

Real Fast Social Graphics David Perdeu and NAMS

How to Use Pinterest to Promote Your Book, Product, or Service, Supercharge Your Website, and Build More Traffic to Your Blog or Website

by John Kremer

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Index

- 03 . . Intro: Why Join Pinterest?
- 05 . . Tip 1: How to Join Pinterest
- 11 . . Tip 2: Create a Variety of Boards
- 24 . . Tip 3: How to Pin Images
- 33 . . Tip 4: Choosing Images to Pin
- 40 . . Tip 5: Follow Others
- 49 . . Tip 6: Comment, Like, and Repin
- 57 . . Tip 7: Do's and Don'ts on Pinterest
- 60 . . Infographic: Build the Perfect Marketing Pin
- 61 . . Infographic: Pinterest Marketing Cheat Sheet
- 62 . . Resources
- 66 . . Addendum: Key Tips Reminders
- 69 . . Keep in Touch

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Intro: Why Join Pinterest?

Here are a few great reasons why you should join and use Pinterest if you want to sell more books, products, or services. Pinterest offers one of the strong opportunities currently available to target key interest groups and actually get them to buy or promote your product or service.

- Pinterest is one of the fastest-growing social sharing networks anywhere.
- Pinterest is already the third most popular social network.
- Pinterest is retaining users 2 to 3 times more effectively than Twitter did. That means users like the site.
- The most popular categories are those of interest to women (who still dominate the pins and membership): fashion, design, home decor, recipes, hobbies, and crafts.
- 50% of Pinterest users have children.



- More people buy – yes, actually buy things – based on pins versus tweets, Facebook posts, YouTube videos, or other social sharing networks.



- 36% of all pins with prices included in the description get more likes and repins.

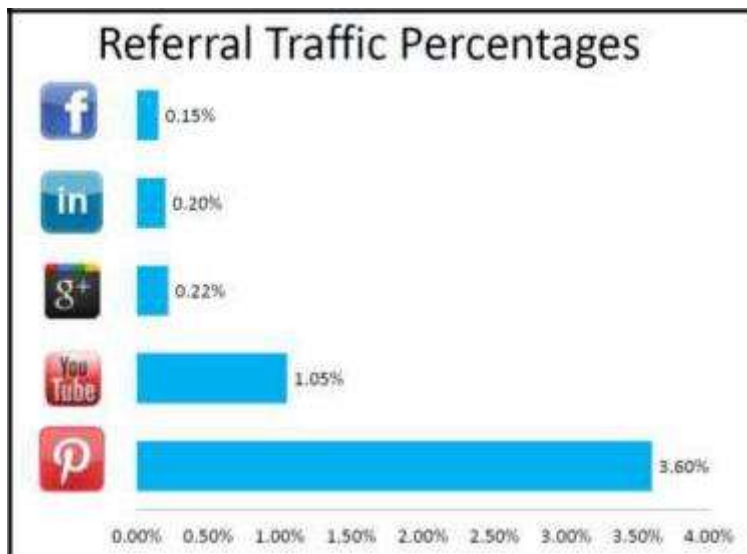
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- Shoppers referred to a site from Pinterest are 10% more likely to buy. And also spend 10% more than other shoppers.

 Pinterest referrals spend 70% more money than visitors referred from non-social channels. Shoppers referred by Pinterest are 10% more likely to make a purchase than visitors who arrive from other social networks, including Facebook and Twitter. They'll also spend 10% more.

- Pins get shared more often than tweets or posts.
- Call to action pins increase engagement by 80%. So ask people to comment, like, or repin you pin. Or ask them a question. Ask them to respond to your question in the comments below.
- Pins drive more traffic than Facebook or LinkedIn posts. Check out the graphic below. My apologies but I don't remember the source of this graphic, but it does jive with my experience.



And now that you know why you should join Pinterest, here are the steps you need to take to join Pinterest, use Pinterest, and profit from Pinterest.

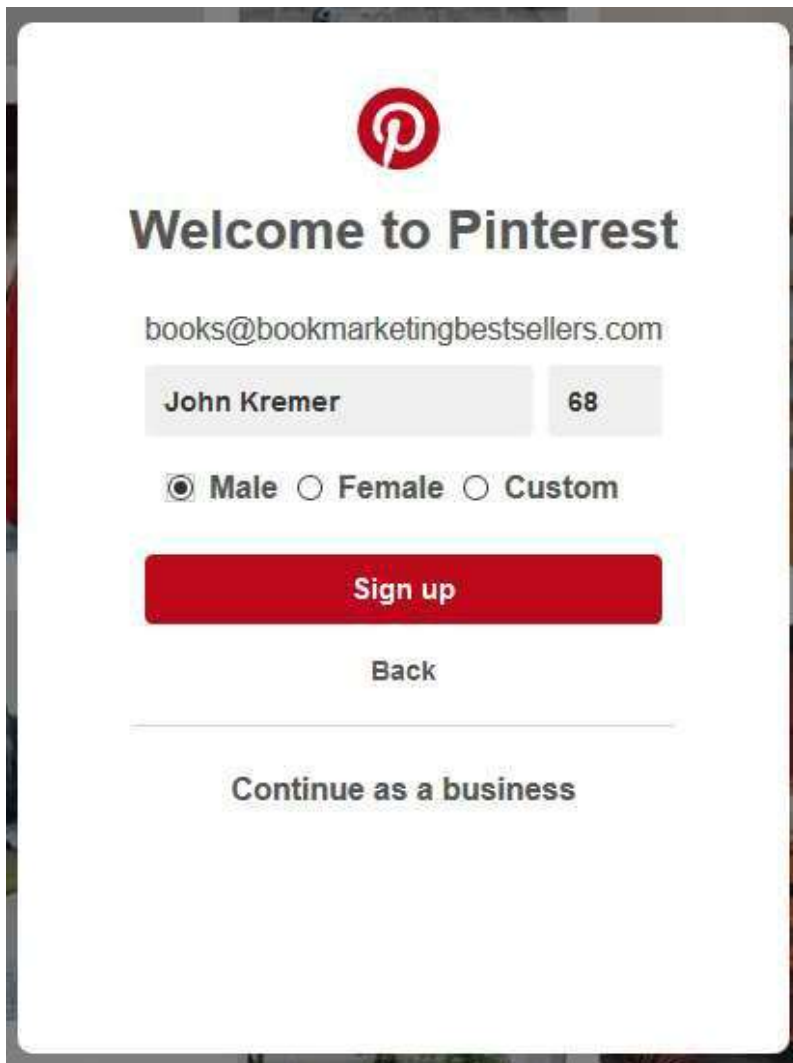
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Tip 1: How to Join Pinterest

If you are already a member of Pinterest, you can skip to Tip 2 on creating boards (which you should read, because it has some great tips even for veteran pinners). But please scan this section. It might still have a key tip worth paying attention to.

If you are not yet a member of Pinterest, go to <http://www.pinterest.com> and then follow these instructions below.

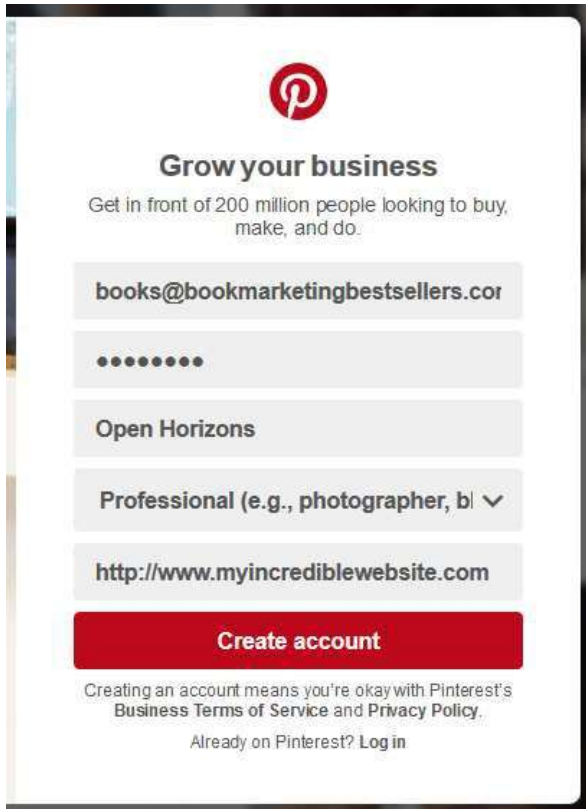
- 1. Enter your email address** in the form that greets you if you are not a user.
- 2. You can join by signing in with Facebook**, Twitter, or your email address:



The image shows a screenshot of the Pinterest sign-up page. At the top is the Pinterest logo (a red circle with a white 'P'). Below the logo is the heading "Welcome to Pinterest". Underneath is a text input field containing the email address "books@bookmarketingbestsellers.com". Below the email field are two input fields: one for the name "John Kremer" and one for the age "68". Below these are three radio button options for gender: "Male" (which is selected), "Female", and "Custom". Below the gender options is a large red button labeled "Sign up". Below the "Sign up" button is a link labeled "Back". At the bottom of the form is a link labeled "Continue as a business".

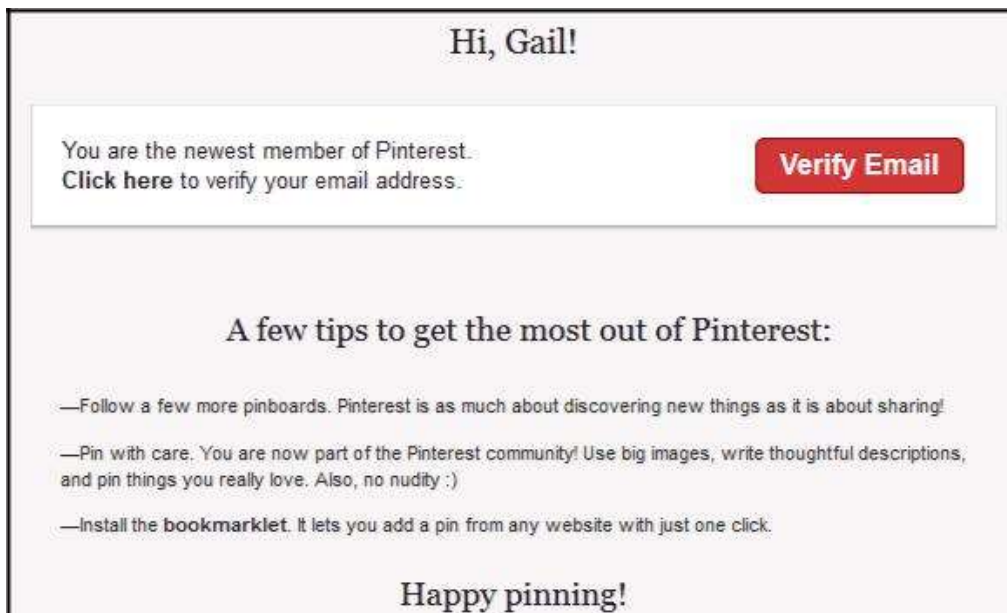
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3. Complete the form that appears once you provide your email address or sign up via Twitter or Facebook.



The image shows a screenshot of the Pinterest business account creation form. At the top is the Pinterest logo. Below it is the heading "Grow your business" and a sub-heading "Get in front of 200 million people looking to buy, make, and do." The form contains several input fields: an email address field with "books@bookmarketingbestsellers.cor", a password field with seven dots, a business name field with "Open Horizons", a dropdown menu for business type with "Professional (e.g., photographer, bl" selected, and a website URL field with "http://www.myincrediblewebsite.com". A prominent red "Create account" button is at the bottom. Below the button, there is a link to "Business Terms of Service and Privacy Policy" and a "Log in" link for existing users.

4. Verify your email address. The email you receive will look something like the graphic below. Click on the red Verify Email button. Notice the pieces of advice they offer to start using Pinterest:



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5. Enter (or edit) your description and other settings. Look for your profile, which will be in the upper right corner of any page on Pinterest. Click on your image.



When you click on your image, you will be presented with a list of options:

- My Profile
- Settings
- Billing
- Ads Support
- Help
- Logout

Click on the Settings option. Click on the Business Account Basics on the left menu. You will see the following:

Account Basics

Email Address

johnfkremer@gmail.com

Password

Change your password...

Language

English (US) ▼

Country

United States ▼

Business Type

Professional ▼

Contact name

John Kremer / Book Marketing Tips

Search privacy

Hide your profile from search engines (ex: Google). [Learn more](#)

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Chose your country, business type, and contact name (notice how I added John Kremer / Book Marketing Tips to my contact name).

Do not hide your profile from the search engines. You want them to find you on Pinterest.

