

# MODULE 11: HOW TO GROW ON PINTEREST

*“Strive for progress, not perfection”*

By the end of this module, you will learn:

- How to use pinterest to drive traffic to your website, and landing pages on autopilot to grow your email list
- What your blog posts and landing pages should have to make this strategy work
- How to use keywords effectively for your strategy
- How to organize and make your pinterest profile look great
- How to automate your Pinterest for growth on autopilot

Pinterest is a POWERFUL source of traffic and relevant leads for a small business. I've helped past clients who have implemented the steps quickly ramp up their traffic to their sites and go from 200 views a month to 6000 views a month IN A SINGLE MONTH.

One of my really successful coach friends uses Pinterest almost exclusively to drive traffic to her free workshop that drives traffic to her free (sales) calls and gets clients with pinterest!

In today's session, I'm going to show you how to implement Pinterest into your strategy to help you create a new stream of traffic that is automated

## Creating Your Pinterest Content

### **Blogging For Pinterest**

Pinterest can be a HUGE driver of traffic for your blog and business. For me, it's one of mytop 3 drivers of traffic to my website.

Using Pinterest, you are going to be driving traffic to your website using mainly your blog posts so you want to make sure that when your potential client gets to your blog post, that they know exactly what to do next.

Here are some ways you can be strategic in your blog posts to turn a browser into a customer!

Use a standalone link as well.

## Use A SUPER Strong and Exciting Headline

When we get into me showing you how you are going to drive traffic from your Pinterest profile to your blog posts, and a huge, essential aspect is going to be in creating your blog post headlines.

When someone is scrolling through Pinterest, they are judging what they are going to click on next based on the look of the imagery and the title of the blog post.

You want to make that when you are creating blog posts, you are making them highly clickable and engaging so that people are more likely to click on your posts than any other one on Pinterest!

### Use Emotional + Attention Grabbing Language:

There have been many studies done on what makes the most popular and best selling books that way. And the facts show that the books that use the most emotional language and paint a picture do the best.

Use emotional language like amazing, frustrated, incredible, extraordinary, etc to make your title stand out against the competition.

### Make It Actionable + Specific

If I'm going to spend my time reading a blog post, I want to know that it's going to be worth my time and I'm going to learn some valuable information.

Blog post titles that tell me what I'm going to learn, or who I'm going to become after I read the post are the ones that are the most attention grabbing.

### 3 Ways To Make \$100 in 30 Days

### How I Changed 1 Thing In My Diet And Started Waking Up At 6 AM

### How To Create A Self-Love Routine In 3 Simple Steps

### How I Lost 15 Pounds In 30 Days

The reader knows that when they complete the blog post, they will get a desired result quickly and easily.

List posts also perform well, so:

### 20 Essential Oils To Improve Your Focus

15 Journaling exercises to get unbeatable confidence

### Use the Headline Analyser For Guidance:

There's this incredible tool called the Headline Analyser that scans your potential blog headline to tell you how clickable it is. Find it here: <https://coschedule.com/headline-analyzer>

Use this if you need a little help with creating your headlines, but remember to just use it as a rule of thumb. A computer will never be able to tell you how to be more engaging than yourself!

### Link to your products in your blog posts:

When you're writing your blog posts, be strategic. If you mention a topic that is some how related to a specific product or service you offer, include it as a link.

For example, if you have a business where you sell recorded meditations and in a blog post you're talking about Perfect Morning Routines for Busy Gals, in the blog post, make sure to use words like 'relax' or 'grab a meditation' and then link to the product you sell [like this](#).

That way, you can offer incredible value in your blog posts, and then when you have established yourself as an expert by offering your incredible content, your readers will want to click on your links to learn more about what you sell and offer.

### Link to your opt-in landing pages in your blog posts:

When you're writing your blog posts, be strategic with growing your email list. As we know, the money is in the list, and when you put a strong focus on growing your email list, you nurture them, and you're there for them, you can keep loyal customers and fans on your list for many years to come!

Have links to your landing pages that perform well, like [www.yourwebsite.com/freebieguide](http://www.yourwebsite.com/freebieguide) and whenever you talk about something relevant in your blog post, link to this page so that you can grow your list on autopilot. You'll be able to grab more email list signups to your list by planting these throughout your content. Here's a sample post where I do that often.

