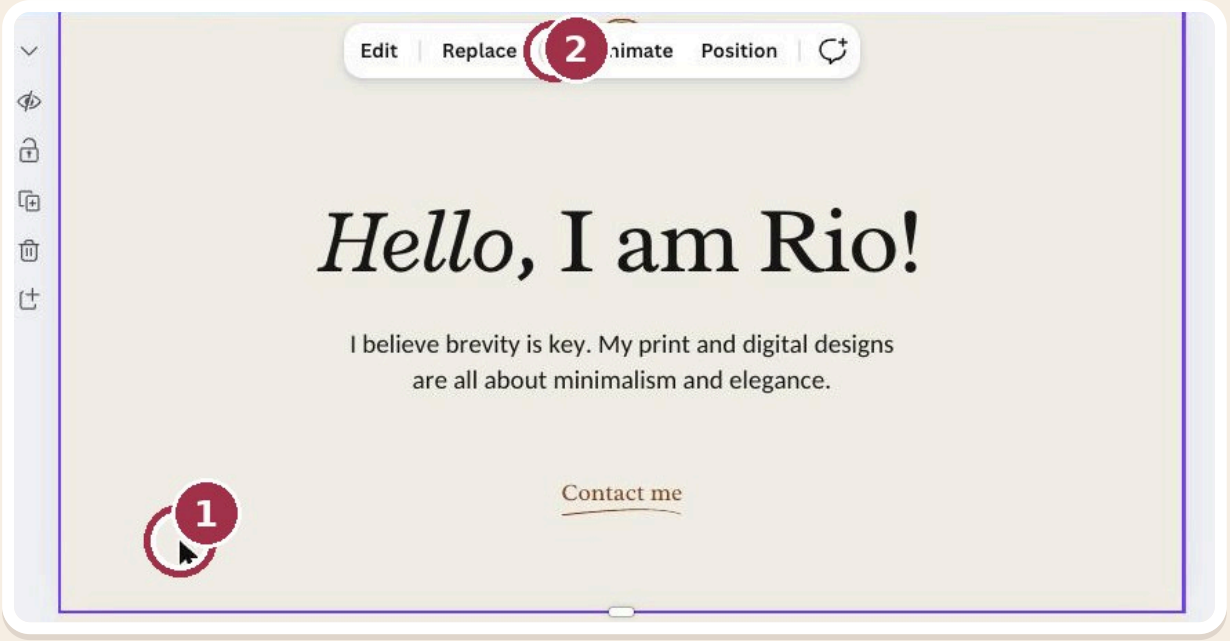
1 accent
for buttons and small highlights

Here is the worked example, the colors from my free Ana template: warm white #FAF7F2 for the background, ink #26222A for text, lavender #8A66CD for the accent, and light lavender #E9E2F7 for soft fills behind boxes. A hex code is the # number that tells Canva the exact color.

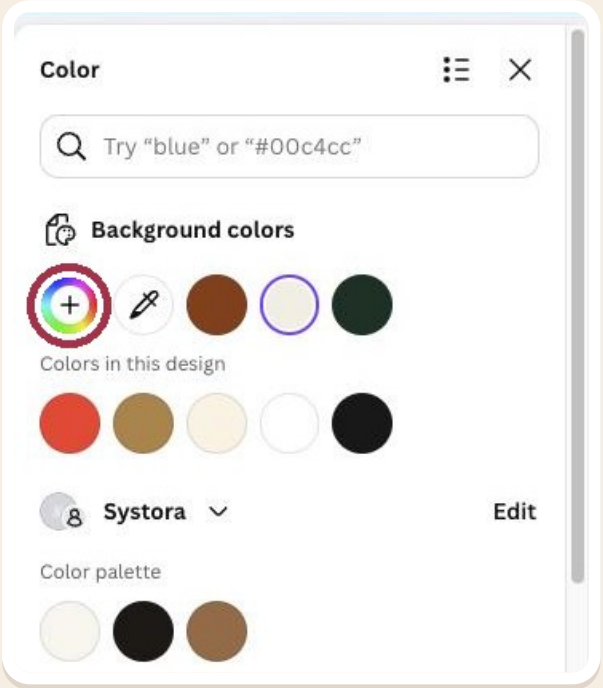
#FAF7F2 background	**#26222A** text	**#8A66CD** accent	**#E9E2F7** soft fills

change the background color

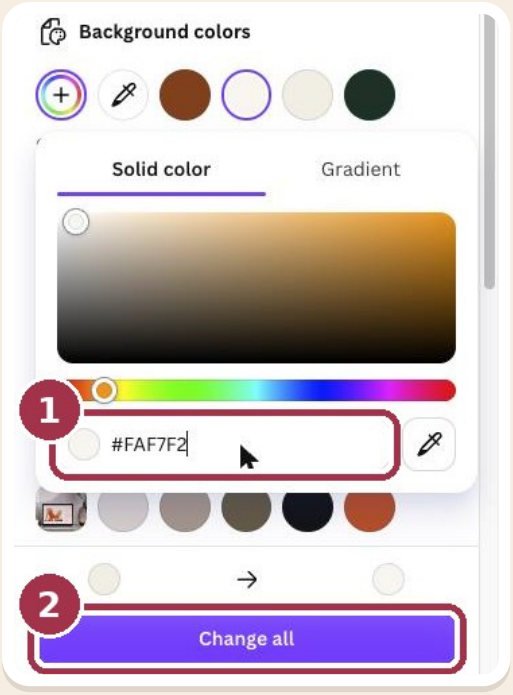
1. Click an empty part of your page (1). A small toolbar appears at the top. Click the color circle (2).



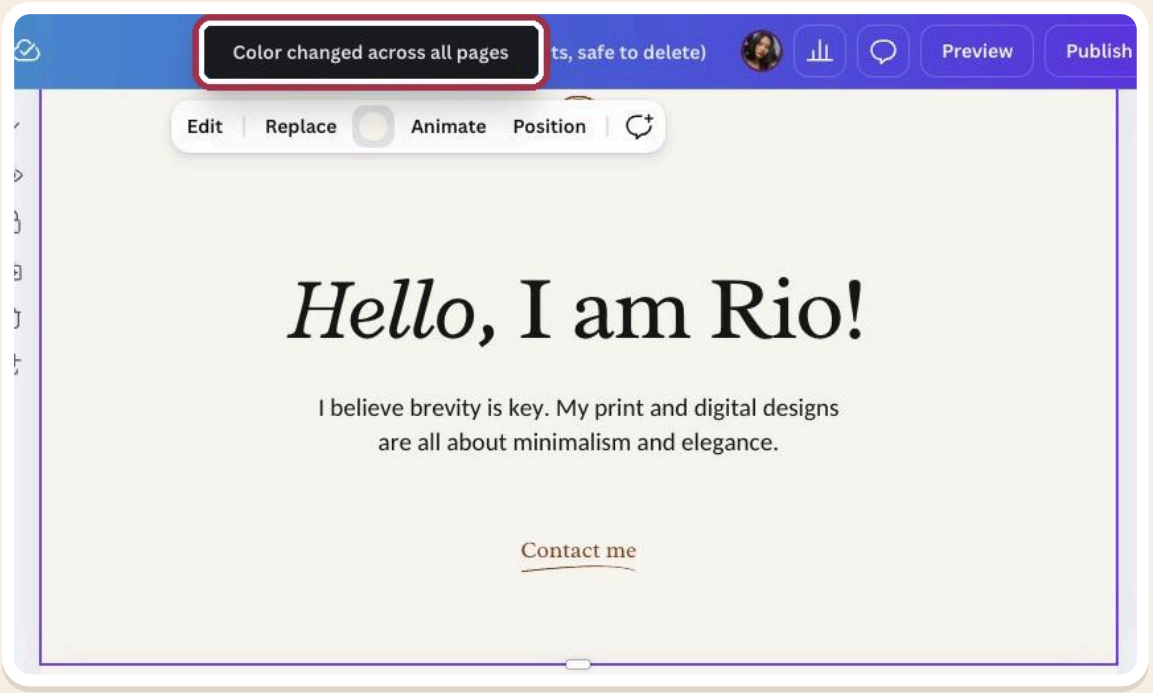
2. The Color panel opens on the left. Click the rainbow circle with the plus sign. That means "add a new color."



3 Click the box with the # code, delete what is there, and type your background color, like #FAF7F2 (1). Press Enter. Then click Change all (2) so every page gets the same background.

