

# Narelle Warcon

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## Livestream Plan: Ready, Set, Go! – Canva for YouTube Success

### 1.

How to make **eye-catching thumbnails**

How to create **short videos for YouTube Shorts**

How to **get more views & subscribers**

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## 2. READY – Understanding Thumbnails & Shorts

### Why Are Thumbnails Important?

First thing people see – **grabs attention**

Affects whether someone **clicks on your video**

Simple & bold design = **better results**

#### Good Thumbnail Tips:

- ✓ Bright colors & high contrast
- ✓ Easy-to-read text (big & bold)
- ✓ Close-up faces with expressions
- ✓ Simple design (don't clutter it)

### Why Are Shorts Important?

**Fast growth** – Shorts reach more people

YouTube **pushes** Shorts to new audiences

**Easy to make & post daily**

#### Good Shorts Tips:

- ✓ Hook viewers in the **first 3 seconds**
  - ✓ Add **subtitles** (most people watch on mute)
  - ✓ Use **fast cuts & effects** to keep attention
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## 3. SET – How to Make Thumbnails & Shorts in Canva

### How to Make a Thumbnail in Canva

- 1 Go to [Canva.com](https://www.canva.com)
  - 2 Click **Create a Design > Custom Size** (1280x720 px)
  - 3 Choose a **template** or **start blank**
  - 4 Upload your **image** (or take a screenshot from your video)
  - 5 Add **bold text** (easy to read, big font)
  - 6 Use **arrows, effects, and stickers** to highlight key areas
  - 7 Click **Download** (PNG or JPG)
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### How to Make a YouTube Short in Canva

- 1 Click **Create a Design > Video (1080x1920 px)**
  - 2 Upload your video clips (or use stock videos)
  - 3 Cut clips, arrange them in the **timeline**
  - 4 Add **text/subtitles** for better engagement
  - 5 Use **transitions & effects** to make it dynamic
  - 6 Click **Download** (MP4) and upload to YouTube
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## 4. GO – Posting & Growing Your Audience

### How to Get More Views on YouTube

- Post **Shorts frequently** (daily or weekly)
  - Use **trending hashtags** (#Shorts, #YourNiche)
  - A/B test thumbnails** (try different styles)
  - Reply to comments** (more engagement = more reach)
  - Share on social media** (Instagram Reels, TikTok, etc.)
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### Final Tips for a Great Livestream

- ✓ **Speak clearly & have fun!**
- ✓ **Engage with chat & ask questions**
- ✓ **Use screen-sharing to show Canva in real time**
- ✓ **Promote the replay after the stream**

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