

DIGITAL SKILLS FOR BUSINESS DEVELOPMENT

*Canva & Social Media for
Personalized Needs*

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EmpowerHER Rural Business

Sustainable and Mindful Business Growth for Women in
Rural Areas



An Erasmus+ Project | Co-funded by the European Union

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Practical Guide · Module III

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About the EmpowerHER Project

EmpowerHER Rural Business is a European project that supports women entrepreneurs and those with business ideas in rural areas to develop their entrepreneurial skills, digital visibility, and personal resilience.

Through practical training and tools for well-being, storytelling, and digital skills, the project supports the development of sustainable businesses and increases women's participation in local and European entrepreneurial ecosystems.

The project supports at least 25 women entrepreneurs in rural Transylvania (with a focus on Alba County), Romania, through:

- practical entrepreneurial development workshops
- digital skills for branding and promotion
- well-being and stress management tools
- access to a support and mentoring community, access to the rural coworking space VIE HUB—a space for working on well-being, storytelling, and digital visibility—and working meetings with specialists in related entrepreneurial fields.
- participation in a regional trade fair in Austria to increase the visibility of local businesses and to experience/learn other promotional methods practiced in the EU.

The project integrates entrepreneurial development with personal growth, storytelling, and digital skills, while strengthening resilience and supporting stress prevention, thereby contributing to a more sustainable environment for women in rural areas.

An Erasmus+ project

Action: Small-scale Partnerships in Adult Education

Project code: KA210-ADU-000362384

Co-funded by the European Union



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Canva & Social Media for Personalized Needs

Materials and resources available at www.viehub.ro/resurse

THE AUTHORS OF THE GUIDE

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Nico Pfeffer-Barbela works at the intersection of wellness education and entrepreneurship education. She is the founder of citySTILLE – Mindfulness Center Vienna (now STILLNESS – THE SPACE), a certified adult education trainer with a background in economics, and, since 2014, a certified meditation and mindfulness facilitator (Austria).

For over ten years, she has been working with leaders, the academic community, and international organizations in Austria and Romania in the areas of mindfulness, stress prevention, and developing a balance between personal and entrepreneurial life.

Drawing on her previous experience in microfinance and her work with rural communities in Transylvania, she supports local entrepreneurs in developing business ideas and building entrepreneurial confidence rooted in resilience.

Her facilitation style relies on practical, personalized tools that help participants turn ideas into concrete actions and develop sustainable businesses grounded in balance and well-being.

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Petra Christine Bernklau

Business Trainer, Certified Adult Educator & Business Laughter Yoga Facilitator

Petra Christine Bernklau is a business trainer and certified adult educator with a focus on economic orientation, Business Laughter Yoga and learning methods based on Positive Psychology. She supports women, entrepreneurs and organisations in developing greater clarity for economic decisions and in looking at entrepreneurial topics in a clear, practical and everyday-oriented way.

Her approach is structured, resource-oriented and close to practice. She provides clear impulses on economic development, entrepreneurial thinking and the foundations of a conscious approach to numbers – helpful both for aspiring entrepreneurs and for people who are already entrepreneurially active.

Petra designs workshops and programmes that combine economic orientation, Positive Psychology and experiential learning. Within the EmpowerHER Rural Business project, Petra contributes impulses on economic clarity, resource-oriented thinking, and digital tools for business development. In this way, she supports trust, resilience and collaboration in entrepreneurial communities.

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DIGITAL SKILLS FOR BUSINESS DEVELOPMENT

Canva & Social Media for Personalized Needs

This workbook was created for women who make something real — and want the right people to find them. It covers everything from brand identity and social media to professional materials and fair preparation, one practical step at a time. By the end, you will have practical tools to make your business more visible, more recognisable, and better prepared.

Digital Skills for Business Development

Canva & Social Media for Personalized Needs

Inside this guide you will find the topics:

1. Visibility as an Economic Responsibility

Being seen is not vanity. It is part of your work.

2. Clear Identity Before Design

Before you choose a colour, know what you stand for.

3. Facebook — Your Digital Storefront

Your Facebook Business Page is often the first impression you make. Make it count.

4. Instagram — Visibility Through Images

On Instagram, your image speaks before you do.

5. LinkedIn — Professional Positioning

LinkedIn is where your business meets the professional world.

6. Mailchimp — Your First Steps with Email Marketing

7. Zoom — Professional Online Meetings

More and more business happens online.

8. Canva — How It Works

Professional design is no longer reserved for designers.



9. Your Business Materials

Every material you hand over is a piece of your brand. Make it count.

10. Photography — Trust Before the First Word

A good photo does not show a perfect product. It shows a real one.

11. Your Digital Routine

Visibility is not a one-time effort. It is a small, steady habit.

12. Fairs & Exhibitions

Taking Your Business Further

Where You Are Now

*You have always known the value of
what you make. This workbook helps
the right people find it.*



1. VISIBILITY AS AN ECONOMIC RESPONSIBILITY

Being seen is not vanity. It is part of your work.

Word of mouth still works. But its radius has changed. A buyer from another region, a partner from another country — they will not hear about you at the Sunday market. They need another way to find you.

