CHATGPT + CANVA =

LINKEDIN

CAROUSELS

CREATED IN LESS THAN 15 MINS

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In this guide, I'll show you how to leverage **ChatGPT and Canva** to create LinkedIn Carousels in minutes

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APPS REQUIRED:

ChatGPT

Canva PRO

STEP 1: THE BASICS

What Is The Carousel About?

1. Log in to ChatGPT

2. Click "New Conversation".

3. Type the prompt: "Generate 10 LinkedIn carousel content ideas about [your industry or topic]."

4. Hit submit and review content ideas.

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If you want to go **PRO** with it, use this advanced prompt *instead.*

As a marketing director, your task is to create a comprehensive marketing strategy that includes an audience persona and 10 content ideas related to [specific keyword/industry/niche].

The audience persona should be well-defined and include details such as demographics, interests, pain points, desires, and buying behaviors and include specific examples of brand names that they typically buy from.

For the content ideas, please provide a table with four columns: Slide Number, Content Title, 3 different compelling headlines for the content title, and content description. Each idea should incorporate the specified keyword in some way and be relevant and engaging for the target audience.

Please note that your marketing strategy should focus on providing value to the target audience while also promoting your product or service organically without being salesy. Your response should be creative and original while still maintaining a clear structure and focus on accuracy.

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Wait for a response.
Pick one of the ideas to turn into a carousel or ask it to expand or give you uncommon options.

Audience Persona:

Name: Alex

Age: 28

Gender: Male

Location: Austin, TX

Occupation: Software Developer

Income: $85,000 per year

Demographics:

- Single, living with roommates
- College-educated with a degree in Computer Science

Interests:

- Programming languages and frameworks
- Tech gadgets and innovations
- Video games and eSports
- Fitness and outdoor activities

Buying Behaviors:

- Prefers quality products and services with strong online reviews
- Invests in software tools like JetBrains, GitHub, and Stack Overflow
- Attends tech conferences and webinars for networking and skill development

Brand Preferences:

- Apple
- Microsoft
- Google
- Logitech

Content Ideas:

Slide Number	Content Title	Compelling Headlines	Content Description
1	[Keyword] Development Trends	1. Stay Ahead with the Latest [Keyword] Development Trends 2. [Keyword] in Software Development: What's Next? 3. Future-Proof Your Skills with [Keyword]	An overview of the latest development trends specific to the [keyword].

(response continues but cutting it down for the sake of this carousel)

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Pick one of the ideas from the response to turn into a carousel for LinkedIn.

And then, ask this:

Turn [select content idea] and turn it into a LinkedIn carousel, with less than 25-30 words per slide. Make sure to keep it conversational, easy to read, and relatable.

This slide set should be PACKED with valuable content for my ideal buyer persona.

Throw in some pain points, and mindset shifts to get them to think about the content in a new way.

Your content should be unique, engaging, and making the readers wanting to start a conversation in the comments.

Make sure to display this content in the form of a table with the columns: Slide number, Headline, Subheadline | Description

Step 2: Copy This Table

Content Idea Selected: [Keyword] Case Study

Slide No.	Headline	Subheadline	Description
1	[Keyword] Case Study	Success Unlocked!	Explore a real-life example of [Keyword] marketing triumph!
2	Pain Point	Stuck in a marketing rut?😫	Feeling like your marketing efforts aren't paying off?
3	Mindset Shift	Learn from success stories💡	Embrace [Keyword] to transform your strategy!
4	The Company	Meet "Success Co."	Discover how "Success Co." revolutionized their marketing with [Keyword].
5	Strategy Shift	Embracing [Keyword]	"Success Co." incorporated [Keyword] into their marketing plan.
6	The Results	Skyrocketing Success🚀	"Success Co." saw increased engagement, leads, and sales.
7	Mindset Shift	Your turn to succeed🔥	Apply [Keyword] tactics to level up your marketing game!

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Step 3: Paste In Google Sheets

1. Log in to Google Sheets: sheets.google.com

2. Start a "New Sheets"

3. Copy and Paste the TABLE format with carousel content into LinkedIn.

4. Proof read it.

5. **Keep reading... the next step is the most important step.**

	A	B	C	D
	Handle	Headline	Subheadline	Description
2	@izzword	[Keyword] Case Study	Success Unlocked!	Explore a real-life example of [Keyword] marketing triumph!
3	@izzword	Pain Point	Stuck in a marketing rut?😣	Feeling like your marketing efforts aren't paying off?
4	@izzword	Mindset Shift	Learn from success stories 💡	Embrace [Keyword] to transform your strategy!
5	@izzword	The Company	Meet "Success Co."	Discover how "Success Co." revolutionized their marketing with [Keyword].
6	@izzword	Strategy Shift	Embracing [Keyword]	"Success Co." incorporated [Keyword] into their marketing plan.
7	@izzword	The Results	Skyrocketing Success🚀	"Success Co." saw increased engagement, leads, and sales.
8	@izzword	Mindset Shift	Your turn to succeed🔥	Apply [Keyword] tactics to level up your marketing game!
9	@izzword	Let's Discuss [Keyword]	Share your thoughts!	How can [Keyword] help your marketing? Comment below! 👇
10				
11				
12				

D18

Step 4: Humanize it.

At this point, you have:

1) a bunch of content ideas

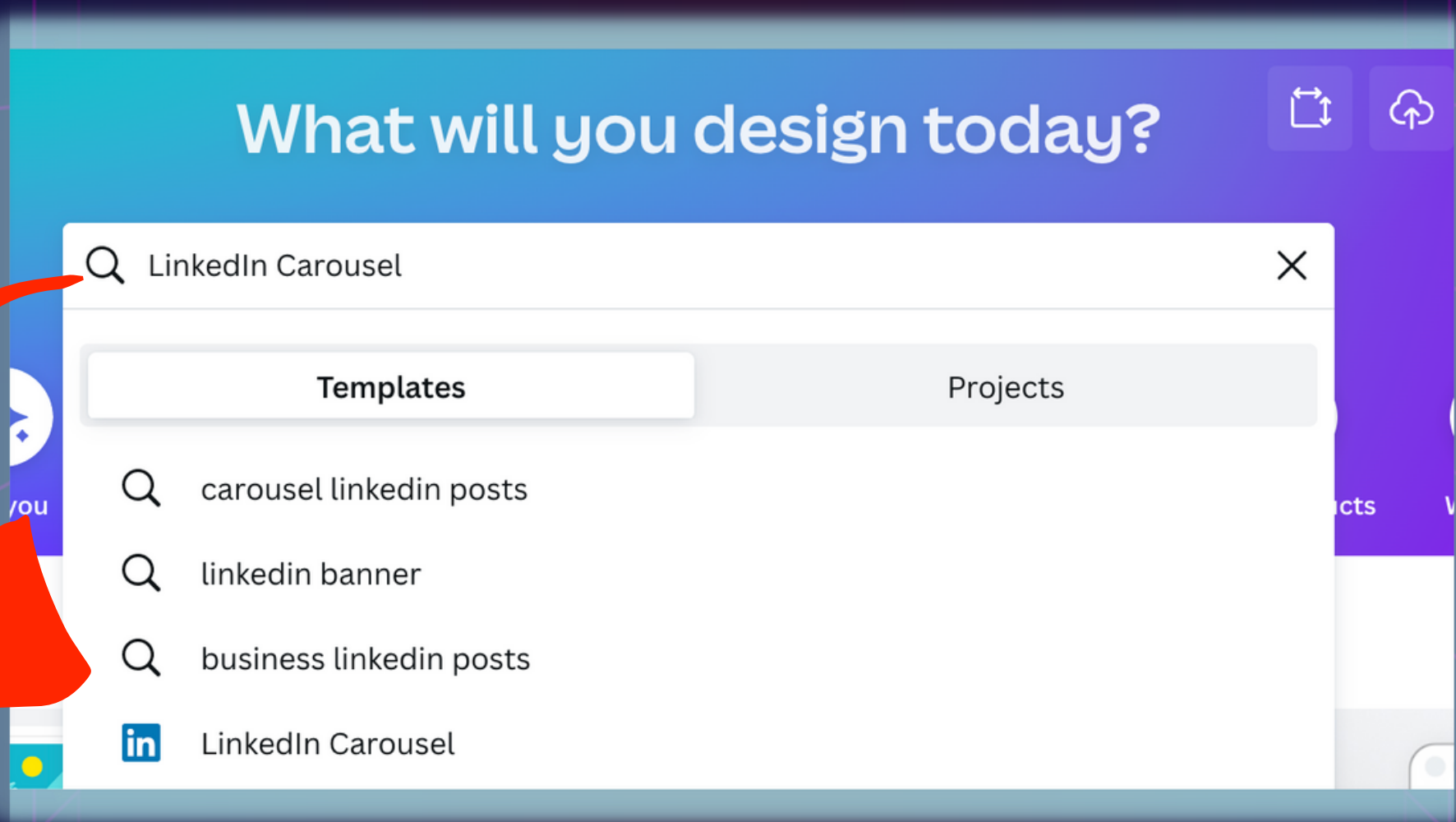2) a flushed out idea for one carousel

Now, it's your turn to proofread it and

humanize it. Edit the copy so it sounds like you,

infuse your personality, add some depth.
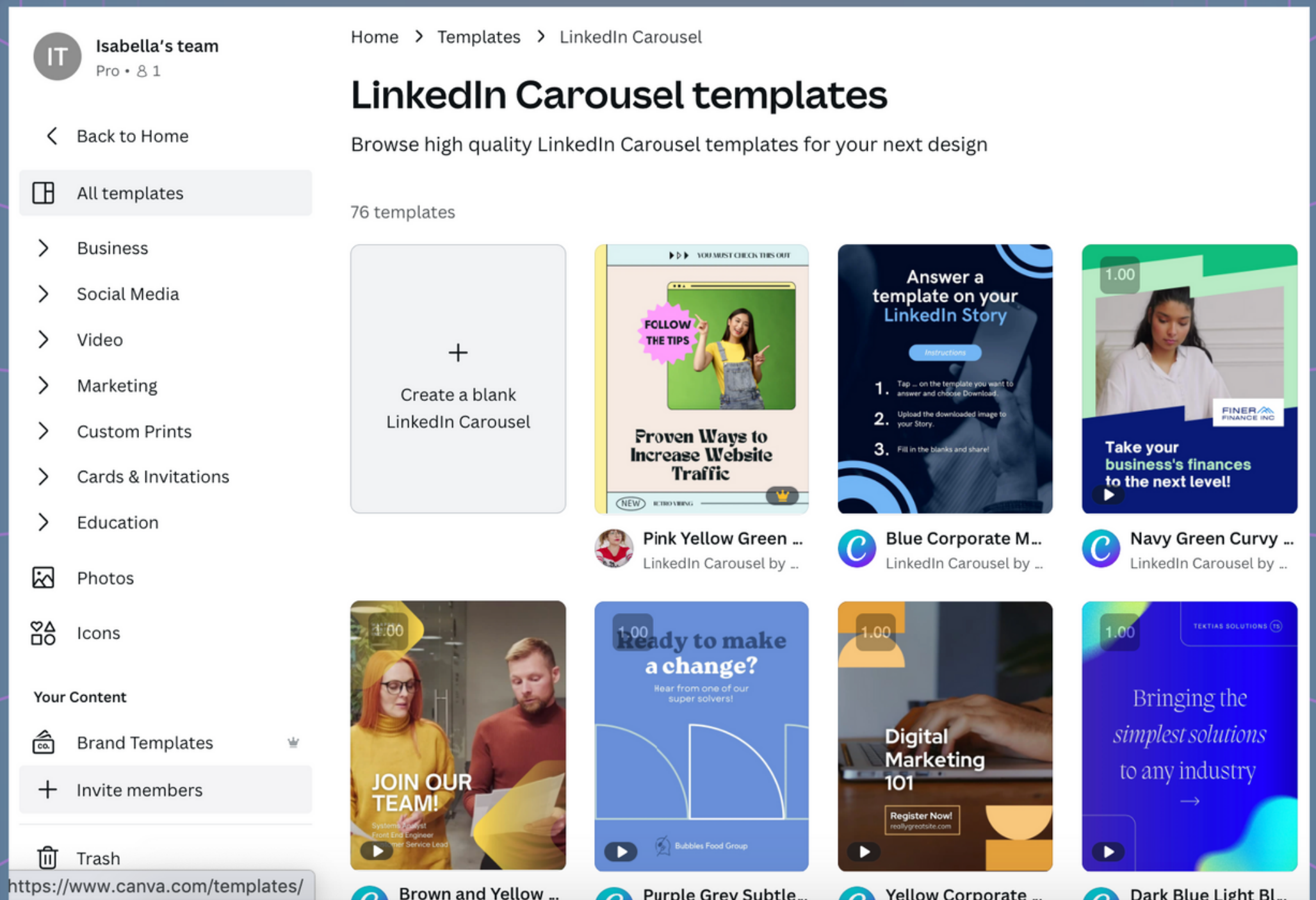

Make it feel like it's you.