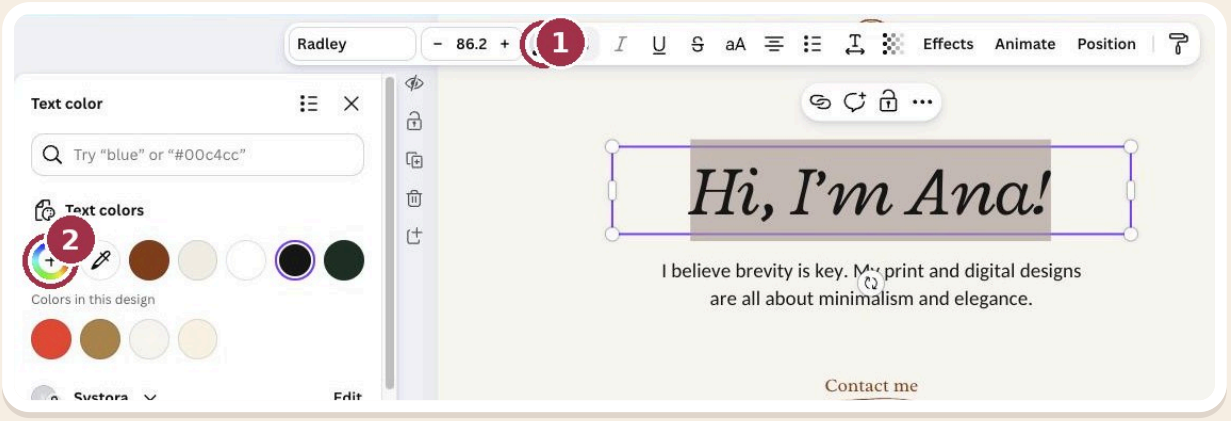


4 Canva tells you "Color changed across all pages." That is it.

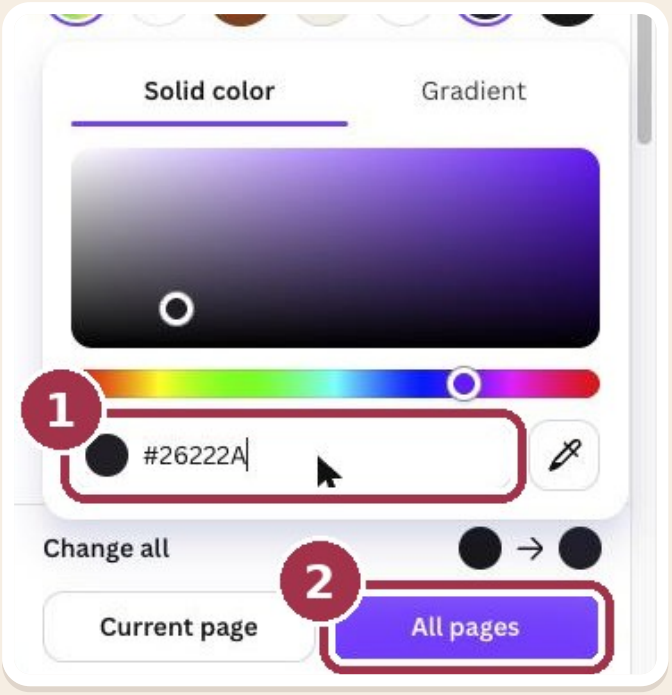


change the text color

5 Double-click a text box. Click the letter A with the line under it (1). Then click the rainbow plus circle (2).

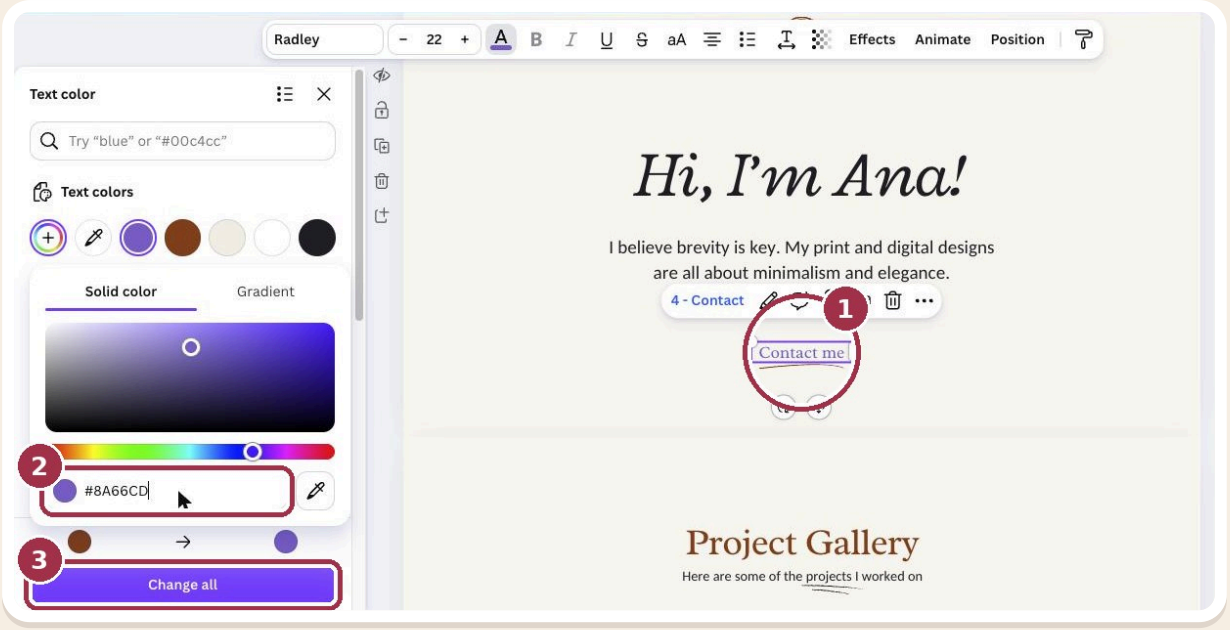


6 Type your dark text color, like #26222A (1). Under Change all, click All pages (2).



change the accent color

7 **Click a button or a small highlight word (1). Open the text color again, type your accent color like #8A66CD (2), then click Change all (3).**



When you click Change all, Canva swaps that old color everywhere in your design. This is how your site looks like one person made it, not like five templates had a fight.



psst, bestie

Rule ko: if you need a fourth color, you probably need a nap, not a fourth color.



check you did it

- [ ] I picked 1 light, 1 dark and 1 accent color
- [ ] I wrote down the 3 hex codes
- [ ] I changed the background on all pages
- [ ] I changed the text color on all pages
- [ ] I changed the accent color

try it

My 3 colors: Light #_____ Dark #_____ Accent #_____

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stuck on your skills? this is who I brainstorm with.



I use Meta Muse to brainstorm with me, kung ano ba yung mga skills ko, kung ano yung ilalagay ko sa portfolio ko. Meta Muse is an AI made by Meta, and you can use it for free.

JOIN HERE

muse.ai/join

https://muse.ai/join

MY CODE

RMWMAX

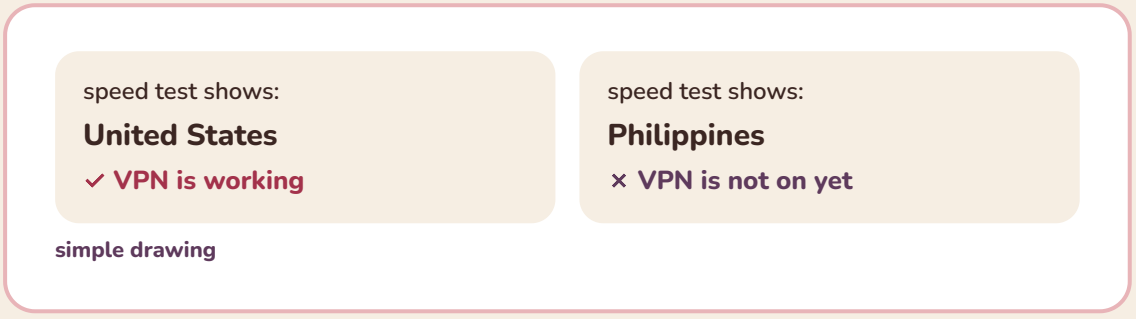
we both get 1 billion tokens. yey!

1. If you are in the Philippines, turn on a free VPN first and set it to the US, because Muse is not officially here yet. A VPN is an app that makes the internet think you are in another country. Free options: the Betternet Chrome extension set to the United States, or Proton VPN free.