Then click on the **Profile** option in the left menu.

Profile

Business Name

John Kremer / Book Marketing Tips

Picture



Change picture

Username

www.pinterest.com/ johnkremer

About you

I teach people how to market their books/ebooks. If you need help with book marketing, Internet promos, or Pinterest marketing, email me: johnfkremer@gmail.com

Location

Taos, New Mexico

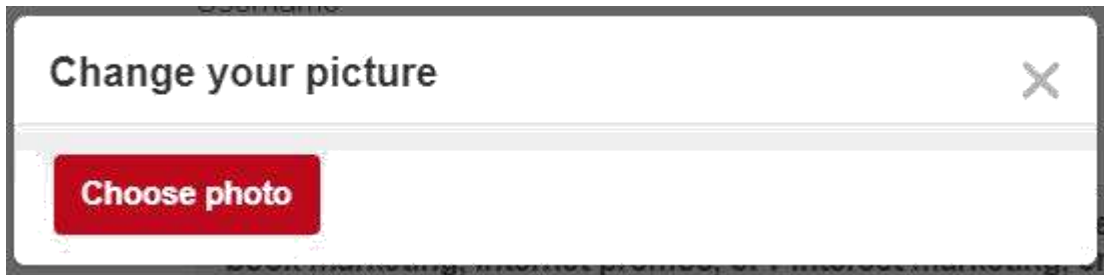
Website

<http://www.bookmarketingbestsellers.com/>

✔ Site confirmed

If you haven't added a photo, click on the change picture option. And then click on the **Choose photo** red button.

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You will then be able to choose a photo from your computer to add to your account. Once you are done selecting a photo of you, Pinterest will take you back to the Profile settings page.

Note: Use a real photo of you. Not an image, book cover, or logo. People like to follow people on Pinterest.

Describe yourself in the **About you** box. Add your location, add your website, and pick a username. Once you complete your description, click on the Save Settings red button. You can always go back and change your description so just write something now so you have a description.

Note: If you include a website URL or email address in your description, it will not be clickable. (But the website URL in the form above will be clickable).

Here is how my descriptive profile looks:



Notice how I included keywords for people to find me: book marketing, Pinterest marketing, Internet promos. I included my email address because my main BookMarketingBestsellers.com URL is included at the top of the listing.

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6. Now you are ready to establish your identity on Pinterest by pinning some images and creating some boards.



In the beginning days of Pinterest you needed an invite. But that is not the case now, so you can join Pinterest by following the above steps. These steps take less than five minutes if you have an image ready to use for your profile.

Now you are ready to begin creating boards.

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Tip 2: Create a Variety of Boards

One of the keys to getting promotional value out of Pinterest is to create a variety of boards that will interest your target audience.

If your target audience is women, create boards to attract women. And pin images of fashion, food, inspiration, fitness, home, children, entertainment, hair styles, beautiful places, beautiful paintings, romance, inspirational quotes, hunky men, etc. Pin images depending on the type of women you are trying to reach.

If your target audience is men, create boards that interest men. And pin images of sports, desserts, homes, cars, airplanes, travel, gadgets, beautiful women, etc. Again, pin images depending on the type of men you are trying to reach.

Note: Pinterest forbids frontal nudity in any pinned images.

If your target audience is golfers, create boards centered on golf courses, golf equipment, golf travel, golf tips, golf quotes, golf magazine articles, golfers, golf books, golf history, golf blogs, etc.

If your target audience is readers of novels, short stories, or poems, create boards around books (your genre), movies (your genre), characters, fantasy art (if you write fantasy), romantic destinations (if you write romances), author events, your favorite bookstores, etc.

If your target audience is people who like to cook, create boards on kitchens, food, desserts, recipes, smoothies, salads, Italian dishes, etc. You can create multiple related boards: chewy cookies, holiday cookies, picnic cookies, cookies kids can make, chocolate cookies, etc.

If your target audience is business people, create boards on top business leaders, favorite business books, favorite business maxims, articles related to your business topic (*Forbes*, *Wall Street Journal*), quotations from Seth Godin, other business quotes, etc.

You can find 18 quotable images from Seth Godin right here:

<http://pinterest.com/johnkremer/the-quotable-seth-godin>

And 25+ quotable images from Steve Jobs right here:

<http://pinterest.com/johnkremer/the-quotable-steve-jobs>

You are welcome to repin any of the above images.

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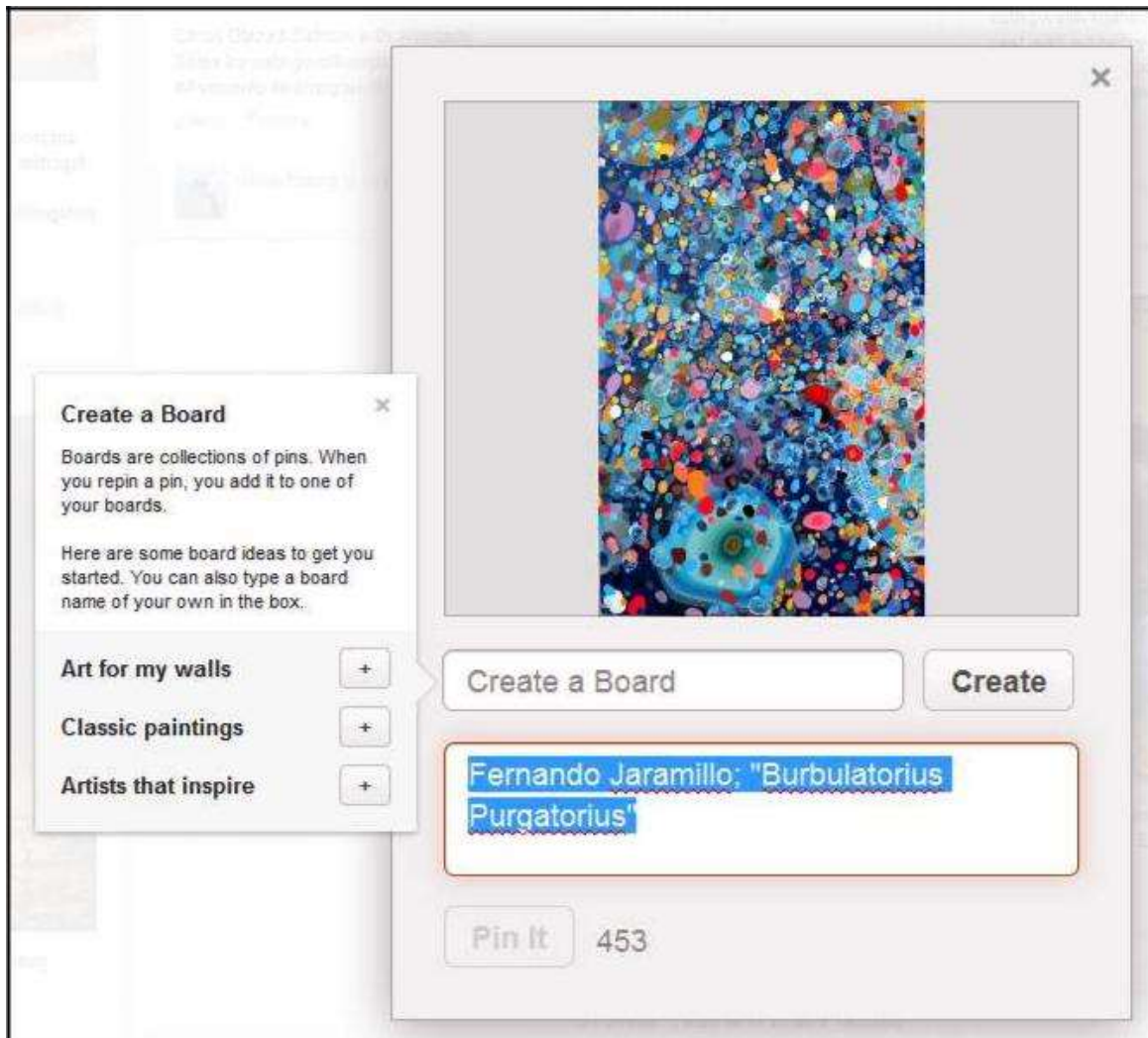
<http://realfastsocialgraphics.com/nams>

You can create specific boards for every target audience or topic that you want to reach. And you should create such boards.

During your first session, start by creating four boards. You can always add many more boards later. It should take you about 10 minutes to create four boards.

1. Create your first board. When you click the first image on the page Pinterest first shows you, you will be asked to create a board.

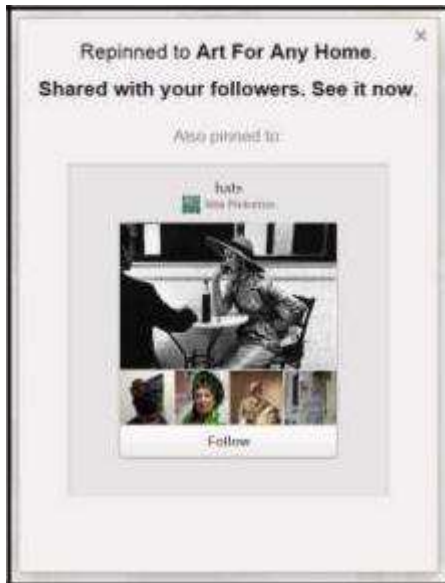
For example, here is the form that showed up when I pinned a painting for my wife's profile:



Note that Pinterest suggest some names for your board: Art for my walls, Classic paintings, and Artists that inspire. I chose the name Art for Any Home (so perhaps at some point I can promote other people's art, images, prints, and photographs).

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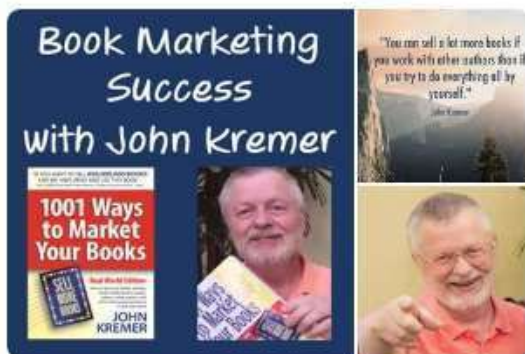
When you repin an image, something like the following will pop up after your repin. You can click the x on the top right to eliminate the pop-up, or it will simply disappear after a few seconds.



The value of this pop-up is that if you like the other images from the pinner you just repinned, you can click on their board (in this case, the board is named *hats* by the pinner named Nita Pinkston) and repin other images from this pinner. These pop-ups allow you to discover some wonderful related images which you can repin and share as well.

2. Edit your board. Once you have created a board, you should complete the description of the board, pin an image for the header, etc.

To get started completing the board description, select one of your boards by clicking on its title or the board cover images.



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That will take you to the board itself, which features all the images you have pinned to that board thus far.

To edit the board's description, click on the Edit pencil at the top of your board.



Once you click on the Edit pencil, you'll be taken to a form where you can edit the title, write in a description, select an appropriate category, and add more pinners if you like.

A screenshot of the 'Edit your board' form. The form has a title bar with 'Edit your board' and a close 'X' button. It contains several sections: 'Name' with a text field containing 'Writing Tips and Quotes'; 'Description' with a text area containing 'How to write better. The art of writing. Advice for book authors. As well as the rules of grammar, the truths of grammar, the safety of good grammar.'; 'Category' with a dropdown menu set to 'Quotes'; 'Cover' with a 'Change' button; 'Secret' with a toggle switch and a 'Learn more' link; 'Collaborators' with a text input field for 'Name or email', an 'Invite' button, and a section showing 'You created this board' with a profile picture. At the bottom are three buttons: 'Delete board', 'Cancel', and 'Save'.

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Name: Enter a board name if you haven't already, or change the board name if you want to tweak the description. Please note that whatever board name you chose for your board will become part of the URL to access just that board. For example: <https://www.pinterest.com/johnkremer/writing-tips-and-quotes>.

Be sure to use keywords in your board names—keywords that allow people to locate your boards that might interest to them, such as my Book Marketing Tips board or Advice Worth Following, I Love Dogs, Fashion Colors, Wedding Photographs, or whatever best describes your board—and helps draw people from your target audience.

Description: Write a great description that encourages your target audience to start following you or, at the very least, follow this specific board. Note: Some pinners choose to follow a user's entire set of boards. Others just follow specific boards related to their interests.

You can change your board name later but then your board URL will also change. That could lead to bad links if you've linked to any of your boards from your blog, Facebook page, etc. But it would be worthwhile if you come up with a better board name for SEO or branding.