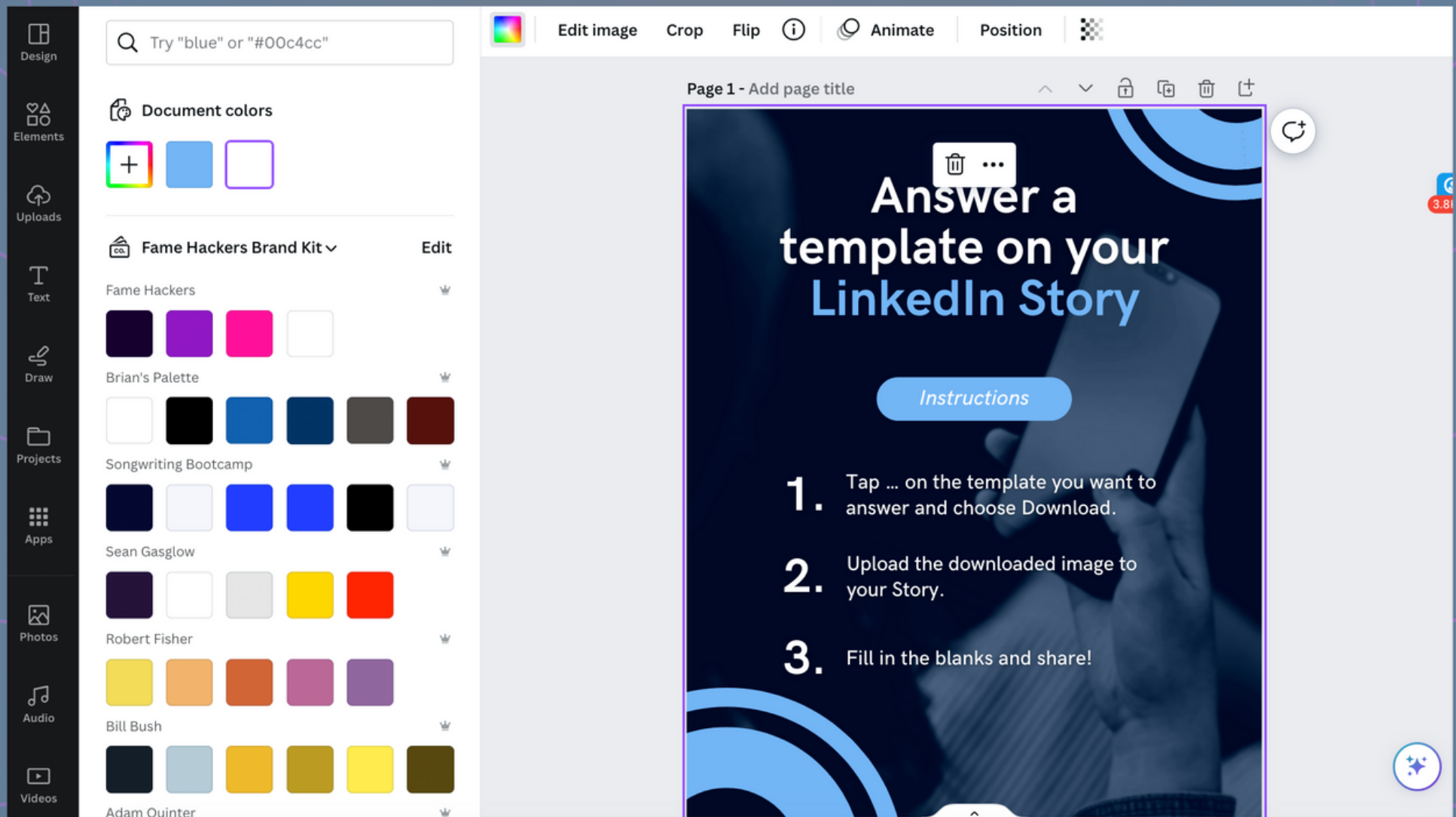When you are done: File > Download as > CSV

Step 5: Open up Canva

1. Log in to Canva.

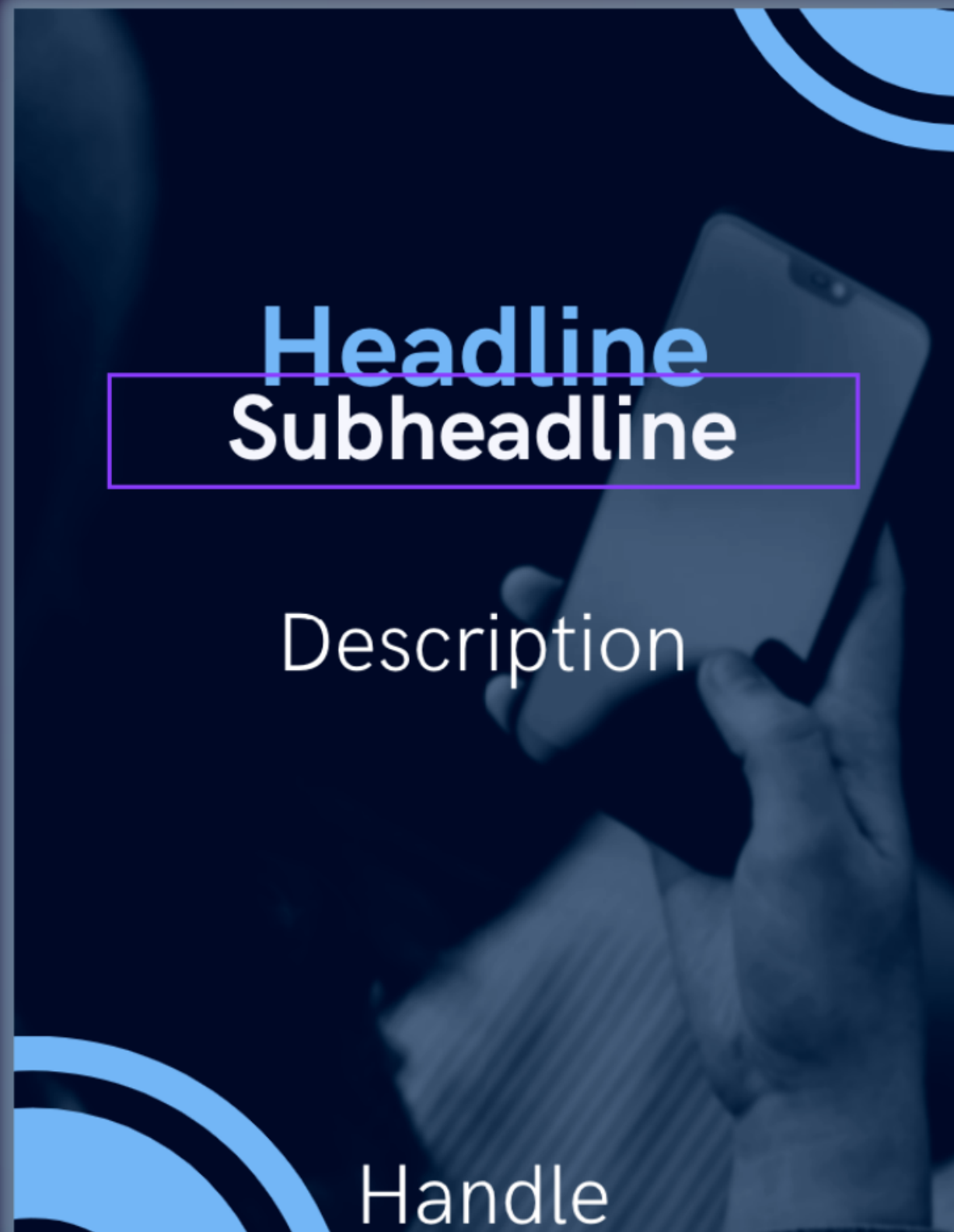2. Search for "LinkedIn carousel"

