HEART CENTERED
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HIGH ACHIEVERS

GET THE MOST OUT OF PINTEREST

EBOOK + WORKBOOK

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INTRO

I've had a Pinterest account for years, where early on, I pinned anything that interested me so that I could hoard it away for future reference. This "pin-all-the-things" strategy seemed like a sound one until I started tweaking certain aspects of how I pinned. Soon, I realized that Pinterest wasn't just a place to save DIY projects I'd probably never try -- it was an incredibly effective marketing and brand-building tool.

As I refined my Pinterest strategy and honed in on my unique vision, everything about my blog and business grew -- from pageviews and subscribers to new, paying clients. I felt like I'd "cracked the code" on Pinterest and continue to see substantial growth each week.

In this eBook, I'm sharing a few ways that you can get your own party started on Pinterest, so that your content is shared more often and so that YOU are seeing the kind of growth that I am. If you want even more guided learning, you can check out my eCourse, *Pinfinite Growth*, where I share video and written tutorials all about how you can receive the maximum amount of growth in traffic and subscribers by using Pinterest, smarter.

Now let's get down to it, yeah?

YOUR PROFILE

01. FIRST OF ALL, USE THE SAME PROFILE PHOTO ACROSS ALL OF YOUR SOCIAL MEDIA ACCOUNTS.

If you're a blogger, use a warm, friendly photo of your face. If you're a brand (that isn't focused on one person), then you can use your logo.

02. ADD KEYWORDS TO YOUR PINTEREST DISPLAY NAME (DIFFERENT FROM YOUR USERNAME).

That way, when someone searches for a particular topic in your niche, your profile will pop up. For example, on my Pinterest account, my name is displayed as *"Melyssa Griffin | Entrepreneur + Blogging Tips."* I do this so that my account will pop up when someone searches "entrepreneur" or "blogging tips." If you're not adding keywords to your display name, then you're missing out on valuable real estate that Pinterest gives you, fo' free.

Why didn't I use my actual name in the display name? I am the only person who runs it, after all! Well, my Pinterest account is representative of my brand, not just me. It depends what kind of brand recognition you'd like to create. Do you run a blog or design studio that uses your actual name? Then it would make

more sense for your display name to use your real name. If not, use your brand's name.

TAKE ACTION:

Which keywords can you add to your display name that are very relevant to your blog or business? List them below.

03. YOU WILL ALSO NEED A KICK-BUTT BIO.

Your Pinterest bio is brief, but it's what new potential readers will see when they visit your profile. It's the first step to getting subscribers, getting hired, and growing your following, fast. Here's how to craft a bio that gets people interested in what you have to offer:

How do you add value? For example, instead of saying, *"A blog about travel and fashion,"* try *"I lead a website that empowers women to feel more confident and adventurous in their day-to-day lives."* Yeah, I think I know of 900 "travel" blogs, but a travel blog that specifically focuses on making me more confident and adventurous each day? That sounds unique and personal. You don't need to reinvent the wheel here, my friends. Just figure out what sets YOU apart and how you help the people you serve.

Let your personality shine through. If you're funny, be funny. If you're warm and encouraging, be that. This will ensure that you get followers who are YOUR ideal readers and clients.

TAKE ACTION:

Plan out your new bio below. Focus on creating unique interest. What sets you apart?

YOUR BOARDS

01. REARRANGE YOUR BOARDS WITH THE MOST RELEVANT ONES FIRST.

I know, you're probably thinking that this is so basic it couldn't possibly help. Trust me, I thought the same thing when I received this advice. But it truly does help.

Here's what to do: rearrange your boards so that the most active and relevant boards are at the very top. If you blog about beauty and fashion, be sure to have "beauty" and "fashion" boards as the first thing people see. Pinterest is such a hodge podge that it can be difficult to figure out what a particular user tends to pins. Make it easy on potential followers by putting the boards that are most relevant to your brand at the top.

02. CREATE A BOARD SPECIFICALLY FOR YOUR BLOG CONTENT.

You should have a board JUST for your own blog's content and it should be the very first board on your profile. This is a further way to entice potential new followers into checking out your site and gives them an easy-to-view library of your best content.

