

Get Your Piece of the \$11 Billion Annual “Share Economy” & Cash in on Peer to Peer Social Tokens

Christina Hills, John Kremer and Daniel Hall

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Introduction

Get Your Piece of the \$11 Billion Annual “Share Economy”

Cash In On Peer To Peer Social Tokens

**Controversial Case Study:
How I Drove Over 168K Clicks To My Website
With Just One Graphic**



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Welcome to today's presentation! You are about to find out how you can cash in on your piece of a \$11 billion annual "share economy". You'll also be walked through a case study on the subject that's somewhat controversial. You see, a man named John Kremer was able to drive over 168,000 clicks to one of his websites with just one graphic. This has actually been done many times over using various graphics, but the case study shows the best results that have been yielded by John and his team thus far.

The man to the right in the screenshot below is Daniel Hall. He is a bestselling author, speaker, publisher, nurse, attorney, and podcaster. He is also the creator of the highly popular "Real Fast" brand of training products. John Kremer is the real star of the show today, though. He is the man on the left of the photo. He is an expert on book publishing and marketing. In fact, he's known as the grandfather of book marketing, and you may have even read his most popular book, *1001 Ways to Market Your Books*. This book has been deemed "the bible" of the book marketing industry.

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Who We Are . . .

John Kremer is an expert on book publishing and marketing and author of *1001 Ways To Market Your Books*. He is known as the grandfather of book marketing.

"John Kremer was instrumental to our success in making *The 7 Habits of Highly Effective People* one of the two most influential business books of the 20th century." — Stephen Covey



Daniel Hall is a bestselling author, speaker, publisher, nurse, attorney and podcaster. He is also the creator of the highly popular "Real Fast" brand of training products.

"If you want to sell 600,000,000 books like we have, read and use this book."

— Mark Victor Hanson and Jack Canfield, New York Times bestselling authors, *Chicken Soup for the Soul*



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John is really good at helping others to share their message, and he has worked with some of the biggest names in the business. For instance, he's worked extensively with the Chicken Soup for the Soul authors, Jack Canfield and Mark Victor Hanson. He has also worked with Stephen Covey, who said that, "John Kremer was instrumental to our success in making *The 7 Habits of Highly Effective People* one of the two most influential business books of the 20th century."

You may be wondering, "This is all well and good, but what does any of this have to do with me." Well, John wants to help you too, and that's what this is all about. Even if you don't seek his help, get ready because there will be lots of usable information provided throughout this presentation. Some of these tips are subtle but could potentially be life-changing, so be sure to pay close attention to this material. The best part is, what John has to share with you today could be helpful no matter what you are selling, including:

- Books
- Physical products
- Affiliate offers
- Amazon, Etsy or eBay seller

During the original presentation of this material, John and Daniel set up a revenue stream for an audience member live, right in front of their eyes. You'll see how this worked out for him. He even got to keep ownership over what was set up for him after the presentation was over.

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Fundamental Problem



Not Enough People Are Seeing Your Offers

Many people have trouble generating enough sales online, and most of the time it's because there's not enough people seeing their offers. There's just not enough momentum for these offers. That's really what's going on for most, and if this describes your business, then you are definitely in the right place. Now, if that's true, do you think it would help if you had automatic demand and instant momentum for your offers? Daniel and John have a solution for this, and it's what they call "harnessing the share economy". That's really what this presentation is all about.

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Pinterest: The Perfect Platform for a Share Economy

The Solution Is In Harnessing The Share Economy



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If you are wondering what a “share economy” is, it describes organizations characterized by peer to peer help and service. Some examples are:

- Uber (Ride Sharing)
- AirBNB (Short Term Rentals)
- Lyft (Ride Sharing)
- TaskRabbit (Odd jobs)
- DogVacay (Pet Sitting)
- RelayRides (Car Rental)
- Liquid (Bike Rental)
- LedingClub (Money Lending)

Have you either used one of these services or know of a friend or family member who has? Nowadays, most people would say “yes,” so we are all kind of familiar with these types of services, particularly when it comes to Uber and AirBNB. Now, you would think that there would be social platforms that participate in “The Share Economy,” but it’s really not like that.

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Are There Social Platforms That Participate In The Share Economy?

You Would Think So But...

- Facebook/ Instagram – To get significant exposure you must pay
- Twitter – You can RT but the half-life a Tweet is 24 minutes and its only to your followers – For most of us not worth sharing
- LinkedIn - You can share content but most of it is shared within professional groups and only with connections



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Think about social platforms like Facebook and Instagram. In order to get significant exposure on these sites, you'd have to pay to play. Then, there's Twitter, which does have something called a "retweet," or RT, that you could leverage. However, the half-life of a "Tweet" is only 24 minutes. That means that half of the people that ever see your tweet will see it in the first 24 minutes, and then it basically falls off the face of the planet. Plus, your tweets are only broadcasted to your followers. Even if you have a lot of followers on Twitter, not very many of them are going to see your offer. So, for the most part, it's not worth sharing.

Of course, LinkedIn allows you to share content on its platform, but even then, you are only sharing with connections or professional groups. So, even on LinkedIn, you can't get your offer out in front of all the people you'd want to. There's really only one social platform that's truly a part of the share economy, and that is Pinterest. Any post that you make on Pinterest can be seen by all of its users. Not only that, but any post that you make can be easily found for years afterwards. That is powerful!

