



**MORE**  
*Traffic*  
*& Sales*  
**WITH**

*Pinterest*

**WORKBOOK**



## Copyright Notice

Copyright © NAMS, Inc. All rights reserved worldwide.

No part of this material may be used, reproduced, distributed or transmitted in any form and by any means whatsoever, including without limitation photocopying, recording or other electronic or mechanical methods or by any information storage and retrieval system, without the prior written permission from the author, except for brief excerpts in a review.

This material is intended to provide general information only. Neither the author nor publisher provide any legal or other professional advice. If you need professional advice, you should seek advice from the appropriate licensed professional. This material does not provide complete information on the subject matter covered. This material is not intended to address specific requirements, either for an individual or an organization.

This material is intended to be used only as a general guide, and not as a sole source of information on the subject matter. While the author has undertaken diligent efforts to ensure accuracy, there is no guarantee of accuracy or of no errors, omissions or typographical errors. Any slights of people or organizations are unintentional.

Any reference to any person or organization whether living or dead is purely coincidental. The author and publisher shall have no liability or responsibility to any person or entity and hereby disclaim all liability, including without limitation, liability for consequential damages regarding any claim, loss or damage that may be incurred, or alleged to have been incurred, directly or indirectly, arising out of the information provided in this material.

# A PERSONAL INVITATION!

And a special 14 day \$1 trial to the best business training resource library available



# 1

## Magnetize

Every business person must have the ability to persist until they prosper by training the right mindset...

# 2

## Monetize

Making money is urgent and important for ALL businesses. It's the key to financing your growth...

# 3

## Methodize

After mastering sales and marketing, creating your own products correctly adds zeroes to your business...

Click here to start today!

# NAMS.ws/14trial



## WHAT DO INSIDERS GET?

Weekly MASTERMIND Call - What's working

30-Day Challenges - 12 months essential topics

Insiders Facebook Group - active peer community

PLR Articles - articles, report and ecourse each month

Audio & Graphics Gallery

Micro Workshops - nearly 2 dozen training sessions

Tutorial Library - Tech tool & process tutorials

Custom Tutorials - 18 essential tools tutorials

Custom Marketing Suite Software including site builder, video management, tracking, quiz engine

And much more...



# Table of Contents

## Contents

Know Your Subscriber .....	4
Pinning Strategy .....	4
Brand Strengthening .....	6
Pin Planning .....	7
Research Influencers .....	10

## Know Your Subscriber

1. Write a brief but detailed profile of your ideal subscriber.
2. Think about that ideal subscriber and client demographic and decide whether or not it's worth your while to invest in a Pinterest strategy. Do they:
  - Share Pins?
  - Learn visually?
  - Share recipes?
  - Share graphics more than average?

## Pinning Strategy

1. Select some of your best subscribers and see what type of pins they are actively displaying and sharing and make any notes below.



2. Create a rough draft strategy for your Pinterest pinning.

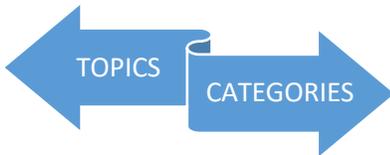
3. Think about your Pinterest traffic generation and what goals you want to accomplish:

- Increase your visibility
- Establish brand recognition
- Engage with your community
- Promote content and new offers
- Drive targeted audience to specific landing pages
- Increase content and website interaction

4. Brainstorm topics and pinboard categories for your Business Page.

\_\_\_\_\_

\_\_\_\_\_



\_\_\_\_\_

\_\_\_\_\_

5. Decide on what your most important Pinterest goal will be.



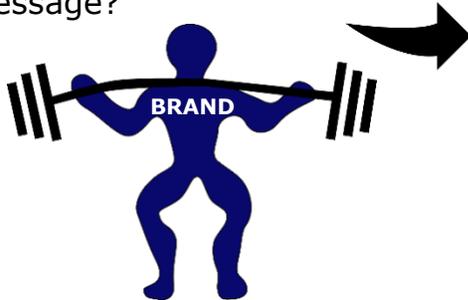
6. Now refine that goal and think about:

- What is that you want to do?
- How do you want to accomplish this?