Category: Select the right category for your board. Here are your choices:

Animals and Pets	Geek	Photography
Architecture	Hair & Beauty	Products
Art	Health & Fitness	Quotes
Cars & Motorcycles	History	Science & Nature
Celebrities	Holidays & Events	Sports
Design	Home Decor	Tattoos
DIY & Crafts	Humor	Technology
Education	Illustrations & Posters	Travel
Entertainment	Kids and Parenting	Weddings
Food & Drink	Men's Fashion	Women's Fashion
Gardening	Outdoors	Other

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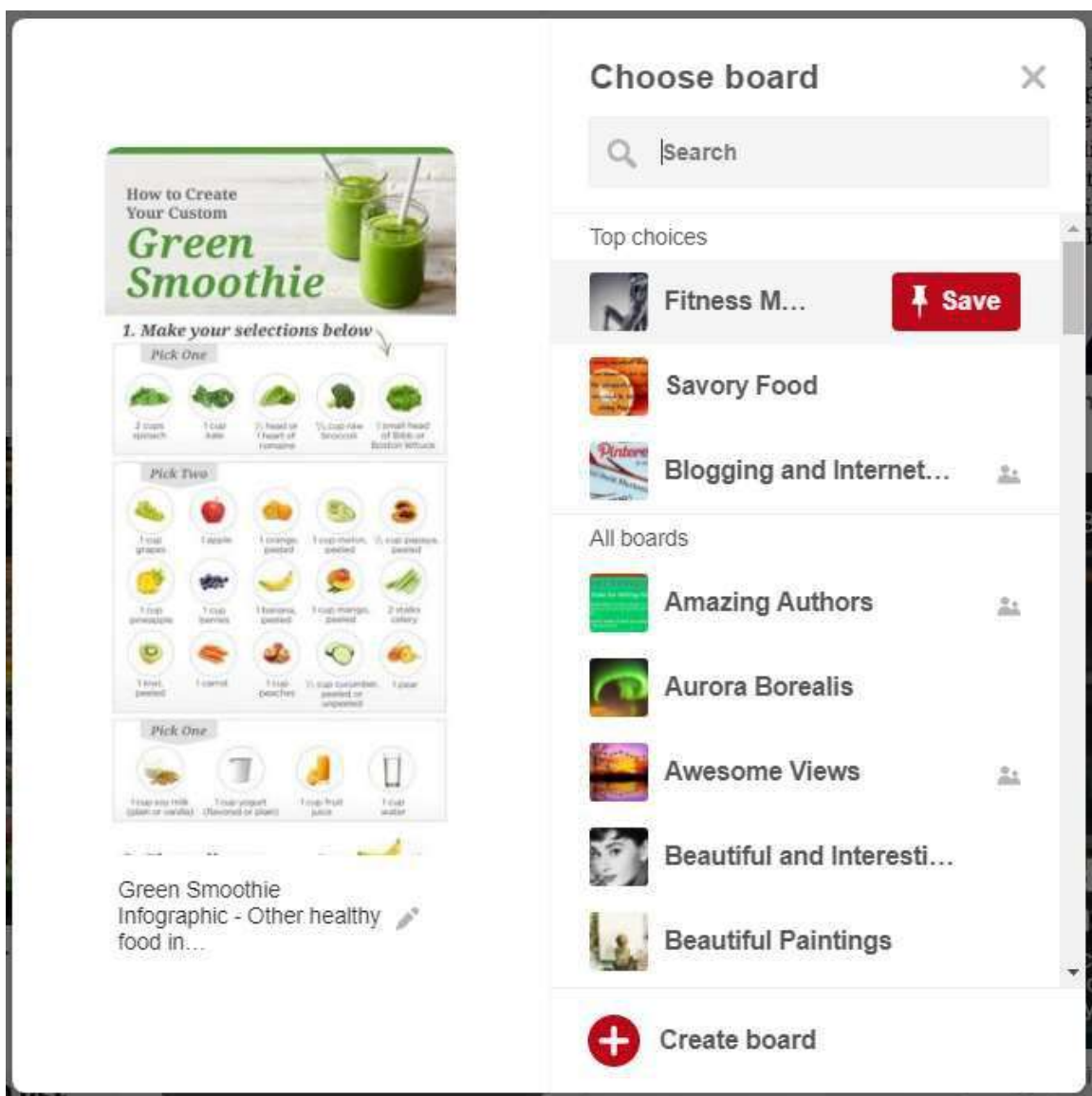
<http://realfastsocialgraphics.com/nams>

Note: You can only select one category for every board you create so make sure you select the best one for your project. Again, you can change the category later if you like.

You can change the cover image for your board at any time. The cover image you choose will be the largest image on the left for your board image in the board listings.

3. Create another board. When you decide to repin an image that doesn't really fit into your first board, that's when you create another board.

To create a new board, click on the Create board plus sign at the bottom of the pinning form.

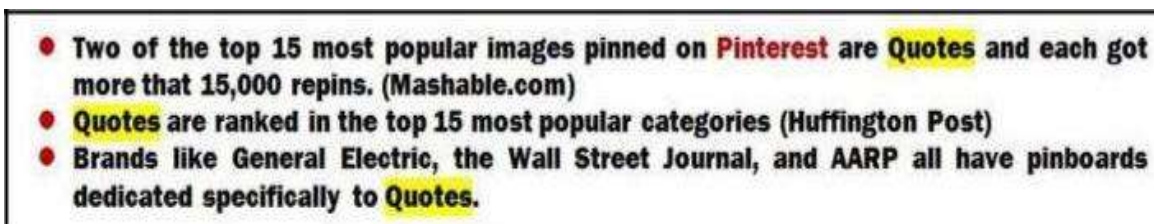


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Something like the following form will pop up. Enter the name of your new board in the Name blank and click the Create button.



4. You should have at least one board devoted to inspiring or funny quotes. Why? Because people like to share quotations so you increase your chances of being repinned, followed, and/or liked – all of which will increase your exposure on Pinterest and, thus, your chances of building a bigger audience for whatever you decide to promote.



When I repin a quote image, I usually type the words of the quote in the descriptive section below the image. This makes it easier for you to share your pin on Twitter and Facebook, because the words go with your pin when you share it on Twitter or Facebook.

Adding the words also increases the chance that your quote might show up in search engine queries for the key words in the quote (as well as in searches on Pinterest itself). Search engines are favoring content on social networks more in their search results so if you have your keywords in the description, the search engines might feature your pin, tweet, or post thus giving you more exposure.

5. Create 4 to 8 boards to start with. You can always add more boards later.

Again, make sure at least 2 or 3 of your boards are related to your key topic or are of interest to your key audience.

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For example, I created Children's Books Worth Reading and I Love Storytelling for my wife's Pinterest profile to target people who love children's books and storytelling (my wife's target topic).

I also focused on some topics women would love: Fashion Colors, I Love Dogs, Colorful Scenery, Food Food Food, and Advice Worth Following, Women are my wife's target audience.

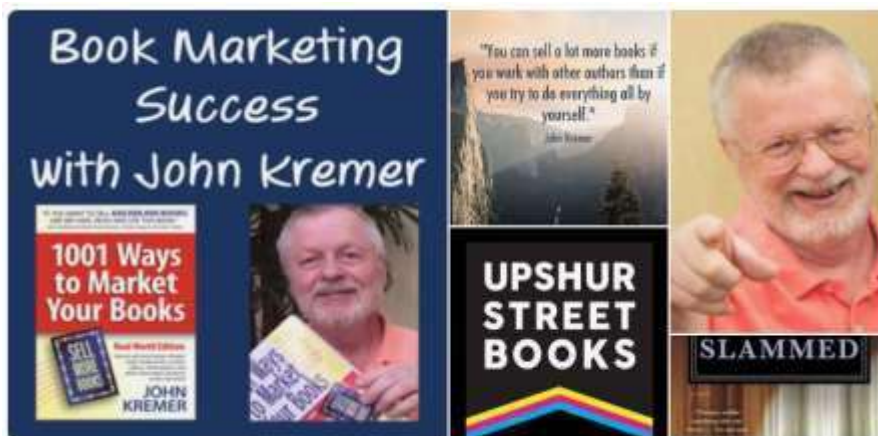


6. Rearrange Your Boards. You want to make sure that you present your boards so that the people you are targeting see your most important boards first. Then they can scan down the page to see all of your other interests.

As you can see in the above graphic, I put my wife's top two topics in the first row (Children's Books Worth Reading and I Love Storytelling).

To edit the arrangement of your boards, click on the board graphic for the board you want to move and hold down while you move the board to where you want it to go.

Right now in Pinterest, you also get to feature your top 5 boards in a slider:



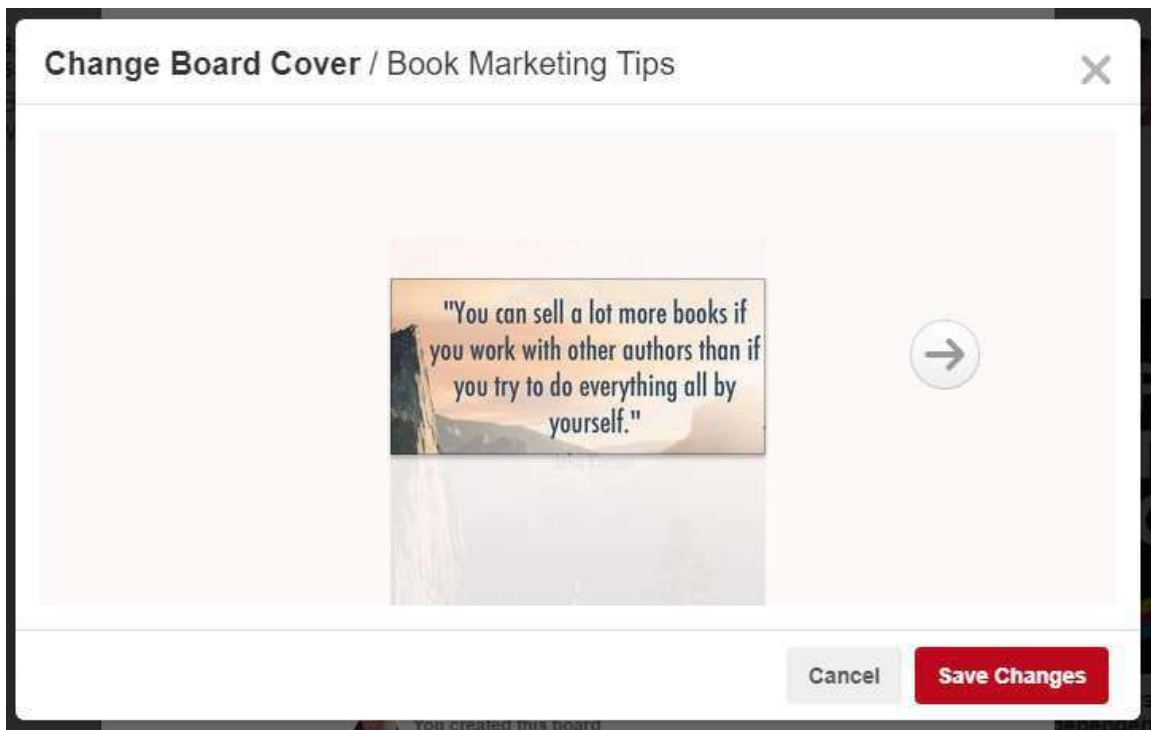
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The above graphic features one of the five slides on my Pinterest profile when I select Boards. It features the board graphic on the left and four of the latest pins to that board.

7. Set strong images for your board covers. Pinterest defaults your board covers to your most recent pin image to that board. You want to set a specific board cover to draw people into your board.