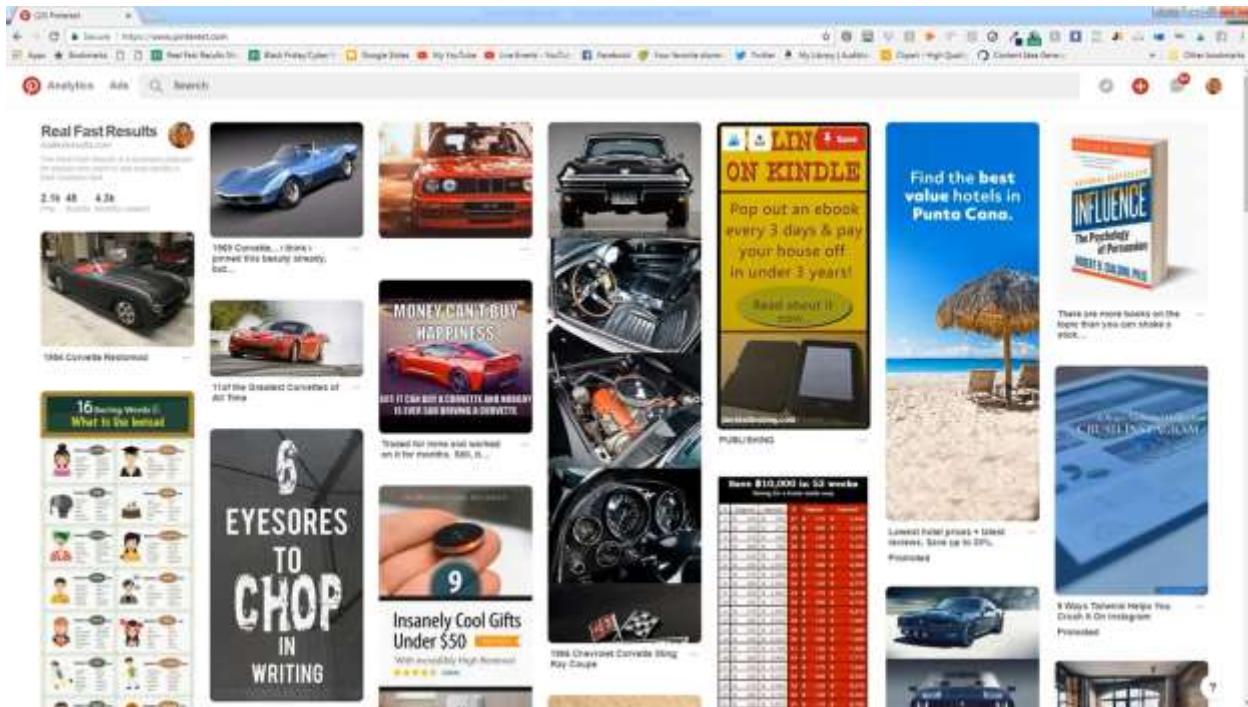
Good luck finding a tweet that you made last week. It's gone. The environment of sharing is really the backbone and culture of Pinterest. That is why some of the savviest marketers use this site. There they can find free, buyer traffic that's niched to a specific interest. In case you don't know much about Pinterest, here is a brief introduction:

- Pinterest is like an online bulletin board – mostly for collecting visual pieces of multimedia (mostly images)
- People use Pinterest to discover and save ideas.
- Ideas can take lots of forms, from recipes to renovation projects to the perfect pair of shoes.

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- Every idea is represented by a “pin” that includes an image, a description, and a “link back to the image’s source online.”
- When people click a Pin’s URL they can find out more about the idea and act on it.

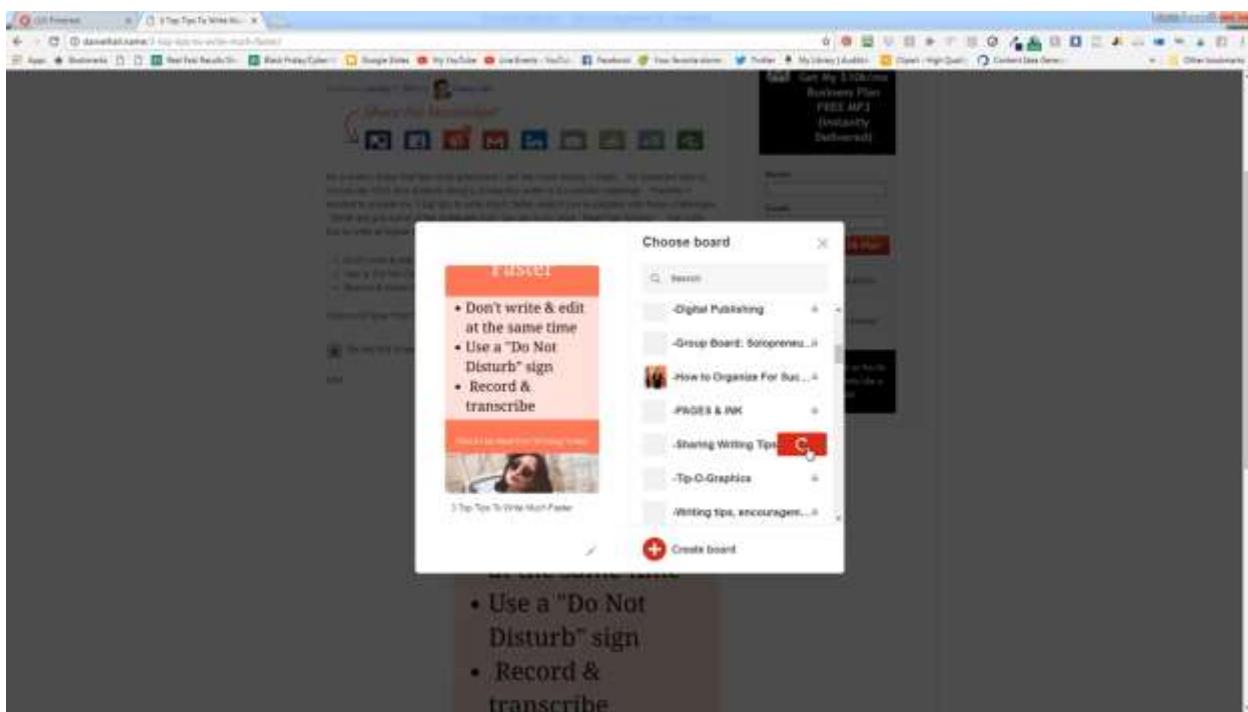
The most important points made above are 1) people use Pinterest to discover and save ideas and 2) that the people click on a pin’s URL to find out more and act on it. When you think of a pin, it’s mostly just an image. The image will “link back to the image’s source online,” so when people click on your image there are sent to whatever URL you have designated. That means with these pins, you can send people wherever you want to online. Even more notably, if someone is interested in your pin, they click on it, and they are led to a place where they can find out more, they then have a chance to act on the offer you’ve provided.



