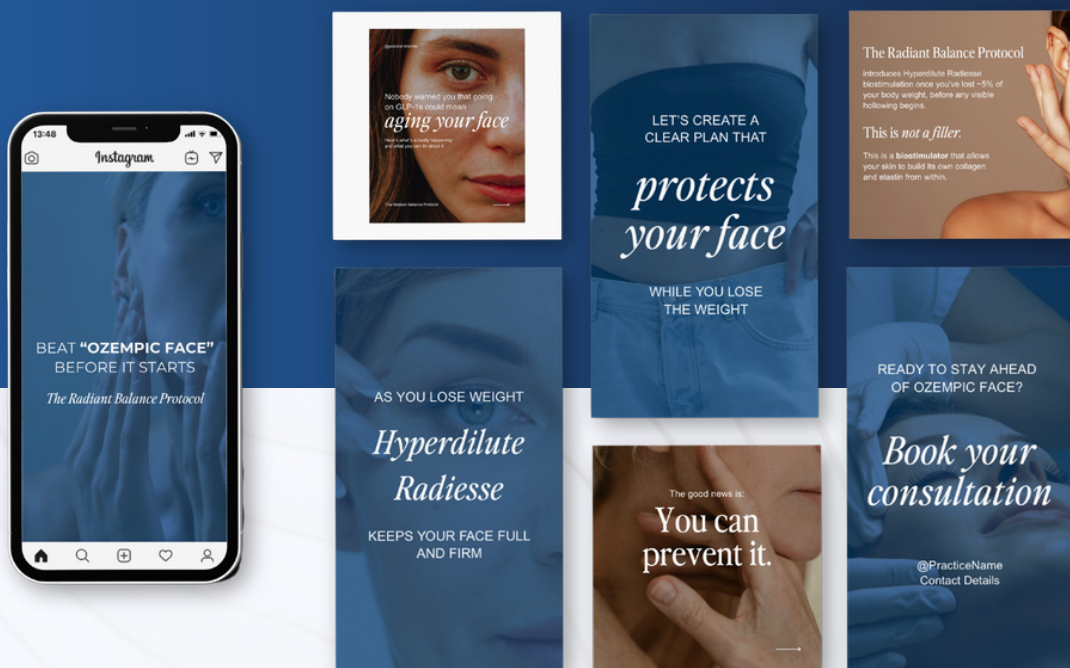


The Radiant Balance Protocol

CANVA TEMPLATES

IMPLEMENTATION GUIDE



FOR PRACTICE USE ONLY

Do not distribute this document directly to patients.

Table of Contents

HOW TO OPEN YOUR CANVA TEMPLATES

Accessing a Template Link	5
Making Your Own Editable Copy	6

SOCIAL MEDIA TEMPLATES

Overview	7
Post #1 Carousel — Qualification	8
Post #2 Reel — Conversion	10
Social Customization Guide	12



INTRODUCTION

About This Guide

This guide walks you through each template in the Radiant Balance Protocol marketing suite: what it's designed to do, what to customize before you use it, and exactly which buttons to press in Canva to make those changes.

Each template was built so that the copy, structure, and visual flow work without modification. Your job is to make it yours: add your logo, connect your booking link, and add your practice's contact information.

This guide covers the following:

- Social Media Templates: two Instagram/Facebook posts with ready-to-use captions

Who These Templates Are For

The templates speak to a patient who...

is **on** or **actively considering**
a **GLP-1** medication

understands **her body**
is **changing**

may have already **noticed changes** in her face,
or who's been **warned they're coming**

Every template in this suite meets her where she is: informed, a little cautious, and open to a proactive solution if it's presented credibly. The copy educates, reassures, and makes booking a consult for The Radiant Balance Protocol the obvious next step.