Step 6: Pick a Template

Step 7: Brand Your Template

1. Add your color scheme, font
2. Insert your logo or headshot/name
3. Add your LinkedIn/social handles
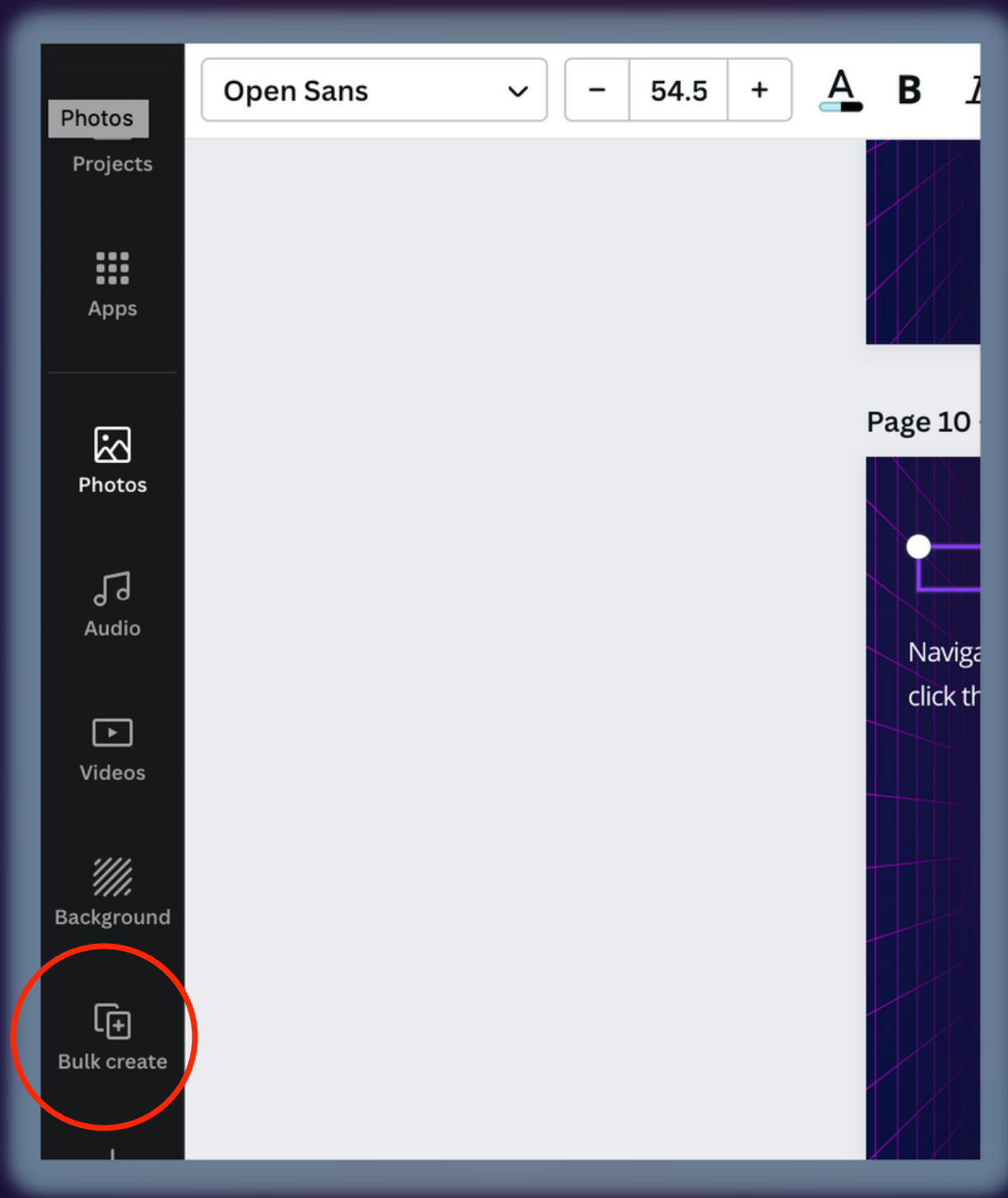4. Update all the text to match the next few slides

Step 8: Format Your Template, Prep It For Bulk Upload
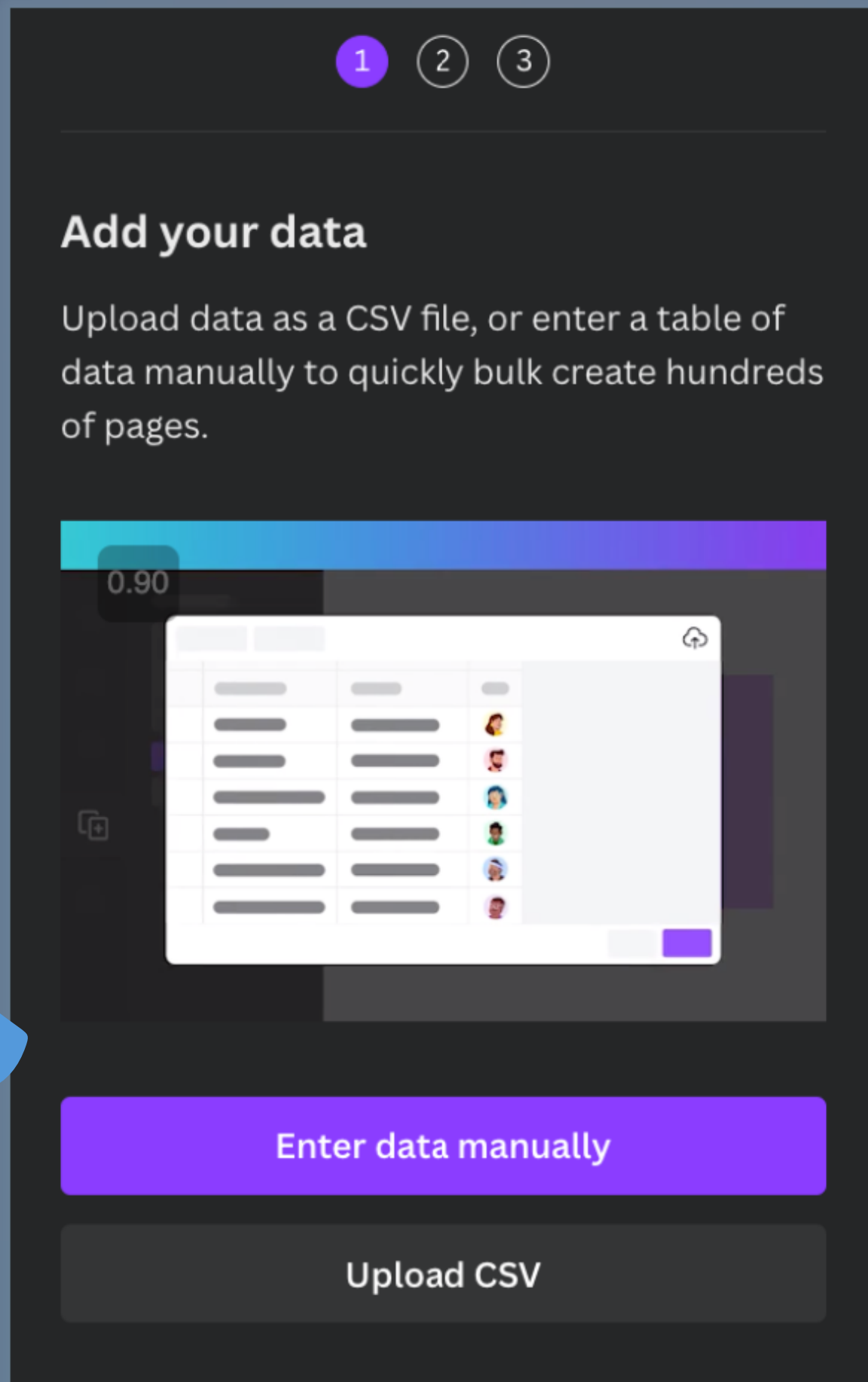