A screenshot of Daniel’s Pinterest account is shown above, and as you can see, he kind of likes sports cars. Pinterest populates pin based on the searches you’ve made in the past and what you’ve pinned before. Let’s say that you were a normal Pinterest user, and you wanted to pin one of these images. This is called a Repin, which means you are pinning something that already existed. Daniel repinned one of these pins to a board he has titled, “My Dream Cars”. It’s a very simple process, and it just takes a second to repin and sort your pins this way.

You don’t have to just repin other people’s stuff. You can create your own pin. Look at the screenshot below. This is Daniel’s blog. All he had to do in order to pin an image from this page was click on the pin icon that came up when he hovered over the image on his site. This brought up the same repin options as before. That’s right. This feature allows you to pin directly from your site, or even from someone else’s. These options are also shown below.

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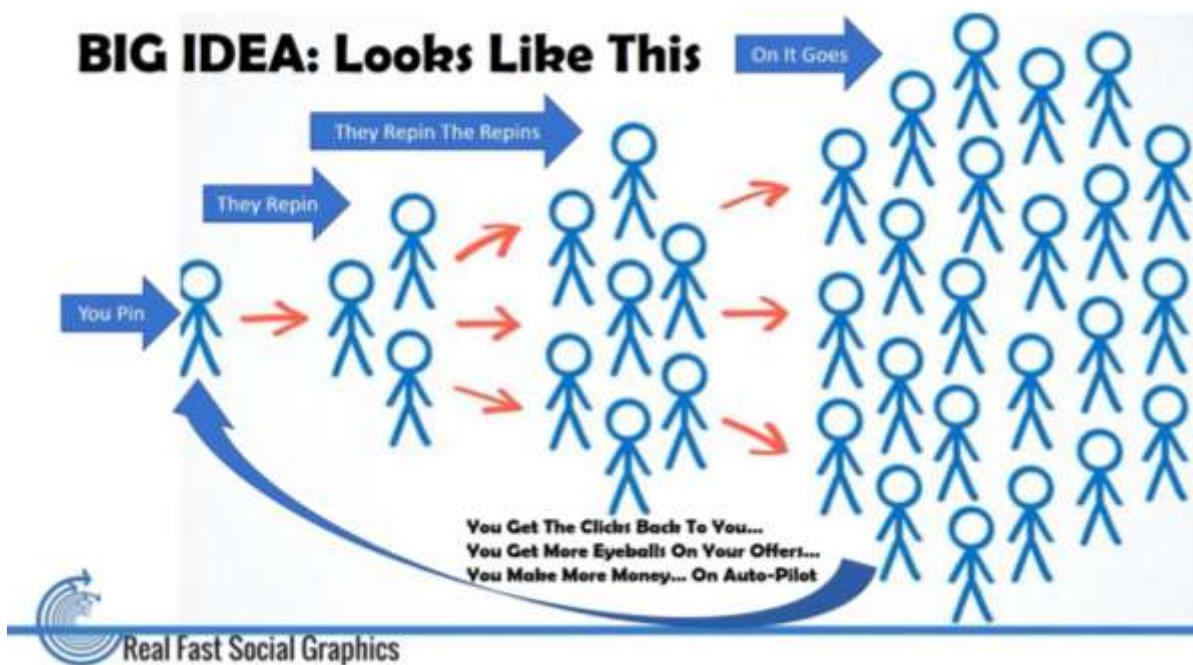


The particular image that Daniel chose was one that contained some writing tips, so he chose a corresponding board that was titled "Sharing Writing Tips". When you do this, you may notice that there's an "Edit" option within this window, so you could add a bit more of a description or a link if you wanted to. Daniel didn't do this during his presentation because he was just demonstrating how you would do this as a normal user, not a marketer. Take note that Pinterest is the only platform that:

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- Encourages users to organize boards dedicated to niches that people are interested in
- Is visually stimulating and fun to browse
- Makes it easy to add a clickable link anywhere you want
- Actively encourages users to share pins and repins
- Links (to your offers) also get shared with the images
- Pins get shared and re-shared and re-re-shared over and over
- Can generate clicks for years...

You saw that Daniel had a board made up for his dream car, but that could have easily been a board for just Porches. You see, Pinterest encourages people to organize their boards by what they are most interested in, which means that users often get super niche-specific. This is a great thing for marketers who are trying to people that are interested in buying their stuff in particular. So, not only are you getting your message across to an audience that is most likely to buy from you, but you are also doing it in a way that's very visually stimulating.