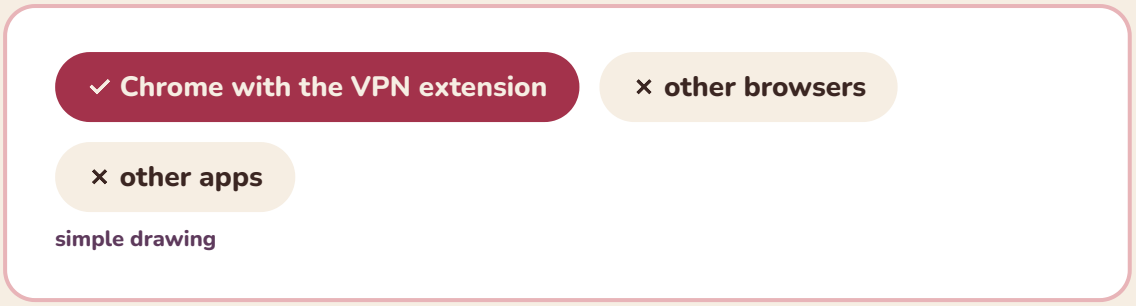
simple drawing

2. Tip: check your location first. Go to a speed test site (like speedtest.net) and look at the location it shows. If it shows a US location, your VPN is working. If it still shows the Philippines, your VPN is not really on yet. Fix that first before you sign up.



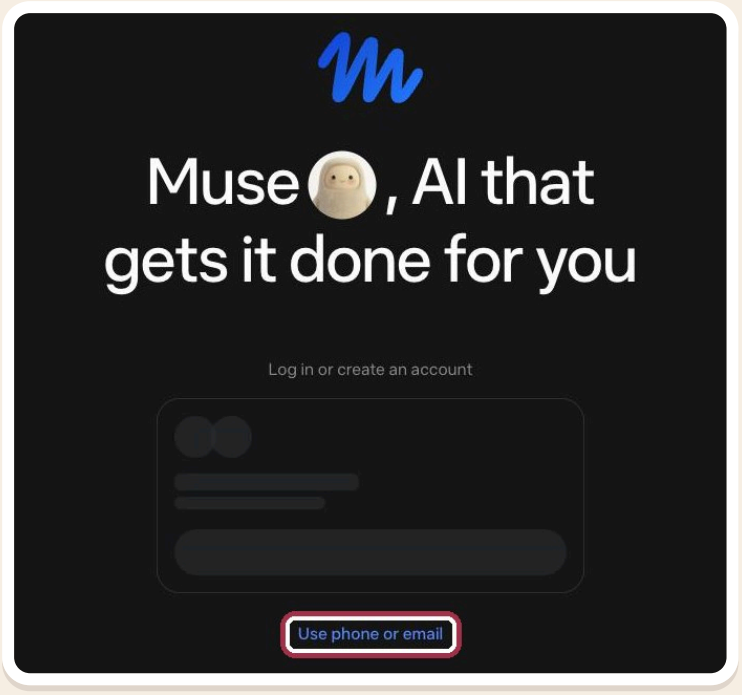
simple drawing

3 Tip: if you installed the free VPN as a Chrome extension, stay inside Chrome. The extension only works inside Chrome. It does not cover your other browsers or apps. So do everything in Chrome only: open the join link in Chrome, and create your account in Chrome.

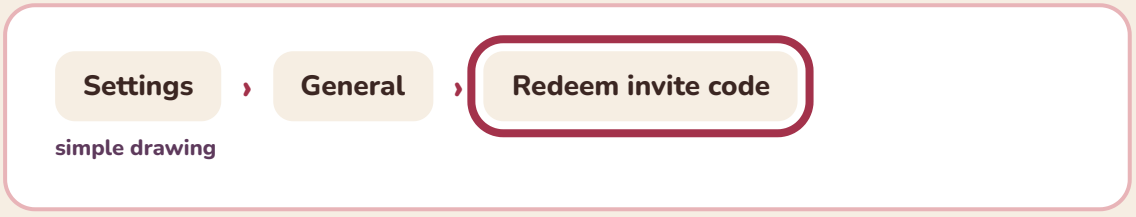


4 Tip: test it first with an email you do not use. Use that test email to check if you can get past the waitlist. If yes, it worked, and you can now create your account.

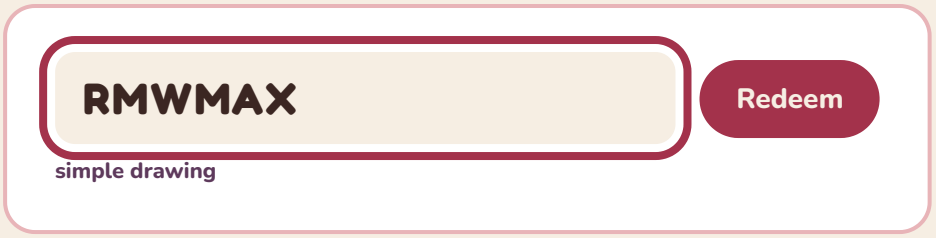
5 Go to https://muse.ai/join and create a brand new account, in Chrome, with the VPN on. Muse asks you to log in with a Meta account. Click Use phone or email if you want to use your test email.



6 Right after signing up, open Settings in Muse and tap Redeem code. In my version it sits under Settings, then General, then Redeem invite code.



7 Enter my code: RMWMAX, then tap Redeem.



simple drawing

8 Important: codes only work for brand new accounts, and only within the first 48 hours after you sign up. Do this step now, not next week.

9 When you redeem my code, we both get 1 billion tokens. Yey! They do not expire.



uh-oh, read this

Muse is not officially available in the Philippines yet, so using a VPN to get in may go against Muse's rules. This is how I got in, but it is your call.

copy paste this into Muse

"I am a beginner virtual assistant with no clients yet. Help me brainstorm my skills. Ask me about tasks I have done at work, at school, or at home, then turn my answers into: 1) a list of skills, 2) three services I can honestly offer, and 3) one sentence that says my skill is ___, I can help ___, who struggle with ___."

swap the elements and details



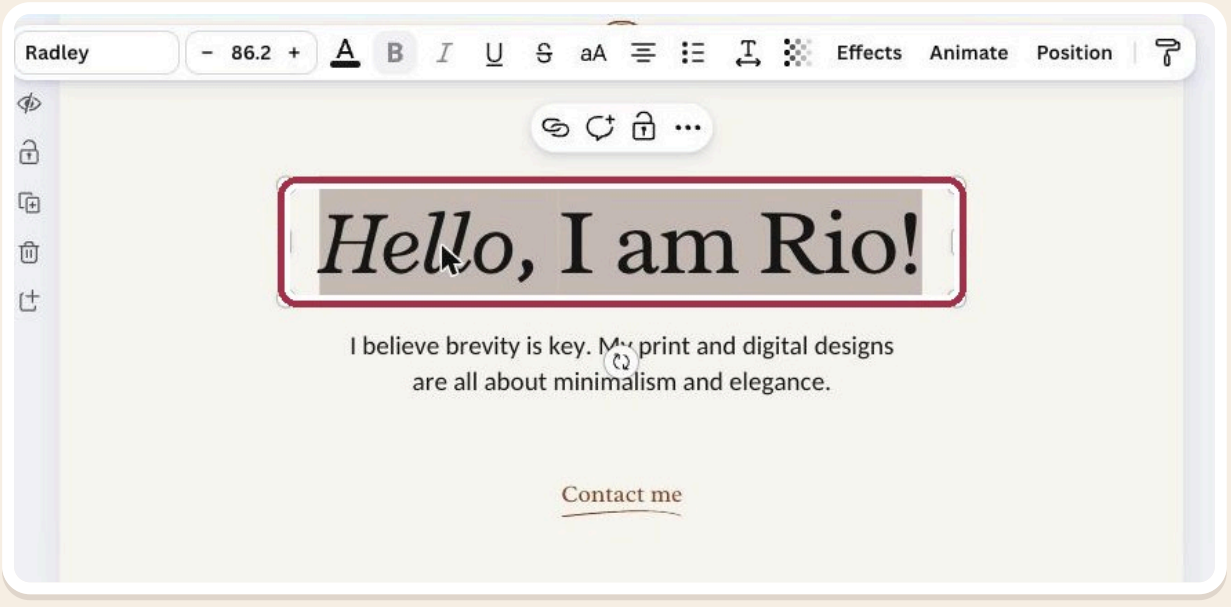
Ito na! The main build. Isa-isahin natin, section by section, small steps lang. Kasama natin si Ana, ang sample VA sa free template ko.

Meet Ana. She is the sample beginner VA in my free template. She helps online stores with product posts and inbox support. You will see her version of every section, then you do yours.

section 1: hero

The hero is the very top of your site. It is the first thing a client sees. It needs three things: your photo, your name, and your one sentence.