That way is digital.

*You know the value of what you make.
But the customer who has never heard of you — she cannot find
what she does not know exists.*

The quiet cost of invisibility



A potential customer searches for exactly what you offer. She may find someone else — not because that person is better, but because their business is visible and yours is not yet.

Visibility is not about being loud. It is about being findable.

A business with a clear online presence can communicate quality, story, and value before the first conversation even happens.

Three things visibility actually needs:

- Consistency: showing up regularly, so people begin to recognise you.
- Clarity: saying what you do, for whom, and why it matters.
- Authenticity: presenting your business as it really is.



None of this requires a large following or hours of daily content creation.

REFLECTION & NOTES PAGE



Take 5 minutes. Write what is true for you today.

Where are you currently visible?

What has held you back from building more digital visibility?

What would change if 20 more people per month discovered you online?

2. CLEAR IDENTITY BEFORE DESIGN

Before you choose a colour, know what you stand for.

A logo does not build trust. A consistent message does.

Many small business owners start with design. A pretty label, a nice font, a colour they like. But if the message behind it is unclear, no design can fix that. Your brand is not how you look. **It is what people remember after they meet you.**

Identity first



Your identity is the core of your business. It does not change depending on the platform, the season, or the audience. It answers three questions:

- **Who are you?** Your background, your craft, your values. What makes this business yours and not anyone else's.
- **Who are you for?** Your ideal customer. What she needs, what matters to her, why she would choose you.
- **What do you stand for?** Not a mission statement — a real conviction. Quality over quantity. Local over cheap. Handmade over mass-produced.

Write these down before you open Canva. Before you pick a colour. Before anything.



Then comes coherence

Coherence means: wherever someone finds you, they recognise you.

Your Facebook page, your Instagram bio, your business card, your label — they should all feel like the same person made them. Same tone. Same colours. Same core message.

When everything fits together, people feel trust more quickly. They remember you longer.

A customer who sees your flyer at the market and then finds your Facebook page should immediately think: yes, this is the same business. That recognition is not accidental. It is built.

Your positioning in one sentence

Complete this sentence — it is the thread that connects everything:

I help _____ to _____ by _____.



REFLECTION & EXERCISE

Back to storytelling

Who are you and what do you offer?

Who is your ideal customer?

What do you stand for?

Where is your communication currently inconsistent?

Now write your positioning sentence:

I help _____ to _____ by _____.

3. FACEBOOK — YOUR DIGITAL STOREFRONT

Your Facebook Business Page is often the first impression you make. Make it count.

Many of your potential customers may already be on Facebook. The question is not whether to be there — it is whether your page works for you when you are not online. A well-set-up page builds trust before a single message is sent.

Business Page — not a personal profile

If you are currently using your personal Facebook profile for business, it may be time to create a dedicated Business Page. A Business Page looks more professional, gives you access to insights and statistics, and allows customers to find you without seeing your private life.

One page. One clear purpose. One consistent presence.

By creating a Business Page, you agree to Meta's Terms of Service and Community Standards. Make sure your content — images, text, and offers — complies with their guidelines. You can find the current terms at facebook.com/terms.



The four elements that matter most

- **Profile picture:** Your logo or a clear, friendly photo of you if you have no logo yet. Recognisable at small size.
- **Cover image:** A visual that shows what you do. A product, your workspace, something real. Updated occasionally.
- **About section:** This is where people decide if they stay or leave. Write in plain language: what you offer, where you are, how to reach you. Include your website or contact details.
- **Call to action button:** Set it up. "Send message", "Call now", or "Visit website" — whatever fits your business best.

These four elements work for you 24 hours a day. Get them right once.





WORKSHEET

OPTIMISE YOUR FACEBOOK PAGE

Go through this checklist today. Check what is already done — and note what still needs attention.



- ☐ Business Page (not personal profile)
- ☐ Profile picture — clear and recognisable
- ☐ About section — complete and clear
- ☐ Contact details visible
- ☐ Call to action button set up
- ☐ Page category correct
- ☐ Username / URL customised

Write your About section here. Draft it before you type it online:



4. INSTAGRAM — VISIBILITY THROUGH IMAGES

On Instagram, your image speaks before you do.

Instagram is a visual platform. People scroll fast. What stops them is not a long caption — it is an image that feels real, beautiful, or familiar. For small businesses with physical products or a strong local identity, Instagram can be a useful visibility channel.

Strategic Bio

You have five seconds. Your bio needs to answer three things immediately:

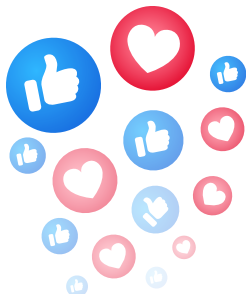
- What do you offer?
- For whom?
- How to reach you?

Keep it short. Use line breaks. Add one link — your website, your WhatsApp, or a simple link-in-bio page.



Your bio is your handshake. Make it warm and clear.