Pinterest also encourages people to share pins and repin, and they could be sharing and repining your pins. That is extremely powerful, and the clicks that you can generate with your pins could continue growing for years to come. If you look at the screenshot above, you'll get an idea of what the big idea here is, if you haven't already. Let's imagine the person standing alone in this image is you. You've just put your pin up, and three people find it because it's located in an area of interest they are linked to.

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They find your pin, and then they end up repinning it. Then more people find it, and they also repin it, and this goes on and on until a large amount of people have seen it.

Makes Sense Because The Average Pin is Repinned Eleven Times



Source: <https://www.shopify.com/infographics/pinterest>



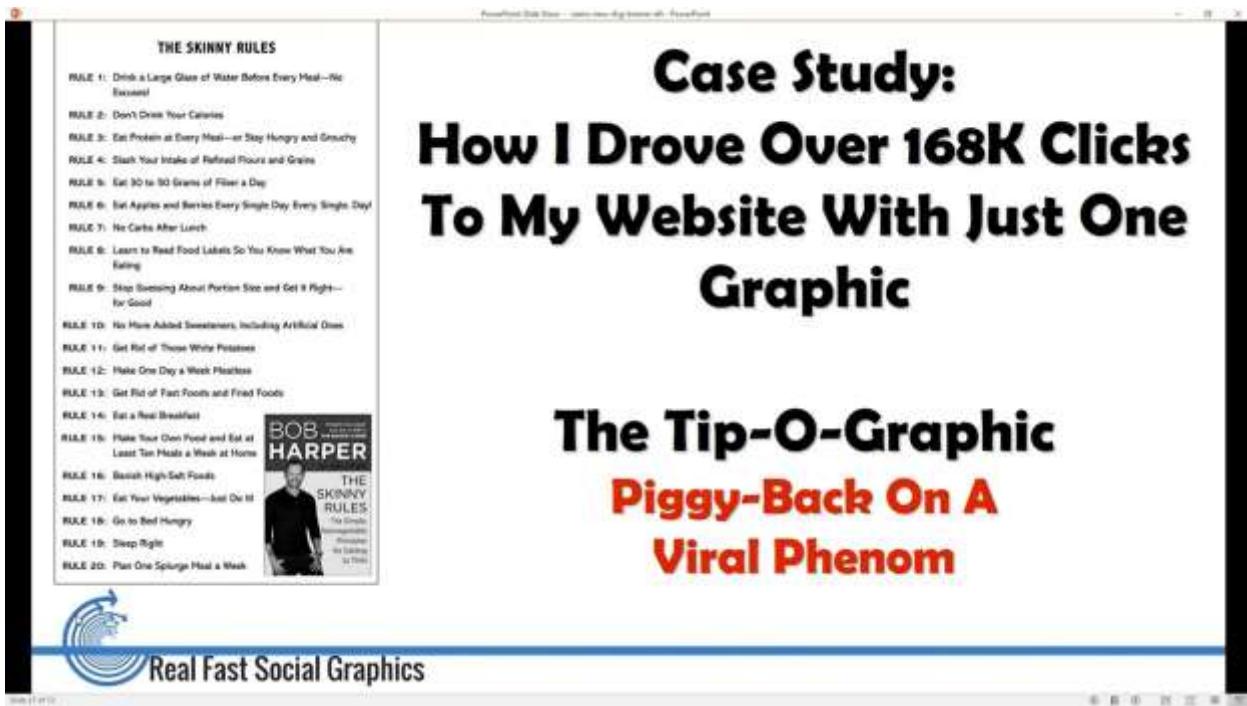
The best part about this scenario is that all of the pins you send out end up sending more and more people back to your site. That means you get more eyeballs on your offers, with instant momentum, immediate demand, and of course, you make money along the way. Furthermore, this is a “set it and forget it” system. All of this truly works on autopilot once you have your pin in place. Hopefully, you can see how this could potentially help your business to grow exponentially.

Don’t forget that these pins don’t go away. So, if you are interested in a Corvette, you could end up clicking on a pin that someone repinned seven years ago. This is cumulative as well, meaning that you could keep creating pins, building links, and have your pins build up more and more as the years pass. Obviously, that’s a very beautiful thing.

Did you know that the average pin on Pinterest gets repinned eleven times? This is a statistic that was provided by Shopify. Now, that’s just a normal pin. Imagine what you could do if you were a marketer who knew what they were doing. This is where John comes in. Let’s take a look at his case study on how he was able to drive so many clicks and sales to his business.

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Case Study: How I Drove Over 168K Clicks to My Website with Just One Graphic



John says that he first started with Pinterest in 2012, and back then he noticed a black and white graphic kept coming through his timeline. This is shown above. This graphic contained a list of "Skinny Rules," which were based on a book by Bob Harper. At that time, he was part of *The Biggest Loser*, which was a show on NBC. As you can see, it's very simple. John improved it, somewhat, by putting a pink border around it. After he repinned it, 50,000 people repinned this graphic within the first month, so John wondered if he could get more of a reaction if he improved it further and pinned it again.

John didn't have much of a talent for improving graphics at the time. You can see how sloppy his first improvement was with the border in the screenshot below. Then the second time he redesigned the pin, he just used the colors from the book that the pin featured. This graphic has gotten over 1.4 million repins, and it ended up generating 168,424 website visits to just one of John's websites. He has also had this image linked to another website, which has gotten about 8,000 visits because of this one, simple pin.

