

# Bonus Minute Videos

## How to Use Hashtags in Your Pin Descriptions

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**Hashtags** are created by adding a number sign or pound sign in front of word, for example, #hashtag. Hashtags are an easy way for people interested in a specific keyword topic to mark their tweets, pins, and posts so others can join in the conversation.

Hashtags start with a # and continue with one or more words in a string. No hyphens. Caps are not necessary.

#funnydog #cutedog #puppies #lol #haha #incrediblesunset #miamisunset  
#writingquote #quotes #quotations #loseweight #weightlosstips  
#prettywomen #moviesilove #puppylove #bookmarketingtips #selfpublishing

You can use hashtags other people have created or you can create your own. In most cases, use standard hashtags you find for similar pins.



In your Pinterest descriptions, you can add one or more hashtags anywhere in the description. Use hashtags that describe the content of your pinned image or hashtags that would appeal to your target audience.

### **Sample descriptions with hashtags:**

Here are 21 reasons why a protection dog is always better than a man. This is a very funny and yet often true list of reasons why dogs are better than men. [#dogjokes](#) [#ilovedogs](#) [#dogsarebetterthanmen](#)

Pixar's 22 Rules for Storytelling

[#writers](#) [#writing](#) [#authors](#) [#storytellers](#) [#storytelling](#)

Your answers aren't always right in front of you, but it's still worth a look.

Keep on looking! [#answers](#)



When you search for the #bookmarketing hashtag, Pinterest will show you relevant pins based on the most recent use of that hashtag.



5 hours ago

Square Book Mock-Up Set - Product Mockups #mockups... #bookdesign #bookmarketing #entrepreneur

Porter Fig Infopreneur Resources



1 day ago

5 Easy Steps to a Successful and Effective Blog #bloggingtips #bookmarketing

J. E. Martin Books Book Business Media & Market...



2 days ago

4 Ways You Can Make Time to Blog Right Now by... #blogging #Blog #writing #BookMarketing

Rachel Thompson, Author BLOG COMMUNITY



2 days ago

4 Ways You Can Make Time to Blog Right Now by... #blogging #Blog #writing #BookMarketing

Rachel Thompson, Author \* Share your Article \*



When you search for the keywords **book marketing**, Pinterest will show you relevant pins based on popularity but with options like plan, tools, tips, strategy, people, products, etc.



Book Marketing Tip of the Week: 20 December 2012

### 6 Killer Real Estate Marketing Ideas

- #1**  
Put a solar light on the "for sale" sign (no extension cords needed) so it is visible at night to passer-bys.
- #2**  
Make your gift to the new home owner outdoor garbage or recycling bins labeled with your business name and contact info. Free advertising for you every week!
- #3**  
Post a before and after photo of a home renovation or remodel on Instagram every Tuesday for #TransformationTuesday.
- #4**  
Ask your local community newspaper if you can have a weekly feature called, "Hot Listing of the Week".
- #5**  
Make alliances with human resource directors of companies in your town

Real Estate Marketing -




effective book marketing for authors. great tips and...



### Tim Hartman

#### 7 Powerful Storytelling Secrets



1. Don't be spastic. Tone it down. Relax your delivery. Talks more softly.
2. Keep it simple. Use no gimmicks. Just tell the story.
3. Be enthusiastic. If you enjoy the story, your audience will enjoy the story.
4. Be relatable. "As a storyteller its your job to let people know that you've been in a situation just like them," Hartman says.

Tim Hartman: 7 Powerful Storytelling Secrets #books #ebooks #book marketingtip

## Found Their Voice and are Changing The World



### How-To Video Inside!

**BONUS: Link to FREE Book**

FREE Expert Secrets Book Promoted



Check out the following blog posts on #hashtags

### **The Ultimate Guide to Social Media Hashtags for Book Authors**

<http://bookmarketingbestsellers.com/41-social-media-hashtags-for-book-authors>

### **Daily Hashtags: 130 Hashtags for Every Day of the Week**

<http://bookmarketingbestsellers.com/hashtags-for-every-day-of-the-week-hashtags>