<https://www.yessupply.co/attract-clients-book-calls/>

### Landing Pages + Email Lists For Pinterest

You also want to make sure that you have a landing page specific for your 'freebie' so that you can send browsers directly from Pinterest to your email list to sign up for your freebie.

If you haven't yet created a landing page so you can collect emails in exchange for a free guide/training/etc from you, go do that now.

## Converting Visitors To Email List Subscribers

An additional method you should be using to convert your website visitors to email list subscribers is by having a pop up on your site. When someone comes to your website, you should be able to have a pop up that collects their email address automatically.

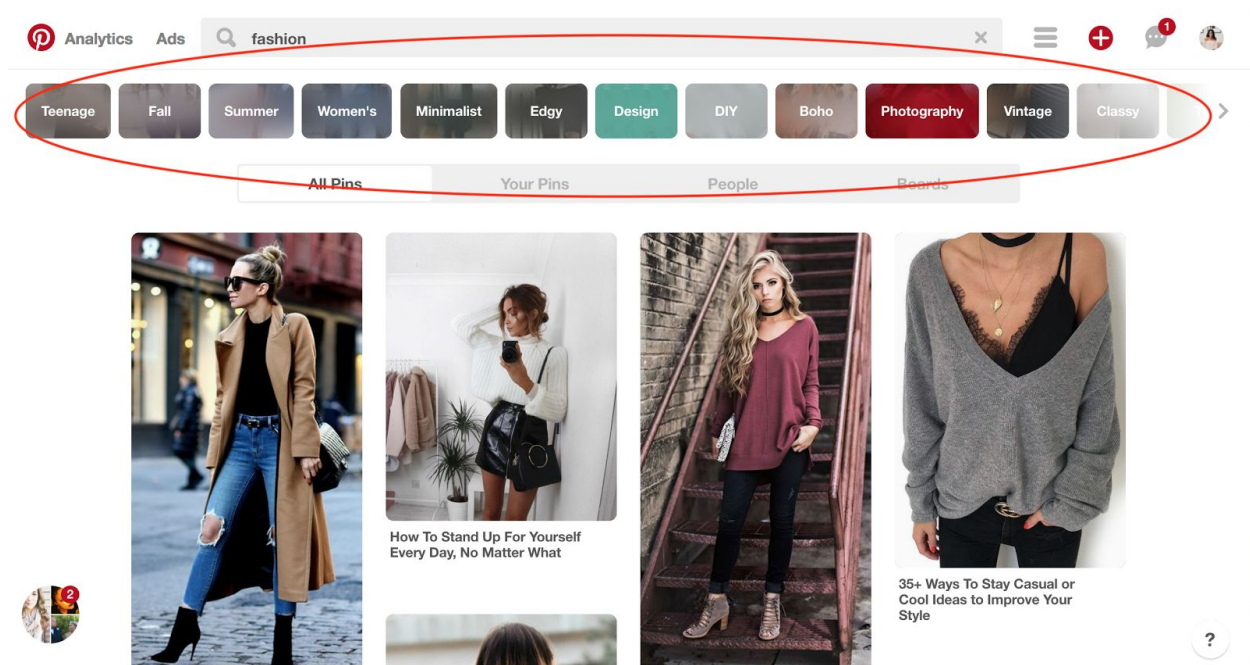
## The Basics Of Your Pinterest

Now, I want you to look at Pinterest as a search engine. That's truly what it is.

You need to understand that the more relevant keywords you use that are discoverable, the higher likelihood you have of someone coming across your posts, clicking to get to your blog and coming to your website.

It's really important that you're using relevant keywords, and thinking of the many combinations of words that someone might use when searching for the answers that your products and services provide.

