PROMPT LIKE A PRO

The Four-Part Prompt

KEEP THIS

Canva AI 2.0 · job aid

Write one prompt with all four parts. Then keep the conversation going until it is right.

SUBJECT

What exactly are you making, and who is it for?

Name the deliverable. An Instagram post and an ebook cover are built completely differently.

WORDS THAT WORK Instagram post · Story · ebook cover · flyer · email header · carousel slide · birthday invite

GUT CHECK *Could a stranger make the right thing from this alone?*

STYLE

What should it look like?

Name a real look. The same product can read homemade or high-end on this word alone.

WORDS THAT WORK editorial · minimal · retro · hand-drawn · bold graphic · luxe · playful · collage

GUT CHECK *Did I name a look, or just ask for "good"?*

MOOD + PALETTE

How should it feel, and in what colors?

One mood, said once. Words that fight each other cancel out and you get mush.

WORDS THAT WORK cozy-luxury · airy · moody · energetic · serene · grounded · cream and amber · jewel tones

GUT CHECK *Do any of my words fight each other?*

FORMAT + REFS

What canvas, and what is it built around?

Name the size and the hero image. No photo to attach? Describe the hero instead.

WORDS THAT WORK square · 9:16 Story · portrait cover · headline space at top · full-bleed · use the exact product

GUT CHECK *Did I say what it is built around?*

THE PROMPTS FROM THIS COURSE

Steal These

TWO DIALECTS

GENERATE Describe the whole outcome using all four parts.

REFINE Name only the change. “Warm the palette.” Protect the rest.

WICK + WONDER · candle shop, feed post

Instagram post for a candle shop's fall launch.
Clean, editorial product layout.
Warm, cozy-luxury mood, cream and amber tones.
Headline space at top, lit candle as the hero.

PETAL & PINE · florist, Story

Instagram Story for a florist's Mother's Day pre-order.
Soft, editorial floral layout.
Fresh, tender mood. Blush and sage tones.
Vertical Story, text space low, spring bouquet as the hero.

STILL POINT YOGA · studio, ebook cover

Ebook cover for a free 7-day beginner yoga guide.
Calm, minimal editorial layout.
Still, grounded mood. Warm sand and clay tones.
Portrait cover, title in the upper half, one seated figure as the hero.

IN PRACTICE

Bring a client photo in on a second pass, not the first. Attaching up front can box Canva in before it finds a good design. Then add “use the exact product from the reference” or it will quietly redesign the product and hand it back.

ABOUT THIS JOB AID

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