To set a new board cover, click on your board name or current cover. You will then be taken to that board page where you can select the Edit pencil to make changes to your board. Click on the Change the cover button. The following form pops up:



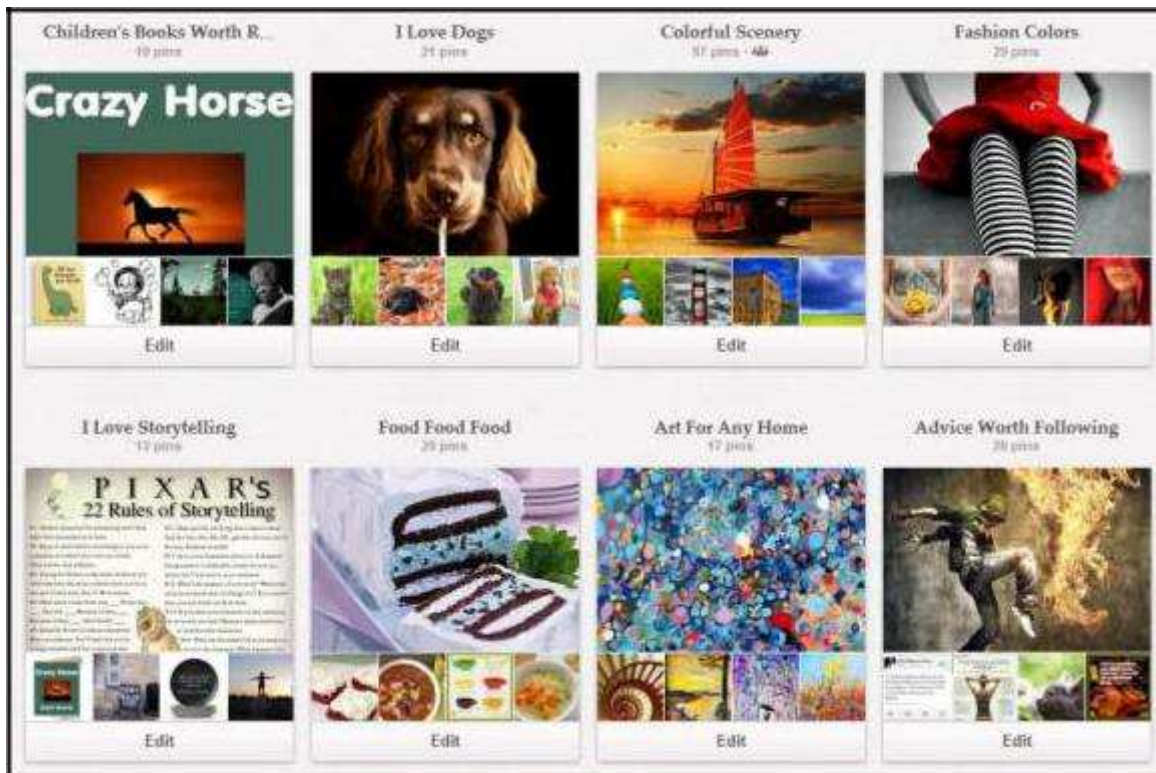
This allows you to scroll through your most recent pins to that board until you find a one you like.

You can then click on the image and drag it up or down, right or left until you get the part of the image that you want to use for your board cover. Then click on the red Save changes button.

Always try to set your board cover images using the most colorful, most provocative, funniest images you have currently pinned to that board. These board covers draw visitors into your boards. Use the strongest images you can.

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Note the strong images I used for the board covers of the boards I've created so far for my wife's page: a dog looking straight into your eyes, a dramatic splash of red, a decadent dessert, an image on fire.



At some point, when I find a more colorful image for the I Love Storytelling board, I will change its cover. But, for now, Pixar's 22 Rules of Storytelling is a subtle but strong board cover (because of its association with Pixar).

Over time, you can change the board covers of all your boards if you want, especially if you find a more colorful, more provocative, or funnier image. Your board covers are your billboards to draw people into your boards.

8. Create at least one group board. A group board is a board where multiple users can add pins. If you want others to pin on one of your boards, you can give them permission to do so. Just add their names to invite them to collaborate on your Edit Board form.

Note: You can only invite people to pin on your board if you follow those people. When you add them to your group board, an invitation will be sent to them. They have to accept your invitation before they can start pinning on your group board.

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John Kremer / Book Marketing Tips

25,017
Followers

707
Following

www.bookmarketingbest...
Taos, New Mexico / I teach
people how to market their
books/ebooks. If you need
help with book marketing,
Internet promos, or
Pinterest marketing, email
me:
johnfkremer@gmail.com



Blogging and Internet Marketing Tips
2,384 Pins

Blogging and Internet Marketing Tips is one of my group boards, with 2,384 pins, 5,360 followers, and 44 group members.

The great value of group boards is three-fold: more views, more relationships, and more exposure to multiple Pinterest pages.

- Group boards get more views** than single-author boards. My group board, the Blogging and Internet Marketing Tips board, has more solo followers than any other board I have. You can check out the board here: <http://pinterest.com/johnkremer/blogging-and-internet-marketing-tips>.
- Group boards allow you to create relationships with other people** in your field. For my Blogging and Internet Marketing Tips board, here are a few of the top people who have agreed to pin on this board:

David Koons of DK Ventures

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Robert Allen, bestselling author of *The One Minute Millionaire* Willie Crawford, joint venture expert Don Crowther of Social Profit Formula

Mike Koenig of Author Expert Marketing Machines and Traffic Geyser

Ken McArthur of JV Alerts

Judy Whalen of the Center for Strategic Change

Loral Langemeier, the Millionaire Maker

Joel Comm, author of *Twitter Power*

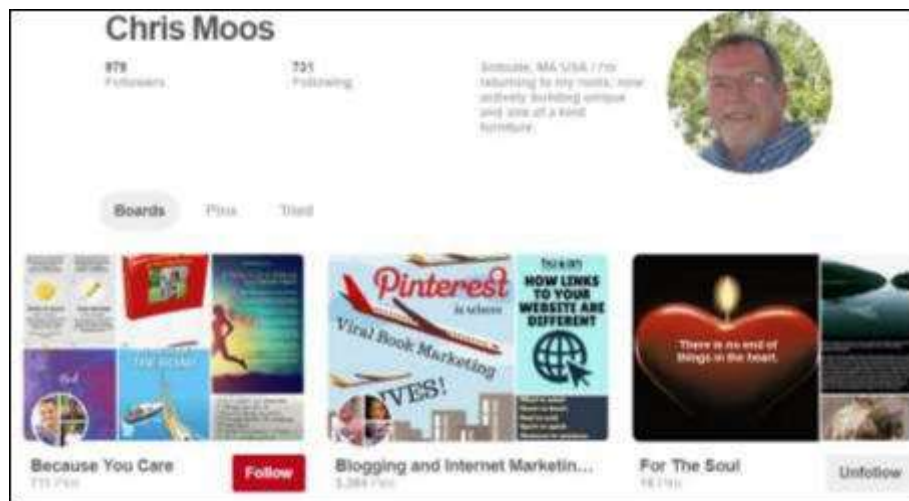
Rod Beckwith of MrJV.com

Todd Gross, Perry Belcher, Jason Fladien, John Chow, Ron Capps, Chris Moos, and other well-known Internet marketers

Penny Sansevieri of Author Marketing Experts

Stephanie Frank, Jim Donovan, Susan Klopfer, John Harricharan, Dr. Gayle Hall, and other book authors

- **Your board is not only featured on your Pinterest page, but also on the Pinterest pages of all your contributors.** Note that my Blogging and Internet Marketing group board is featured at the top of his page. With 39 other contributors, I am quickly multiplying the number of people who see my board.



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Again, please note that you have to be following any person before you can invite them to pin on your group board.

That's actual a bonus to creating a group board. It forces you to follow the people you want to contribute to your group board. That means you can start to create a relationship with top people in your field.

You'd be surprised who might respond to your invitation.

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Tip 3. How to Pin Images

Once you've created your boards, it's time to start pinning more images to your boards. That's why you start first with just a few boards. Then expand as your interests expand.

To find the best images for your most important board topics, use the search function on the top left of Pinterest pages.

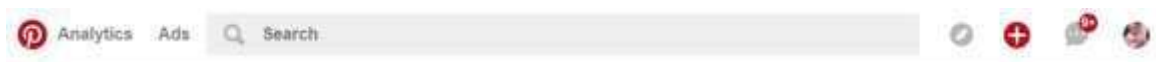
1. Locate compatible images on Pinterest. Start by searching for pinned images related to your key topic. For example, here are the first three results from my search for the topic of storytelling.



As you will note in the graphic above, you can search through related pins, boards, and people. That means you can find specific images, entire boards full of related images, and people who love what you love—all through one search box.

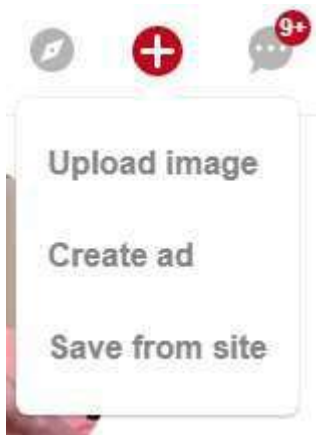
Once you get a search results page, repin five to ten of the images you find there. Or, if you hit the mother load, you can repin as many images as you like. Note: Over 80% of Pinterest pins are repins.

2. Upload images from your computer. You can upload any image on your computer to Pinterest and then share that image via one or more of your boards.

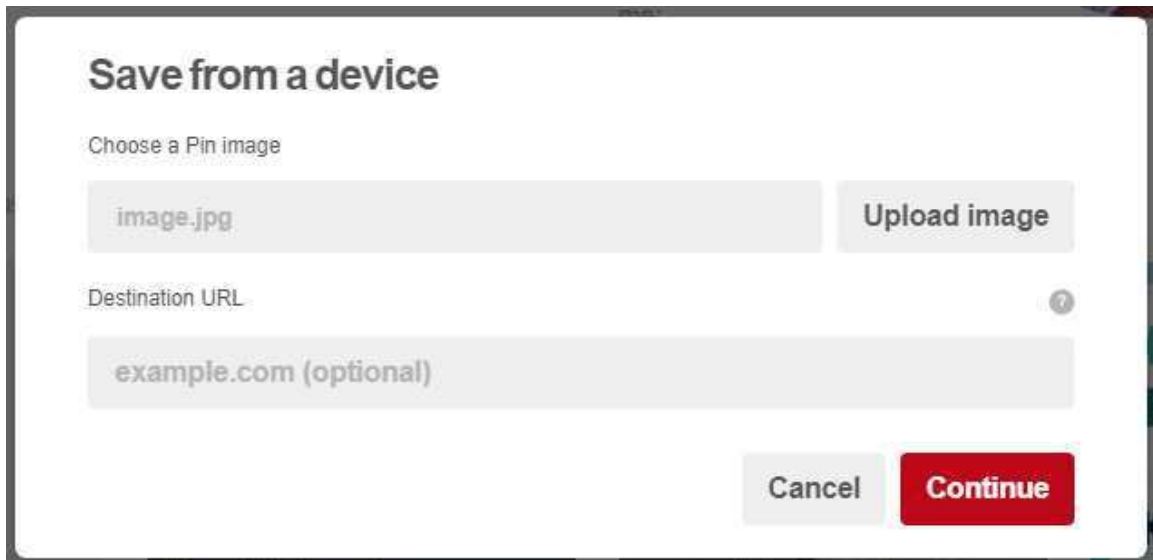


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Just click on the red + button at the top of any Pinterest page (see the red circle above). When you click on that button, the following options pop up:



When you click on the Upload Image option, the following form pops up:

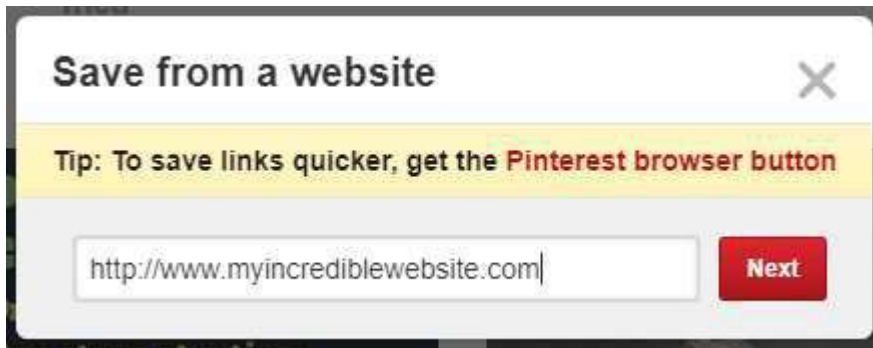
A screenshot of the "Save from a device" form in the Pinterest mobile app. The form has a title "Save from a device" and a subtitle "Choose a Pin image". It contains a text input field with "image.jpg" and an "Upload image" button. Below that is a "Destination URL" label with a help icon and a text input field containing "example.com (optional)". At the bottom right are "Cancel" and "Continue" buttons.

Click on the Upload Image button, and a window will open up that allows you to search through your computer for the image you want to pin. Once you find the image you want, click on it and then enter a URL (where you want the traffic to go for that pin). When you click on the red Continue button, you'll get to enter your description, choose your board, and click on the red Save button. That's it. The image from your computer will be pinned to your board and will show up on your Pinterest page.