7. Define your best demographic below.

## Brand Strengthening

1. What is your brand's message?



_____
_____

2. "I want people to think about \_\_\_\_\_, when they think about me."

3. "People should expect \_\_\_\_\_, when they think about me."

4. Make brand decisions on the following:

Your logo

\_\_\_\_\_

Your brand colors

Hex Code #

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Repetitive elements

\_\_\_\_\_

Fonts

\_\_\_\_\_

5. What object, icons or images represent my message clearly?

\_\_\_\_\_

\_\_\_\_\_

6. What feeling do you want people to feel when viewing your pins?

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

## Pin Planning

1. Start creating your pin strategy. Write down various pin ideas for the month. Decide what categories you want to focus on.

Below are some category/ pinboard ideas:

- Things that inspire me
  
- Events
  
- My products
  
- Seasonal
  
- Podcasts
  
- Blog posts
  
- Recipes
  
- Book club

2. List the categories you want to focus on:

3. List the pinboards you want to create:

4. Make a list for each of the following:

Any events over the next year you plan to host

Your signature products that you have created

---

---

---

---

---

Resources you can share

---

---

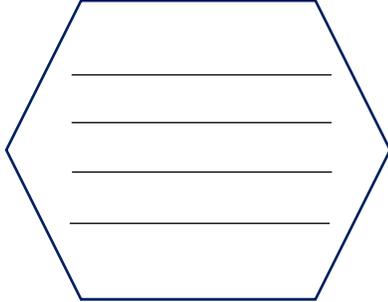
---

---

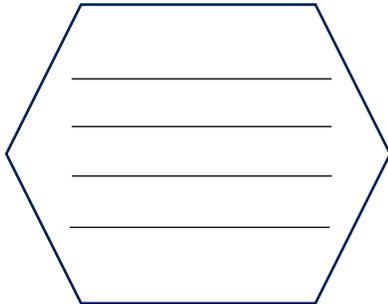
Any books you have written

5. Below, specify for each pinboard you want to create, what specific purpose it has or what it is you want people to do. Write your purpose on the lines provided.

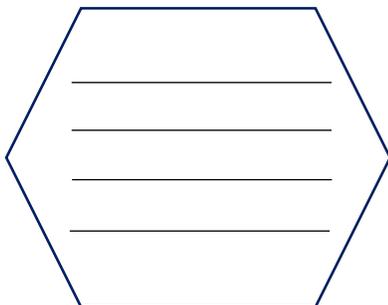
**Pinboard #1**



**Pinboard #2**



**Pinboard #3**



## Research Influencers

1. Start researching influencers you want to contact on Pinterest. Review what they are doing with their pinboards and make notes.

Influencers	Notes

2. Look at the response those influencers are receiving. See what others are pinning and make notes:

- About them
- From them

3. Create image quotes of inspiring things your top influencers have said that you can share with your audience.

4. Share infographics from your top influencers.

5. Identify your favorite influencer's rich pins and determine:

- How they use them
- The various types they use

<https://business.pinterest.com/en/blog>

Follow and SCHEDULE TIME TO CHECK IT at least four times a week.

---

## FREE REPORT

# MAKE BIG MONEY CREATING SIMPLE ONLINE COURSE WITHOUT ANY EXPERIENCE!

Download Our FREE Report  
Now And Discover:

---

- 1 Secrets to making big money creating your own simple online courses!
- 2 How to make killer online courses, even if you aren't an expert in anything!
- 3 How to create video courses without a lot of technical knowledge!
- 4 How to choose the right topic and price your course for the most possible profit!

And much more - all within this special  
FREE report!



Download now

Get YOUR FREE Copy here:

**NAMS.ws/DCP01**