Two examples to inspire you:



🌿 Quiet mornings in the heart of Transylvania
Breakfast made from our own garden
📍 Cluj region · Book via link below

Authentic rural tourism experiences in the heart of Transylvania. No crowds. No rush. No noise. Just nature, people, and places with a story. 
Reservations

Notice: short sentences, one clear offer, one way to get in touch. Nothing more.

Highlights

Highlights sit permanently on your profile, just below your bio. Use them to organise what new visitors most need to know:

- Your products or services
- Prices or how to order
- Your story or background
- Customer feedback



Think of Highlights as the menu in a restaurant. They help people find what they are looking for.

Instagram is also a Meta platform and subject to the same Terms of Service. Make sure your content complies with Instagram's Community Guidelines — find them at [instagram.com/legal/terms](https://www.instagram.com/legal/terms).



WORKSHEET

BUILD YOUR INSTAGRAM PRESENCE

Write your bio here — three lines maximum:

Line 1: What you offer:

Line 2: For whom / where:

Line 3: How to reach you or your link:

Your visual direction — complete these sentences:

The colours that represent my business are:

The three things I will photograph most often are:

The feeling I want people to have when they see my feed:

Highlights I will create:

Highlight	name	What it will contain



5. LINKEDIN — PROFESSIONAL POSITIONING

LinkedIn is where your business meets the professional world.

Not every small business needs to be active on LinkedIn. But every business owner benefits from having a complete, professional profile. A programme coordinator, a potential partner, a journalist writing about rural entrepreneurship — they will search for you here before they reach out.

Your profile from top to bottom

Banner: The wide image at the top of your profile. Use it to show what you do — a product, your landscape, your workspace.

Profile photo: Clear, friendly, professional. Not a logo — a face.

Name & Headline / Slogan: Your slogan appears directly below your name — and in search results, comments, and connection requests, only the first characters are visible. Write those first words with care. They are always the first thing people read.

Full headline: Use the available space for keywords that help people find you. (Example: Handmade natural soaps from rural Transylvania · Local orders & collaborations.)

Contact details: Make it easy to be reached. Add your email, website, or WhatsApp link.

About section: Three to four sentences. Your story, your offer, your values. Only the first 300 characters show before "See more" — so open with your strongest sentence.

Experience & completed profile: List your business, your background, your skills. A complete profile builds credibility and improves how often you appear in searches.

You do not need to post daily. You need to be findable



Quick-Check



- Banner image — shows what you do
- Profile photo — clear and professional
- Profile Headline / Slogan — strong opening words
- About section — complete, strong opening
- Experience & skills filled in

6. Mailchimp — Your First Steps with Email Marketing

Social media platforms can change quickly. An email list gives you a more direct way to stay in touch with your audience. It is one digital asset you manage more independently from algorithms. No algorithm decides who sees your message. You write, you send, it arrives.

For small businesses, a simple newsletter is enough to stay in contact, announce something new, and remind customers that you exist.

Start simple

You do not need a complex system. You need three things:

- A list: the email addresses of people who want to hear from you.
- A reason to sign up: a small gift, a discount, a useful guide, or simply the promise of good content.
- A rhythm: once a month is enough to start.

Consistency matters
more than frequency.

Your first newsletter
does not need to be
perfect. It needs to
be sent.

Setting up your list in Mailchimp

Mailchimp may offer a free plan for a limited number of contacts. To get started:

1. Create a free account at mailchimp.com
2. Set up your first audience (your list)
3. Add a sign-up form to your Facebook page or website
4. Write your first email

Note: Mailchimp's free plan limits have changed several times. Always check the current conditions at mailchimp.com/pricing before setting up your account.

Newsletter structure — what works

Subject line: the one line that decides if your email gets opened. Keep it short, specific, and human.

Opening: one or two sentences. Warm, personal, direct.

Main content: one topic only. A new product, a story, a seasonal offer.

Call to action: one clear next step. Visit, order, reply, come by.

Closing: your name, a warm sign-off, your contact details.

One email. One message. One action.



One important step: Double Opt-In & Legal Requirements

When someone signs up for your list, Mailchimp sends them a confirmation email. Only after they click confirm are they added to your list. This is called Double Opt-In. It is a strong way to document consent and is considered best practice in many EU contexts. Make sure you can prove that people have actively agreed to receive your emails. Activate this setting in your Mailchimp account before you start collecting emails.

Every newsletter you send must also include:

An unsubscribe link — Mailchimp adds this automatically.

A link to your Privacy Policy — a short document explaining how you store and use email addresses. This must be accessible on your website or as a standalone page.

If you are unsure about your legal requirements, consult a local legal advisor before you start collecting emails.

7. Zoom — Professional Online Meetings

More and more business happens online — customer consultations, partner meetings, presentations. Zoom is one of the most widely used tools for this. You do not need to master every feature. You need to show up well.

Basic settings to get right

- **Your name:** Set your full name — not a nickname, not a device name like "iPhone". People need to know who they are talking to.
- **Your video:** Good light from the front, not from behind. A neutral or tidy background. Eye level camera — not from below.
- **Your audio:** Test your microphone before every important call. Use headphones if your surroundings are noisy.
- **Your background:** A real, tidy space is always better than a virtual background. If you use one, keep it simple and professional.