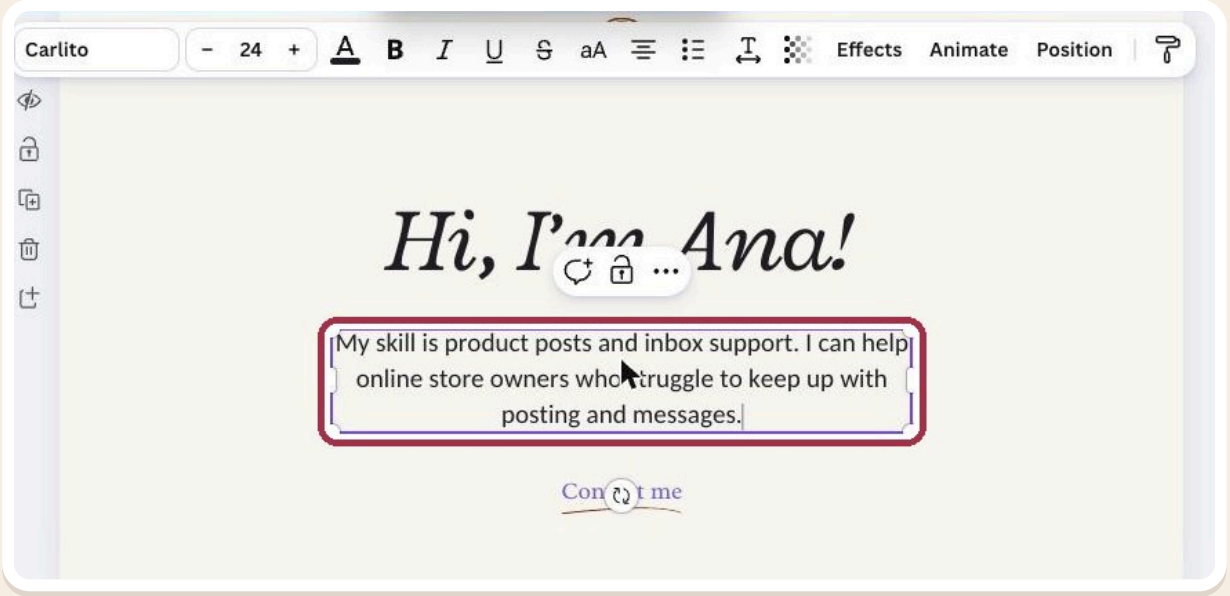
1. **Double-click the big headline text. All the words get highlighted.**



2 Type your name. Ana typed: Hi, I'm Ana!



3 Double-click the small text under your name and type your one sentence (use the worksheet on the next part).



worksheet: your one sentence

My skill is _____,

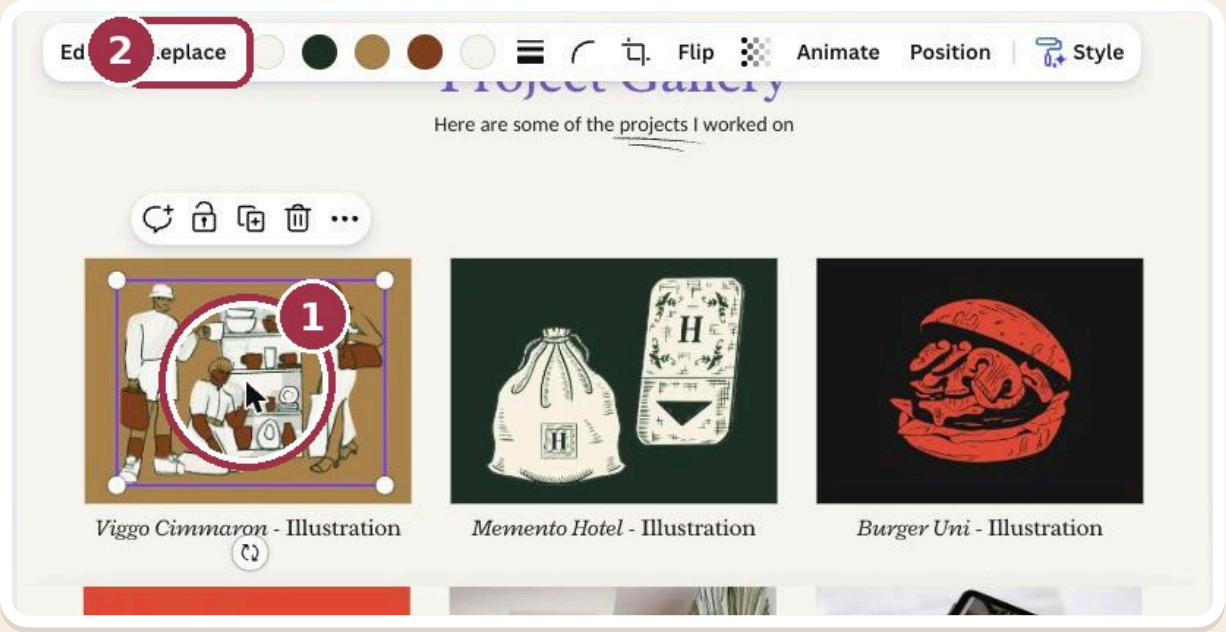
I can help _____,

who struggle with _____.

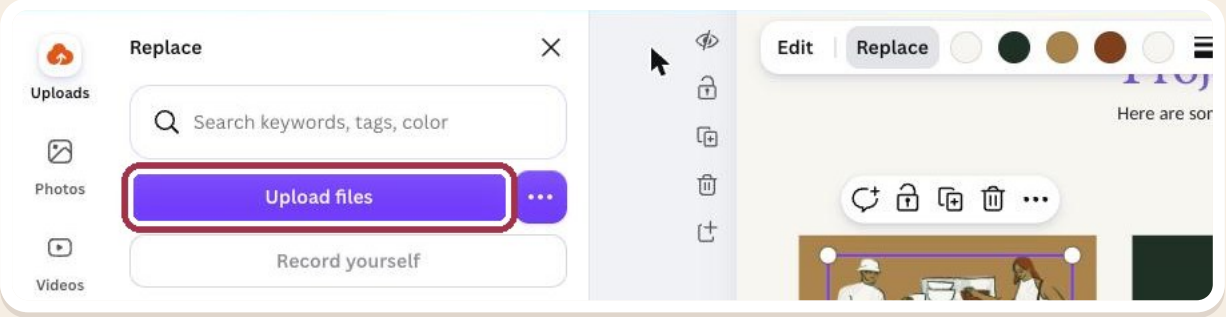
Ana wrote: My skill is product posts and inbox support. I can help online store owners who struggle to keep up with posting and messages.

Stuck? Use the Meta Muse prompt on the page before this chapter.

4 To add your photo, click the photo in the template once (1), then click Replace in the toolbar (2).



5 Click Upload files and choose your photo from your computer. A clear, smiling photo with good light is enough. No need for a fancy photoshoot.





psst, bestie

Your photo does not need to be a studio shot. It just needs to not be the one where you are half asleep in a jeep.

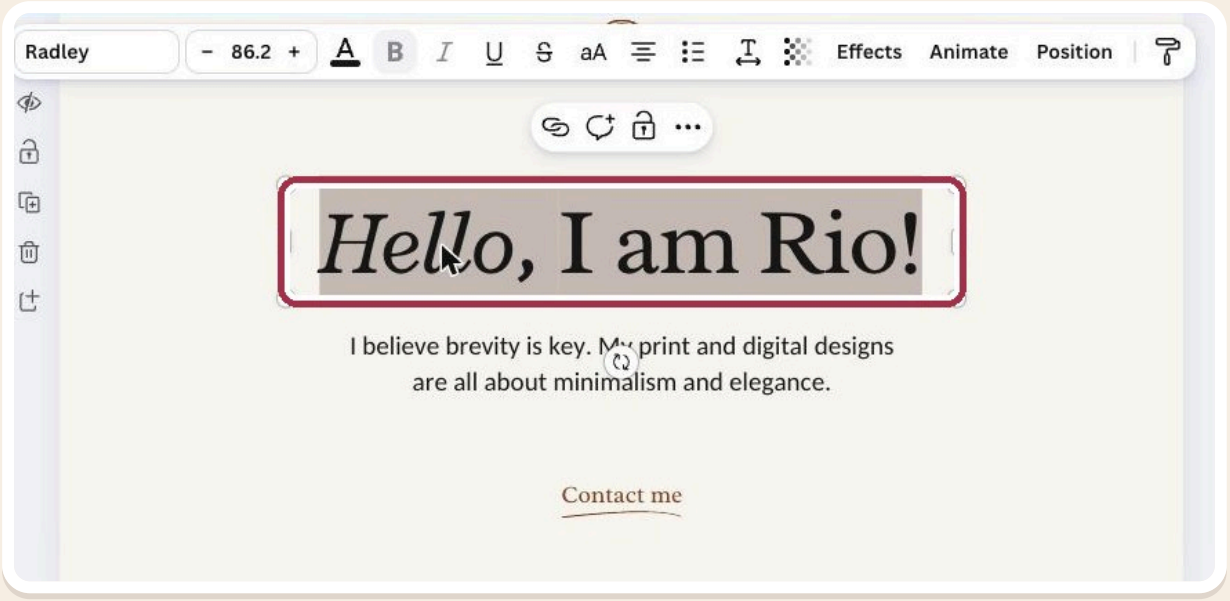
section 2: about

Write 3 to 4 honest lines. Say who you are, that you are starting out, and what you are good at. Starting out is not a weakness. It means you have time and energy for your first clients.