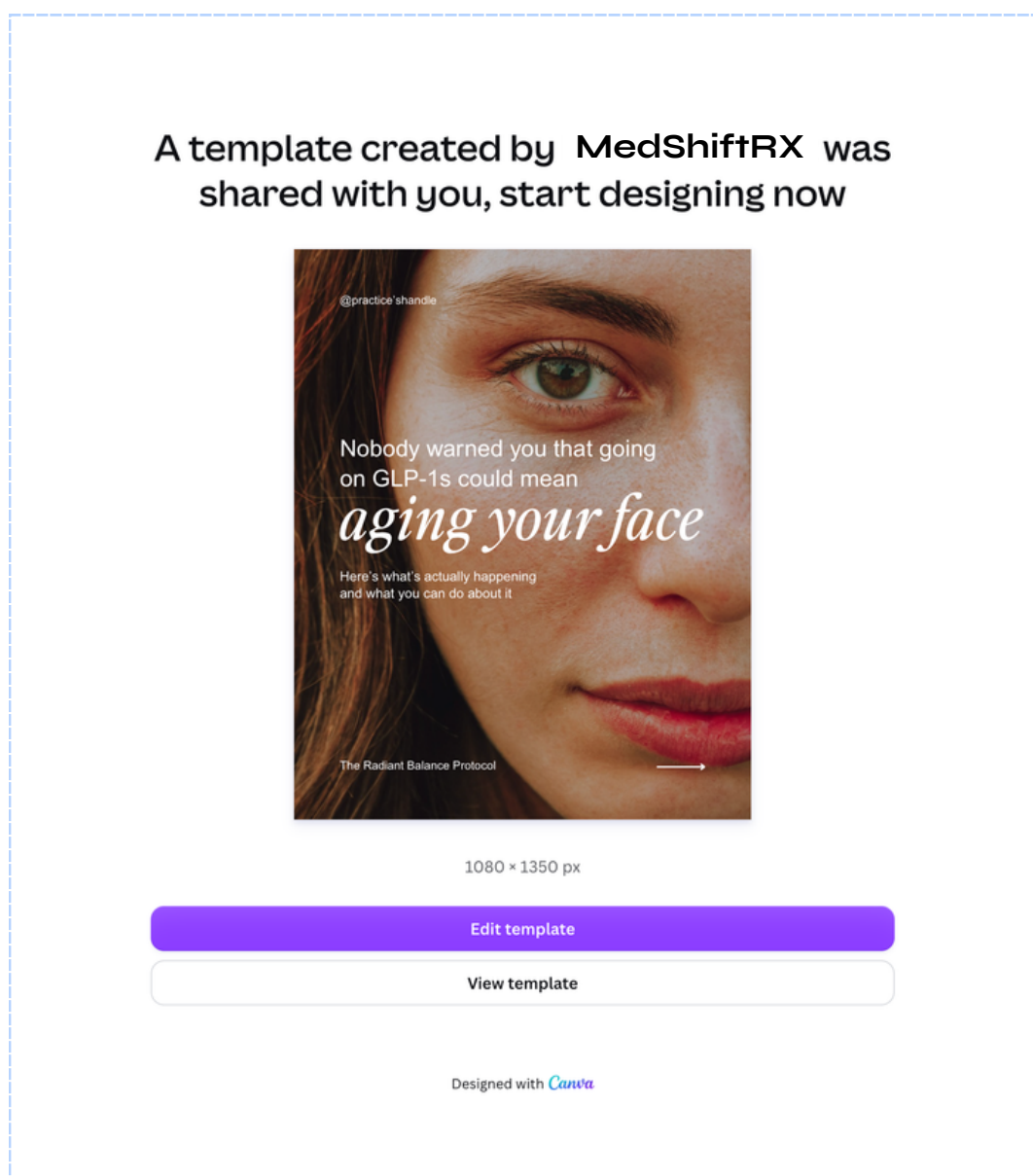
HOW TO OPEN YOUR CANVA TEMPLATES

Accessing a Template Link

Each template is delivered as a canva.link short URL. When you click the link, Canva will open the template. If you're not already logged in, Canva will prompt you to log in or create a free account first.

You will need a Canva account.

The free plan is sufficient for all templates included in this marketing package.



HOW TO OPEN YOUR CANVA TEMPLATES

Making Your Own Editable Copy

Once the template link has opened in Canva:

01

Click the "Use template" button in the upper right corner of the screen. This creates a private copy of the template inside your Canva account. The original is not affected and no one else has access to the copy you have made in your account.

