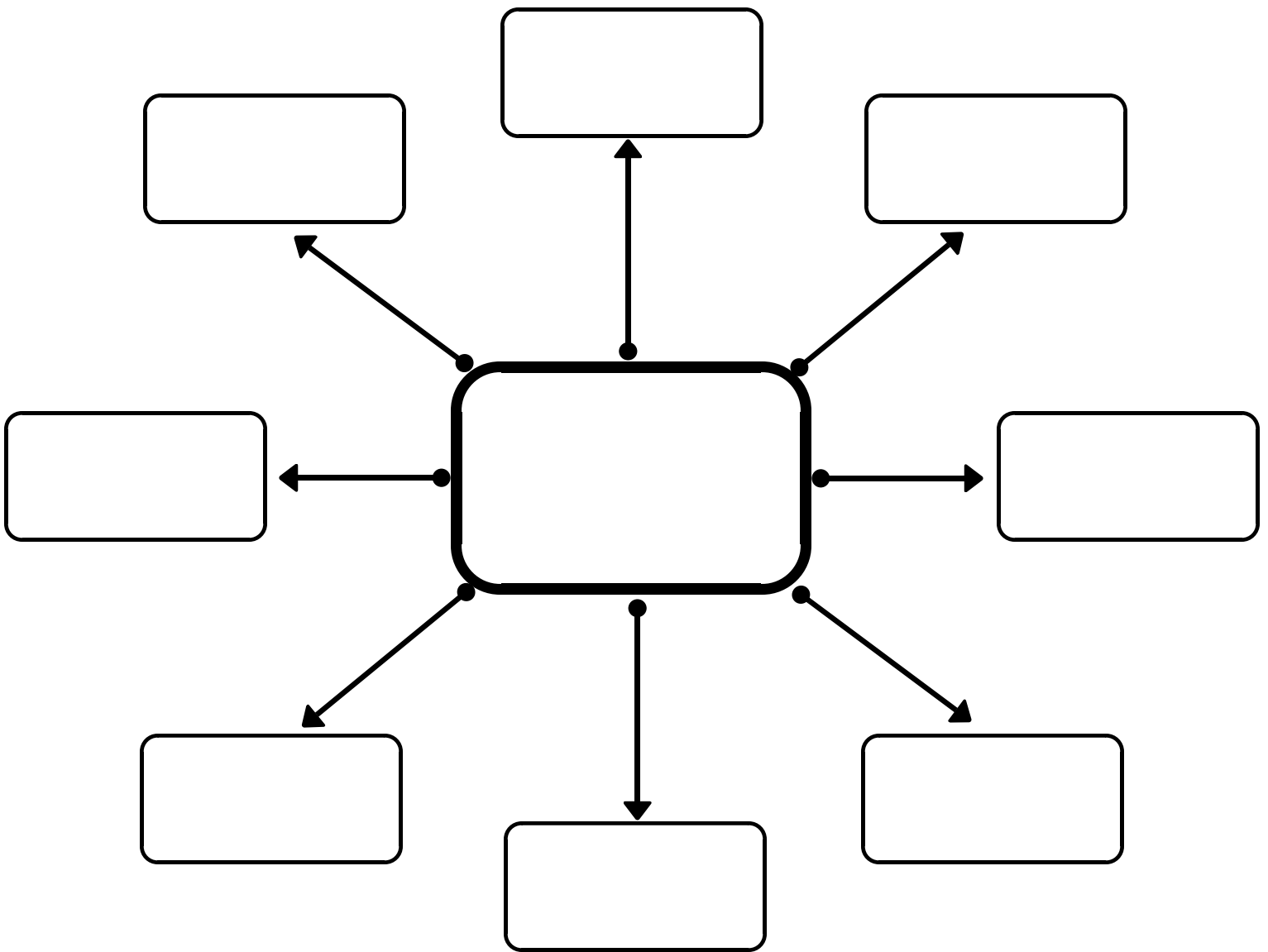


Pinterest Success

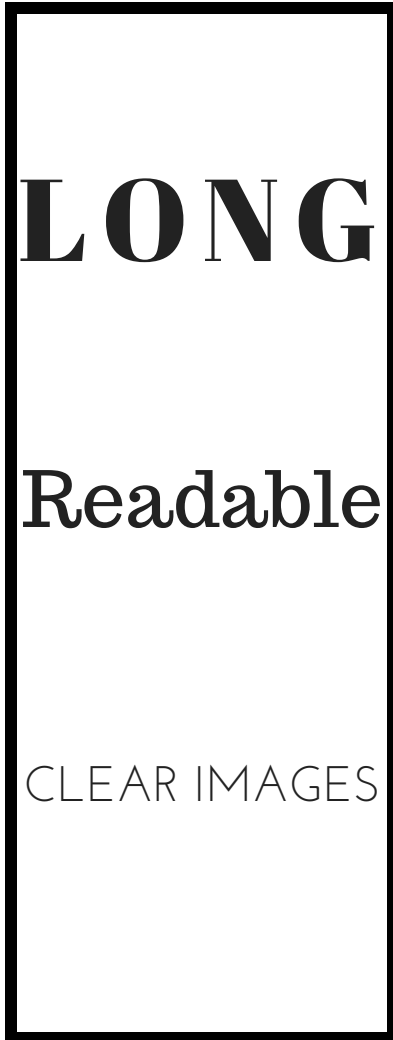
workbook

Breaking Down Your Niche

Write your Broad Niche in the center of the mindmap. Then brainstorm ideas of specific board titles in the surrounding boxes.



Quality Pin Checklist



- Pin is at least 700px wide
- Pin is longer than it is wide
- The text is readable, even when the pin is viewed smaller
- Images are clear, bright, and attractive
- Pin contains branding (color, font, images)
- The title is intriguing and relevant
- Description is at least 100 words and contains the keyword at least 2 times

Ask Yourself These Questions:

- Would you re-pin your pin based on looks alone?
- Does the title answer a question or provide help to the reader?
- Does the pin stand out among other pins on Pinterest?

Daily, Weekly, and Monthly Tasks

Daily

- Manually pin 5 new pins from websites in your niche
- Re-Pin 10 pins from other pinners
- Pin 2 of your own pins to group boards

Weekly

- Follow new people in your niche
- Look at your analytics page
- Create new images for old or new posts
- Clean up your group boards of spam and unrelated content

Monthly

- Look over your Pinterest analytics and take notes on what's working
- Add any seasonal boards and place them towards the top of your profile page
- Create new images for pins that are not getting re-pinned
- Reach out to group board owners in your niche to get an invite
- Revise your boards. Edit cover images, keywords, titles, etc.