ANA'S VERSION

Hi, I'm Ana. I'm a virtual assistant and I'm just starting out. I've practiced making product posts and replying to customer messages for a sample shoe store. I'm careful with details and I reply fast.

6 **Double-click the About text in your template, select all of it, and type your own lines. Same move as the hero.**



section 3: services

Make 3 buckets: Admin, Content, and Support. Under each one, write 3 things you can really do. Only what you can really do. No prices on your portfolio, just the scope. Scope means what is included.

ANA'S VERSION

admin

- Sorting and labeling the inbox
- Replying to order emails
- Keeping a simple order sheet

content

- Product post designs in Canva
- Short captions for each post
- Scheduling posts

support

- Answering customer messages
- Saving replies to common questions
- Tracking returns in a list

7 **Double-click each service text box and type your own. If your template has more boxes than you need, click a box once and click the trash can.**



section 4: sample work

No clients yet? No problem. Make one sample project for an imaginary business you want to serve. Write three things: the problem, what you made, and why it works. Label it SAMPLE in big letters, so nobody thinks it was a real client.



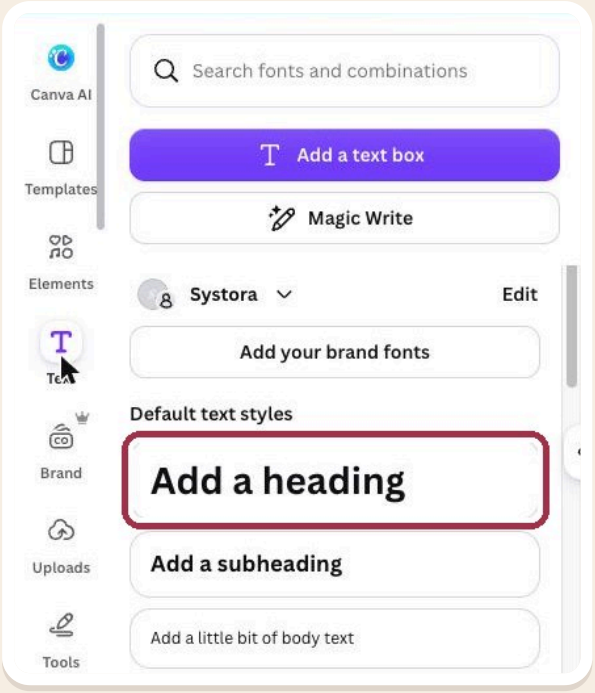
uh-oh, read this

No fake clients, no fake results, no invented numbers. A sample is honest. A fake client is not, and clients can tell.

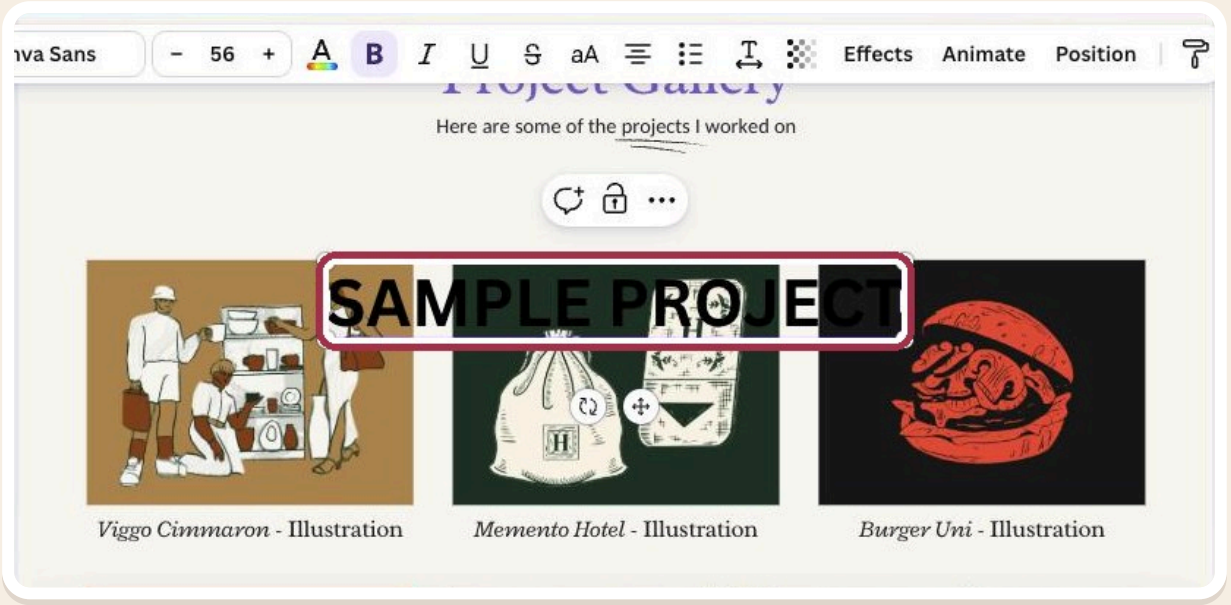
ANA'S VERSION

SAMPLE PROJECT: Product posts for a shoe store. The problem: the store posts photos with no sizes or prices, so buyers keep asking the same questions. What I made: 3 product post designs in Canva that show the shoe, the sizes, and how to order. Why it works: buyers see the answer in the post, so the inbox gets fewer repeat questions.

8 To add the SAMPLE label, click Text on the left, then Add a heading.



9 Type SAMPLE PROJECT. Make it big and put it right on top of your sample, so it is the first thing people read.



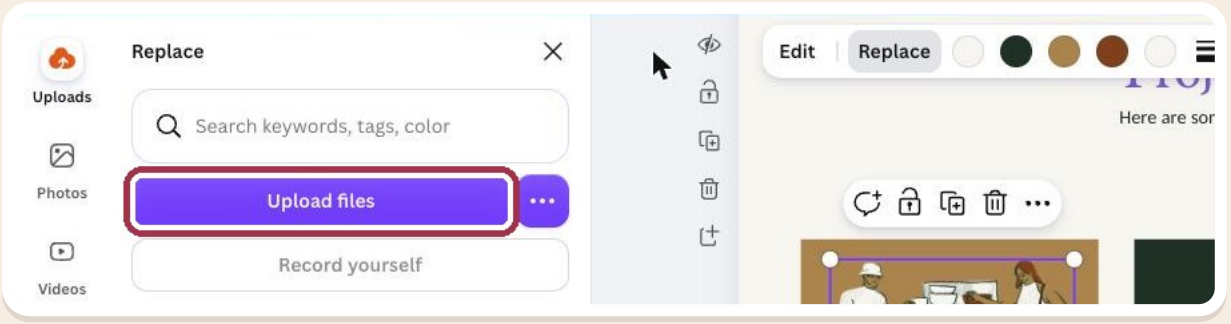
section 5: tools

Only list tools you actually use. If you have never opened Trello, Trello does not go here. Show them as real logos. You can download each tool's logo from its official website, then upload it.

ANA'S VERSION

Canva, Gmail, Google Sheets, and Meta Business Suite.

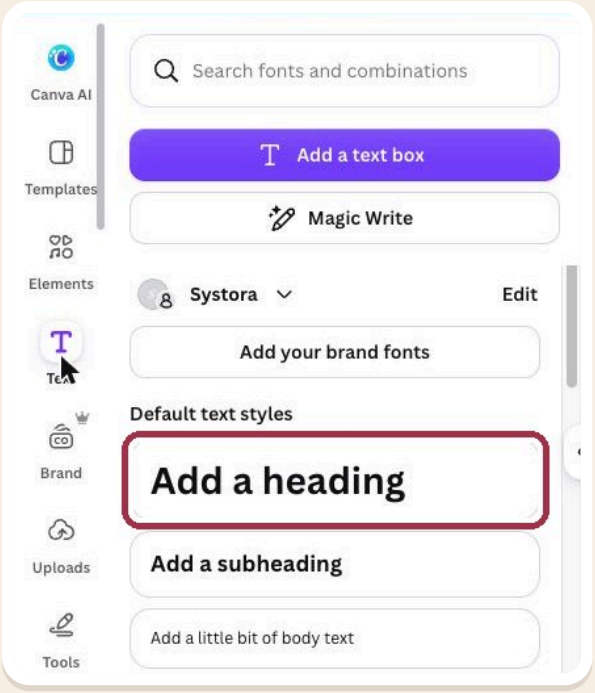
10 **Click Uploads on the left, then Upload files, and choose the logo pictures. Then click each logo to add it to your Tools page.**



section 6: how we work together

Show 4 simple steps so a client knows what happens after they message you: 1. Say hello. 2. We plan. 3. I create. 4. Delivered.