02

Canva will open your new copy in the editor.

03

Click the document name at the top of the editor (e.g., "MedShift - Post 1") and rename it. Something like "RBP Post 1 - [Your Practice Name]" works well and makes it easy to find later.

04

You're ready to customize. All edits from this point forward are made inside the Canva editor.



If you close the tab and need to return later, log into Canva and find your copy under "All your designs" on your Canva homepage.

SOCIAL MEDIA TEMPLATES

Overview of the Social Template Suite

The suite includes two individual Canva template files, one for each post in the sequence. Each post serves a specific role in the patient's awareness journey, from first hearing about the problem to deciding to book.

POST 1 CAROUSEL

Qualification: Written for the patient already on a GLP-1

POST 2 REEL

Conversion: Walks a ready-to-book patient through what the first visit looks like

Each section below includes the ready-to-use caption copy and the Canva link for that template's graphic. Open your Canva template, follow the 'Use template' process, and customize the graphic elements listed. The caption copy you will use in your social platform (Instagram, Facebook).

SOCIAL POST 1 OF 2

POST #1 | Carousel — Qualification Post

Open Post #1 Canva Template: canva.link/vnkq5ok3nwrn2p1

Purpose: Written for the patient already on or considering a GLP-1, showing the protocol was built for exactly where she is. The carousel format lets her swipe through to learn at her own pace.

Caption Copy

Copy and paste this caption directly into Instagram or Facebook when publishing:

If your GLP-1 is unintentionally causing hollow cheeks and droopy skin, start swiping.

Because let's be real! No one wants Ozempic face 🙄👉

Fact is the small fat pads on your face that keep you looking lifted and youthful are often the first to go when you lose weight.

If you start the right treatment at the right time in your GLP-1 journey, the sagging and aging that comes from facial volume loss is preventable.

That's what the Radiant Balance Protocol is built for.

- ✓ Medically supervised GLP-1 weight loss at [PRACTICE NAME]
- ✓ Hyperdilute Radiesse® biostimulation to preserve your facial structure (no fillers, just natural stimulation)
- ✓ Provider-guided timing, so you keep looking like you

So as the weight comes off, you look slimmed and sculpted. Matching how good you actually feel.

DM us the word RADIANT, or tap the link in our bio to book your consult.

What to Customize in the Graphic

This is a 5-slide carousel. Navigate between slides using the page thumbnails in the left sidebar of the Canva editor.

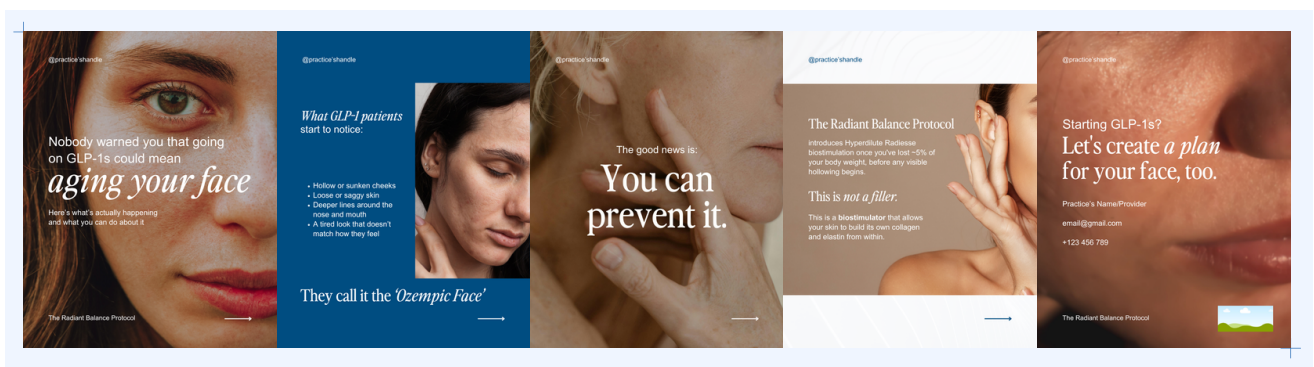
On every slide (Slides 1-5):

- Practice handle: your @handle appears in the upper left corner of each slide. Double-click it, highlight the placeholder text, and type your Instagram or Facebook handle. Repeat this on all 5 slides.