03. ADD BOARD COVERS THAT ARE CONGRUENT WITH YOUR BRAND.

Many people don't do this, so the fact that your boards are well-branded and consistent will immediately stand out. Don't overthink this. All you need to do is select board covers that match your website's branding -- whether in color, tone, or imagery. In my case, all of my board covers are brightly colored, like the main color palette of my blog. I also keep my most relevant-to-my-niche boards at the very top, so potential new followers immediately know why they should follow me.

GETTING SAVVY

01. VERIFY YOURSELF AS A BUSINESS ACCOUNT.

Since you want to go pro, you must MUST verify yourself as a biz account. You can do that by *clicking here* and setting it up. Verifying yourself gives you access to Pinterest's analytics, which are awesome and can be very helpful in learning how to grow your blog or business. (By the way, in *Pinfinite Growth*, we're diving deep into Pinterest's and Google's analytics so that you know what to look for and can get the most out of them).

02. SET UP RICH PINS.

Have you ever seen a pin that has a little logo and bolded post title underneath it? These are rich pins and you should really have them. Rich pins help you stand out in a sea of other pins and they also create brand recognition so that people continually see your logo and brand name. I actually wrote an easy tutorial all

about how to set up rich pins on your site. You can find it by *clicking here*.

YOUR AUDIENCE

Now, we're diving into one of my favorite things about Pinterest (and blogging in general!) -- figuring out how to set yourself apart AND serve your audience at the same time. The point here is this: your followers aren't getting much out of you being a "jack of all trades." Just as I used to "pin-all-the-things" in the beginning, it's not helping anyone to spread yourself too thin.

Think of it this way: you want strangers who come in contact with YOU and YOUR brand to immediately "get" what you're all about. You don't want them to have to sift through 49 boards, trying to decipher why you'd have "vegan recipes" and "entrepreneur tips" boards on the same account. In other words, you need to get focused. The more focused your content and brand, the more likely it is that the right people will follow you and fall in love with everything you create. Let's get to work.

What are you most passionate about creating? What types of blog posts really get you fired up and excited?

Which posts do your audience enjoy most? Which ones get the most comments, pageviews, and repins?

How can you combine your answers above? The answer to this question is what I like to call, *"Your Secret Sauce,"* because it's what will set you apart in a crowded online world. Run with it.

Do you have boards on your Pinterest account specifically for topics related to Your Secret Sauce? If not, you need to create them. Fill 'em up and put them at the top of your profile next to the board you created with your brand's name. If you need to create some, brainstorm below which on-brand boards you can create to attract your ideal follower.

3 WAYS TO SEE GROWTH, FAST

In *Pinfinite Growth*, I share my favorite (and most effective) strategies for seeing growth on Pinterest that will directly translate into blog and business growth. A few of the easiest strategies are below, so you an get started right away.

01. VISIT GOOGLE ANALYTICS AND, USING THE LEFT-HAND NAVIGATION, CLICK BEHAVIOR >> SITE CONTENT >> ALL PAGES.

This section will show you an ordered list of your most popular posts. Whoa. You can change the date settings at the top of the page, too. I recommend viewing dates for the past 2-3 months, so that you can see which posts have recently been getting the most traffic. Now, update these posts! Here are a few things you should be revising: The post image.

It's no secret that vertical images do well on Pinterest. It's also important to create on-brand images that are cohesive and consistent. That way, people will begin to associate your imagery style with you and your website. This breeds brand recognition and will get people curious enough about you to eventually click over to your site.

Since Pinterest is a search engine, SEO counts. This means that many of your most popular pins and posts may also be some of your oldest pins and posts. The reason I say this is because your old blog posts may have been created before you had the branding skills and know-how that you have now. So, update your post images of your most popular posts and then repin them to drive even more traffic to them.

Add a content upgrade to these posts to increase your email subscribers.