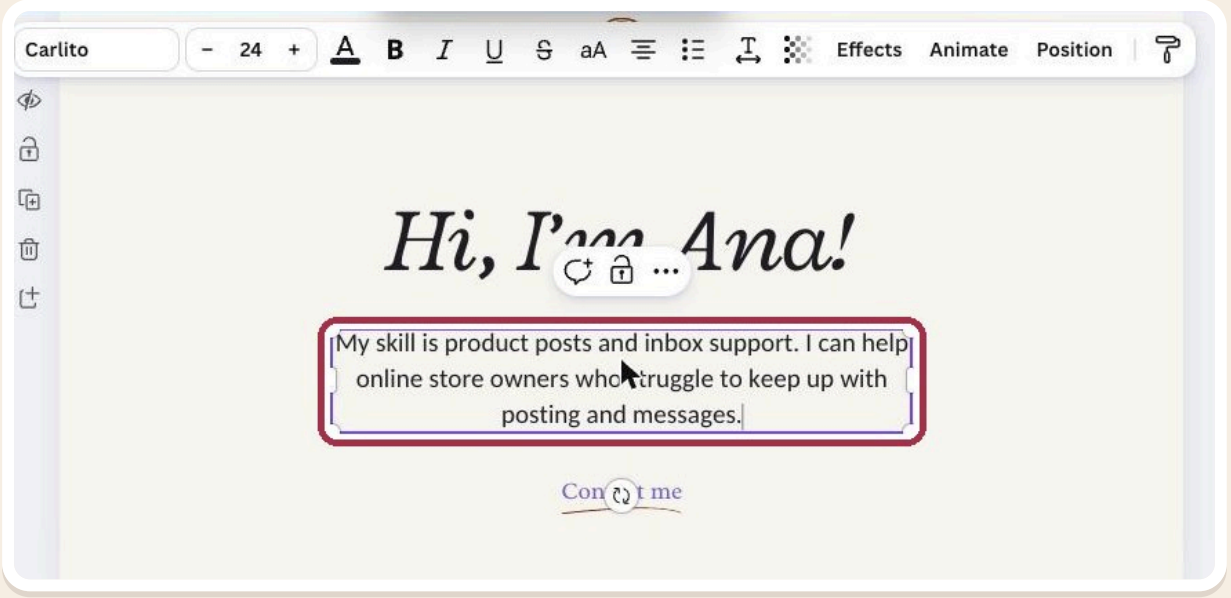
11 **Double-click each step text in your template and type the 4 steps. If your template does not have this part, click Text, then Add a text box, four times.**



section 7: contact

Put your real email, say how fast you reply (for example, "I reply within 24 hours"), and add one button only. One. Not five. A client should never wonder which button to press.

12 **Double-click the contact text and type your real email and reply time. Your button can say Email me or Book a call. You will make the button work in Chapter 7.**





psst, bestie

Double-check your email address. Ang sakit sa puso kapag may client na nag-email sa "gmial.com."



check you did it

- [ ] My hero has my photo, my name and my one sentence
- [ ] My About is 3 to 4 honest lines
- [ ] My Services have 3 buckets with 3 real things each
- [ ] My sample says SAMPLE in big letters
- [ ] My Tools, steps and Contact are filled in

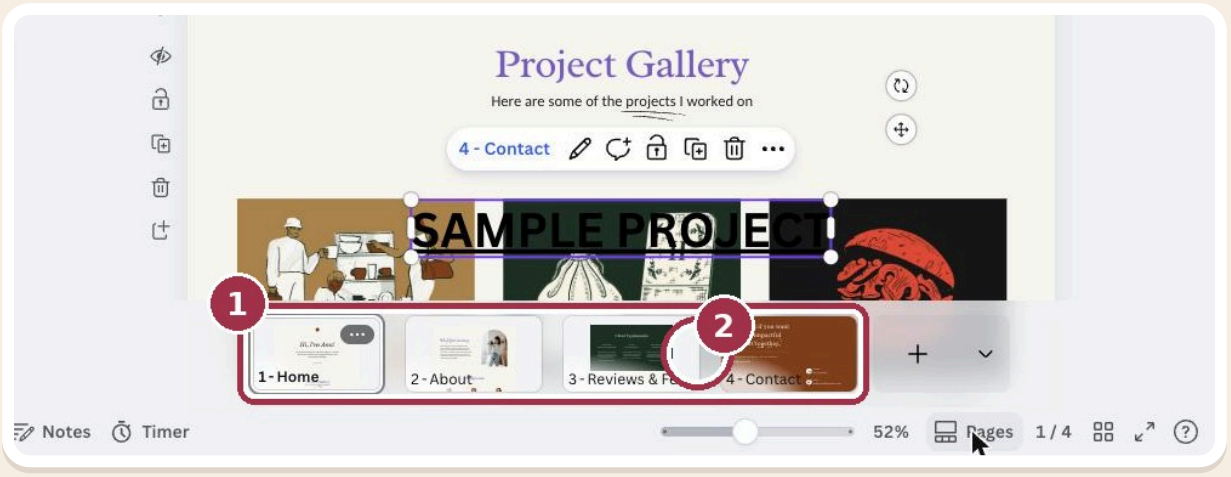
link your sections

Hyperlinks, explained like you're five. Promise, hindi 'to nakakatakot.

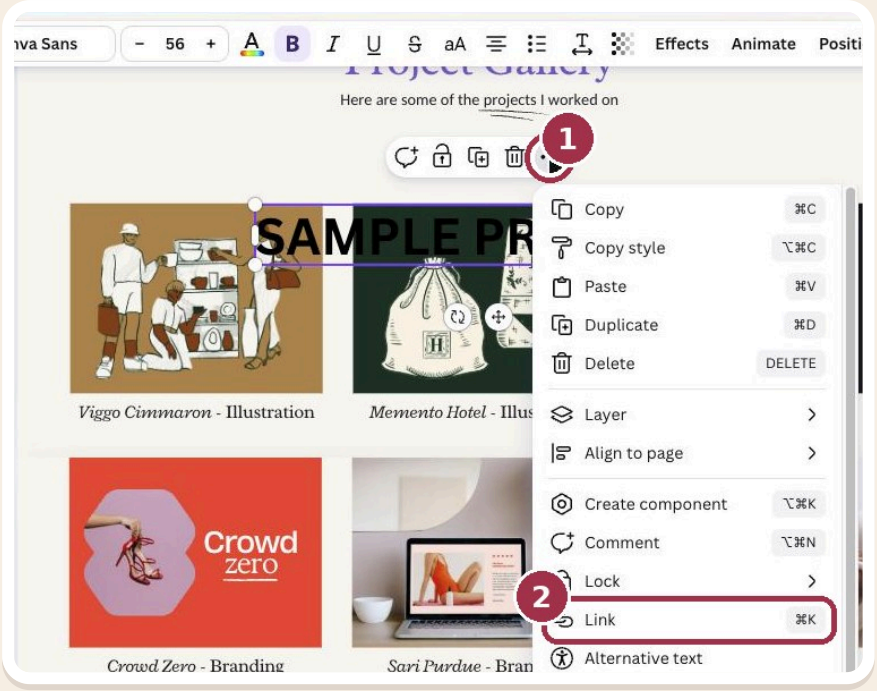


Here is what a hyperlink does on your site: a visitor taps a word or a button at the top, like "Services," and the page jumps down to that section for them. It is like an elevator button for your website.

