

# Pinterest for Creative Entrepreneurs

## Grow Your Presence on Pinterest

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## Continue to Grow Your Presence on Pinterest

In order to make an impact on your business via Pinterest, you need to continue to gain visibility on Pinterest. This is not a one-and-done proposition but rather an ongoing marketing effort.

Once you've set up your Pinterest account, have your initial boards in place and have begun to create and post your own pins, there are simple things you can do to expand your reach and connect with your ideal viewers.

Before we dive into this week's activities, let's talk a moment about "mindset." You have a choice. You can choose to think of marketing on Pinterest as a "chore" or you can choose to think of exploring, sharing and expanding your reach on Pinterest as an exciting, interesting and enjoyable activity.

I believe the key to allowing you to enjoy this journey is to find the right times for you to spend time on Pinterest. We are all busy and it seems like there are not enough hours in the day. That said, if getting your message in front of your ideal audience is important, then finding ways to reach them and grow ongoing relationships with them is essential.

My recommendation would be, to find times to participate on Pinterest that work for your schedule and lifestyle and to build Pinterest based activities into your daily schedule.

For example, think about how many times during the day you check your email and/or visit Facebook. What if you were to build in an additional five minutes into exploring Pinterest. Consider this, each time you go to check your email, stop yourself and head over to Pinterest, for just five minutes. During those five minutes, you can:

- Search for pins based on the keywords your ideal customers are typing into Pinterest.
- Locate pins that appeal to you visually, and add those pins to an "explore later" type of board.
- During one of your Pinterest sessions, click on a few of the pins you've saved to see if they are ones you'd like to feature on one of your boards.

In this module, you'll discover a variety of ways to continue to expand your reach and develop your presence on Pinterest.

The biggest piece of advice I can offer you is, find a way to enjoy your time on Pinterest. It really can be a lot of fun and you can reap great rewards in the process.

Here's to your enjoyment and your success,  
D'vorah

## Increase Clicks to Your Pins

Now that you know how to create Pins and Pin templates, you'll want to circle back and check out your Pin headlines. The key to getting Pin clicks really boils down to two things; the attractiveness of your Pins and the effectiveness of the headlines you type onto your Pins.

The first activity in this module is to spend time exploring Pins and noticing which headlines catch your attention. Studies have shown that the types of Pins that receive the most clicks are either ones that mention a pain point and offer a solution in the headline text, or those that simply include headline text that mentions an enticing solution, without listing the pain point.

Here are a few examples:

- Feeling Tired All of the Time? Discover How to Have More Energy with This Simple Trick
- Wondering Why You Aren't Losing Weight? You Are Not Alone, Find Out Why in This Article
- Seven Secrets to Getting a Good Night's Sleep

Action Step: Head over to Pinterest and explore. You can either explore randomly or you can search for keywords, based on your interests or the interests of your audience.

In the space provided below, record captivating headlines you come across they make you want to "click" on the Pins.

Headline: \_\_\_\_\_

Headline: \_\_\_\_\_

Headline: \_\_\_\_\_

What do you notice? \_\_\_\_\_

\_\_\_\_\_

Compose headlines on your topic, using the above pattern:

Headline: \_\_\_\_\_

Headline: \_\_\_\_\_

Headline: \_\_\_\_\_

## Create Content to Pin About

Creating attractive Pins is just once piece of the puzzle. Providing great content that people will want to check out is another. While you'll want to occasionally post Pins that lead directly to your products or programs, the bulk of your Pins should lead to informative content that your audience is interested in.

The likelihood of people purchasing a product right away, after clicking on a Pin, is rather small. With that in mind, focus on providing great content, such as videos or blog posts, that people want to explore. This will increase your chances for having your Pins repinned and people following you on Pinterest.

To begin with, compose a list of topics your audience would be interested in reading about. What solutions do you provide? Write a blog post that, demonstrating your expertise.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Hot Tips

An effective way to get people to explore your blog, is to feature the Pin image they clicked on, as part of your blog post. When they see that image on your blog, right away, they will feel the connection between your Pin and your blog post.

Have in mind what it is you want people to do when they get to your blog.

- Do you want them to subscribe to your email list?
- Do you want them to check out your books or products?
- Do you want them to leave a comment on your blog post?

## What if You Don't Have a Blog

If you don't have a blog or website, consider setting up a free one on [www.WordPress.com](http://www.WordPress.com). This will provide you with a place to post articles and provide you with a website that can be confirmed on Pinterest, enabling you to add Rich Pins to your account. Review the module one videos for instructions on confirming your website and enabling Rich Pins.

WordPress offers several levels of service. If you want to grow your email list, make sure that the level you choose allows you to add an email opt-in form to your site.

## Things to Blog About

If you are knowledgeable and passionate about your topic, it's likely that you have a lot to say. Creating a variety of blog posts will keep your audience interested and coming back for more. Following is a list of ideas to draw from, when writing posts for your blog.

- Write about your success journey.
- Share gems or pearls of wisdom.
- Discuss challenges your audience faces and provide solutions, in a "five ways" type of post.
- Share the message behind your book.
- Talk about your author journey and how you came to write your book.
- Comment on a news event and how it relates to your topic.
- Write a how-to post.
- Answer common questions on your topic.
- Post interview transcripts with a thought-leader in your industry.
- Write about your Etsy shop and how you came up with your shop idea.
- Tell an entertaining and educational story, related to your topic.
- Address common frustrations in your industry.
- Compose a step-by-step tutorial on something of interest to your readers.
- Make a list of commonly asked questions on your topic and share your answers.

Compose a List of Things, of Interest to Your Audience, That You'd Like to Blog About

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Grow Your Email Subscriber List

One of the biggest rewards you can receive from your Pinterest efforts is to grow your list of email subscribers. That way, instead of people visiting your site and leaving, you have the opportunity to build an ongoing relationship with them.

If you have an email list already, proceed to the next step. If you do not yet have an email list, consider registering for a service such as aWeber.com or MailChimp.com so you can grow a list of email subscribers. Each of these email service providers offers training and support to help you get started.

By subscribing to your list, people are giving you permission to communicate with them over time, and this will provide you with opportunities to develop an ongoing relationship with your subscribers.

You'll want to offer a "juicy gift" that your site visitors will be eager to subscribe for.

- The easiest way to create a downloadable opt-in gift for your audience is to compose your content in a Word document and then save it in PDF format.
- You can then post it to a private page on your website and email subscribers the link to the gift.
- You want your opt-in gift to be on a subject that is of great interest to your niche audience.
- People love checklists, top tips lists, and how-tos.

Here's some ideas for a report, checklist, or worksheets on your topic:

- Five Ways To...
- A 7-Day eCourse for [X]
- The [your topic here] Checklist to Achieve [X]
- Fast Easy Recipes You Can Make in Fifteen Minutes
- Take Action Checklist to Help You...

In the space below, jot down your ideas for a gift you could create:

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