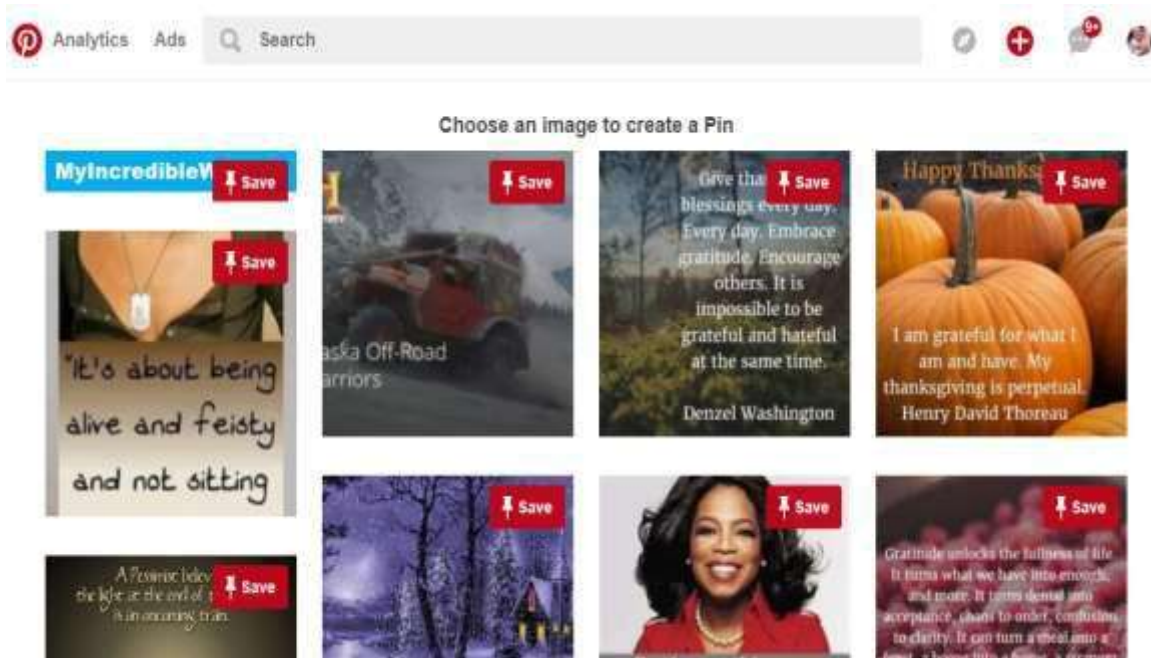
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3. Upload an image from any web page. Note that when you click on the red + button, you had three options: Upload an Image, Create Ad, and Save from Site. To add a pin from any page on the web, just click on the Save from Site option.

When you click on the Save from Site button, the following form pops up. Just enter the URL for the web page where you can find the image you want to pin (note that images from Facebook pages cannot be pinned). Then click on red Next button.

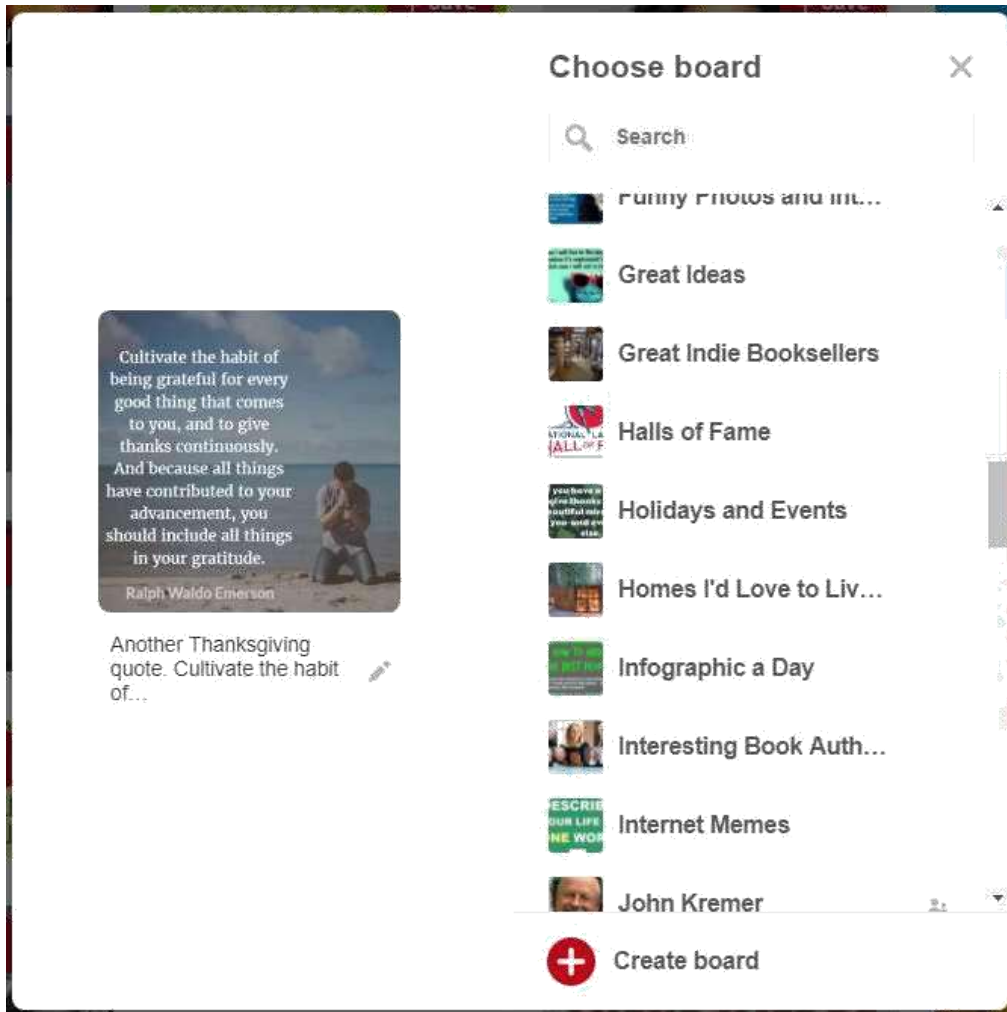


The following options pop up. Select one of the images from that website or webpage by clicking on the red Save button.



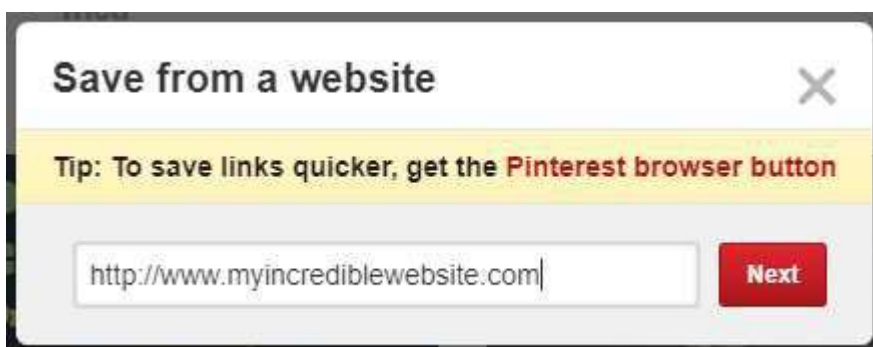
Once you click on the save button, the standard pinning form will pop up. Then complete the form with a description and select the board you want to pin to. Then click on the red Save button which will appear as you select the board you want to pin to.

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That's it. It allows you to pin an image from any webpage. An easier way to pin from a webpage is to add a Pin It button to your browser so you can easily pin from any webpage you visit.

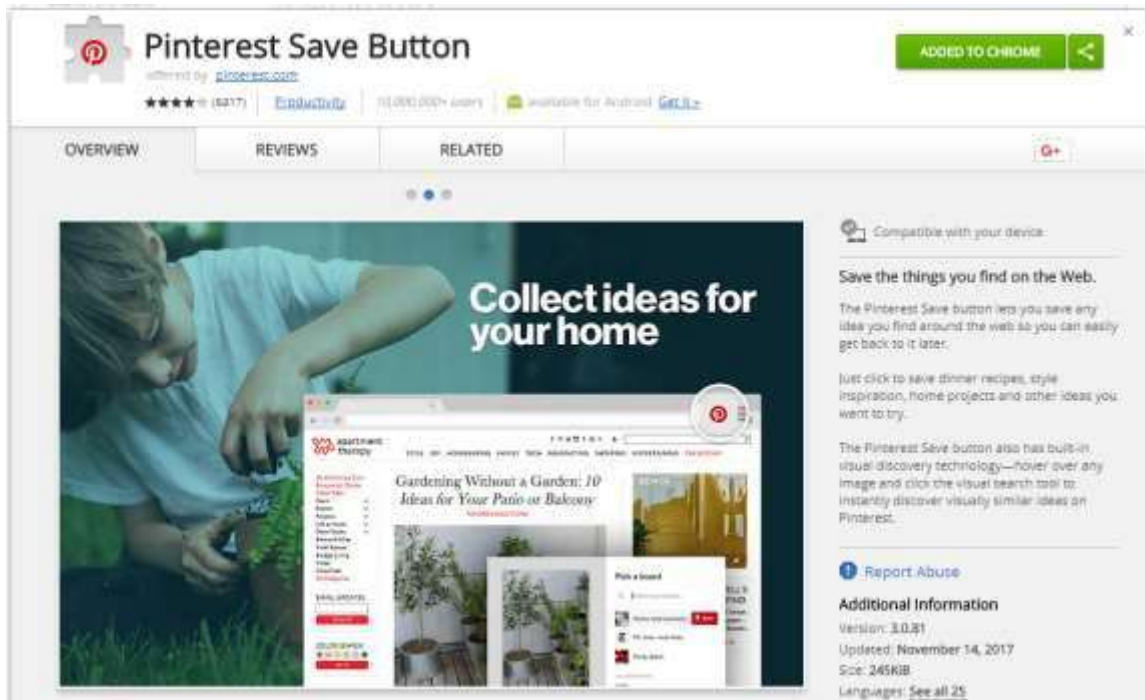
4. Add the Pin It button to your browser. The Pinterest Browser button allows you to easily pin an image from any website you visit. To add the button, click on the Save from Site option and then click on the Red **Pinterest browser button** link (as you can see below)



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When you click on that button, you Pinterest Save Button for Chrome will pop up. You can access the Pinterest Save Button on the Mozilla Firefox or Microsoft Edge browsers by going here:

<https://about.pinterest.com/en/browser-button>.



The Pin It button will show up in your browser something like this (the actual place it will show up will vary with the browser you use):



When you want to pin an image from a website, just click on the Pin It button. A Pinterest page will pop up with the pinnable images from that web page. The pop up will show over the web page you are visiting.

Select the image you want to pin from the images that appear. If you decide not to pin an image, just click on the X at the top right of the pop up.

When you click on an image, it will show a red Save button. When you click on that Pin It button, the standard pinning form will pop up. Enter the description you want, select the board you want to pin to, and click Save.

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A secret tip: If you want to automatically enter a description when you click on the Pin It button, you can highlight the text from the page that you want for the description. Pinterest will automatically enter that text into the description text of your pin before you select the board and click on the red Save button.

Note: You cannot pin images from Facebook.com. Facebook does not allow pinning from its domain.

5. Pin directly from the website. Many websites have a pin it button directly on the image or page to make it easier for visitors to pin the images on that page.

Here, for example, is the Repin button from my hobby website, <http://www.myincrediblewebsite.com>. You can see the Save button on the left of any webpage on my website. If a visitor wants to repin an image from the site, they just click on the red Save button.



A standard pinning form will pop up. The user selects the board he or she wants to pin to, enters a description (the button automatically selects the page title), and clicks on the Save button.

The above sharing buttons are offered via the following plugin for WordPress: Social Share Bar (Digg Digg Alternative).

At the bottom of every page, I offer another option from the JetPack plugin from the WordPress people:

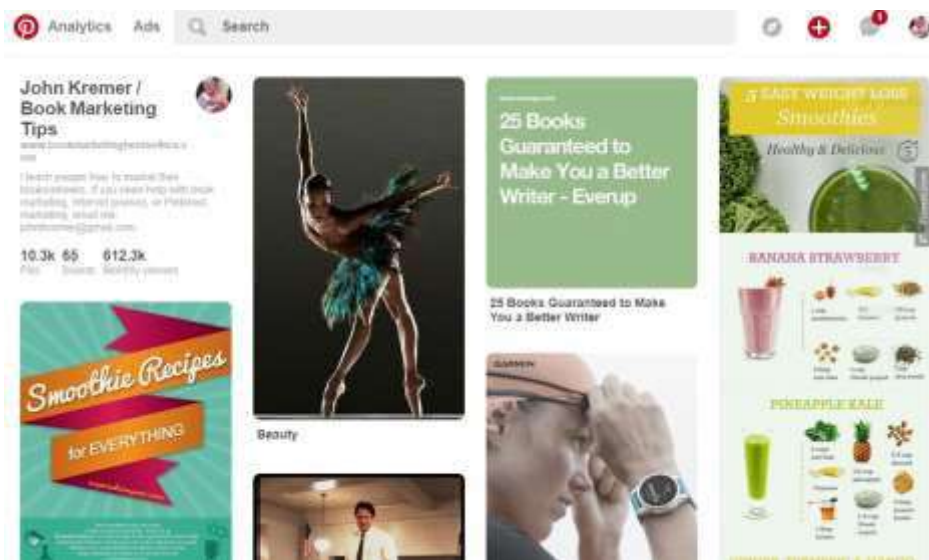
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Share this:



Click on the Pinterest button to save any image from that page using the standard Pinterest pinning form.