1. **Make sure each section is its own page in your design. Click Pages at the bottom of the editor (2) to see them all in a row (1).**



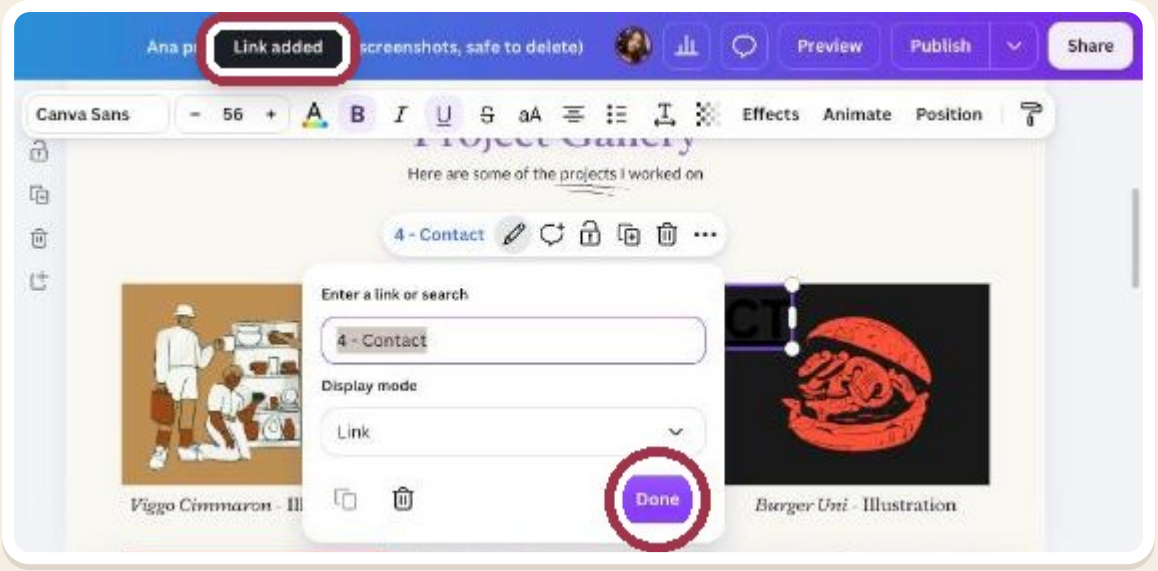
2 Click the button or text you want to make tappable. To link only some words, highlight those words first. Then click the three dots on the small toolbar (1). That is the More button. Click Link (2).



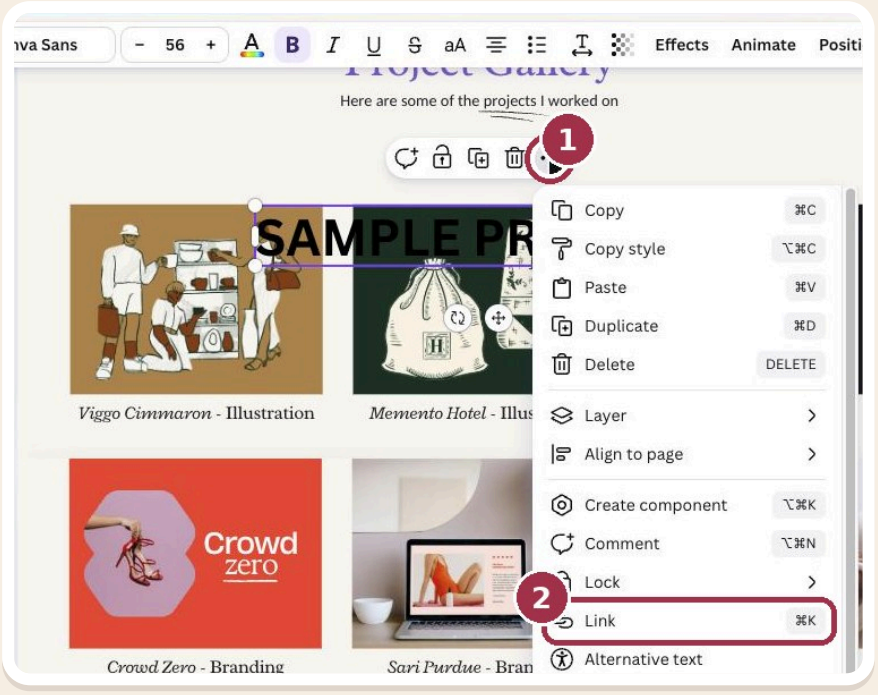
3 Scroll down to "Pages in this document" (1). Choose the page you want visitors to land on (2).



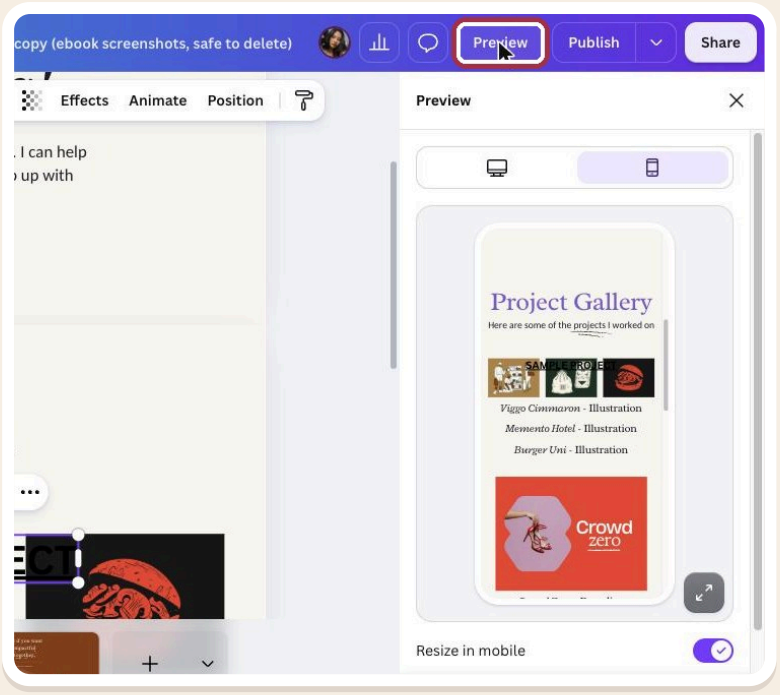
4 Canva says Link added. Click Done.



5 Do the same for About, Services, Sample Work, and Contact. Same steps every time.



6 Click Preview at the top and tap every link yourself to test it.





psst, bestie

If a link goes to the wrong section, fix the page it points to, not the words. The words are innocent.



check you did it

- [ ] Each section is its own page
- [ ] My top buttons link to the right pages
- [ ] My Contact button works
- [ ] I tested every link in Preview

publish it as a site

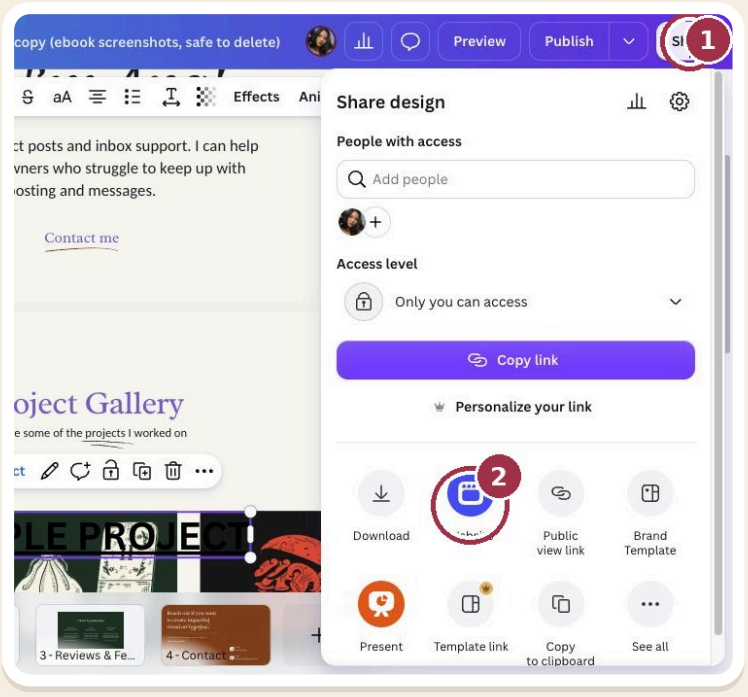
Last na 'to! Konting check muna, tapos publish na tayo. Malapit mo na ma-send yung link mo.