Final slide only:

- Practice name: double-click the name placeholder and type your practice name
- Email address: double-click the email placeholder and type your practice email
- Phone number: double-click the phone placeholder and type your practice phone number

Note: Placeholders in this template do not use brackets. Simply overwrite the existing placeholder text directly by double-clicking each field.



In Canva, carousel slides are individual pages within the same file. Click the page thumbnails in the left sidebar to navigate between them.

SOCIAL POST 2 OF 2

POST #2 | Reel — Conversion Post

Open Post #2 Canva Template: canva.link/67xww0loixyrdjx

Purpose: Removes friction at the decision point by walking a ready-to-book patient through what her first visit looks like. For the patient who is interested but hasn't pulled the trigger.

Caption Copy

Copy and paste this caption directly into Instagram or Facebook when publishing:

There is a conversation most GLP-1 patients never have, and most providers don't usually bring it up until it's too late.

Weight loss causes facial volume loss. Hollow cheeks and sagging skin are not what you signed up for.

Could we help treat it after it happens? Absolutely.

But the patients who get the best results are usually the ones who come in before those changes begin.

Why? Because it's easier (and less expensive!) to preserve your face and help maintain its natural volume and contour than to rebuild what's already been lost.

Like bone density. You don't wait for your bones to weaken before you start protecting them. The same is true for your facial structure.

The Radiant Balance Protocol combines medically supervised GLP-1 weight loss with strategically timed Hyperdilute Radiesse® treatments to help you lose weight without losing your face.

Here's what your first visit at [PRACTICE NAME] looks like:

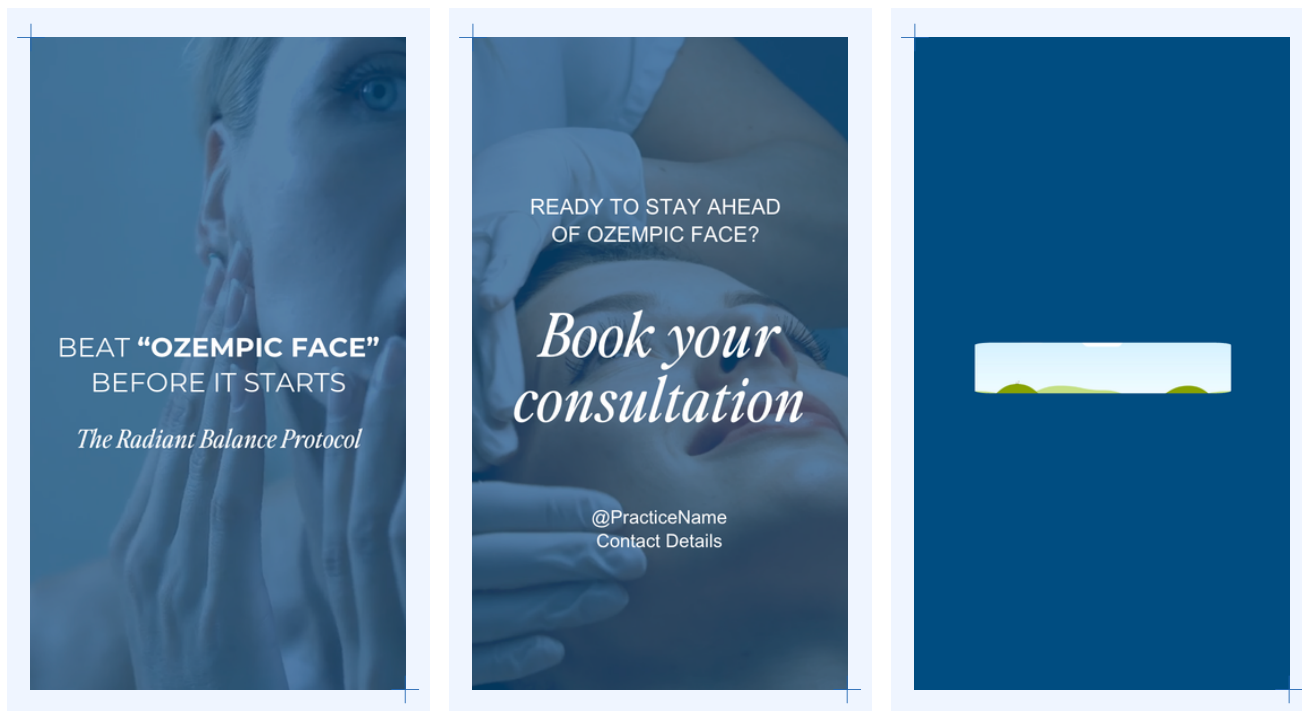
- We review your health history and weight-loss goals.
- We determine if GLP-1 therapy is right for you.
- We create your personalized Radiant Balance Protocol plan.
- You leave with a clear roadmap plus provider support throughout your six-month GLP-1 program.