Pinterest actually gives you top searched keywords, so just type in the word that you want people to search and find you by, and use it to create your own long-tail keywords:

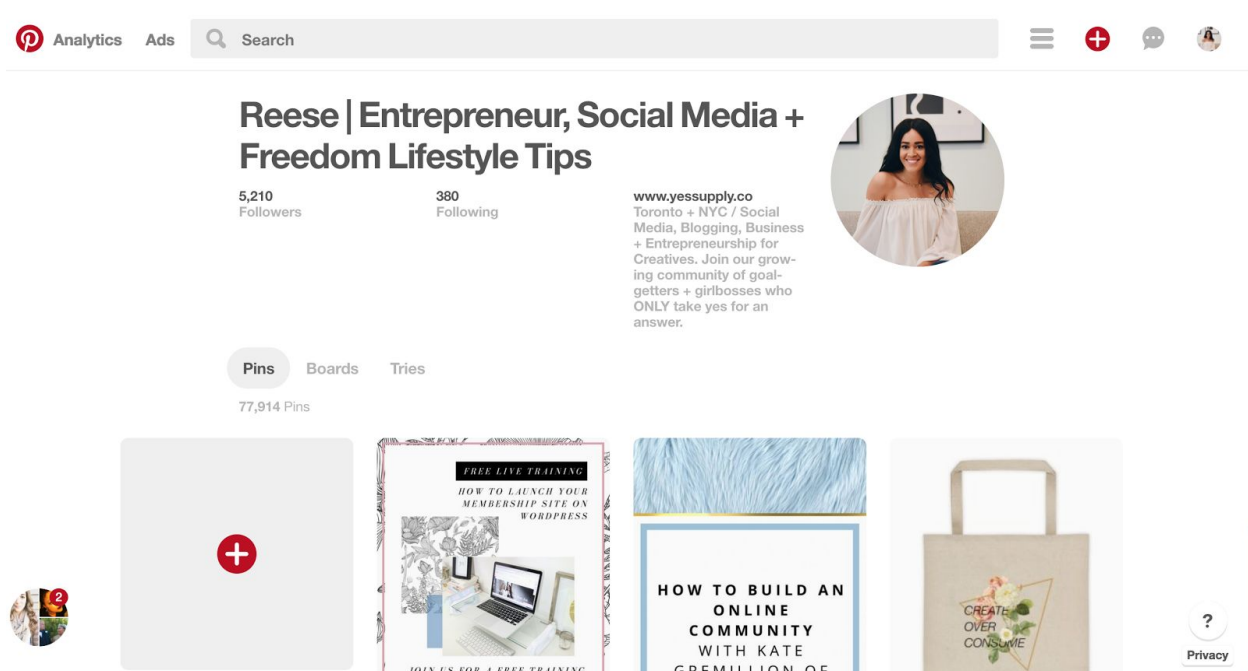


## Create a business pinterest

In order to implement a proper Pinterest strategy, you'll need to set up your Pinterest account (of course) and convert your account to a Business account.

## Create an amazing title

Remember how I said Pinterest is a search engine? Well this is where it begins. If you want higher likelihood and opportunities for people to discover your account start with optimizing your account and adding in a title that has keywords that your target client might be searching for.



## Create an amazing + grabbing bio that's SEARCHABLE

To the right of my title, you'll see that there's a bio there. Use keywords to amp this up, and increase the chances of you being seen.