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Simply put, this pin generates a lot of traffic, and John estimates that it has probably had 2.3 million repins. Of course, he can't really say for sure because Pinterest doesn't let people know these numbers anymore. After all, how could they ever sell advertising if people really know what their organic reach was? So, they dropped that particular stat, but they do give you other stats if you have a business account. The reach you get immediately, however, isn't near as powerful a feature as the fact that these pins can last forever. John is still getting traffic to his website five years after he first pinned his "Bob Harper graphic".

The half-life of a tweet is 24 minutes, the half-life of a Facebook post is 90 minutes, and the half-life of a Pinterest pin is 3.5 months. That's quite a bit of difference, isn't it? John says that, in his experience, pins just keep going on and on. After all, this is a case study about something John did five years ago, and it's still continuing to earn him revenues.

It should also be noted that this infographic contains valuable tips. People love tips, and they love how-to information. John calls these types of images "tip-o-graphics," and if you can put create pins like these they can go far. There's a difference by the way in a "tip-o-graphic" and your typical infographic. You'll learn how they vary further on in the training.

Not only do pins have lasting power, but people click through on them at an astounding rate. John says it has been his experience that they click through anywhere between 2% and 25% of the time. This is an incredibly effective way to potential buyers, and passionate buyers, to your site or wherever you lead them. Look at the screenshot below. These graphics are very basic. Just about anyone can do this.

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Can you
do this?



100 WAYS™ TO SAY "GREAT!"

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Advertiser! Brilliant! Fabulous! Excellent! Outstanding! Superb! Remarkable! Amazing! Excellent! Outstanding! Superb! Remarkable! Marvelous! Excellent! Outstanding! Superb! Remarkable! Marvelous!

Over 107,000 repins! → 6,286 visits

18 ↑ Things High Achievers Do That Low Achievers Don't

1. Give up your need to believe in right.
2. Give up your need for control.
3. Give up your need to be perfect.
4. Give up your fear of failure.
5. Give up your fear of change.
6. Give up your fear of competition.
7. Give up your fear of criticism.
8. Give up your fear of failure.
9. Give up your fear of being different.
10. Give up your fear of being wrong.
11. Give up your fear of being unique.
12. Give up your fear of being vulnerable.
13. Give up your fear of being unloved.
14. Give up your fear of being unprepared.
15. Give up your fear of being unqualified.
16. Give up your fear of being unproductive.
17. Give up your fear of being unvalued.
18. Give up your fear of being unwise.

82,000 repins! → 32,086 visits

15 Things To Give Up If You Want To Be Happy

1. Give up your need to believe in right.
2. Give up your need for control.
3. Give up your need to be perfect.
4. Give up your fear of failure.
5. Give up your fear of change.
6. Give up your fear of competition.
7. Give up your fear of criticism.
8. Give up your fear of being different.
9. Give up your fear of being wrong.
10. Give up your fear of being unique.
11. Give up your fear of being vulnerable.
12. Give up your fear of being unloved.
13. Give up your fear of being unprepared.
14. Give up your fear of being unqualified.
15. Give up your fear of being unproductive.

Over 281,000 repins! → 38,106 visits

16 Unusual Uses For Cucumbers

1. Use cucumber slices to remove eye makeup.
2. Use cucumber slices to remove makeup.
3. Use cucumber slices to remove eye makeup.
4. Use cucumber slices to remove eye makeup.
5. Use cucumber slices to remove eye makeup.
6. Use cucumber slices to remove eye makeup.
7. Use cucumber slices to remove eye makeup.
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15. Use cucumber slices to remove eye makeup.
16. Use cucumber slices to remove eye makeup.

Over 96,000 repins! → 7,830 visits



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You can make these in 5 or 10 minutes, and they drive traffic too. You can see that these graphics have resulted in hundreds of thousands of pins and thousands of visits, and according to John, it only took a few years to accumulate these numbers. In total, John has gotten 66,726 visits to his website, with just these 4 pins running on autopilot. He hasn't repinned them, but other people keep repinning them.

Now look at the next screenshot. This shows a post was repinned 15 times since the original blog post it represents was made, and this resulted in 266 people pinning it within the first 10 hours of it being posted. So, this can happen very fast. You'll see that some pins work really well and some don't, but you can test and you'll get a feel for what works and what doesn't, and you can improve over time. John has found two particular types of pins that work very well, and you'll discover what these are further on in the lesson.

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Sara Hathaway I appreciate that and your repins. My pinterest and twitter followers have exploded since I started this program as well as my blog and Website hits. Thanks John Kremer now I just need to convert them to more sales. 😊

October 23 at 9:15am · Edited · Unlike · 1

Works Well For Ordinary Folks

It's not just John that is getting results with this system. Many of his students have been able to do this too, and here's what one of them has to say:

"I appreciate that and your repins. My pinterest and twitter followers have exploded since I started this program as well as my blog and Website hits. Thanks John Kremer now I just need to convert them to more sales."

- Sara Hathaway

Sara is a book author, but she's just an ordinary person, and she's been able to yield great results. She's very happy with the number of people who have visited her blog and website as a result. This social media platform does really make a difference, and it's mostly because it's a peer-to-peer social media platform. Now, you do need to understand that the primary audience on Pinterest is female. Women make up about 80% of the active users on Pinterest, in fact. So, if you have a product for women, you are golden!

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The 6 F's of Pinterest:

- => **Fitness**
- => **Food**
- => **Fashion**
- => **Family**
- => **Funny**
- => **Fido/Feline (cute)**



Plus inspiration, motivation, fashion, design, home decor, recipes, crafts, hobbies, beautiful homes, travel, and more.