You do not need a studio. You need intention. And a stable connection and a tidy background are already half the impression.

Key features worth knowing

- **Screen sharing:** Show a document, a photo of your product, or a price list directly on screen. Go to "Share Screen" and choose what to share.
- **Whiteboard:** A digital board where you and others can write and draw together. Useful for brainstorming or explaining a process visually.
- **Miro Whiteboard:** An alternative to Zoom's built-in whiteboard — more flexible and browser-based. Check the current plan conditions before using it for your business.
- **Subtitles / Live Captions:** Zoom can display automatic subtitles during a meeting. Useful when participants speak different languages or have hearing difficulties. Activate under Settings → Accessibility.

Knowing where to find these features before you need them saves you from searching during a meeting.



Before every important call — a quick checklist



- ☐ Full name set in Zoom
- ☐ Camera tested — light, angle, background
- ☐ Microphone tested
- ☐ Materials ready to share if needed
- ☐ Quiet space secured for the duration

Legal note: Recordings & Data Protection

Zoom is a US-based platform.

As an EU business, there are a few things to be aware of:



Recording a meeting requires the explicit consent of all participants beforehand. Zoom notifies participants automatically when a recording starts — but verbal or written consent before the meeting is best practice.

Never record a meeting without informing participants first.

Sharing meeting links publicly can allow uninvited guests to enter. Always use a passcode and activate the waiting room.

Data processing: If you use Zoom regularly for customer meetings, mention this in your Privacy Policy.

If you are unsure about your specific obligations, consult a local legal advisor.



8. Canva — How It Works



Professional design is no longer reserved for designers.

Canva is a free browser-based design tool — no installation, no design experience needed. You open it, choose a template, adapt it to your business, and download. That is the whole process.

Go to canva.com and create a free account. The free version covers many basic design needs for small businesses.

Finding your way around

When you open Canva, you see a search bar at the top. This is your most important tool.

Search for what you need — and search in English for more results.

Good search terms to start with:

- "business card", "flyer", "price list", "logo", "banner"
- "Instagram post", "Facebook cover", "LinkedIn post"
- Add your industry for more relevant results: "flyer bakery", "logo handmade", "price list spa"

Canva will show you hundreds of templates. Filter by style, colour, or format to narrow it down.

Always start with the right size

Every design in Canva starts with a size. Getting this right from the beginning saves you from problems later — changing size afterwards distorts your layout.

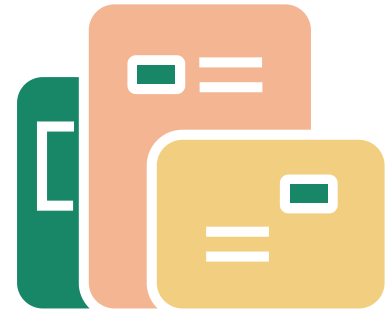
- For print: use millimetres or centimetres.
- For digital: use pixels.

Canva has preset sizes for most formats. If you need a custom size, click "Custom size" on the homepage and enter your dimensions manually.

When in doubt, search the standard size for your format before you start.

Working with templates

A template is a ready-made design you adapt to your own content. You do not start from scratch, you replace text, colours, images, and logo with your own.



How to work with a template:

1. Choose one that fits your style — not just the first result. Scroll, compare, pick one that already feels close to your brand.
2. Click on every element to edit it — text, images, colours, fonts are all individually replaceable.
3. Keep the structure, change the content — do not redesign everything. The template exists to save you time.
4. Replace all placeholder text — read through the whole design before downloading. Nothing looks less professional than a forgotten placeholder.

A template is a starting point, not a finished product.

Uploading your own photos

Go to "Uploads" in the left menu. Drag your photos directly from your phone or computer into Canva. Once uploaded, your photos are saved in your account and available for every design.

Tips for good uploads:

- Use the highest resolution available
- Horizontal photos work better for most formats
- Canva can remove backgrounds automatically (useful for product photos)



Editing video in Canva

Canva allows basic video editing — enough for social media content.

How to start:

Search "video" in Canva and choose the right format (Instagram Reel, Facebook video, or custom size). Upload your clip via "Uploads" and drag it onto the timeline.

Keep videos short: 15–30 seconds often works well for social media.



What you can do:

- Trim video clips to the right length
- Add text overlays and subtitles
- Add music from Canva's library — and always check the licence and usage terms before publishing.
- Add transitions between clips
- Resize for different platforms

Creating your profile photo for social media

Your profile photo is your face on every platform. It needs to be clear, warm, and recognisable at small size.



In Canva: Search "profile picture" • Canva offers circular and square templates sized for each platform.

For the photo itself:

- Natural light from a window, facing you
- Plain or simple background
- Look into the camera, not at the screen
- Smile — warmth builds trust faster than perfection

You do not need a photographer. You need good light and a steady hand. Upload your photo, place it in the template, adjust the crop, download. Done.