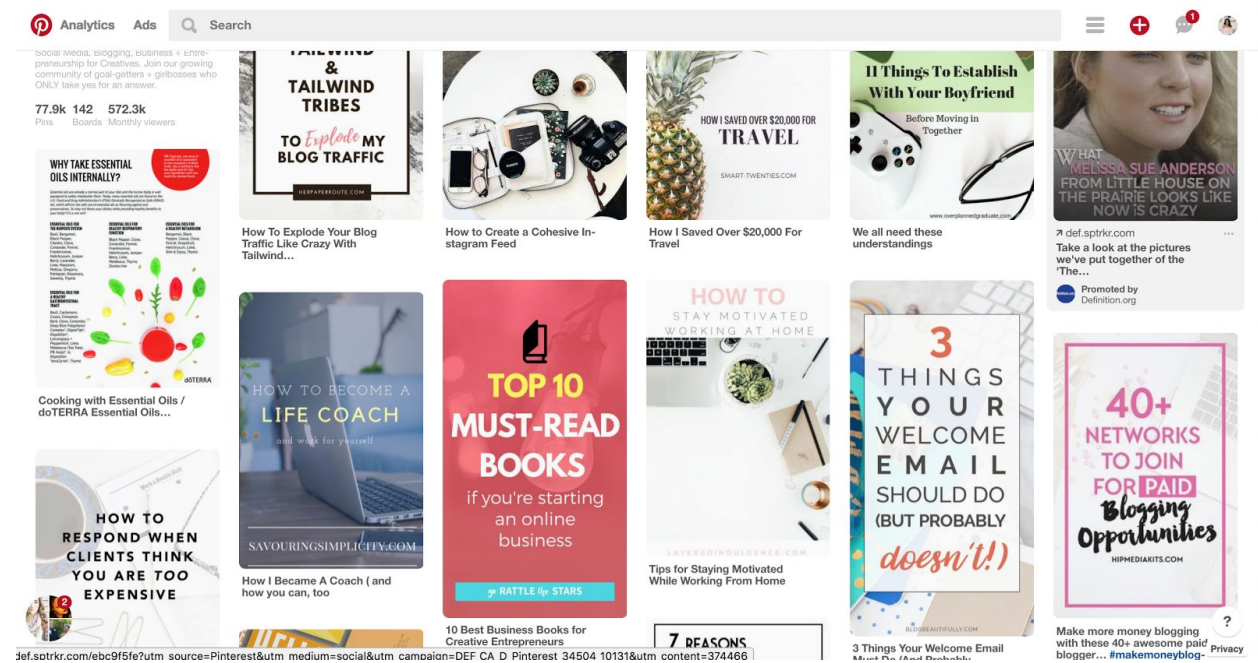
## Install Rich pins- Install Yoast SEO

In order to implement a proper Pinterest strategy, you'll need to set up your Pinterest account (of course) and convert your account to a Business account.

You'll also want to set up your pinterest with "Rich Pins". Here's a great way to set it up simply:  
<http://www.melyssagriffin.com/easy-way-set-rich-pins-pinterest/>

## Design look of graphics for pins

If you scroll through Pinterest, you'll notice that there are many different 'pinterest graphics' created by bloggers and business owners just like you.



See how there's those graphics that have a picture or color in the background, and then in the foreground they put the title of their blog post?

When you create a blog post in the future, or you want to promote a landing page or merchandise, you can create something like this to drive the traffic you want to see, of people who are interested in what you have to say and ready to buy.

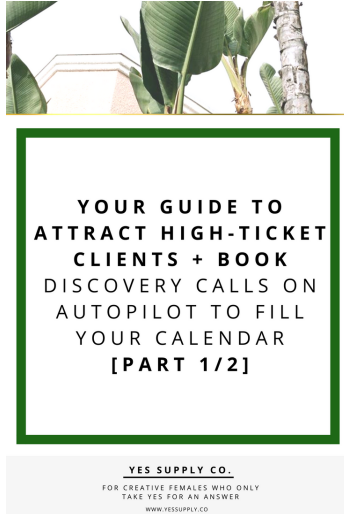
You can create a graphic with any method you like, but my favorite is Canva. It's simple, easy and everything looks great.

Pinterest even has graphics that are [specifically designed for you](#) to post on Pinterest, and you can customize and update them however you like.

Every time you create a blog post, create a pinterest graphic to match, that has the same branding as the rest of your brand.

Add in the a name of your website

For example, in this post <https://www.yessupply.co/attract-clients-book-calls/> it's called **Your Guide To Attract High-Ticket Clients + Book Discovery Calls On Autopilot To Fill Your Calendar** and so we created a matching Pinterest graphic that looks like this:



## Go through how to upload pins to wordpress, including alt tags, etc

Once your blog is done, and you're ready to Pin it up, you want to add the pin to your blog as a normal picture, but then you want to add extra details to the 'alt' section to help your pin be extra pinnable.

Whenever you add a picture, you first want to make sure the image is named something relevant.

And then in the "Alt" section add in an alt tag with a ton of relevant keywords.

**Image Details** ✕

Caption

Alternative Text

**DISPLAY SETTINGS**

Align

Size

Link To

**ADVANCED OPTIONS** ▲

Image Title Attribute

Image CSS Class

Here's a little formula to help you know how to structure your alt tags.