6. Here are several options for discovering images to repin on Pinterest. Click on the Pinterest image at the top left of any page. That will bring you to the Following page, which features recent pinned images from the people you follow (including yourself).



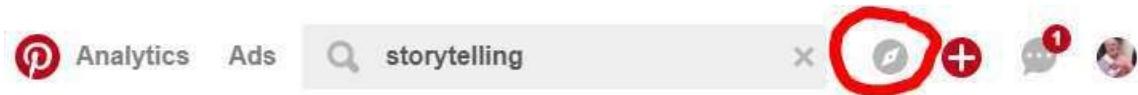
You can also use the search box at the top of any page to locate subject-specific images, boards, or people. That search form is your gold mine for locating the images, people, and boards that you want to be connected with (and, thus, repin).



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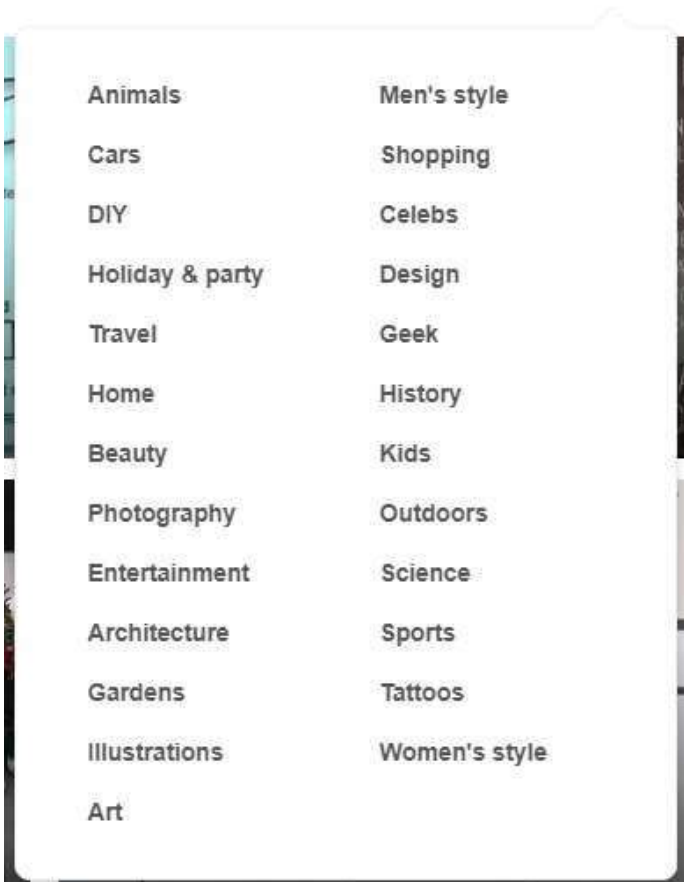
You can also click on the trending wheel (circled in red):



You can explore trends in health, quotes, tech, education, humor, weddings, food, and more.



Here are the more topics:



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Conclusion: So, you have a number of ways to pin an image to your boards. Here they are:

- Repin from other people's Pinterest boards.
- Repin from the topic pages described in the previous section
- Repin from the search result pages.
- Upload and pin images from your computer.
- Upload and pin images from any website.
- Add pins from any URL on the web using the Pinterest Save button on your web browser.
- Add pins via the pin buttons on websites.

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Tip 4: Choosing Images to Pin

Now that you know your options in pinning images, you need to get a good idea on what images to pin and repin. Here are some guidelines on what kind of images get the most attention, the most likes, the most repins, and the most comments – and, thus, create the most impact for your images.

Note: The kind of images you want to pin and repin are also the kind of images you want to begin featuring on your blogs, websites, and other social networks. While no one can repin from your Facebook pages, they can repin from the images you add to your Tweets, the videos you upload to YouTube, images you upload to your pages on The Book Marketing Network, etc.

Here, now, are some suggestions on what kind of images to pin, where to put those images in the first place, and how those images can give you more traffic to your website, blog, or social network pages.

1. Certain images get more clickthroughs, repins, etc. According to the people I've talked to, the following pins get more clickthroughs: tutorial images, do-it-yourself images, and recipes.



So be sure to include some tutorials, do-it-yourself instructions, or recipes. Depending on your topic, you should be able to create images that fit one of these descriptions. These can all be presented as Tip-O-Graphics.

2. Other popular images: cute animals, quotes with beautiful images, beautiful scenery, colorful fashion, celebrities, kids, great homes, architecture, gadgets, inspirational quotations.

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Here is an image I pinned that was repinned about a hundred times within a few days:



3. Taller images get shared more. If you want your images from your blog or website to be shared more often on Pinterest, start by creating taller images. That doesn't mean you have to create infographics or Tip-O-Graphics. It just means you should create images that are taller rather than wider.



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Taller images dominate more space on the Pinterest pages. That's one reason they get more repins and shares. Because of the way that Pinterest displays images, taller images always show up better. If you have a very wide image that you pin, it will become very small when showing up in the Pinterest columns. Thus, most people will ignore the image.

When adding images to your blogs and websites, try to make them taller than wider.

One way you can create taller images is to combine several images together, stacking them up on top of each other like this:



Make sure the images you combine together are compatible on subject, look, atmosphere, etc.

Of course, you can also create infographics like the following that I've featured on my website at <http://www.infographicaday.com>. Better yet, create Tip-O-Graphics.

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Signs of the Times
Do You Know How to Spell?

Highland Park Junior High
SOMETIMES YOUR THE DOG. SOMETIMES YOUR THE HYDRANT

NOTHING UNDER \$5.00
IF YOU DON'T LIKE THE PRICE TO BAD

Get A BRAIN!
MORANS

WE BYE USED CARS

TOP CASH PAID
YOUR NOW BEYOND HOPE

CUSTOMER PARKING ONLY
ALL OTHERS WILL BE TOAD

HO MADE APPLE BUTTER

BIMUD

InfographicADay.com

THE KNOT LIBRARY 100+ scarves for sale & more!

SCARVES DOT NET

THE BUSINESS MARKETERS'

PHOTOS KING

HISTORY OF # OF USERS:

CURATE HASHTAG SNAP ENGAGE REPEAT

CU

SNAP

FLASHY

ENGAGE

REPEAT

EXAMPLES OF B2B MARKETING ON INSTAGRAM

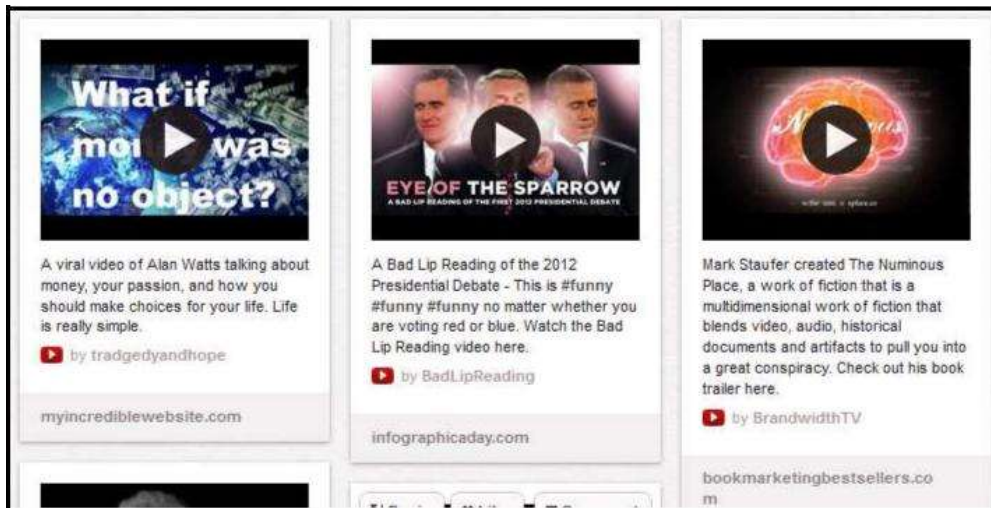
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Note that all of the images were made shorter to fit on these pages.

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4. Videos can be shared. You can share YouTube videos, most videos on web pages, and videos from other video services. Note: Some videos cannot be share via Pinterest.

Here are a few of the videos I've shared recently:



5. Add images to your old blog posts. This tip right here is probably the key tip I can give you in this entire report. **Adding images where there have been no images is a great way to revitalize old blog posts and webpages that previously did not have images.**

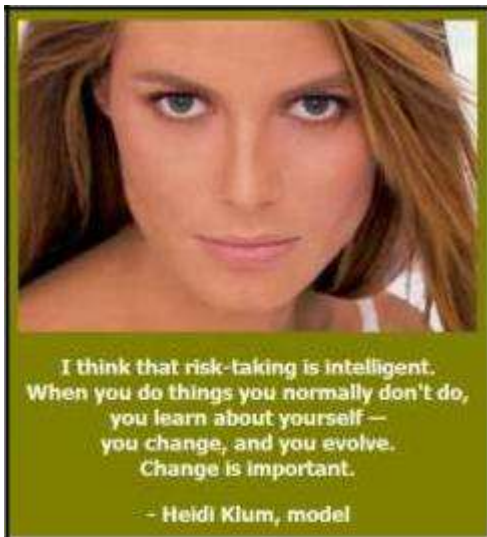
Even if your old blog posts had images, you can repin those images to revitalize those pages. I've been amazed by the amount of traffic I've received to my websites because of the pinning of old blog posts and webpages. Here is a sample image added to a blog post.



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6. Add images to every new blog post and web page. As you write new blog posts or create new web pages, be sure to add an image. Get in the habit to always include an image with your posts. Not only does this make your blog post pinnable, but it also adds to the readability and attractiveness of every post and page.

I've been adding images to some of my older pages on some hobby websites like my [College Dropouts Hall of Fame](#). That makes those pages newly pinnable. For instance, here's an image I added to the K page of my [College Dropouts Hall of Fame](#), which was added to the listing about Heidi Klum:



7. Add provocative images, images that will get a reaction (whether positive or negative). Images that stir the emotions get more pins, likes, and comments.

One of the most popular pages ever on my Book Marketing Bestsellers blog has been a photo of naked men forming a human bookshelf. You can check it out here: An Interesting Bookshelf - Warning: Naked Bodies - <http://openhorizons.blogspot.com/2011/08/interesting-bookshelf-warning-naked.html>.

I won't show the image here because it does consist of naked human bodies (which I warned of when I wrote the post). I think that warning might be why the post has been so popular. It's the #5 most popular post on my blog – and yet, though it features naked bodies, was still very relevant to my blog about books.

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These ideas should be enough to get you started in pinning images. Of course, you can start by pinning your book covers and photos of the author, but eventually if you want to attract a crowd, you'll have to start pinning images related to your blog posts and webpages as well as images targeting the people who would be most interested in buying, reading, and recommending your book.

As part of that strategy, I always include pins of competing books as well. That serves to promote my competitors, but it also reassures potential customers that I am very knowledgeable about my field. That increases the trust factor, which is an essential ingredient in the decision most people make in buying your book: If they trust you, they will buy from you.

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Tip 5: Follow Others

When you first signed up, Pinterest automatically had you follow 58 of the top pinners (based on the interests you indicated when signing up). This is no longer the case. You don't have to follow anyone to start pinning.

Here are a few tips on following others so you get more followers.

1. Follow the people top pinners are following. If top pinners are following these people, chances are these people are style leaders in the world of Pinterest. Because the top pinners with the most followers tend to following only about 100 people (even when they have 6 to 10 million followers). That's significant.

2. Follow interesting people. The key here is simple. If you want to develop followers, you have to follow interesting people. And repin beautiful images, funny images, inspirational images—especially those that target your key audiences.

3. Develop a group board. One of the other key ways you can build followers is to create a group board—because the other pinners in the group will send you some of their followers every time anyone pins in the group board.