That doesn't mean men don't repin, but most of the interactions are going to happen with women. What they love most are the "6 F's of Pinterest," which are:

- Fitness
- Food
- Fashion
- Family
- Funny
- Fido/Feline (cute)

It doesn't end there though. They also tend to like:

- Inspiration
- Motivation
- Fashion
- Design
- Home décor
- Recipes

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- Crafts
- Hobbies
- Beautiful homes
- Travel
- More!

It really doesn't matter what your topic is. The key thing is to think, whenever you are pinning something, "Can I make it of interest to women?" That would be very powerful, unless of course, your target audience is only men. Then, you post cars, and tech, and stuff like that because the male audience will pick up on those kinds of things and repin them.

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How the Money is Made

How Money Is Made Through Pinterest

- Users browse their interests on Pinterest and discover new things
- Sometime they repin images of products and content that intrigue them to their own boards
- Sometimes they just click on the images that they like without saving them
- They click on the image to check out the product or resources that they are interested in
- And THEY BUY!
- And sometimes they save to a wish list and buy later



If you are still unsure about how you can start making money on Pinterest with this system, here's a breakdown:

- Users browse their interest on Pinterest and discover new things
- Sometimes they repin images of products and content that intrigue them to their own boards
- Sometimes they just click on the images that they like without saving them
- They click on the image to check out the product or resources that they are interested in
- And THEY BUY!
- And sometimes they save to a wish list and buy later

Not only do users browse and find you organically, but Pinterest actually promotes posts to you that they think you may be interested in according to what you've searched for and pinned in the past. Users also create boards, which represent special areas of interest. So, someone who loves dogs might have a dog board in which they pin related posts. They might also have a board full of beautiful places they would like to travel to.

If people are really interested in something that you have to offer, they will click on it immediately, rather than repinning it. Then, if they are still intrigued, they will go ahead and buy. Otherwise, they

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may pin your image to one of their boards. However, in many cases, people will return to your pin later on and buy. So, you haven't completely lost an opportunity there, and that's one less customer that you have to acquire.

Also, you have to realize that people create wish lists and shopping lists on Pinterest. Sometimes they will recheck these lists and buy later. Often, since they are searching for something they are interested in and passionate about, they will click through right then. Someone might not be ready to buy right then, though, and in those cases, they will often save them on lists or certain boards until they are ready. In many cases, they just want to wait until they get home and can pull out their credit card, or something like that too. If you want to know more about the buying habits of people on Pinterest, here are some stats:

- The average order value of sales coming from Pinterest is \$50 – higher than any other major social platform.
- A major driver of online traffic: Pinterest is the #2 overall source of social media traffic to Shopify ecommerce stores.
- 2,000,000 people pin product pins per day. That's 20x more than there are daily shoppers at the Mall of America.
- 93% of Pinterest users use the platform to plan purchases.

The Two Most Effective Pins

- 1. Quote-Graphics (inspirational, funny, and motivational quotes related to your product or service)**
- 2. Tip-O-Graphics (5 to 20 tips in a tall, thin graphic that also features a product shot, book cover, or person)**



As previously stated, John has found that two specific types of pins are the most effective. They are:

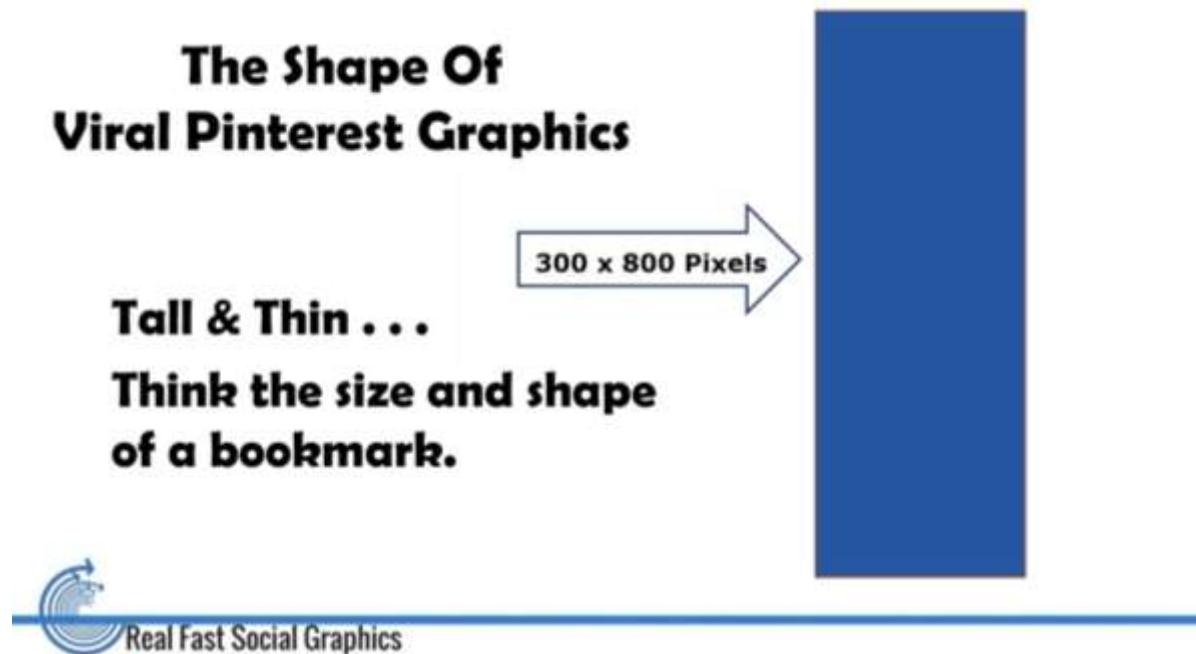
1. Quote-Graphics (inspirational, funny and motivational quotes related to your product or service)

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2. Tip-O-Graphic (5 to 20 tips in a tall, thin graphic that also features a product shot, book cover, or person.