Question

+

Keyword rich sentence(s)

+

Call to action

**Create pins that go with landing pages that will send people to your email list landing page.**

You'll also want to implement the same strategies for your blog posts for your landing pages as well. Pinterest can be amazing for sending people to your landing pages, and all you have to do is create these gorgeous pinterest graphics to drive people to your landing pages.

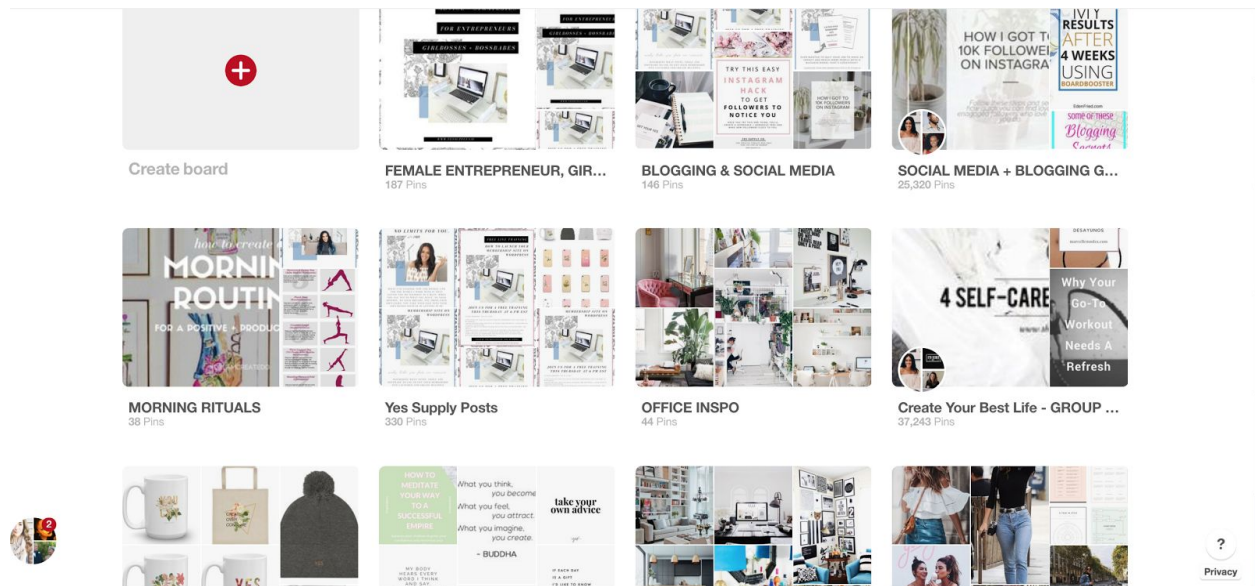
**Set Up Boards**



In order to implement a proper Pinterest strategy, you'll need to set up some boards. Go through the relevant keywords to your niche and choose some names for Pinterest boards that your target client would be likely to search for.

Create 6-10 boards that are relevant to your niche, and fill them up with relevant content that YOU enjoy and that your target client would love too.

If you love making things look pretty, make your boards look pretty and inspiring. You'll be so much more inspired to spend time in Pinterest.



You also want to create 1 board specifically for your brand that ONLY has your posts. For me, mine is called YES SUPPLY POSTS.

## Search for group boards that are relevant and request invites

Once you have your foundation for your pinterest account, the next thing you want to do is join group boards.

Group boards that have lots of people on them can be huge for your strategy as you can pin out posts that drive a massive amount of people to you. It's because of these that my Pinterest strategy pretty much runs on autopilot.

You can find group boards on PinGroupie or in [this facebook group](#).

Look for groups that are relevant to your niche, follow those boards and then reach out to the owner of the group board to add you to the group board. Once you're on a few of these boards, you'll explode your reach.

## Create Group board

You don't have to do this just yet, but in the future, you might also want to consider launching your own group board. I wouldn't recommend doing this until you have help like a VA to manage it.

## Board Booster

Next is automation time!

Head to board booster and sign up for an account. Board booster is my secret weapon to automating my growth through Pinterest.

Now that you have your regular boards and your relevant groups, it's time to tie them together using board booster. Board booster will help you put these on autopilot .

Watch the tutorial to see how to bring this all together.

x