4. Encourage people to follow you via your blog or website by including a Pinterest image inviting them to check out your Pinterest boards. Below are a few of the options you can use to encourage people to Follow Me on Pinterest:

Option 1: Here's the Pinterest button from one of my websites:



To get such a Pinterest button to show up on your website or blog, simply enter the following HTML code where you want the button to appear:

```
<a href=http://pinterest.com/johnkremer/ target="_blank" rel="noopener"></a>
```

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As you can see, if you know HTML code, you enter the URL for your Pinterest page (<http://pinterest.com/johnkremer> with the target="_blank" rel="noopener" to open your Pinterest profile in a new page) and the code to show the Pinterest **P** image () with an alternate description (Follow Me on Pinterest).

Again, you can add this HTML code on any web page.

2. If you publish an email newsletter, ask your readers to follow you on Pinterest. Probably the best way to drive traffic and interest anywhere on the web is via your own newsletter to your most committed fans. Just ask them: Follow me on Pinterest. Here's my Pinterest profile: <http://pinterest.com/johnkremer>. And here's why you should follow me.

Then list some of the boards you've created that they might be interested in following. Feature a few of your recent pins that they would clearly be interested in following. Then send them directly to one or two of those pins.

Note: Every pin has a specific web address or URL. For example, here's the specific URL for a blog post I did on *The Rules for Being Human Apply to You as a Book Author and Book Marketing Genius*: <http://pinterest.com/pin/57983913923771055>.

That makes it easy for your fans to repin your image, like it, comment on it, or follow you on Pinterest.

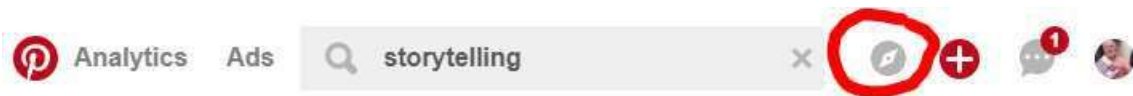
Again, the more followers you have on Pinterest, the more impact you'll have in terms of driving traffic, creating fans, and selling more books, products, or services.

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Tip 6: Comments, Likes, and Repins

To get more followers and repins on Pinterest, you must interact with other users. Pinterest, after all, is a social network. It has the same power as any other social network: The power of multiplication. As you get more followers, they share your pins with their followers and, in that way, you can get more exposure for your blog posts, webpages, newsletters, sales pages, and more. It's possible, really, to expose your ideas and products to millions of people.

1. Focus first on the Trending pins. Why? Because these are the current pins that are getting the most attention. To locate the most popular pins, click on the Trending wheel at the top of any Pinterest page (circled in red below).



There are several things of value on the resulting page you'll see.

- First, of course, notice that the pins change every time you visit because Pinterest is constantly updating the trending pins and adding new ones.
- Notice what sort of images are trending. Repin some of the most popular images that would be of interest to your target audience.
- The trending page is a great place to see what sort of images you should be creating and then posting to your new and old blog posts and web pages.
- It's perfectly okay in today's graphic world to post a number of blog posts every week that consist primarily of images or videos. That means you don't have to do a lot of writing to keep your blog active.

For example, see the short blog post on the next page that I wrote last week for my Book Marketing Bestsellers blog. I wrote three sentences and added a YouTube video that I originally discovered on Pinterest. It took me five minutes.

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Book Author Tip: Joke of the Day

by John Kremer on Thursday, October 11th, 2012 | 1 Comment

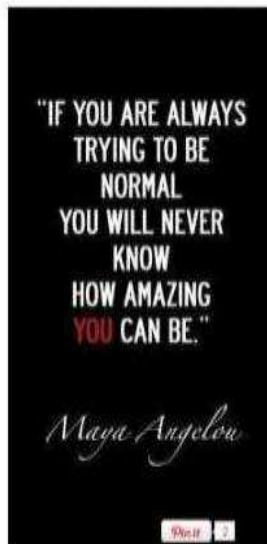
Here is an interesting video where a man shows the true spirit of entrepreneurship. Perhaps you can use his example as inspiration for marketing your books. Sometimes it just takes a little creative thinking.



And here's another short inspirational post I shared that featured a graphic quote from Maya Angelou. Again, it took me just a few minutes to copy the image from Pinterest, add it to the blog post, and type in the quote from Maya Angelou.

Maya Angelou on How to Be Amazing

by John Kremer on Sunday, October 7th, 2012 | No Comments



If you are always trying to be normal, you will never know how amazing you can be. - Maya Angelou

And, right after I posted these blog entries, I immediately pinned them to Pinterest, tweeted about them, Google plused them, and posted them to Facebook.

The thing is: You can simply repin images or videos you find on Pinterest **OR** you can copy them, blog about them, and then pin

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them to Pinterest. That second option is what's going to get you referral traffic and more sales. The first option only builds your visibility on Pinterest. The second one gets you sales.

You should do a little of both, but favor doing more of the second kind of pins. It's perfectly okay in today's world of social networking to write four or five short blog posts every day using the images you discover on Pinterest and Facebook, making a little comment, posting to your blog, and then pinning, tweeting, and sharing via Facebook.

You'll be amazed at the traffic you can send to your blog doing this simple activity (and Google search will love you as well).

- I have found that simply by adding popular Pinterest images and quotes to my blog posts and then pinning them, I can drive a lot of traffic to any blog or website. And, since I have 10 active websites or blogs, that's important. I couldn't begin to maintain any of these websites if I had to write full blog posts every time.

2. Comment on popular pins, especially those with few comments. This is an incredibly effective way to get your Pinterest profile in front of hundreds, often thousands of other people. And, if they like your comment, they will begin to follow you.

The key to this technique is to write real comments, especially if you can also include an indirect referral to one of your Pinterest boards or images.

Be sure to repin any image that you comment upon. It would look suspicious if you commented upon the image but did not repin it.

Notice in the image on the next page that there are lots of likes and repins but only one comment. That means you will be noticed by all the likers and repiners who show up in the future (because you will be featured as a commenter).

At the time I made my comment here, this quote image had 922 repins and 413 likes. Less than two days later, it had 4,924 repins and 2,111 likes (it helps that this pinner has 3.6 million followers). Note: Pinterest no longer has a **like** function.

That's 6,500 people who saw my comment in just under two days! Do you know a faster way to expose yourself to 6,500 people in under two days? And another 450 views (likes and repins) in another day!

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Don't let issues weigh you down.
413 likes 1 comment 922 repins

Christine Martinez via Paloma Contreras on Words to Live By

Anne Gorman oh so very true

Add a comment...

Don't let issues weigh you down.
2111 likes 11 comments
4924 repins

wildflowerwind.tumblr.com

Caroline Walsh well said...

Deborah Hoshor Reminds me of my marriage. Wish I would have handled it differently though.

Linda DiMichele a necessary life lesson

Andree Robinson if only I could subscribe as directed by those who love me...but for now the weight is exponential.

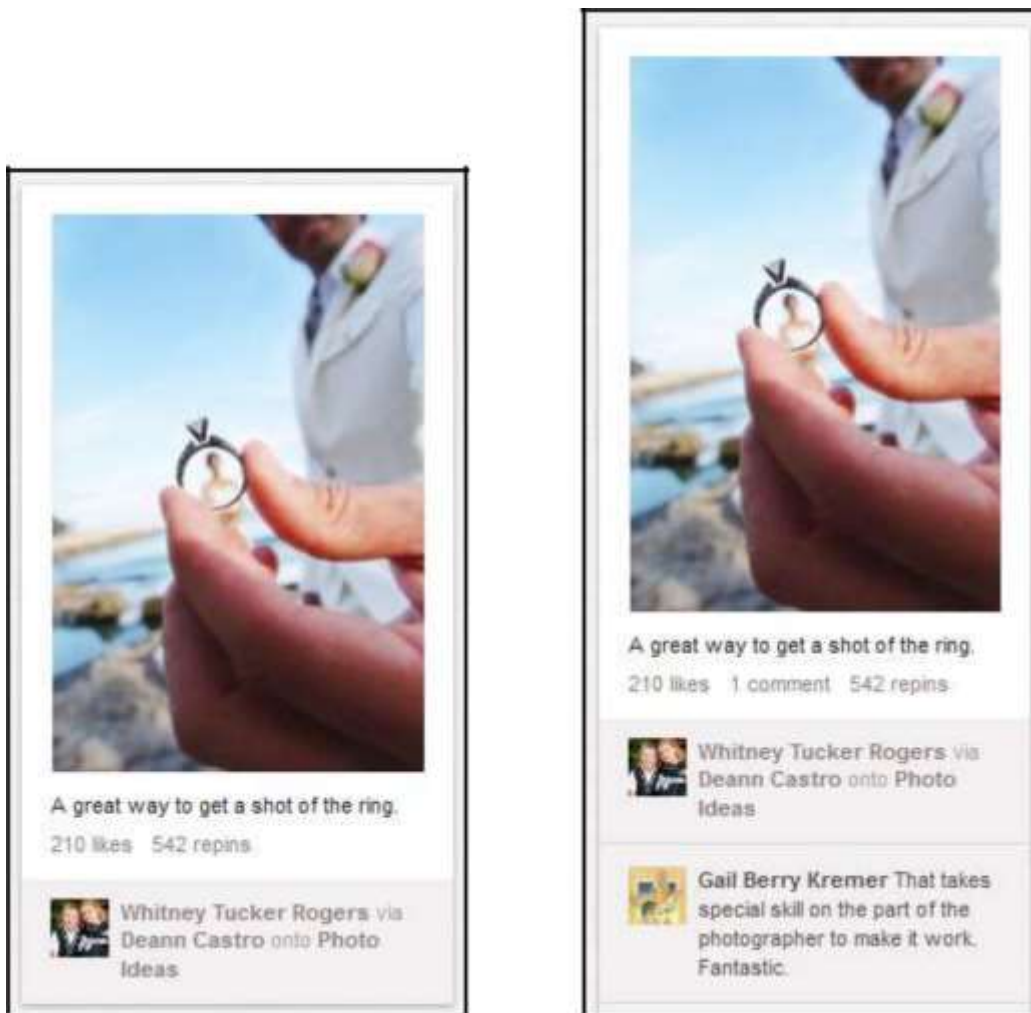
You don't have to write a complicated comment. Keep it short and simple in most cases. Of course you can write a longer comment if you are moved to do so. Here is my short comment (written under my wife's name):

Gail Berry Kremer Great advice. Much appreciated.

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Now, if I had wanted to establish myself as an expert, I would have made a longer comment where I added some insight to what had already been shared. That would have gotten me more notice—and more followers.

Here's another popular image that had many repins but NO comments:



In this case, I wrote my comment as if I were a photographer or someone who really appreciates good photography. Of course, I could also have written it from the perspective of a bride-to-be. Again, try to make the comment fit your target audience or your topic (product or service).

Note: Pinterest no longer showcase how many repins or comments a pinned image has, so it is harder to use the above strategy. So just look for great images that you really love. Comment on those.

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3. You can add website URLs to your comments. These URLs, however, are no longer clickable. But if you do this, make the URL actually relevant to the conversation, unlike Discovereddd in the image below. This was a spam comment and link to a poorly designed affiliate sales site. As with any social network, spam creeps in. Alas.



By the way, **you can also add web links to the descriptions of your original pins and to your repins.** I thought I should mention that. Again, these links are no longer clickable.

Of course, if you pin an image from your blog or website, there will already be a link to your site, but it doesn't hurt to add a second one in your comments (but do it sparingly).

But, when you add a link, make sure it goes somewhere useful and not spammy. Informative and not salesy. Adding new information or inspiration, rather than being self-serving. But that doesn't mean it can't lead to your book (as long as it's not salesy, spammy, or self-serving).

