

# Pinterest for Creative Entrepreneurs

## Current View of Registration Process

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## Updated View of Business Account Registration Pages

At the rate in which technology changes, be aware that some of your screens on Pinterest, might look different than they do in some of the videos. In this action guide – I'll share images of the current views of the registration pages. Of course – technology continually changes so what you see on your screen may look different.

To set up a new Pinterest Business account – go to:  
<https://business.pinterest.com>

### 1: Login or Create a new Business Account.




## Welcome to Pinterest

Grow your business

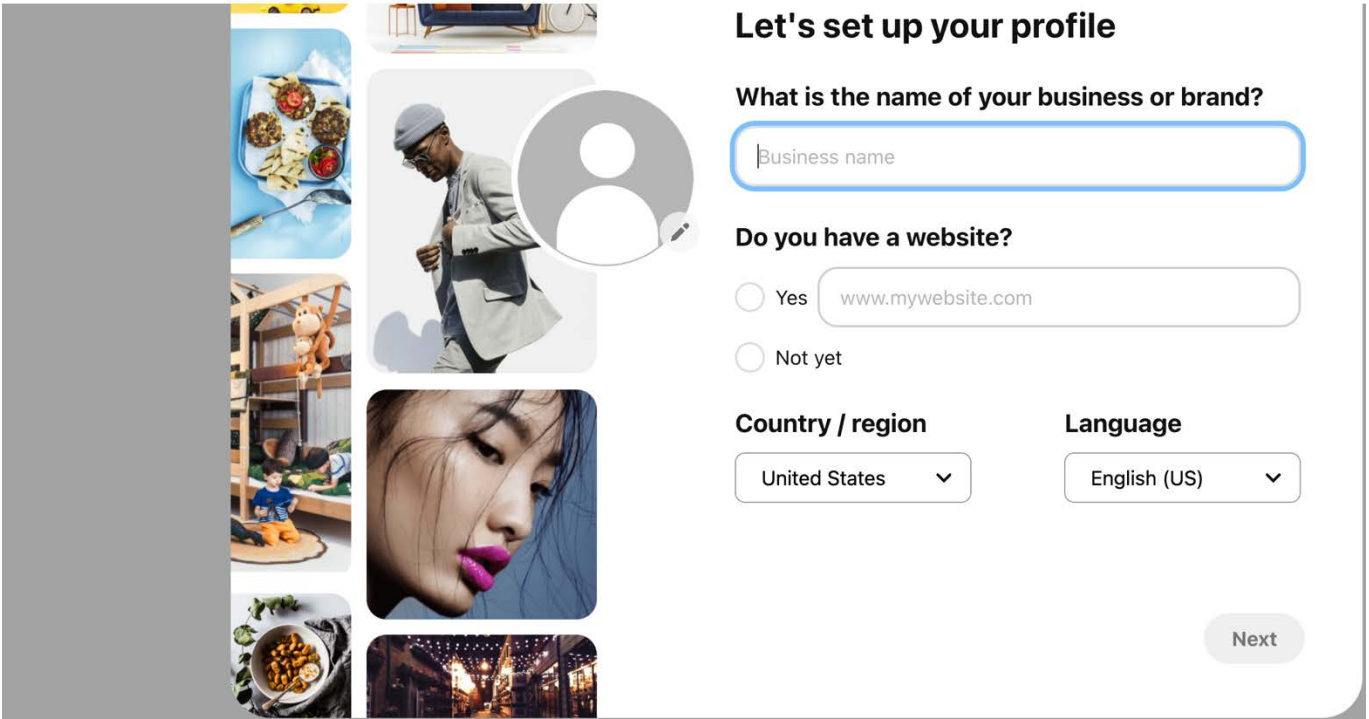
**Create account**

Log in

### 2: Set Up Your Profile



Business Create Analytics Ads



### Let's set up your profile

What is the name of your business or brand?

Do you have a website?

Yes

Not yet

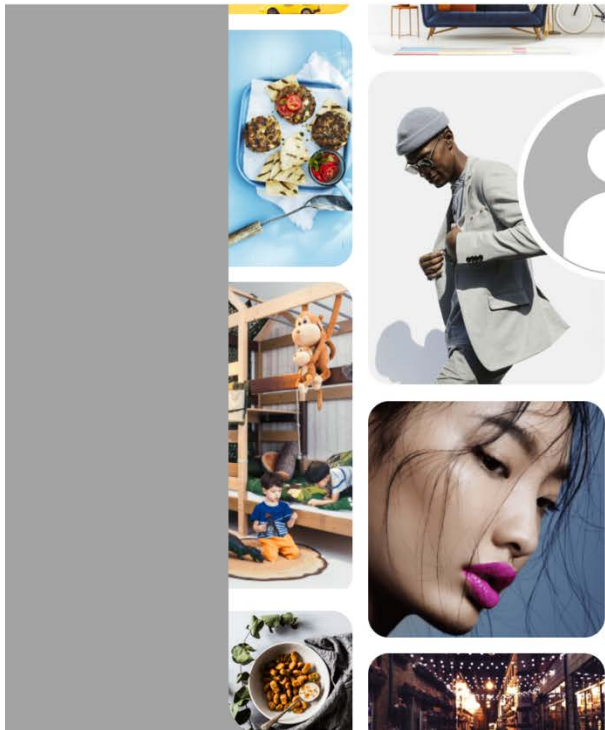
Country / region:

Language:

Next

### 3: Describe Your Business.

 Business ▾ Create ▾ Analytics ▾ Ads ▾



## Describe your business or brand

Get customized recommendations based on your details

### What's the focus of your brand?

Select one ▾

### What are your goals?

Pick up to 3—you can update these in Settings at any time

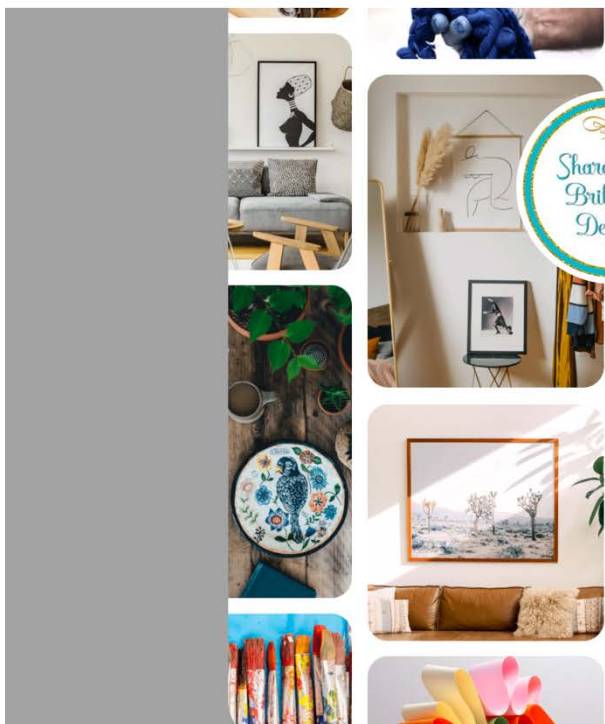
- Sell more products
- Generate more leads to your business
- Drive traffic to your site
- Create content on Pinterest to grow an audience
- Grow brand awareness
- Not sure yet

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Next

### 4: Describe Your Brand

 Business ▾ Create ▾ Analytics ▾ Ads ▾



## Describe your brand

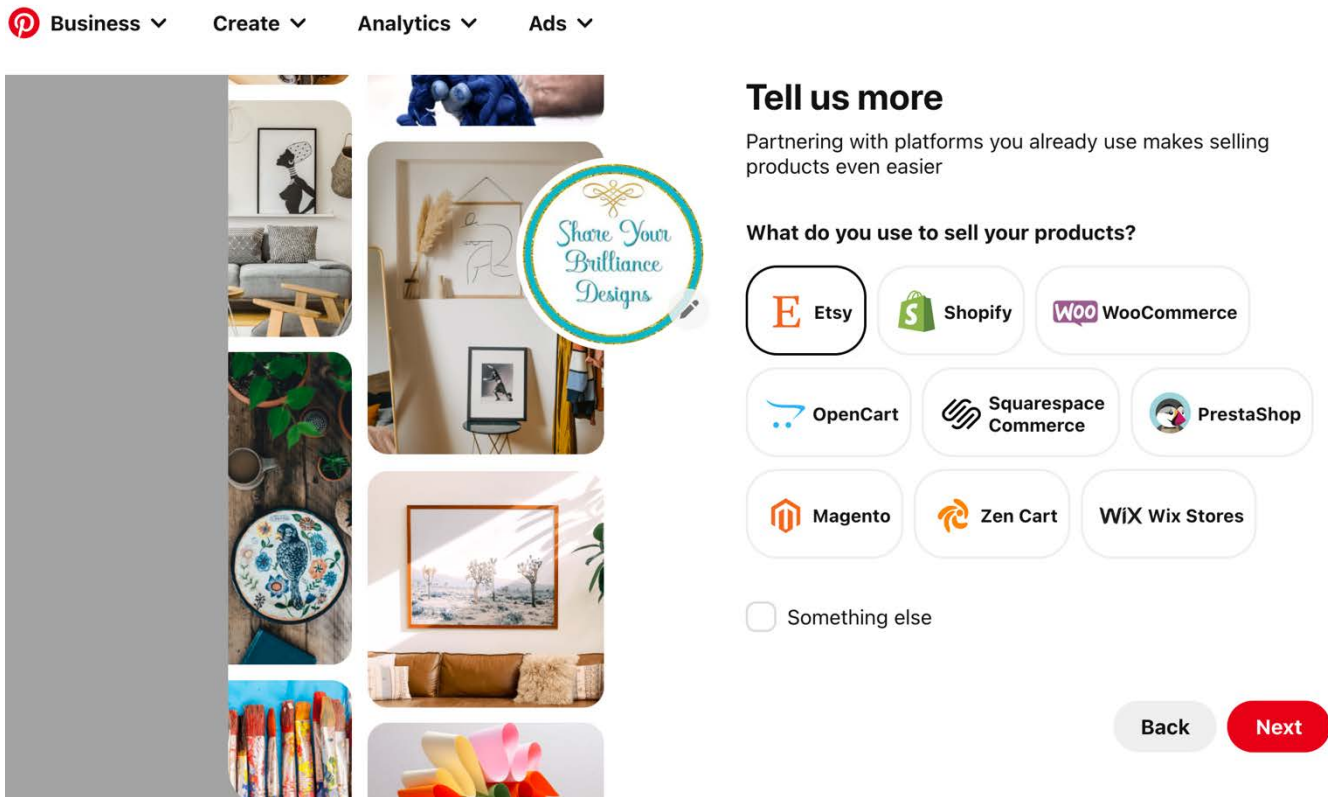
Get customized recommendations based on your details