Social media post sizes

Use these standard sizes in Canva — search by platform name to find matching templates:

<u>Platform</u>	<u>Post</u>	<u>Story / Reel</u>
Instagram	1080 × 1080 px	1080 × 1920 px
Facebook	1200 × 630 px	1080 × 1920 px
LinkedIn	1200 × 627 px	-

Always use the correct size. Distorted images look unprofessional and perform poorly.

Canva tips worth knowing

Brand Kit: save your logo, colours, and fonts in one place. Availability may depend on your current Canva plan. Every new design will feel consistent from the start.

Duplicate a design: instead of starting fresh every time, duplicate your best post and change only the content. This keeps your feed coherent and saves time.

Download formats: • Social media: PNG • Print materials: PDF Print
• Presentations: PDF Standard or PowerPoint

Save your designs. You will want to update them.



9. Your Business Materials

Every material you hand over is a piece of your brand. Make it count.

This chapter walks you through each material your business needs — what it is for, what belongs on it, and how to create it in Canva.

Your Logo

Your logo is the visual anchor of your brand. It appears on everything — your business card, your packaging, your social media profiles, your banner.

Core principles:

- **Simple:** a good logo works at any size. From a tiny profile photo to a large banner, it must remain clear and readable.
- **Timeless:** avoid trends. Choose something that will still feel right in five years.
- **Versatile:** your logo should work in colour, in black and white, and on both light and dark backgrounds.
- **Readable:** if your logo contains your business name, it must be legible at small sizes.



A logo does not need to be perfect. It needs to be consistently yours.



How to create a logo in Canva:

Search "logo" in Canva. Then narrow your search by industry or style:

"logo bakery" • "logo handmade soap" • "logo farm" • "logo natural" • "logo rustic" • "logo minimal" • "logo food" • "logo craft" • "logo beauty"

Browse until something feels right — then adapt colours, fonts, and text to your business.



What to check before you finalise:

- Does it work in black and white?
- Is your business name readable at small size?
- Does it feel like your business — not someone else's?

If available in your Canva plan, download your logo as PNG with a transparent background. This allows you to place it on any colour without a white box around it.

In Canva: click Download → PNG → select "Transparent background" if this option is available in your plan.



Logo examples by industry: Style suggestion:

- Handmade food / preserves: Hand-drawn elements, warm earthy tones
- Natural soaps / cosmetics: Clean lines, botanical details, soft colours
- Bed & Breakfast: Illustrated house or landscape, welcoming feel
- Textiles / weaving: Geometric patterns, traditional motifs
- Farm / produce: Simple icons, green or ochre tones
- Craft / pottery: Organic shapes, muted natural colours



Business Card

Your business card is often the first physical thing someone takes home from you.

- *Standard size: 85 × 55 mm — single or double sided.*
- *What belongs on it:*
 - *Your name*
 - *What you do (one short line)*
 - *Phone number, email address, website, or social media link*
 - *Your logo*
- *Optional second side: a short description of your offer, a product photo, or your positioning sentence.*



Less is more. White space makes a card feel premium.

Flyer

A flyer works when you have one clear message to communicate — an event, a product, a seasonal offer.

Which format for which purpose:

Format | Best for

- A5 (148 × 210 mm): Market stalls, information points, post
- Foldable A6 (105 × 148 mm): Takeaway menus, product guides, fairs
- A4 (210 × 297 mm): Posters, window displays, One Pager, business presentation

What belongs on a flyer:

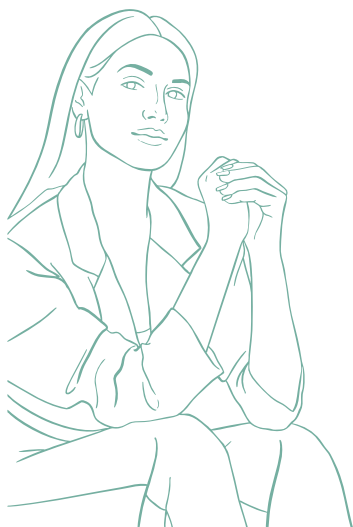
- One headline: clear and direct
- One image: your product or your face
- The essential information only: what, where, when, how to order
- Your logo and contact details
- One call to action: "Order now", "Visit us", "Call today"



A flyer with too much text gets put down. A flyer with one strong image and one clear message gets kept.

Price Lists

A price list is not just practical — it communicates professionalism and confidence in your value.



For product-based businesses:

- Product name
- Short description (ingredients, size, weight)
- Price
- Optional: minimum order quantity, available variants

For service-based businesses:

- Service name
- What is included
- Duration (if relevant)
- Price or price range

What every price list needs:

- Your logo
- Your contact details
- Date or "valid from" — so customers know it is current
- Clear currency

You do not need to justify your prices. State them clearly.

In many EU consumer contexts, prices should be displayed as final prices, including all applicable taxes. Requirements may vary depending on your business model and product type.

One Pager — Your Company Presentation

A One Pager is a single page that introduces your business completely. It is useful at fairs, in meetings, as an email attachment, and as a leave-behind after a first conversation.

