

Pinterest for Creative Entrepreneurs

Design and Create Pins for Your Pinterest Boards

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Design and Create Pins to Promote Your Message

Designing and creating Pins to promote your message can be a lot of fun and quite rewarding. In this module, you'll learn design strategies that will make it easy for you to quickly create attractive Pins for your Pinterest boards.

Be sure to view this module's video tutorials where we'll focus on how to:

Design and Create Pins for Your Pinterest Boards

- Create a Pinning Habit
- The Anatomy of Effective Pinterest Pins
- Design Your Pinterest Board Covers
- Design Your Pin Templates
- Set up Your Pinterest Board Showcase

We'll be spending time on www.Canva.com - where you'll learn how to create Pin and board cover templates and develop a pinning strategy.

Here are a few Pin Creation Tips

- Your Pins should be attractive and easy to read
- To streamline the process and make it easy for you to Pin often, you'll want to create a set of templates that you can use over and over again.
- You can tweak your templates by changing the colors or design elements and of course the content.

Enjoy this module's training as you go through the exercises in this action guide.

Here's to your success,
D'vorah

The Anatomy of an Effective Pin

In addition to creating eye-catching images, there are a few other things you can do to maximize the effectiveness of your Pins and their reach.

Carefully Type Compelling Headlines onto Your Pins

- Make headlines easy to read by using a darker font and lighter background.
- Keep the number of words in the head to as few as possible.
- Use keywords in your headlines
- Describe a benefit or a pain point so your headlines are eye-catching

Use Color and Design to Attract Viewers and Encourage Clicks

- Be aware of the recommended Pin dimensions. Things are always changing on Pinterest so check to see what the present-day Pin dimensions are. Currently Pin dimensions are 736 x 1102 pixels.
- Choose colors that reflect your brand or the topic of your pin. Include your logo if appropriate.
- Colorful backgrounds or images with a light color square or rectangle overlay is a popular option.
- Use fewer words at a bigger font size versus text heavy images that are difficult to read.

Provide a Call-to-Action on Your Pins

- A call-to-action is an invitation or instruction to guide your viewers to take action.
- Examples of calls-to-action are...
 - Text that invites viewers to claim a free gift
 - Listing an easy to read website address on your Pin
 - An invitation to access the solution to a pain point
 - Instructions on how to claim a gift or view your book

What other ideas come to your mind as far as calls-to-action your viewers could be encouraged to take:

- _____
- _____
- _____

Strategically Guide Visitors to Your Site

- Link your Pins to your log as often as possible.

One way to keep people on your site longer is to display your Pin image, the Pin they just clicked on, right on the page you directed them to. This is a magnetic and powerful strategy.

Designing Your Pins Worksheet

An easy way to streamline your pinning efforts is to create a few Pin and board cover templates that you can use for your Pins. Once you have the template, you can adjust the color and text as you add new content to your Pinterest boards.

Study Pins that you see on Pinterest and notice which ones catch your eye. Use the section below to capture and sketch out your ideas. Be sure to view this module's tutorial as it's all about creating templates for your Pins and board covers.

Create Your Board Covers

Creating board covers helps to add branding to your Pinterest account and makes it easier for people to want to explore your boards and pins. Here are some tips to apply to your board cover designs

- Choose light backgrounds with dark text – to make your covers easy for people to read.
- Choose brief board titles for your covers so viewers can see what your boards focus on.
- Explore Pinterest and notice which boards catch your eye. **To locate boards**, search Pinterest for a topic you are interested in. Click on a few pins that appeal to you and click through to the Pinner’s board, by clicking on their logo or photo that appears below a Pin.
- Not all Pinterest users add board covers so notice how much easier it is to find content when they do.
- Draw from examples that catch your eye, when creating your covers.

Use the worksheet section below to layout your board cover titles and design ideas. It’s recommended that board cover dimensions be 736 x 736 pixels.

Create a Showcase for Your Boards

In addition to viewers seeing your Pins and boards, when they get to your Pinterest profile they can also see a Showcase, which features up to five of your boards. This can be quite attractive, especially if you use board covers.

Your showcase provides scrolling images of your boards and is quite eye-catching.

To set up your showcase:

- Head over to: <https://pinterest.com/settings>
 - Or... Login to your Pinterest account
 - Hover over your image at the top-right of the screen.
 - Choose “settings” from the dropdown menu.
- From the settings menu, scroll down below where your website is listed.
- You’ll see the Showcase button just below your website field.
- Click that button and you’ll be taken to your showcase dashboard.
- Choose up to five boards to be featured in your showcase.
- The numerical order indicates their position in your showcase.

Create a Regular Pinning Schedule

In the next module, we’ll be talking about setting up a regular pinning schedule and doing things to automate the process. In the meantime, open up your calendar and choose one or more 30-minute (or so) sessions per week, to create Pins and add them to your boards. The best things to Pin about are items that you post on your website, so you drive traffic to your site and enable the Rich Pin features.

Take Inventory

Use the worksheet below to help you determine where you are at with setting up your Pinterest account and developing your Pinterest presence. Spend some time this week to complete the following.

- I’ve set up my Pinterest Business Account.
- I’ve added my profile photo or logo image.
- I’ve completed my About section of my profile.
- I’ve added and /or confirmed my website.
- I’ve created my first 3 or more boards.
- I’ve repined at least 20 Pins to each board.
- I’ve scheduled a recurring time in my calendar for Pinning (repinning and creating my own pins to promote my book, blog, shop, business, etc., one or more times a week.