The graphics that you use don't always have to be directly related to your product or service. For example, John recently saw a pin that contained a *Peanuts* cartoon. He repinned it because he knew that it would attract more people to his boards, and some people would follow them because they liked something that he shared.

John believes that, nowadays, shorter is better. The "Bob Harper" pin that he posted had 20 tips, but if he were to create a new pin today, he'd only include 5-10. That's because people are busier than they were five years ago. John's pins are tall and thin, typically 300 x 800 px. Just think of it as the size of a bookmark. Sometimes they can be as big as 730 x 2,000 px, but tall and thin ones work. That's because when they are shaped like this, they take up the most real estate on Pinterest, and also they are easy to scroll over. So, if you are on a mobile device, you can scroll over it without having to zoom into it or anything like that.



John has made some specifications on how to create your pins. Please review the following:

- Tall & thin
- Condensed content
 - (From book or great tips how to use your product)
- Use colors found on cover or product
- Picture of cover or product

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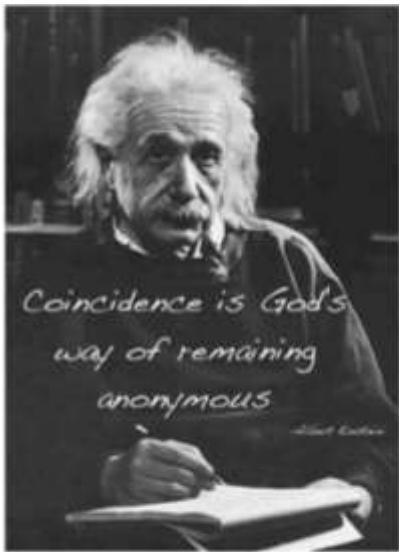
- Links to Amazon listing
 - (Or your product, sales, email capture, or landing page)



John says that he likes to blog about a product and then pin from his blog post, which has his affiliate code. That way, the affiliate code never disappears, and he can also measure the traffic and interest the link is generating. He monitors his traffic and the sources of his traffic all of the time. More advice John provides is not to make your pins look like the images on the left of the picture above. He says that these types of pins do not work. The reason why, he says, is that 80-90% of the activity on Pinterest takes place on mobile devices. These “more complicated” pins are harder to read. You can make them bigger, but then you have to scroll around. Simply put, if a pin is hard to read, people don’t bother.

The pin on the right-hand side of the screenshot above has generated 60,000 clicks to John’s website in the last four years, and people are sharing it all over the Internet. He has included his brand down at the bottom, so no matter where that goes, his brand is going to go with it. In Pinterest, his link goes with that graphic, so when people repin it, it’s his webpage that they land on. That has a really cool effect in terms of getting results.

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Over 30,000 repins!



Over 212,000 repins!

Quote Graphics

NOBODY CARES ABOUT YOUR EXCUSES.
NOBODY PITIES YOU FOR PROCRASTINATING.
NOBODY IS GOING TO CODDLER YOU BECAUSE YOU ARE LAZY.
IT'S YOUR ASS. YOU MOVE IT.

<http://www.MyIncredibleWebsite.com>

Over 2,500 repins!



Real Fast Social Graphics

A few different quote graphics are shown above, so that you have an idea of what some of these might look like. The one with Albert Einstein's picture on it has gotten over 30,000 repins, and the one in the middle has had over 212,000. The one on the far right mostly consists of mostly words, but it's a graphic. You can save word graphics like this, and people share it. This particular one has gotten 2,500 repins. These are neat things to have at your disposal, and you can find quote graphics on any topic. The one on the far right is a fitness one, and it really appeals to that audience.

One of John's biggest boards is a fitness board. People love it, and John has become somewhat of a fitness expert on Pinterest as a result. He says that he loves repinning good stuff about fitness because it has given him some authority in that market. You can do the same for just about any niche under the sun.

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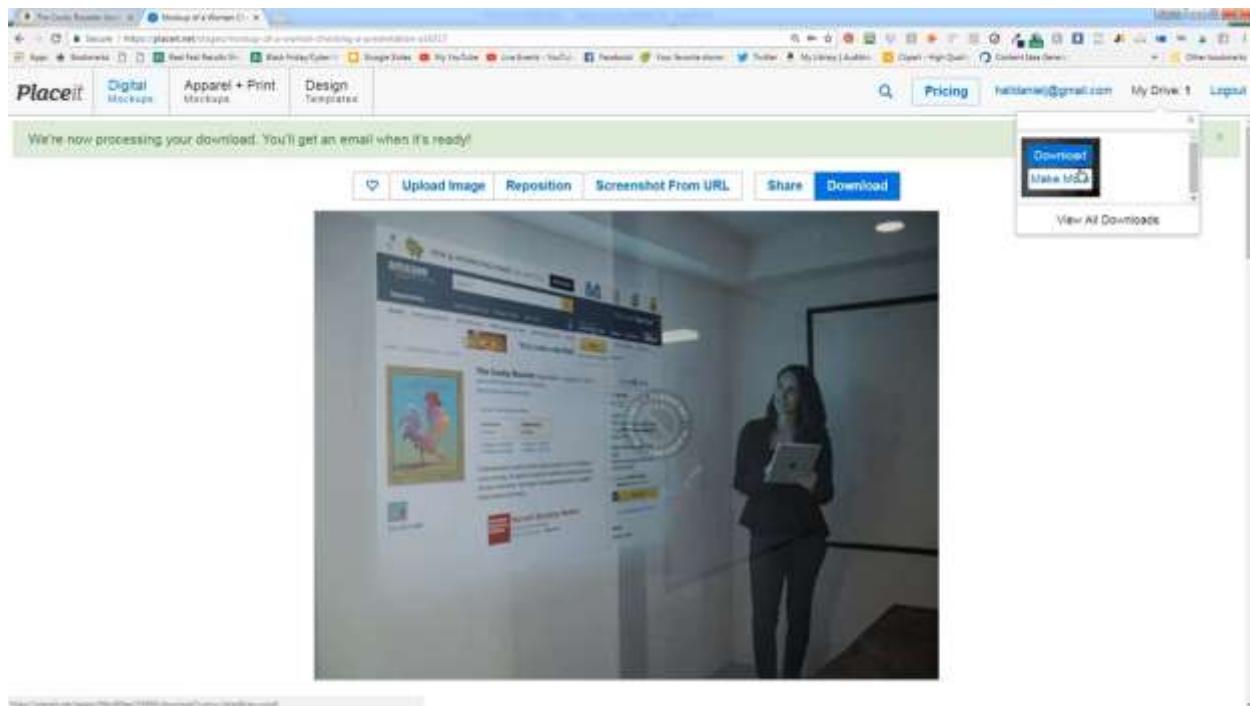
Pinterest & Kindle Books