What belongs on it:

- Your logo
- Your name and business name
- Your positioning sentence (I help __ to __ by __)
- What you offer (briefly, clearly)
- Why you (one or two sentences about what makes you different)
- Your contact details: phone, email, website, social media
- One strong image (your product, your workspace, or your face)



How to find a template in Canva:

Search "one pager", "company profile", or "business overview".

Filter by colour or style to match your brand.

How to work with it:

Replace all placeholder text section by section. Add your logo via Uploads.

Replace the placeholder image with your own photo. Keep the layout — only change the content.

One page. Everything a new contact needs to know. Nothing more.

Promotional Items — Bag & Mug

Branded items like tote bags and mugs extend your visibility beyond the screen and the market stall. They can help customers carry your brand into everyday life.



In Canva:

Search "tote bag mockup" or "mug mockup" to visualise how your design will look on the product.

For actual production, export your logo or design in the format requested by your print provider. If available in your Canva plan, use PNG with a transparent background.

Keep it simple: • Your logo, large enough to be readable • Optional: your website or a short tagline • One colour on a neutral background works best for print

Roll-up / Banner

A roll-up banner is your most visible presence at a fair or event. It needs to work from a distance.

Standard size: 85 × 200 cm

Design principles for banners:

- Large logo at the top
- Important information at eye level and above
- One headline (maximum 6–8 words, large font)
- One image (product or portrait)
- Contact details at the bottom (website, social media, QR code)



If someone can read your banner from 3 metres away in 5 seconds, it works.

WORKSHEET: YOUR MATERIALS PLAN

Go through each material. Note what you already have, what needs updating, and what you would like to create first.



Material	Have it	Needs Update	To Create	Priority
Logo	☐	☐	☐	☐ High ☐ Medium ☐ Low
Business Card	☐	☐	☐	☐ High ☐ Medium ☐ Low
Flyer	☐	☐	☐	☐ High ☐ Medium ☐ Low
Price List	☐	☐	☐	☐ High ☐ Medium ☐ Low
One Pager	☐	☐	☐	☐ High ☐ Medium ☐ Low
Social Media Templates	☐	☐	☐	☐ High ☐ Medium ☐ Low
Bag / Mug Design	☐	☐	☐	☐ High ☐ Medium ☐ Low
Roll-up / Banner	☐	☐	☐	☐ High ☐ Medium ☐ Low
Product Labels / Packaging	☐	☐	☐	☐ High ☐ Medium ☐ Low
Website / Landing Page	☐	☐	☐	☐ High ☐ Medium ☐ Low

The one material I will create this week:

What should this material communicate?

The promotional material I will start with:



Small Reminder

You do not need to create everything at once.

A simple, clear and authentic material can already create connection, trust and visibility.

Start with one step.

10. Photography — Trust Before the First Word

A good photo does not show a perfect product. It shows a real one.

Online, your photos speak before you do. Before someone reads your description or checks your price — they have already formed an impression. That impression comes from your images.

Good photography is not about expensive equipment. It is about light, authenticity, and consistency.

Natural Light — Your Most Important Tool

Natural light is free and flatters almost everything.

— Place your product or yourself near a window — Face the light — never have it behind you — Overcast days create soft, even light — often better than direct sunshine

The best camera in bad light produces worse results than a smartphone in good light.

Authenticity Over Perfection

Customers trust what feels real. Show your hands at work, your ingredients, your workspace. The imperfect details that make your product human.

People often connect not only with products, but also with the story behind them.



Consistency Builds Recognition

Choose a style and stay with it — same background, same light direction, same composition. When your photos look like they belong together, your brand looks professional.

Consistency is more powerful than one perfect image.

Practical Tips

- Products: plain surface, remove distractions, shoot from above or eye level, take at least 10 shots.
- Portraits: face a window, plain background, look into the lens, take a breath before shooting.
- Process shots: show work in progress, include your hands, let the craft be visible.

Reflection

*What do your current photos communicate about your business?
What is one small change you can make to your next photo session?*



A note on photographing people If recognisable people appear in your photos — including family members, employees, or customers — you need their explicit consent before using those images for commercial purposes such as social media, flyers, or your website.

A simple written consent form can be enough in many cases. If you are unsure, check the local requirements before publishing.

11. Your Digital Routine



Visibility is not a one-time effort. It is a small, steady habit.

You do not need to be online all day. You need a rhythm that is realistic and sustainable — something you can actually keep.

Daily: 10 minutes

- Reply to messages and comments
- Check notifications on your active platforms

Weekly: 30 minutes

- Publish one coherent post on your main platform
- Share one authentic story or behind-the-scenes moment
- Take 2–3 photos for next week

One post. One story. That is enough.

Monthly: 1 hour

- Review your page insights: what worked, what did not
- Update your bio or about section if anything has changed
- Check and update your prices if needed
- Send your newsletter

Small adjustments made regularly are more powerful than a big overhaul once a year.