Because the best results happen when you stay ahead of the changes, not chase them.

Tap the link in our bio to book your Radiant Balance Protocol consultation.

What to Customize in the Graphic

This Reel has a color overlay running through the entire video and branded contact frames at the end.



Full reel color overlay:

- Click the semi-transparent color overlay element on any frame to select it
- Click the color swatch in the top toolbar
- Type your brand hex code in the '#' field and press Enter. The color applies across the overlay throughout the reel.

Second-to-last frame — contact details:

- Practice name: double-click the practice name placeholder and type your name
- Contact details (email, phone, or website): double-click each field and replace with your practice information

Final frame — logo:

- Click the blank logo area and use the Replace button in the top toolbar to upload your practice logo file

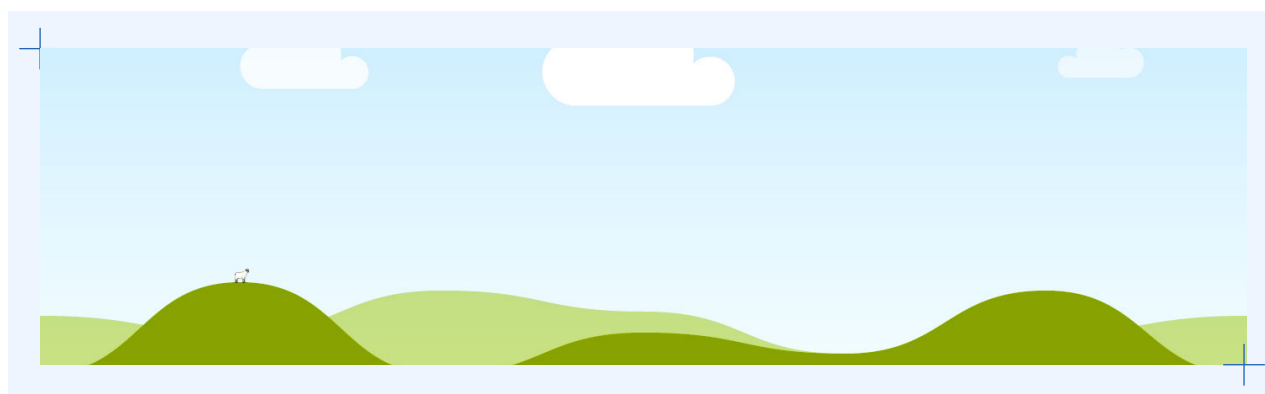
In the caption above, replace [PRACTICE NAME] with your practice name. Ensure your Instagram or Facebook bio link points to your booking page before publishing.

SOCIAL CUSTOMIZATION GUIDE

All social template edits follow the same process in Canva. These steps apply to every post in the suite.