Headline
Subheadline

Description

Handle

On your template, write the words:

Headline, Subheadline, Description, and Handle

Step 9: Bulk Create

Navigation on the left side, above settings click the button that says "bulk create"

Step 10: Press "Enter Data Manually"

① ② ③

Add your data

Upload data as a CSV file, or enter a table of data manually to quickly bulk create hundreds of pages.

0.90

Enter data manually

Upload CSV

alternatively, you can use your google sheets and download as 'csv'so you can upload here

# Step 11: Copy & Paste Your Content Into The Table

	Handle	Headline	Subheadline	Description
1	@izzword	[Keyword] Case St	Success Unlocked	Explore a real-life
2	@izzword	Pain Point	Stuck in a marketir	Feeling like your m
3	@izzword	Mindset Shift	Learn from succes	Embrace [Keyword
4	@izzword	The Company	Meet "Success Co.	Discover how "Suc
5	@izzword	Strategy Shift	Embracing [Keywo	"Success Co." inco
6	@izzword	The Results	Skyrocketing Succ	"Success Co." saw
7	@izzword	Mindset Shift	Your turn to succe	Apply [Keyword] ta
8	@izzword	Let's Discuss [Keyv	Share your though	How can [Keyword
9				
10				

Clear table

NOTE: LABEL THE ROW ABOVE ROW 1

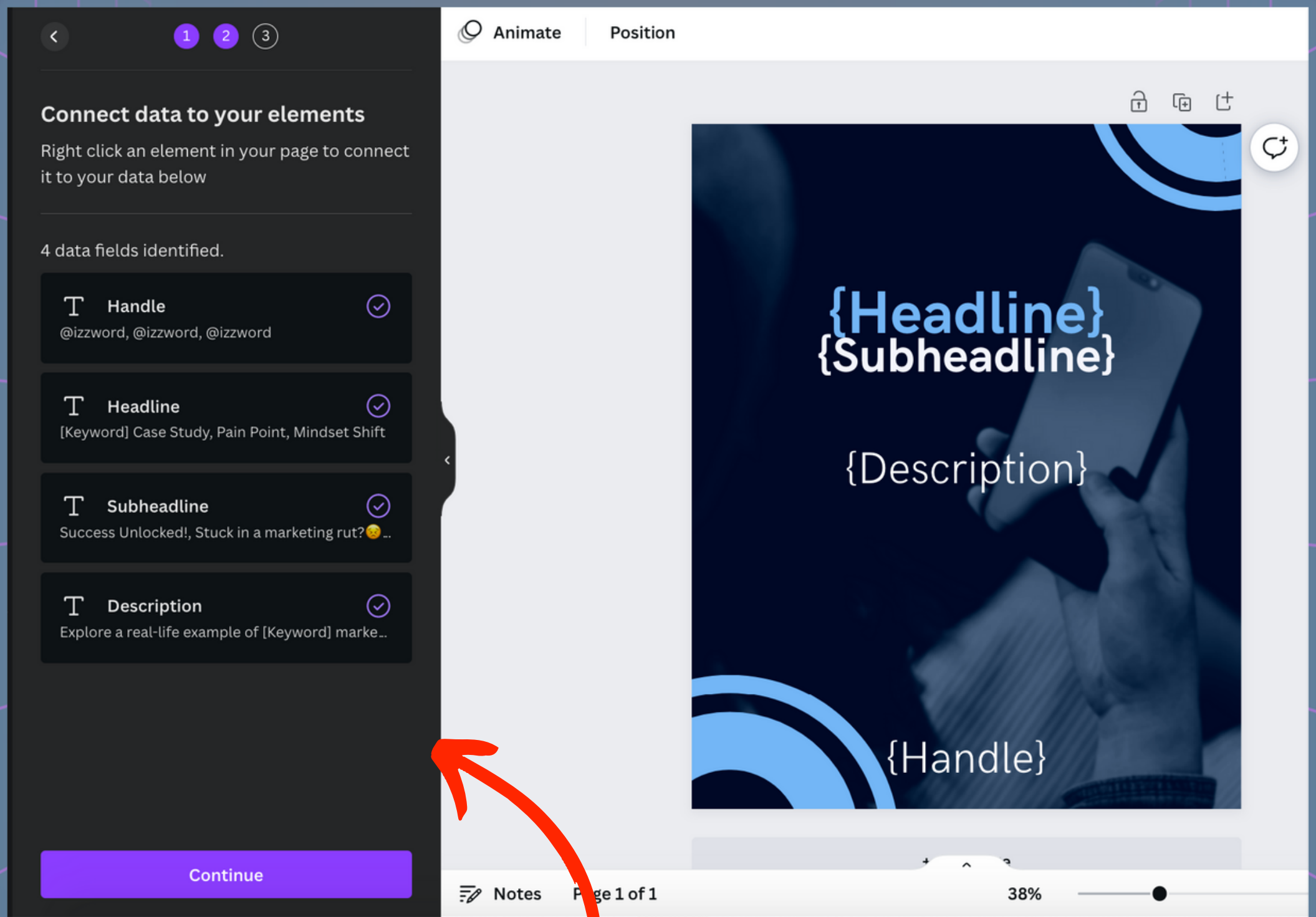ISABELLA BEDOYA

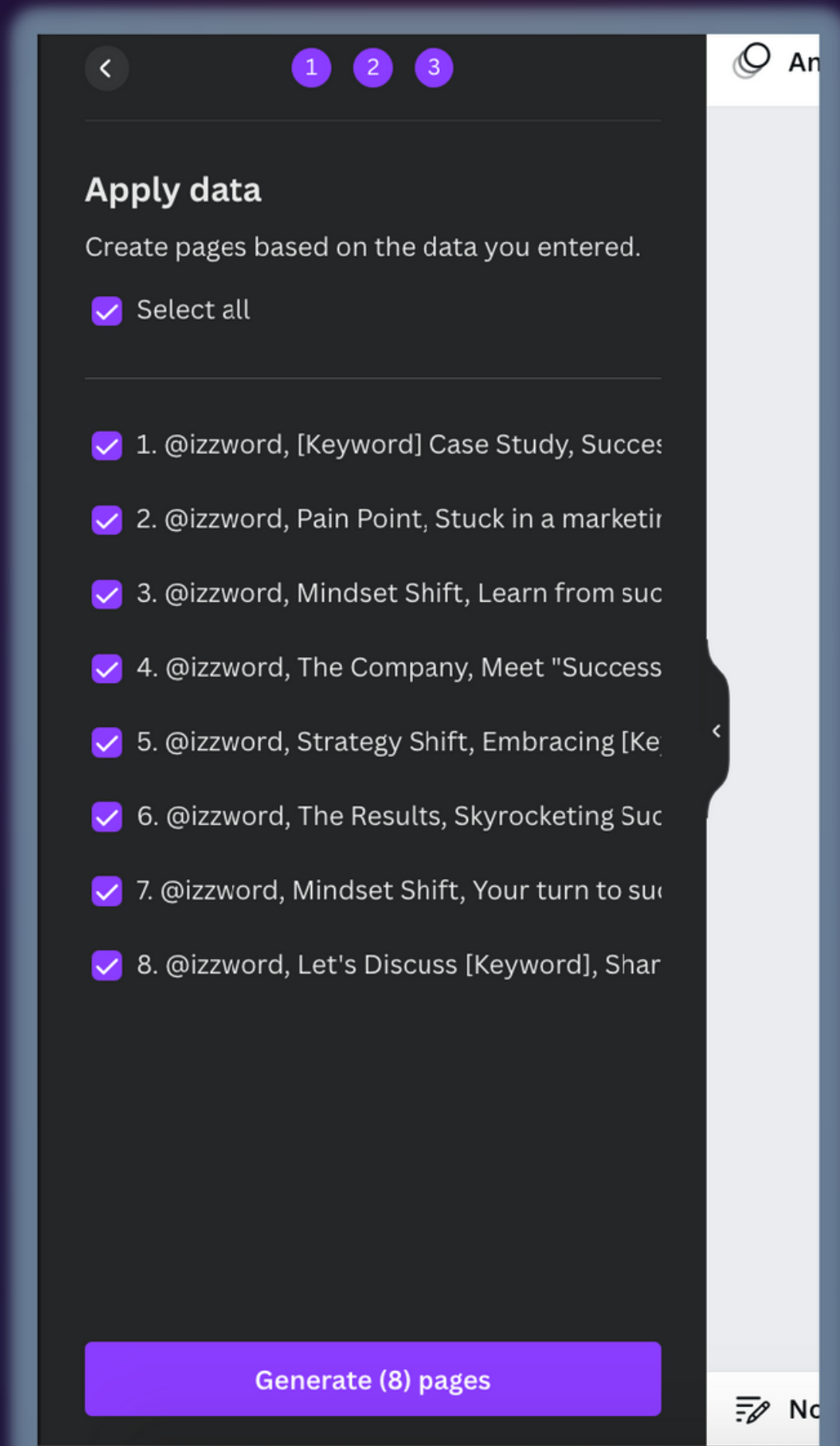# Step 12: Right Click On The Text & Connect Data To The Proper Column
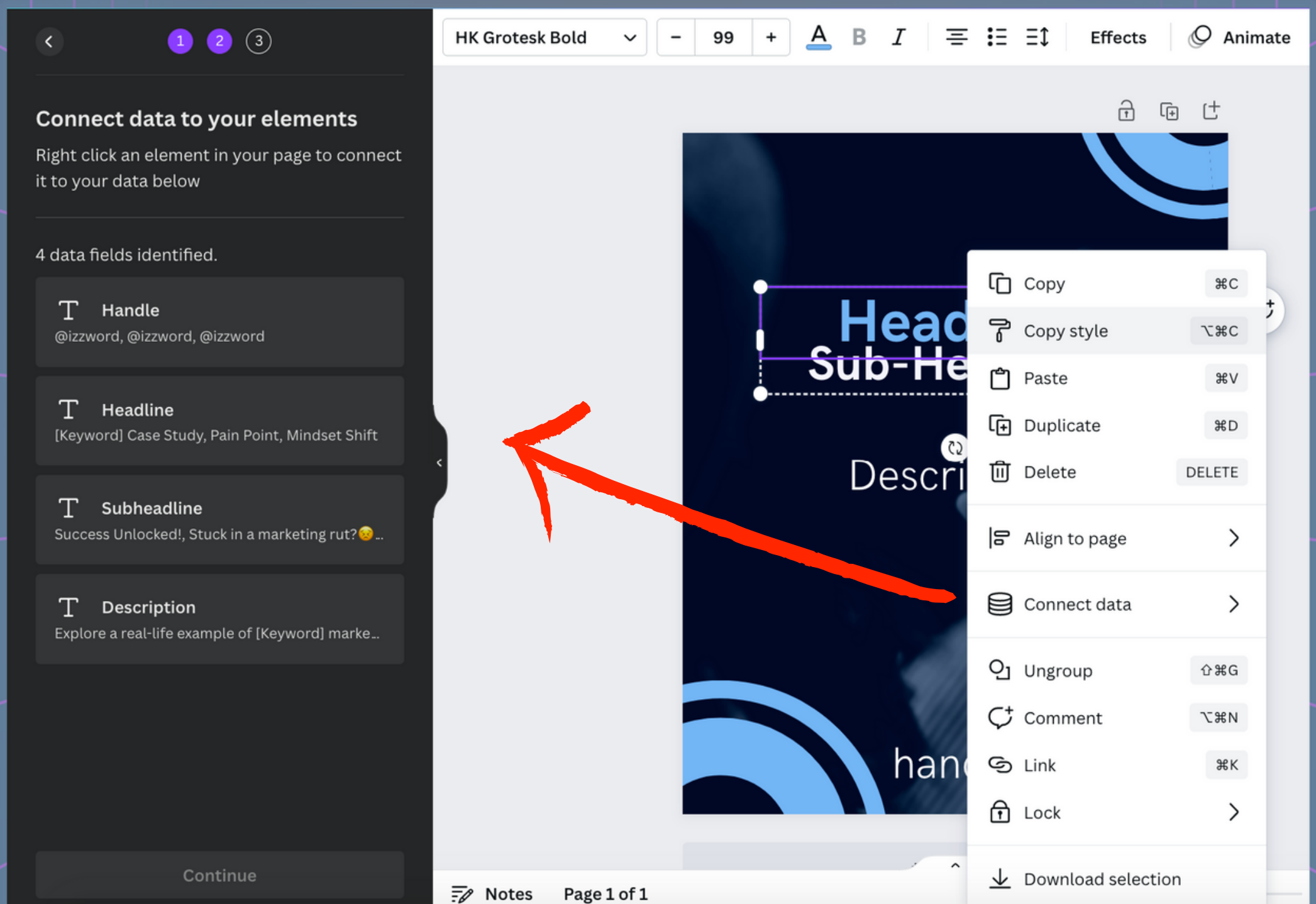
Match headline with headline, subheadline with subheadline, and so on.