Your Personal Checklist

	Task	Daily	Weekly	Monthly
☐	Reply to messages	✓		
☐	Publish a post		✓	
☐	Share a story		✓	
☐	Take new photos		✓	
☐	Review insights			✓
☐	Update bio / prices			✓
☐	Send newsletter			✓

*Start with what feels manageable.
Add more only when the basics feel easy.*



12. Fairs & Exhibitions

Taking Your Business Further

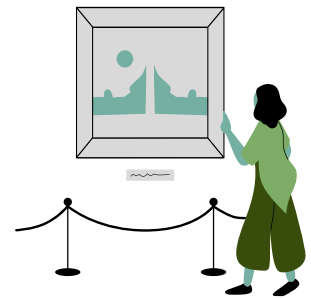
A regional fair is not just a market stall. It is a stage.

Participating in a regional or EU fair means more than selling on the day. It is a chance to validate your prices, test your positioning, build international visibility, and meet people who could open new opportunities for your business.

You do not need to be everywhere. You need to show up well, once.

What a fair can give you

- Validation on a wider, sometimes international market
- Direct feedback on your pricing and positioning
- Strategic networking: buyers, partners, collaborators
- Visibility beyond your region
- Confidence in presenting your business out loud

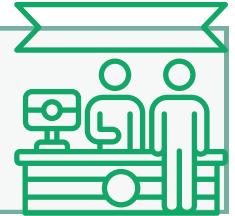


Your concrete goal

Before you go, write down one specific, measurable goal.

Examples: 5 new contacts • 1 potential partner • price validation for my main product • 10 relevant conversations

My goal for this fair:



Before the Fair — Preparation

Choose the right fair:

- Does the audience match your ideal customer?
- Is the theme relevant to your product?
- What are the registration costs and deadlines?

Prepare your presence:

- Announce your participation on social media in advance
- Update your website and social media profiles
- Practice your pitch out loud, not just in your head
- Plan your stand layout before you arrive

Practical preparation:

- Prepare change and a simple payment system for cash sales
- Bring an order form or notepad for taking orders on the spot
- Pack water and snacks, fair days are long
- Bring a small emergency kit: scissors, tape, pen, safety pins

Stand Checklist / 1



Products & Compliance

- ☐ Products compliant with relevant local and EU rules
- ☐ Professional packaging
- ☐ Bilingual labels (RO/EN or RO/DE), where relevant. Requirements vary by product type — check with your local chamber of commerce.
- ☐ Clearly displayed prices
- ☐ Ingredient list where required

Visual Identity

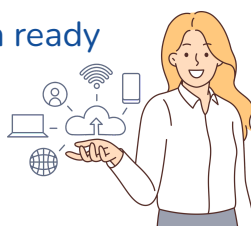
- ☐ Logo visible from a distance
- ☐ Short, clear message
- ☐ Minimal, uncluttered display
- ☐ Neutral table
- ☐ One authentic element that tells your story

Print Materials

- ☐ Business cards
- ☐ Concise flyer
- ☐ Price list
- ☐ One Pager with business story and contact details (RO/EN/DE)

Digital & Technical

- ☐ Fully charged phone and powerbank
- ☐ QR code linking to website or social media
- ☐ Change and simple payment solution ready
- ☐ Order form or notepad
- ☐ Tablet (optional)



Personal Presence

- ☐ Social media and website updated before the fair
- ☐ Brand-appropriate clothing
- ☐ Name badge
- ☐ 30-second pitch prepared and practiced
- ☐ Eye contact and open, friendly posture

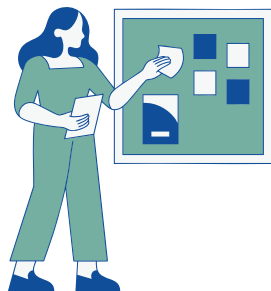
Stand Checklist / 2



Your 30-Second Pitch

Prepare your pitch in your own language, then have it ready in at least one other language.

Emotion helps people connect. A story is often easier to remember than a product description alone.



Structure:

- Who you are
- What problem you solve
- For whom
- What makes you different

Your formula:

"I am _____ and I help _____ to achieve _____ through _____."

Write yours here — and prepare a short printed note to give away with your product. Let the story travel with it.



Stand Organisation

Keep in mind:

- Clarity: one clear message, visible immediately
- Space: an uncluttered stand feels more premium
- Product first: your product is the hero, not the decoration
- Visible story: one element that shows who made this and why
- Transparent pricing: never make a customer ask for the price



Avoid:

- ✗ Overloading the table with too many products
- ✗ Long texts nobody will read
- ✗ Missing or hidden prices
- ✗ Looking at your phone instead of your visitors
- ✗ Leaving your stand unattended

Collecting Contacts — and Doing It Legally

Contacts are your most valuable outcome from any fair.

My contact goal: _____ people



Important:

Someone handing you their business card does not automatically agree to receive your newsletter.

Always ask explicitly — and note their consent.

A simple solution: prepare a small sign-up sheet with the sentence: "Yes, I would like to receive news and updates from [your business name] by email." This written consent helps protect you and your contacts under EU data protection law (GDPR).

Follow up within 48–72 hours:

- A personalised message referencing your conversation
- One clear next step: an offer, a sample, a meeting

During the Fair — Small Reminders

The stand is set up. Now it is about people.