A content upgrade is an additional piece of content that people can receive if they subscribe to your email list. For example, if you wrote a post with your *"favorite Pinterest strategies,"* then your content upgrade

could be a *"free checklist of what you should do for every post on Pinterest."* It's a way to upgrade your content so that you can increase your number of subscribers.

It would also help to add a thumbnail of your super spiffy content upgrade right into your blog post/ Pinterest image. That way, Pinterest users will see a glimpse of what they could get out of your post. Everyone loves free, useful content, right?

02. WHEN PINNING, QUALITY OVER QUANTITY

In *Pinfinite Growth*, I share a detailed look at Pinterest's Smart Feed, which explains the "science" behind these different strategies. One thing you need to know, even if you're unfamiliar with the Smart Feed, is that pinning quality content consistently is a surefire way to grow your account.

I recommend that you pin 15-25 pins per day. I know, it seems like a lot, but with the right programs and a bit of know-how, it's actually incredibly easy. I spend less than 15 minutes on Pinterest a day. Seriously.

Until you take *Pinfinite Growth*, try pinning 10-15 pins per day. Again, focus on your Secret Sauce. What can you pin that will ADD to your brand and attract your ideal reader or client? Don't just pin a bunch of unrelated, random pins. This "pin a lot" strategy will not work as it used to, you should be pinning high quality content with a specific type of person in mind. Quality over quantity, friend!

If it's hard for you to find great content in your feed, then you need to be more selective about who you follow-- everywhere. I am "picky" about who I follow anywhere online -- Twitter, Bloglovin', Pinterest, etc. It's not because I don't WANT to follow random, unrelated accounts (I'm not a monster...I love cute, puppy photos, too!), it's just that I know how much time it saves me to ONLY follow accounts that are highly relevant to my brand and ideal follower. That way, I can spend just a couple minutes scrolling through Twitter or Pinterest or Bloglovin' and find tons of useful content to pin that "my people" would totally dig. If you didn't employ this strategy? I can imagine it would take fo' eva to pin each day.

03. ADD KEYWORD-RICH, CONVERSATIONAL DESCRIPTIONS TO YOUR PINS.

Another aspect of a Pinterest user that gets brownie points in the Smart Feed is that they add useful, keyword-rich descriptions to their pins. Seriously y'all. Do it. Most people either don't add any descriptions OR they they just use the blog post's title. You're missing out big time if that's your current strategy.

Instead, add keywords to your descriptions so that people can actually find your posts. Think about what people would be searching for and include those words in a conversational way. Remember, Pinterest is a search engine, so you need to use SEO. We get into keywords and descriptions in more detail in *Pinfinite Growth*, too.

Another aspect of Pinterest's Smart Feed is that it now has "related pins." These are pins that are added to your home feed based on your interests and things you've searched for. So, if you looked up or re-pinned "cute puppy photos," then Pinterest will show you related pins, which can be from people you do or don't follow, with more cute puppy photos. This gives you a huge opportunity to grow your following and re-pins because if Pinterest selects your pins to be used as "related pins," then your pin will:

A. Get in front of more people (who potentially don't follow you yet), and

B. Get you in front of people who have shown interest in your topic previously.

SO awesome.

So, how do you get your pins featured as related pins? Well, most importantly, you need to write a keyword-rich description for each and every pin, as mentioned above. So, this is just another reason to make description-writing part of your usual practice.

As you can probably tell, I'm pretty passionate about all things Pinterest. It has been the single best marketing tool for my blog and business, bringing me thousands of subscribers, new clients, and even doubling my website's pageviews in just a few months. On top of that, my Pinterest followers have been increasing by over 2,000 per month, which results in even more growth in my blog and business each month. It's exponential, yo.

I see others spending SO much time on marketing efforts that never bring them engaged traffic or new clients, so I decided to create *Pinfinite Growth*, an eCourse that walks online hustlers (like you) through my step-by-step Pinterest system. This is the exact system I use myself and have explained everything in detail (minus the fluff) through video tutorials and written PDFs. It's good, y'all. Interested in signing up for *Pinfinite Growth* so that you can stop "casually" thinking about your blog and start turning it into a thriving powerhouse? *Right this way >*