Step 13: Once your data is connected, the text on your template should look like this
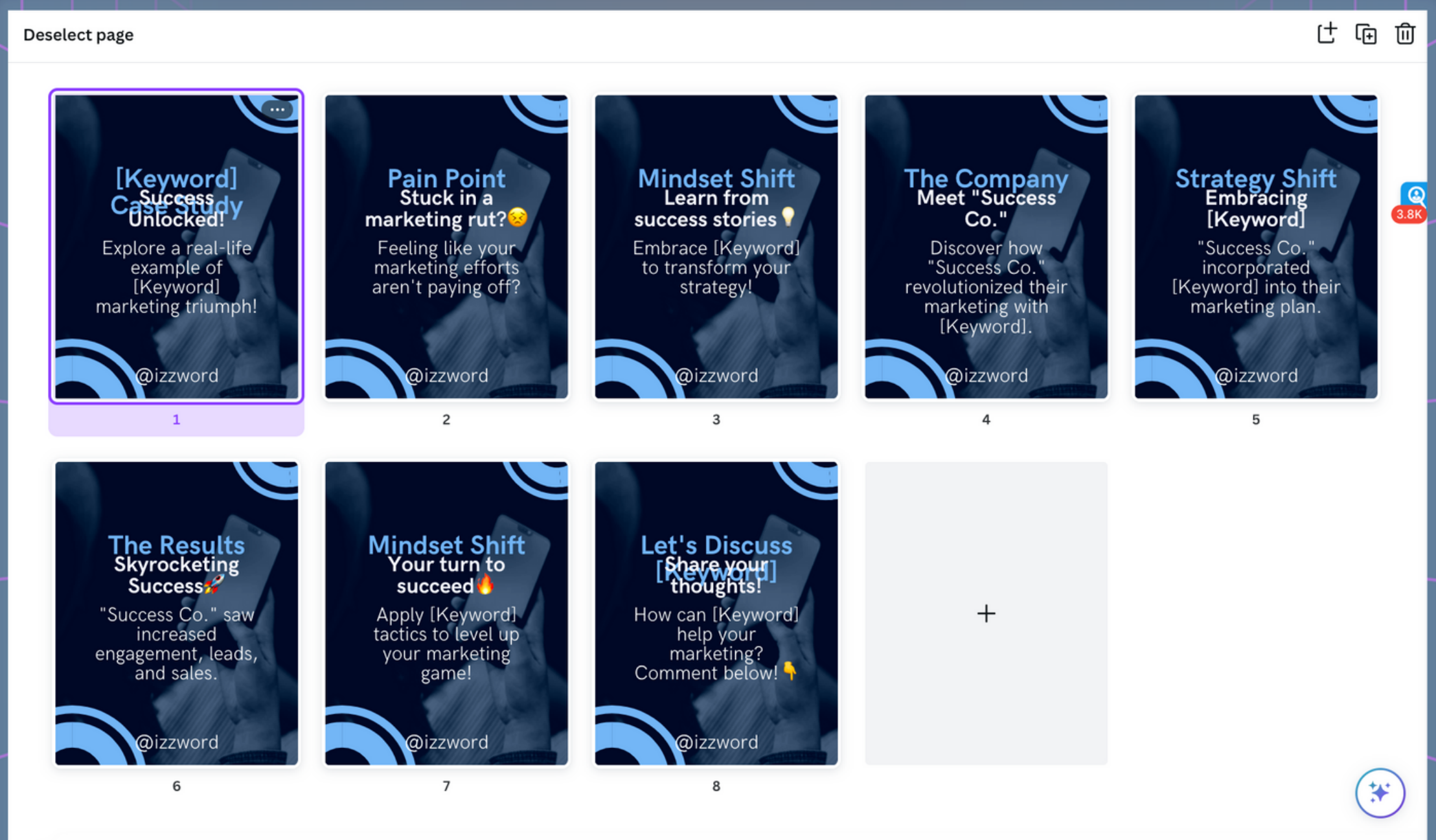
make sure these all have that purple checkmark next to it to confirm that it got linked and click continue

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Step 14: Check all the pages & click the "Generate (x) Pages" button at the bottom

<   1   2   3   ◎ An

Apply data

Create pages based on the data you entered.