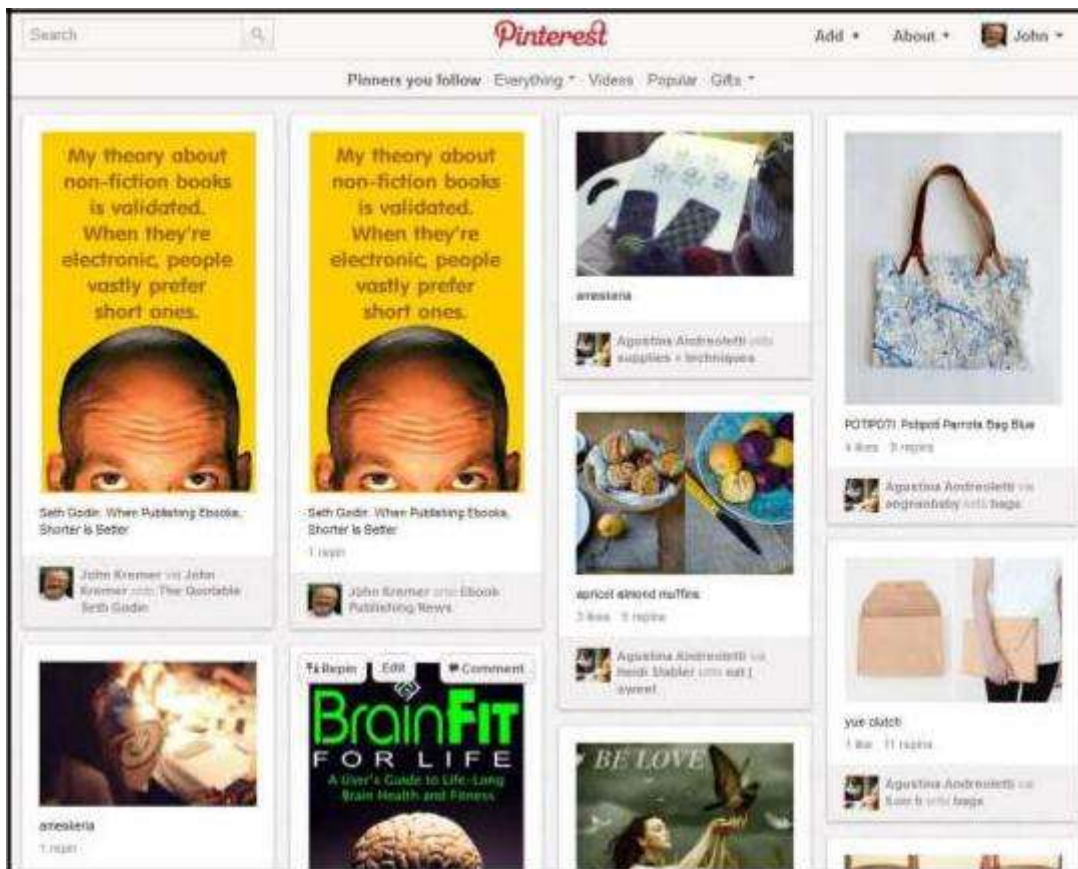
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January 15th at Midnight Pacific:
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Tip 7: Do's and Don'ts on Pinterest

Here are just a few do's and don'ts that I have found worth noting.

1. Don't pin the same image to two boards at the same time. Space it out over a few hours or a few days.

If you pin a graphic to two boards at the same time (or pin to one board and then repin to another of your boards), your pinned graphic will show up twice on the pages of your followers. It'll look something like the following:



Now that is fine if you trying to draw attention to a special blog post, graphic, or idea, but it can be overdone. I've seen pinners repin an image three or four times – and then the image dominates the pages of their followers. That's not a good idea.

My advice: If you want to pin an image to more than one of your boards, try doing it several hours or days apart. That way you get double exposure but do not irritate your followers.

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Again, if you have a special reason for double pinning to draw attention to a special blog post, that is okay. But know why you are doing what you are doing.

2. Don't swear. Never include swear words in your descriptions or comments. It won't help you gain friends.

3. Don't pin nude images. It's against the rules. Just that. It could get you banned from Pinterest. Besides, there are so many wonderful images, paintings, photos, etc. to pin. Keep it clean.

The following are a few images that have been acceptable:



That last image on the right is one I pinned on my Infographic A Day board (<http://pinterest.com/johnkremer/infographic-a-day>). So, while it was a little titillating, it offer great advice.

4. Don't argue with people. In your comments on other people's pins, don't argue, don't politicize, don't quibble. Write useful comments or statements of praise or agreement. Keep it civil.

I've had a rabid politicizer criticize something on Facebook and, to be very honest, it was unpleasant, uncivil, and unproductive.

5. Don't spam. This is especially important when you are using the commenting strategy. That won't get you anywhere. And it is very likely to get you unfollowed by many people.

6. Do have fun. You'll be more productive, more interesting, more worthy of being followed if you have fun while doing Pinterest.

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7. Interact. Pinterest, after all, is a social network, so socialize. Interact. Get involved. It's actually okay to engage in conversations with people via the comments. Indeed, that might help you get more followers.

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Infographic: Build the Perfect Marketing Pin

BUILDING THE PERFECT MARKETING PIN FOR Pinterest

500 Social Media Marketing Tips
Pinned 4 weeks ago from [pinnermb.com](#) Pin back to original source

Use a large, top quality image. Anything below 300px x 300px is too small.

Label the pin with a price (eg. \$2.99) if the pin is a product/gift.

Cute animals, kids, or babies are hugely Popular on Pinterest - consider the 'aww' factor.

Overlay text, like a funny or inspirational quote.

Pinterest's audience is still predominantly women - consider favoring them in your marketing.

Pin to the correct board - one followed by the customers who the pin will most appeal to.

The pug is living proof that God has a sense of humor.
- Margo Kaufman

A face only a mother could love, fed with our finest gourmet dog food that leaves every pooch howling with delight: [www.yumwoofdogchow.com](#)
#pug #dog #pets

Add a short, snappy informative and/or intriguing description.

Include hashtags to group your pins and increase Pinterest SEO.

Add URL to description to drive traffic to your websites.

500 Social Media Marketing Tips
Add a comment

FOLLOW ME - ANDREW MACARTHY
[facebook.com/500socialmediatips](#)
[twitter.com/500socialmedia](#)
[pinterest.com/500socialmedia](#)
[youtube.com/500socialmediatips](#)

BUY MY BOOK - 500 SOCIAL MEDIA MARKETING TIPS
500 Social Media Marketing tips is available on Amazon Kindle, Nook at Barnes and Noble, for Kobo Reader, Sony e-readers and for Apple iBooks.

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Infographic: Pinterest Marketing Cheat Sheet

Pinerly
PRESENTS.. *Pinterest* MARKETING

CHEAT SHEET

GENERAL TO-DOS

- ✓ Appeal to many interests
- ✓ Update boards & pins regularly
- ✓ Pin **bucket-list** content (inspirations and aspirations)
- ✓ Promote an **idea**, content, or product

PIN IMAGE

- ✓ **Beautiful** & clear images
- ✓ Give value and target **emotion**
- ✓ Relate images to **trends**
- ✓ **Vertically**: longer images work better

Vary images:

- Add text onto image
- Change brightness
- Modify image filters
- Crop or resize

GENERAL PROFILE

- ✓ Reflect **interests** using your profile photo and description
- ✓ Name with understandable **keywords**
- ✓ Add your **FB, Twitter, & site** for increased exposure
- ✓ Keep a **general** tone

GENERAL BOARD

- ✓ Place your boards into a Pinterest **category**
- ✓ Stick to one **niche** per board
- ✓ Use searchable **keywords** in board names
- ✓ Choose a compelling board cover

PIN DESCRIPTION

- ✓ Evoke a **call-to-action**
- ✓ **Short** words, simple context
- ✓ Descriptive and **targetted**
- ✓ Use searchable **keywords**

Vary descriptions:

- Use hashtags
- Try links
- Add prices (\$)
- Try using @

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Resources

If you ever want more information about Pinterest and how to use it in your business, these resource articles and blog posts will help you (and keep you busy for days reading).

You don't need to read these, but if you read any, start with *56 Ways to Market Your Business on Pinterest*. Then follow through with any other articles that catch your interest.

5 Tips to Increase Your SEO with Pinterest -

<http://www.amyporterfield.com/2012/10/increase-seo-with-pinterest>

The 10 Commandments of Using Pinterest for Business -

<http://www.amyporterfield.com/2012/06/the-10-commandments-of-using-pinterest-for-business>

56 Ways to Market Your Business on Pinterest -

<http://www.copyblogger.com/pinterest-marketing>

How to Get More Pinterest Exposure with Less Work -

<http://www.socialmediaexaminer.com/pinterest-contributor-boards>

How to Make Your Blog Posts More Pin-Worthy in 4 Easy Steps -

<http://pinnablebusiness.com/category/tools-for-pinterest>

9 Tips on How We Gained 6,275 Followers on Pinterest -

<http://pinnablebusiness.com/9-tips-on-how-we-gained-6275-followers-on-pinterest>

Pinterest Business Accounts: The Definitive Guide to Getting Started -

<http://www.socialmediaexaminer.com/pinterest-guide-business-pages>

Social Email Marketing: Contest adds 200% more Pinterest followers and engagement - <http://www.marketingsherpa.com/article/case-study/email-marketing-pinterest-contest>

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Pinterest Guidelines

Familiarize yourself with Pinterest by visiting these pages:

What Is Pinterest: <http://pinterest.com/about>

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Pin Etiquette: <http://pinterest.com/about/etiquette>

Getting Started: <http://pinterest.com/about/help>

Pinterest Support and Answers: <https://support.pinterest.com/forums>

Pin It Button and Goodies: <http://pinterest.com/about/goodies>

Terms and Privacy: <http://pinterest.com/about/terms>

Pinterest Blog: <http://blog.pinterest.com>

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Addendum: Key Tips Reminders

Here are a few of the key tips I shared in this report. Since these are among the most important, I am re-encapsulating them here as a tool to help you highlight the key action steps you still need to profit from your Pinterest activity.

Page 6 – Note: **Use your real photo.** People like to follow people rather than graphics.

Page 15 – Be sure to use keywords in the titles of your boards - keywords that allow people to locate your boards that might interest them, such as my Book Marketing Tips board.

Page 16 – **5. You should have at least one board devoted to inspiring or funny quotes.** Why? Because people like to share quotations so you increase your chances of being repinned, followed, and/or liked.

Page 21 – The great value of group boards is three-fold: more views, more relationships, and more exposure to multiple Pinterest pages.

Page 28 – A secret tip: If you want to automatically enter a description when you click on the Save a Pin button, you can highlight the text from the page that you want for the description. Pinterest will automatically enter that text into the description text of your pin before you select the board and click on the red Pin It button.

Page 33 – **1. Certain images get more clickthroughs,** repins, etc. According to the people I've talked to, the following pins get more clickthroughs: tutorial images, do-it-yourself images, and recipes.

Page 34 – **3. Taller images get shared more.** If you want your images from your blog or website to be shared more often on Pinterest, start by creating taller images.

Page 37 – **4. Videos can be shared.** You can share YouTube videos, most videos on web pages, and videos from other video services.

Page 37 – **5. Add images to your old blog posts.** This tip right here is probably the key tip I can give you in this entire report. Adding images where there have been no images is a great way to revitalize old blog posts and web pages that previously did not have images.

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Page 38 – **7. Add provocative images**, images that will get a reaction (whether positive or negative). Images that stir the emotions get more pins, likes, and comments.

Page 42 – Hint: Follow the people top pinners are following. If these top pinners are following these people, chances are these people are style leaders in the world of Pinterest. Because the top pinners with the most followers tend to following only about 100 people (even when they have 6 to 10 million followers). That's significant.

Page 43 – **5. Encourage people to follow you via your blog** or website by including a Pinterest image inviting them to check out your Pinterest boards. Below are a few of the options you can use to encourage people to Follow Me on Pinterest.

Page 47 – **6. If you publish an email newsletter, ask your readers to follow you on Pinterest.** Probably the best way to drive traffic and interest anywhere on the web is via your own newsletter to your most committed fans. Just ask them: Follow me on Pinterest. Here's my Pinterest profile: <http://pinterest.com/johnkremer>. And here's why you should follow me.

Page 49 – **1. Focus first on the Trending pins.** Why? Because these are the current pins that are getting the most attention. To locate the most popular pins, click on the Trending option at the top of any Pinterest page.

Page 51 – It's perfectly okay in today's world of social networking to write four or five short blog posts every day using the images you discover on Pinterest and Facebook, making a little comment, posting to your blog, and then pinning, tweeting, and sharing via Facebook.

Page 51 – **2. Comment on popular pins**, especially those with few comments. This is an incredibly effective way to get your Pinterest profile in front of hundreds, often thousands of other people. And, if they like your comment, they will begin to follow you.

At the time I made my comment here, this quote image had 922 repins and 413 likes. Less than two days later, it had 4,924 repins and 2,111 likes.

That's 6,500 people who saw my comment in just under two days! Do you know a faster way to expose yourself to 6,500 people in under two days?

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Page 55 – By the way, **you can also add web links to the descriptions of your original pins and to your repins.** I thought I should mention that. But note that the links are no longer clickable.

Page 57 – **1. Don't pin the same image to two boards** at the same time. Space it out over a few hours or a few days.

Page 59 – **7. Interact.** Pinterest, after all, is a social network, so socialize. Interact. Get involved. It's actually okay to engage in conversations with people via the comments. Indeed, that might help you get more followers.

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Keep in Touch

Do email me if you have any questions. I can incorporate the good questions with my wonderfully insightful answers into another addendum for this report.

Thanks for your feedback and support.



John Kremer

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