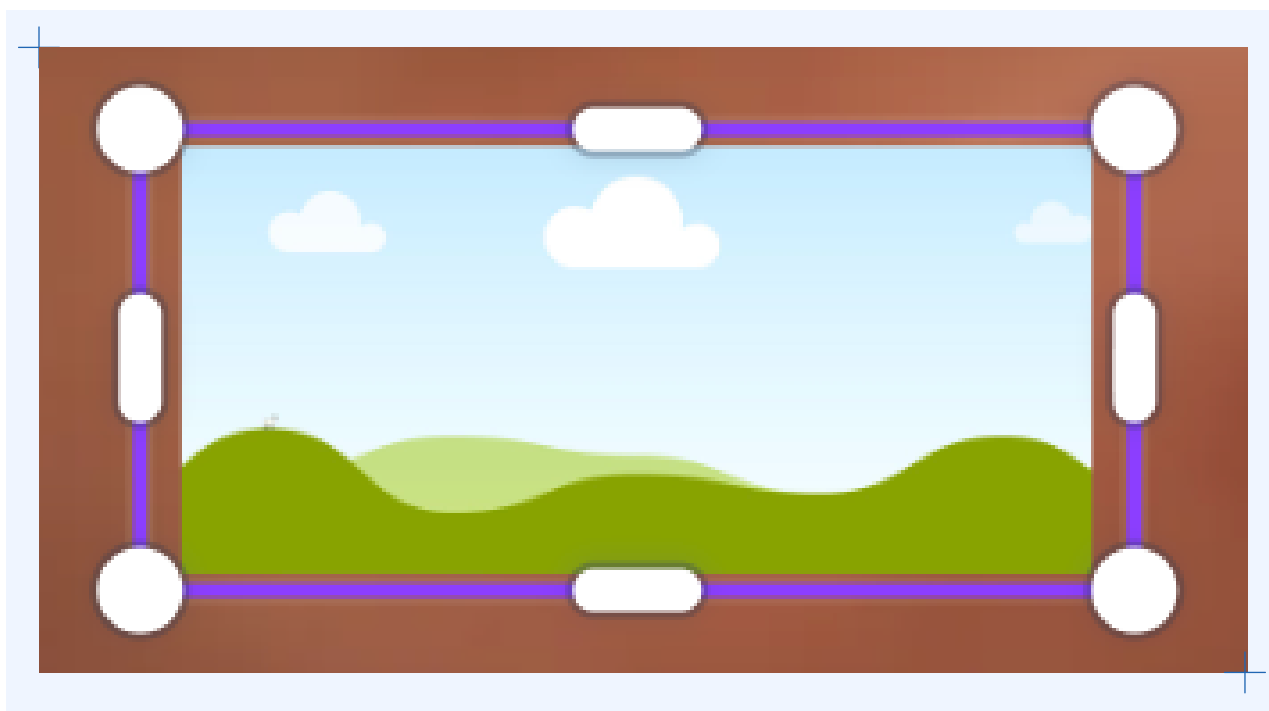
Replacing Your Logo on a Social Template

- 01 Open your editable copy of the template in the Canva editor.
- 02 Select your logo from your Canva uploads, or click "Upload files" to add it from your computer.
- 03 Drag and drop your logo onto the placeholder. Drag the corner handles to resize if needed. Drag the element to reposition.



Replacing a Photo Placeholder

- 01 Click the photo frame on the canvas to select it (a blue border appears around the frame).
 - 02 Drag your photo file directly from your computer onto the selected frame. Canva drops it in automatically, keeping the frame size and position.
 - 03 Alternatively, click "Replace" in the top toolbar, then "Upload files" to browse for your photo.
- 03 To reposition the photo within the frame: double-click the image to enter crop mode, then drag it to the correct position. Click outside to exit crop mode.



Editing Text on a Social Graphic

- 01 Double-click the text element you want to edit. A cursor appears inside the text box.
- 02 Highlight the placeholder text by clicking and dragging, or use Ctrl+A (Windows) / Cmd+A (Mac) to select all text in that box.
- 03 Type your replacement text.
- 04 Click outside the text box to deselect.

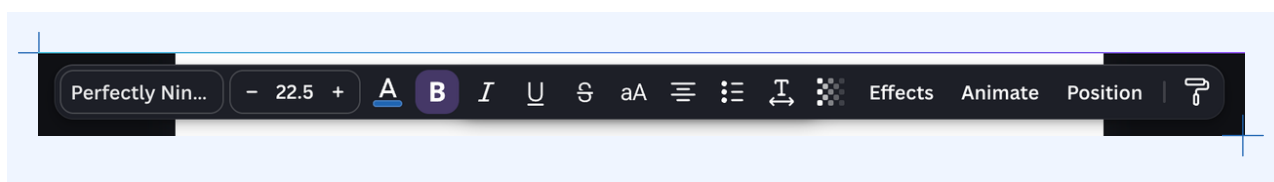


If your text overflows the frame, Canva shows a red overflow indicator. Shorten the text or reduce the font size until it clears.