☑ Select all

☑ 1. @izzword, [Keyword] Case Study, Succes

☑ 2. @izzword, Pain Point, Stuck in a marketin

☑ 3. @izzword, Mindset Shift, Learn from suc

☑ 4. @izzword, The Company, Meet "Success

☑ 5. @izzword, Strategy Shift, Embracing [Ke

☑ 6. @izzword, The Results, Skyrocketing Suc

☑ 7. @izzword, Mindset Shift, Your turn to suc

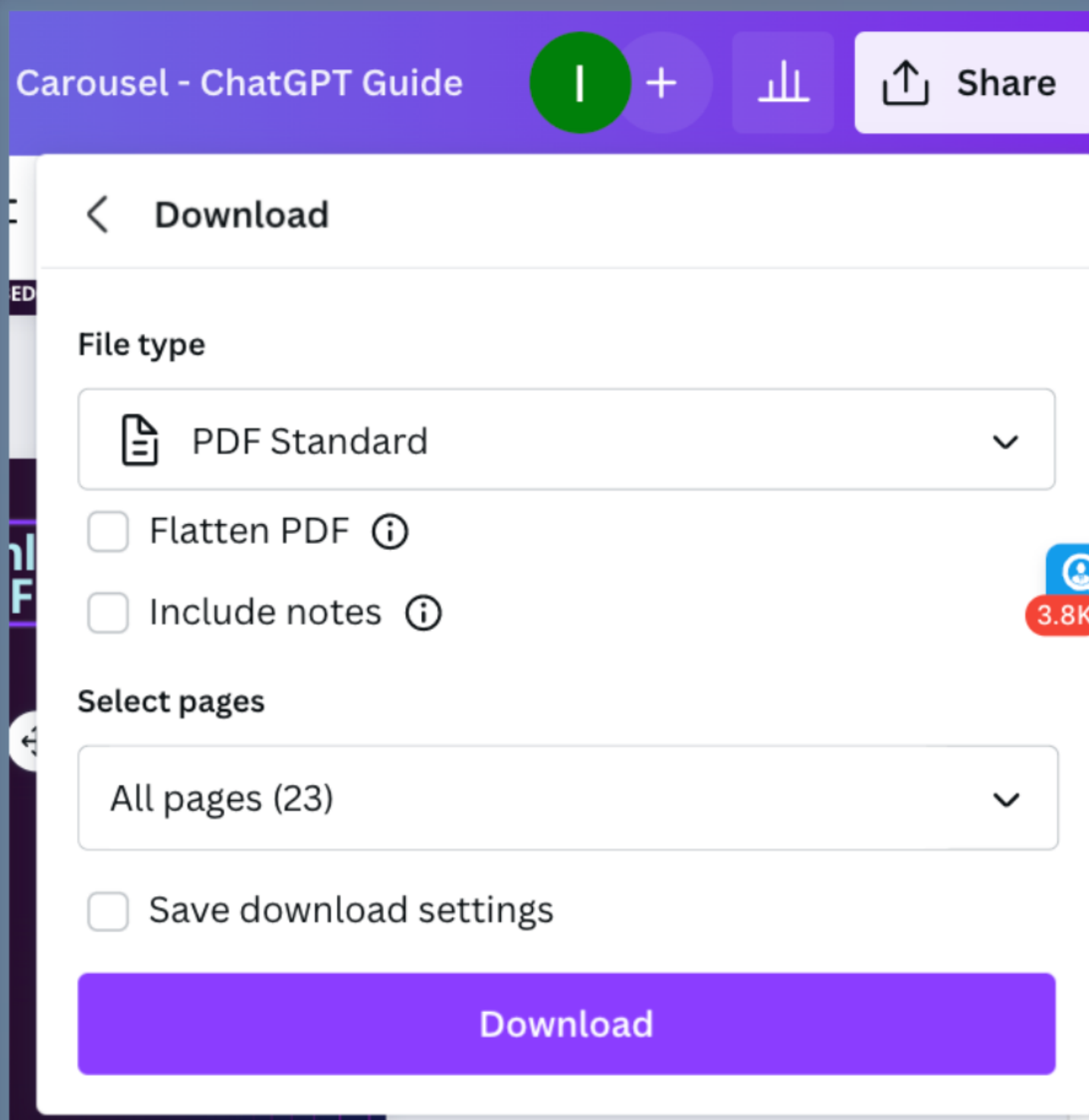☑ 8. @izzword, Let's Discuss [Keyword], Shar

Generate (8) pages

✎ No

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Step 15: Boom! An Entire Carousel Generated

now all you have to do is go through each slide, fix the format, and minor edits

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Step 16: Download It As A PDF

Carousel - ChatGPT Guide

I   +

Share

< **Download**

File type

📄 PDF Standard   ⌄

☐ Flatten PDF ⓘ

☐ Include notes ⓘ

3.8K

Select pages

All pages (23)   ⌄

☐ Save download settings

Download

Step 17: Go back to ChatGPT and ask for a caption

HE act as a linkedin community manager, can you write a caption for this headline using this format: HOOK, COMMON MISCONCEPTION (less than 15 words), CURIOSITY PROVOKING QUESTION, and then add more value related to the carousel. End it with a call-to-comment.

Step 18: Proofread & Personalize Your Caption

🚀HOOK: Ready to revolutionize your marketing strategy?

❌COMMON MISCONCEPTION: Success only comes from conventional methods.

🧐CURIOSITY PROVOKING QUESTION: What if [Keyword] could unlock your marketing potential and help you stand out?

🔑VALUE: In our latest LinkedIn carousel, we reveal a compelling [Keyword] case study that demonstrates the power of embracing innovative marketing tactics. Learn from "Success Co." and their groundbreaking approach that led to skyrocketing results. It's time to apply these insights to your own strategy!

💬CALL-TO-COMMENT: Have you experimented with [Keyword] in your marketing? Share your experiences and thoughts in the comments below! Let's learn together!

Step 19: Post on LinkedIn And Pray The King of Carousels Comments On Your Post

Sam Browne 🦖

If you want a copy of my google doc with the **prompts for you to just copy and paste** and **100+ ai tools** categorized by job role and price just comment below and I'll DM it to you
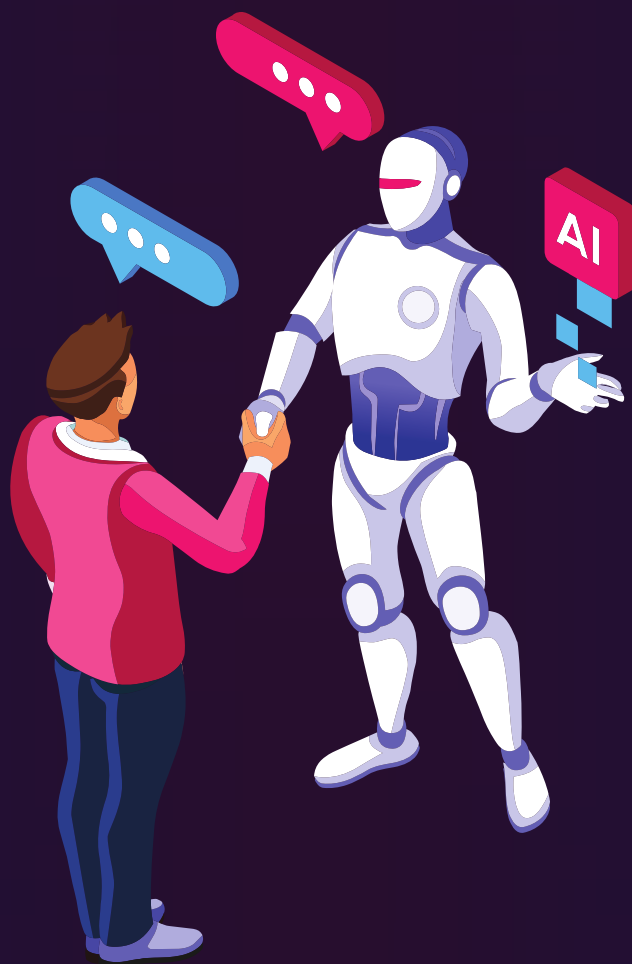
(no emails required)

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