- I'm not sure
- Blogger
- Consumer Good, Product, or Service
- Contractor or Service Provider  
(e.g. wedding photographer, interior designer, real estate, etc.)
- Creator, Influencer, Public Figure or Celebrity
- Local Retail Store or Local Service  
(e.g. restaurant, hair & beauty salon, yoga studio, travel agency, etc.)
- Online Retail or Marketplace  
(e.g. Shopify store, Etsy shop, etc.)
- Publisher or Media
- Other

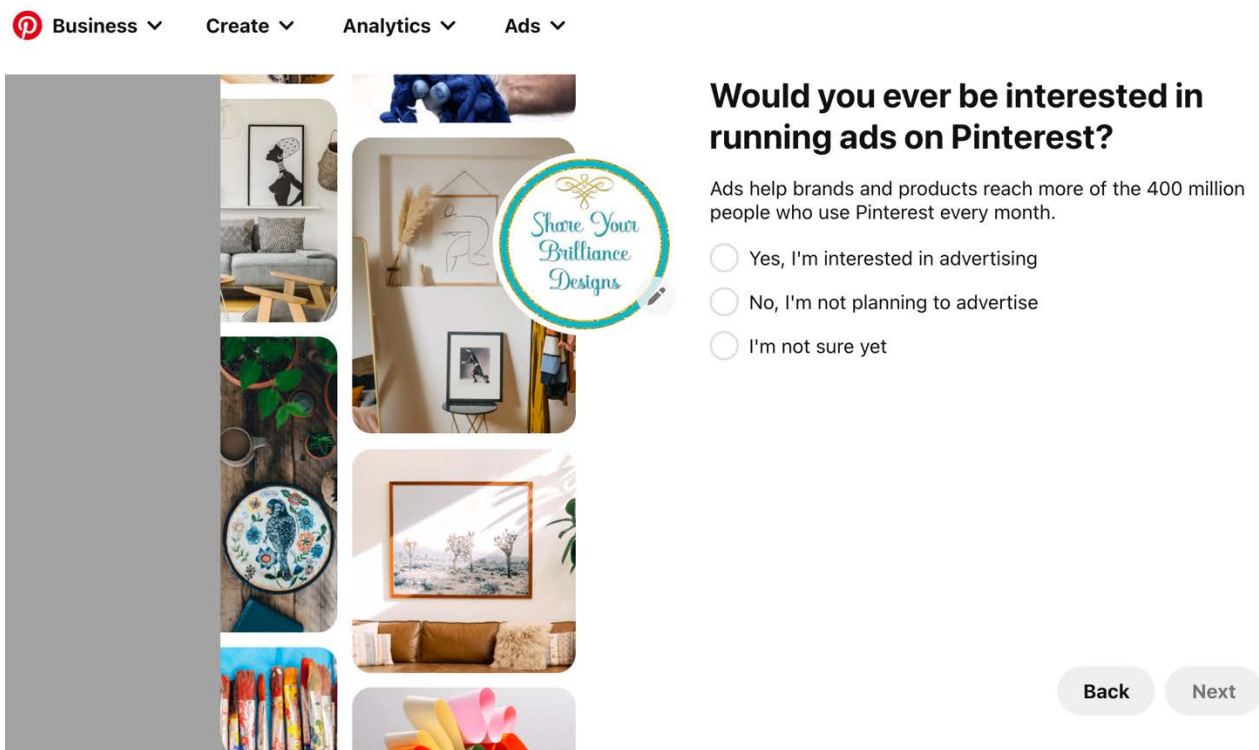
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**5: When Selecting “Online Retail or Marketplace, You’ll Come to This Next Page.** (If you choose a different option, your next screen may look different than the image below.



**6: Select What You’re Interested In**



## 7: Get Started – Choose Where You'd Like to Start

 Business ▾ Create ▾ Analytics ▾ Ads ▾

### Where would you like to start?



#### Share ideas

Create Pins to tell your brand story, using images, videos, products or links

**Create a Pin**



#### Grow your audience

Create an ad to reach more people and use tools to track its performance

**Create an Ad**



#### Showcase your brand

Help people on Pinterest get to know your brand by adding your picture, location and other helpful information

**Build your profile**

## 8: Now It's Time to Explore, Complete Your Profile and Begin Creating Pins

 Business ▾ Create ▾ Analytics ▾ Ads ▾