Changing Font, Font Size, or Text Color

Once you're in text edit mode (after double-clicking a text element and highlighting your text), the top toolbar gives you full control:

- 01 Font: Click the font name shown in the top toolbar (e.g., "Montserrat"). A dropdown opens. Type a font name to search, or scroll to browse available fonts.
- 02 Font size: Click the number next to the font name and type a new size, or use the + and – arrows to adjust.
- 03 Text color: Click the "A" icon with a colored bar underneath it in the top toolbar. The color picker opens. Type your brand hex code in the "#" field at the bottom of the picker and press Enter to apply.
- 04 Click outside the text box to deselect and see the result.



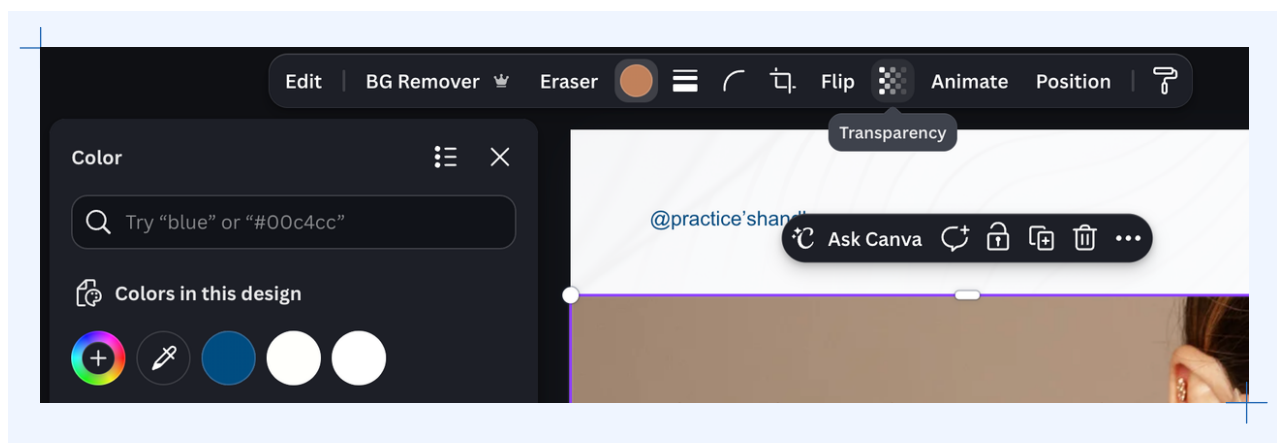
Where to find your brand hex code:

Your hex code is a 6-character code that represents your exact brand color (e.g., 4BC8DD). If you don't know yours, ask your designer or check your brand guidelines. You can also use a free tool like imagecolorpicker.com. Upload your logo and click any color to see its hex code.

Changing a Color Overlay

Posts #3 and #4 include a color overlay, a semi-transparent shape layered over the background that tints the entire graphic. To change it to your brand color:

- 01 Click the overlay element on the canvas. If clicking selects the wrong layer, right-click and choose "Select layer" to pick the overlay specifically.
- 02 Once selected, click the color swatch in the top toolbar.
- 03 Type your brand hex code in the "#" field and press Enter.
- 04 The overlay updates. Adjust the opacity slider if needed. Lower opacity means more transparent, letting more of the background photo show through.



Downloading a Social Post

- 01 Click "Share" in the upper right of the Canva editor.
- 02 Select "Download."
- 03 Choose "PNG" for single image posts. PNG provides the best quality for Instagram and Facebook.
- 04 For carousels (Post #2 and Post #5), select "All pages" in the download options. Canva exports one PNG per slide. Upload each image as a carousel slide when posting. You can also download individual slides and post them as standalone graphics.
- 05 Click "Download."