- Keep your phone away and be present
- Visit neighbouring stands — they could become partners or customers
- Make notes on business cards immediately after each conversation
- Stay hydrated and take short breaks when possible



AFTER THE FAIR

REFLECTION & 30-DAY PLAN



What worked best?



What questions did visitors ask most?



What will you adjust next time?



Your 30-day follow-up plan:

- ☐ Complete all follow-ups within 72 hours
- ☐ Publish one post about your fair experience
- ☐ Review and adjust your offer if needed
- ☐ Initiate at least one partnership conversation
- ☐ File your notes and contacts for the next fair



Where You Are Now

You have worked through twelve chapters. That is not a small thing. Every page you filled in is a step your business has already taken.

Here is what you have worked on:

Your foundation

- A clear identity and a positioning sentence that is yours
- An understanding of why visibility matters
- and what it actually requires

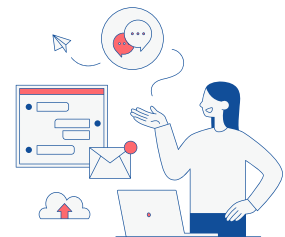


Your digital presence

- Steps towards a professional Facebook page and Instagram profile
- A LinkedIn presence that makes you findable
- A first email list and newsletter structure in Mailchimp
- The tools to run professional online meetings via Zoom

Your materials

- A logo, business card, flyer, price list, and One Pager
- Social media templates sized for every platform
- Product photos that tell your story



Your routine

- A daily, weekly, and monthly rhythm that is realistic and sustainable

Your fair presence

- A prepared stand, a practiced pitch, and a contact strategy that respects your customers

Visibility is not built in a day. It is built in small, consistent steps — exactly like the ones you have been taking.

One final question

What is the one visible step you will take this week — so your business can be found, understood, and remembered?



TOPICS COVERED IN THIS GUIDE

This guide walks you through the essentials of digital visibility — from building a clear brand identity and setting up your social media profiles, to creating professional materials, establishing a simple digital routine, and preparing for your first fair. Practical steps to help make your business more findable, recognisable, and prepared.

USEFUL RESOURCES & REFERENCES

This guide was created to provide practical support on topics such as digital visibility, brand identity, social media presence, professional materials, email marketing, online communication, and fair preparation — offering small business owners in rural areas tools that can support visibility, recognition, and professional preparation.

1. **Donald Miller – Building a StoryBrand.** Helps translate what a business offers into clear, customer-focused language — directly applicable to bios, flyers, one pagers, and social media profiles.
2. **Canva Design School & Platform — canva.com.** A practical resource for creating professional visual materials, social media content, and digital presentations without design experience.
3. **Mailchimp Resources & Academy — mailchimp.com.** Guides and tutorials for setting up email marketing, building a contact list, and sending newsletters with attention to legal and data protection requirements.
4. **Meta Business Help Center — facebook.com/business/help.** Official support for setting up and managing Facebook and Instagram Business profiles.
5. **Zoom Help Center — support.zoom.com.** Practical guidance for setting up and running professional online meetings.
6. **GDPR Information for Small Businesses — gdpr.eu.** A clear and accessible resource for understanding data protection obligations — relevant for email marketing, contact collection, and online presence.
7. **European Data Protection Board — edpb.europa.eu.** Official EU guidance on data protection for small businesses, including practical tools and infographics.
8. **Exercises in This Guide** — Developed based on specialist input, real observations, and identified needs within the EmpowerHER group. These exercises support clarity, digital confidence, and authentic business visibility.
9. **Community Feedback, Questionnaires and Validation** — Feedback from the EmpowerHER community, real conversations, and audience responses. This feedback supported the process of identifying needs, refining content, and validating it in practice.

Together, these resources complement the exercises in this guide and support the development of a visible, professional, and authentic business presence.

DISCLAIMER (AUTHORS DISCLAIMER)

The content of this guide reflects the authors' professional experience, research, and perspectives in the fields of mindfulness, adult education, well-being, and entrepreneurial development. The material is intended for educational purposes and provides tools for reflection, examples, and practices that can support personal and professional development. The exercises and concepts presented in this guide do not replace psychological, medical, or other forms of specialized professional support. Participants are encouraged to adapt the proposed practices to their own personal or professional needs and contexts. Responsibility for how the information and exercises in this material are applied lies with each user.

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EmpowerHER Rural Business

EmpowerHER Rural Business – Sustainable and Mindful
Business Growth for Women in Rural Areas



PRACTICAL GUIDE

DIGITAL SKILLS FOR BUSINESS DEVELOPMENT

Canva & Social Media for Personalized Needs

This learning tool is dedicated to women in rural areas who want to sustainably develop their business or idea, starting from inner balance, clarity, and confidence.

This guide is part of a series of three complementary guides:

- **Wellbeing, Mindfulness & Resilience in Business**
- **Storytelling. The Story of Your Business, Ideas, Development and Community**
- **Digital Skills for Business Development. Canva & Social Media for Personalized Needs**

Together, they offer an integrated approach: from inner balance, to strategic clarity, and applied digital tools.

Nicoleta Pfeffer-Barbela
Petra Christine Bernklau

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