

Pinterest for Creative Entrepreneurs

Pinning as a “Long-Tail” Marketing Strategy

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Reflect on Your Pinterest Activity and Set Your Intention Moving Forward

Developing your presence on Pinterest is an ongoing activity. The more you participate the more you'll benefit and you'll experience a cumulative effect from your efforts.

Once your profile is set up and you've created your initial boards, added your board covers and have begun pinning your own pins, it **will not** require a lot of time to keep the ball rolling.

For maximum results and to keep your Pinterest efforts at the forefront of your mind, consider spending a few minutes each day to journal about your Pinterest activities and results.

Get a dedicated journal or print off the following page and clip to a clipboard. At the beginning or end of each day, spend a few minutes journaling about your experiences on Pinterest.

To prepare you for this, here are some questions to reflect on.

What are you enjoying most about developing your presence on Pinterest? _____

What Pinterest accomplishments are you most proud of or pleased with? _____

What Pinterest activities are you enjoying most?

What are the top three things you want to do to expand your presence on Pinterest?

Pinterest Journal Page for the Week of:

Spend a few minutes each day journaling about your Pinterest experiences. Include things such as; interesting pins, ideas you've discovered, the number of views you've received, connections you are making with other pinners, opportunities that have come about as a result of your pinning activities, etc.

Monday: _____

Tuesday: _____

Wednesday: _____

Thursday: _____

Friday: _____

Tips and Strategies for Easy Pinning

Here are some tips, tricks and strategies that will allow you to easily continue to participate on Pinterest.

- Create pinning habits and rituals and watch what happens over time.
- Spend 15-30 minutes, 2-3 times a week, to experience results.
- Download the Pinterest app to your phone.
- Before you check your email each day, spend five minutes repinning content to your boards.
- Set up a Secret board called something like “Pins to Confirm.”
- Then, when you get to the computer, during your next Pinterest session, you can click on those pins to see if they are ones you want to feature on your active boards.
- Share links to your Pins, on Facebook and other social networks.
- Create a “Favorite Pins I’ve Created” vision board page. Print off copies of favorite pins you’ve created and display them on your office wall or clip to your weekly journal page clipboard. This will fuel your engines and rev up your excitement level. It’s exciting to view your creations!

Identify Reasons and Occasions for Pinning

Make it a habit to Pin about your activity online. Here are some examples and occasions.

- Pin when you post a new blog post.
- Pin when you publish an audio or video postcard.
- Pin when you’ve added a new product to your shop or website.
- Pin when you’ve gotten a new book review.
- Pin when your Facebook group size hits a milestone.
- Pin when you receive a customer or student testimonial.

List additional ideas for when you can Pin:

- _____
- _____
- _____
- _____
- _____

Engage Your Email Subscribers and Share Your Pinterest Content with Them

One of the key success tips regarding your email list, is to write to them often. Make it a habit to write your list at least once a week. By doing so, they will get used to hearing from you and ideally, look forward to your emails.

One way to keep your list engaged and responsive is to provide valuable content to them. Here are some examples and ideas to draw from.

- Write blog posts on topics of interest to your readers.
- Run contests, that require people viewing and following you or one of your boards on Pinterest.
- Post a survey that invites participants to post their most burning question on a specific topic.
- Offer a commenting contest, where you invite your email subscribers to post a comment on your blog post. Choose a winner or winners from the participants and recognize them in your eNews.
- Compose an article about Pinterest and invite your readers to post a link to their Pinterest profile (if they have one.)

What are additional ways to provide value to your list and encourage them to follow you on Pinterest?

- _____
- _____
- _____
- _____
- _____

Notes and Ideas:

Create Collaborative Boards and Boost Your Exposure & Your Reach

On Pinterest, you have the option to add collaborators to your Pinterest boards. What this means is, other people can contribute related content to your boards. These can be referred to as Group Boards. By collaborating with co-contributors, everyone who posts to your group board benefits from increased exposure. To add collaborators, click on one of your boards and then click on the + sign, just below your board's title and description. Collaborators can be friends, colleagues, email subscribers, etc.

In the space below, give thought to possible group boards that you could potential create. If inspired, begin with ONE collaborative group board. The space below is simply to brainstorm the possibilities.

<p>Board Topic: _____</p> <p>Board Description: _____ _____</p> <p>How this topic can boost my brand: _____ _____</p> <p>Potential Collaborators: _____ _____ _____</p>	<p>Board Topic: _____</p> <p>Board Description: _____ _____</p> <p>How this topic can boost my brand: _____ _____</p> <p>Potential Collaborators: _____ _____ _____</p>
<p>Board Topic: _____</p> <p>Board Description: _____ _____</p> <p>How this topic can boost my brand: _____ _____</p> <p>Potential Collaborators: _____ _____ _____</p>	<p>Board Topic: _____</p> <p>Board Description: _____ _____</p> <p>How this topic can boost my brand: _____ _____</p> <p>Potential Collaborators: _____ _____ _____</p>

Collect Pinning Tips You Discover on Pinterest

While you're on Pinterest you'll likely come across Pins that lead to great tips for gaining more exposure on Pinterest. Capture these ideas in the space provided below.

Pinning Strategies I Discover Along the Way

Intriguing Tip or Strategy: _____

Intriguing Tip or Strategy: _____

Intriguing Tip or Strategy: _____

Intriguing Tip or Strategy: _____

Intriguing Tip or Strategy: _____

Expand Your Presence on Pinterest Checklist

- Set up Pinterest Business Account
- Uploaded photo or business logo to profile
- Add an *About* section, sharing what you do and using keywords that appeal to your audience.
- List the URL to your website. If you don't have a blog or website, consider setting one up, even a simple one at www.WordPress.com - or list the URL to your Etsy shop or Amazon Author page.
- Confirm your website (if you have a website.)
- Enable Rich Pins (once you've confirmed your website.)
- Create at least five public boards and several Secret boards.
- Add descriptions to your boards.
- Add at least 20 pins to each board. These can be pins that you've repined.
- Create your board covers and add them to your boards.
- Create at least five of your pins, that feature your work, shop, book, and/or website, etc.
- Post these pins to your boards and add keyword rich descriptions to these pins.

Get Featured in Our Pinning for Creative Entrepreneurs Achiever's Showcase

Once you've completed all of the above, including going through the training modules, contact D'vorah and ask for the link to the Showcase form, so we can feature you in the Showcase! Congratulations.

Keep the Ball Rolling

Developing your presence on Pinterest is an ongoing activity. You can accomplish a great deal, even by spending just 15-30 minutes two to three times a week.

- Open your calendar & schedule recurring times to focus on developing your Pinterest presence.
- Schedule recurring times for the next 8-12 weeks and get ready to benefit from the cumulative effective of your efforts.
- If you have not yet finished going through the course training, open your calendar and schedule times to do so. You'll be glad you did – while it's on your mind and you are "in the zone."

Celebrate Your Accomplishments

Wherever you are on this journey, you are in the perfect place. Celebrate your accomplishments and keep your momentum moving forward.

Get Ongoing Support and Continue on with the Group

One way to keep your momentum going is to receive ongoing training and support. Our monthly Content Creation Club provides just that. Check out the details at:

<https://shareyourbrilliance.com/content-creation-club>