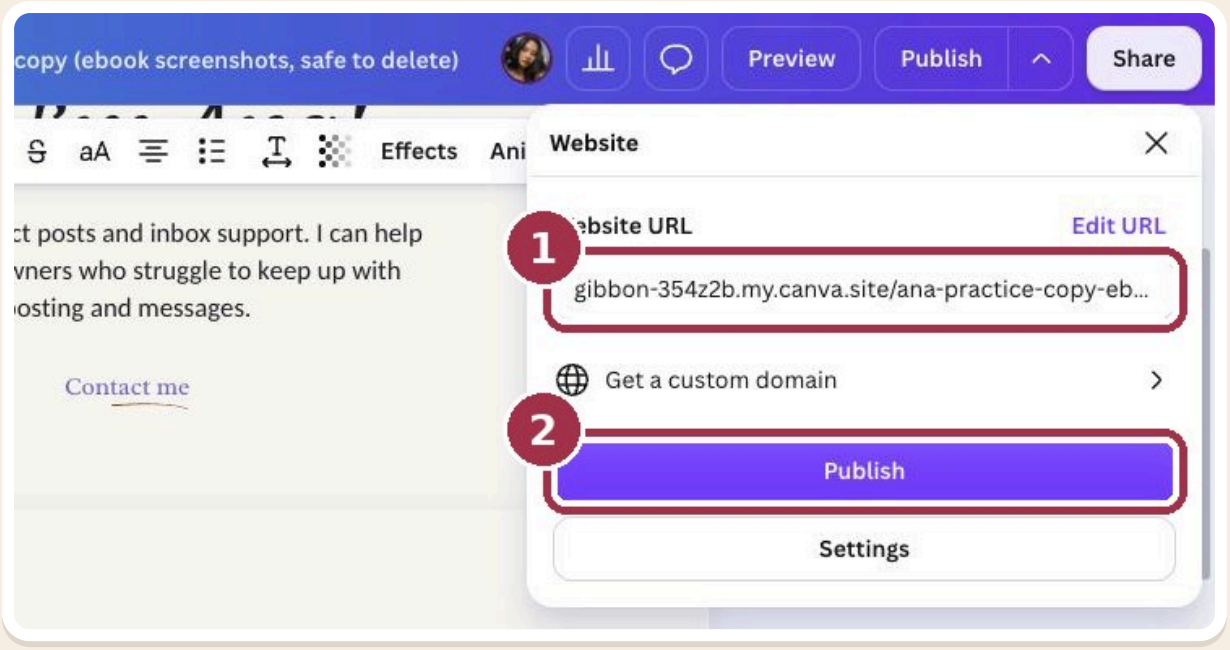
final check first

- ♥ Your photo is there and looks clear
- ♥ Your email is correct, letter by letter
- ♥ Every link goes to the right section
- ♥ You read your hero sentence out loud, and it sounds like you

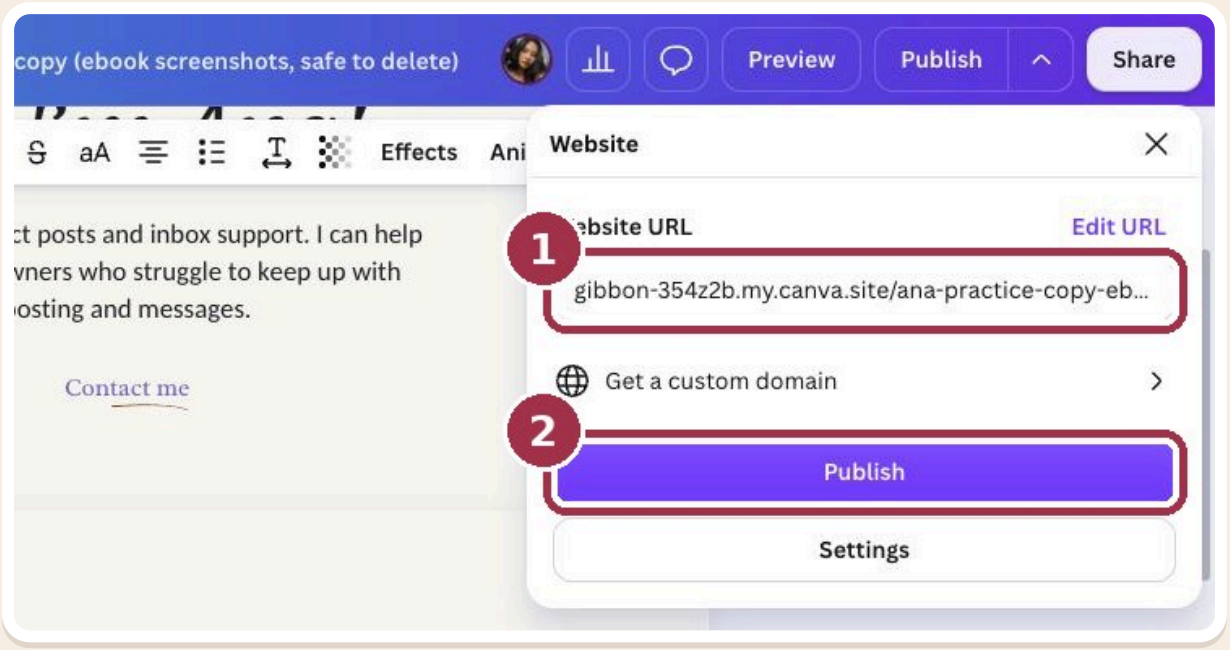
1 Click Share at the top right (1). Then click Website (2).



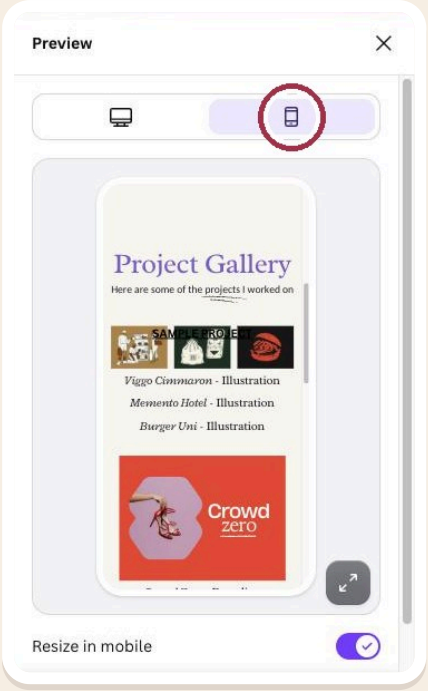
2 **Canva gives you a free Canva website address (1). It ends in my.canva.site. That is fine, and it is free. Click Publish (2).**



3 **After it publishes, click Share, then Website again. Your link is in the Website URL box (1). Copy it and paste it somewhere safe, like your phone notes, so it is ready for every application.**



4 **Open the link on your phone, because most clients will see it on a phone. Scroll the whole thing. You can also check the phone view before publishing: click Preview, then the phone button.**



Is anything cut off or hard to read on the phone? Fix it in Canva, then click Publish again so your site updates. Do this before you send the link to anyone.



psst, bestie

Opening your own website on your phone for the first time hits different. Screenshot it. Send it to your mom. She will not understand, but she will be proud.



check you did it

- [ ] I read my hero sentence out loud
- [ ] My photo, email and links are correct
- [ ] I published and copied my link
- [ ] I checked the whole site on my phone

try it

Paste your website link here:



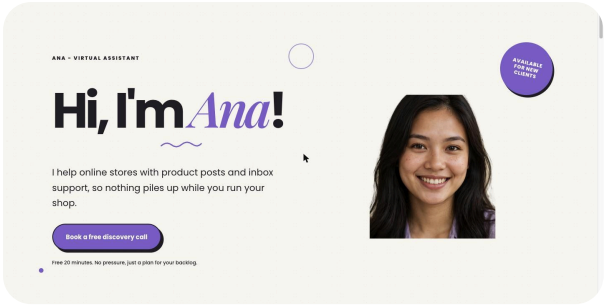
you are done.

Look at you. You now have one link you can send with every application. Kanina, wala ka pang portfolio. Ngayon, meron na. That is a real thing you built.



a little gift for you

And then here is a little gift that I made for you. These two are template websites that you can reuse.

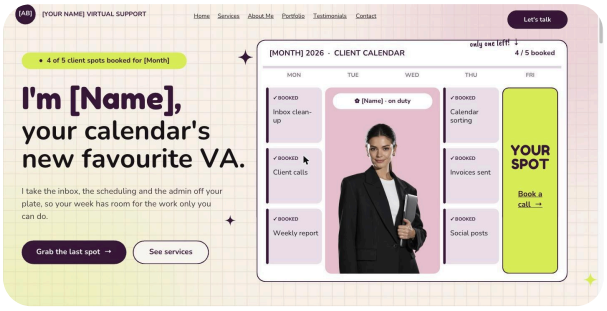


Gift Template 1: Ana

The playful lavender one from this ebook. For online stores, product posts and inbox support.

REUSE IT HERE
https://canva.link/xp9akr6q1mh3sss

SEE IT LIVE
https://canva.heyitsrianne.com/va-portfolio-canva-website



Gift Template 2: Booked Calendar

The calendar led one, for inbox, calendar and admin, and social support. Your calendar's new favourite VA energy.

REUSE IT HERE
[Rianne: add Template 2 template link here]

SEE IT LIVE
https://canva.heyitsrianne.com/va-portfolio-website-booked-calendar

Pick one, make a copy, swap your details in, publish. You do not need both. Pick the one that sounds like you.

And if you have not yet, brainstorm your next portfolio update with Meta Muse, free at https://muse.ai/join, code **RMWMAX**, we both get 1 billion tokens.

Free template by Rianne, heyitsrianne.com, Instagram and YouTube @xo.rianne

For business owners: book a free discovery call at https://calendly.com/heyitsrianne/discovery-call