One nice thing about Pinterest is that 80% of the active people are women between the ages of 30-55, and that's basically the same demographic for people who buy books. So, you've got an incredible target audience, especially if you are a book author. Even if you aren't, however, most of the people on Pinterest aren't on a lot of internet marketing lists and things like that because they haven't had the opportunity. Therefore, if they see a good product they are going to buy it, and chances are, they haven't been introduced to it before.

During the original presentation of this material, Daniel and John picked an audience member to create a revenue source for. It was Scott W. Freeman, who is a children's book author. His book, *The Cocky Rooster*, is shown in the screenshot above. The first thing that Daniel did was visit the book's page on Amazon and grab the URL by selecting it, right clicking on it, and choosing the "Copy" option. Next, Daniel went to Placeit.net, which is a website that allows you to do mock-ups. You can do a small 400 x 300 px for free.

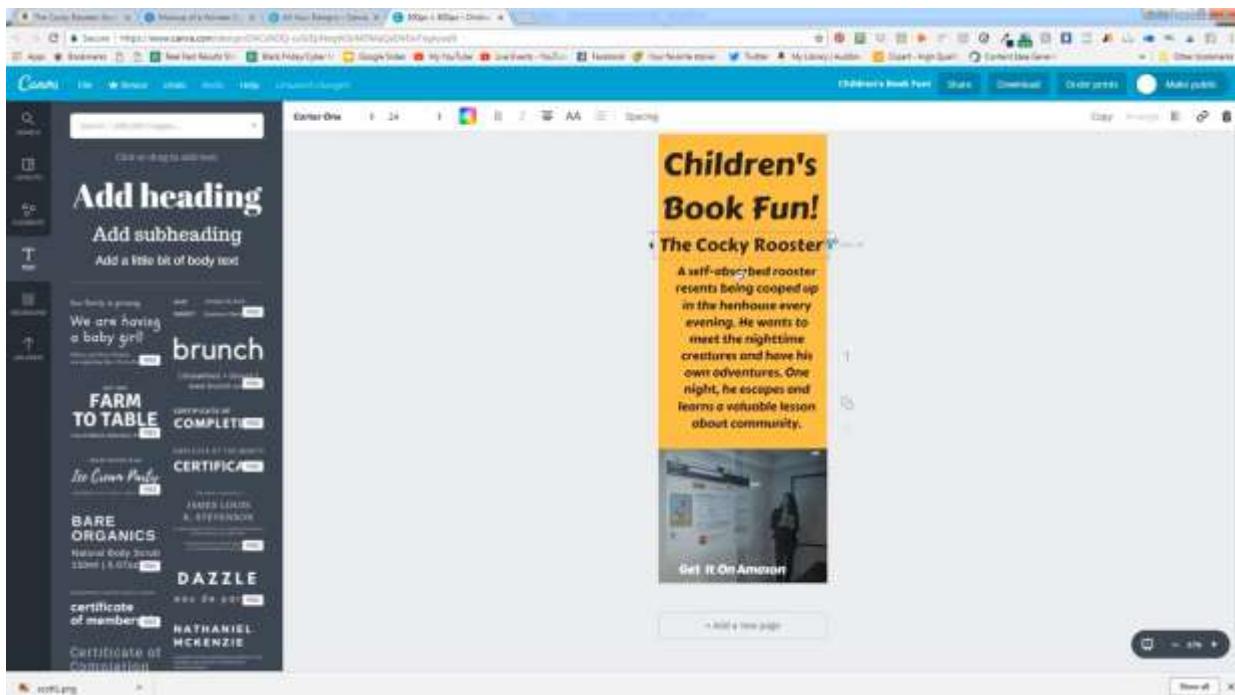
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When Daniel got to the site, he typed the word “Presentation” into the search bar on the homepage. This brought up a number of different mock-ups to choose from, and he chose the image shown above. Then he chose the “Screenshot from URL” option, and a window appeared allowing him to paste in the URL he copied from Amazon. Afterward, the picture was uploaded into the mockup, and Daniel downloaded the completed image from the website.

The next website Daniel visited was Canva. If you’ve never heard of this service, it’s a free design platform. Daniel began by creating a canvas for his pin, which was 300 x 800 px as suggested. After that, he uploaded the image that he created on Placeit.net. Also, he changed the background color of the canvas to a bright orange.

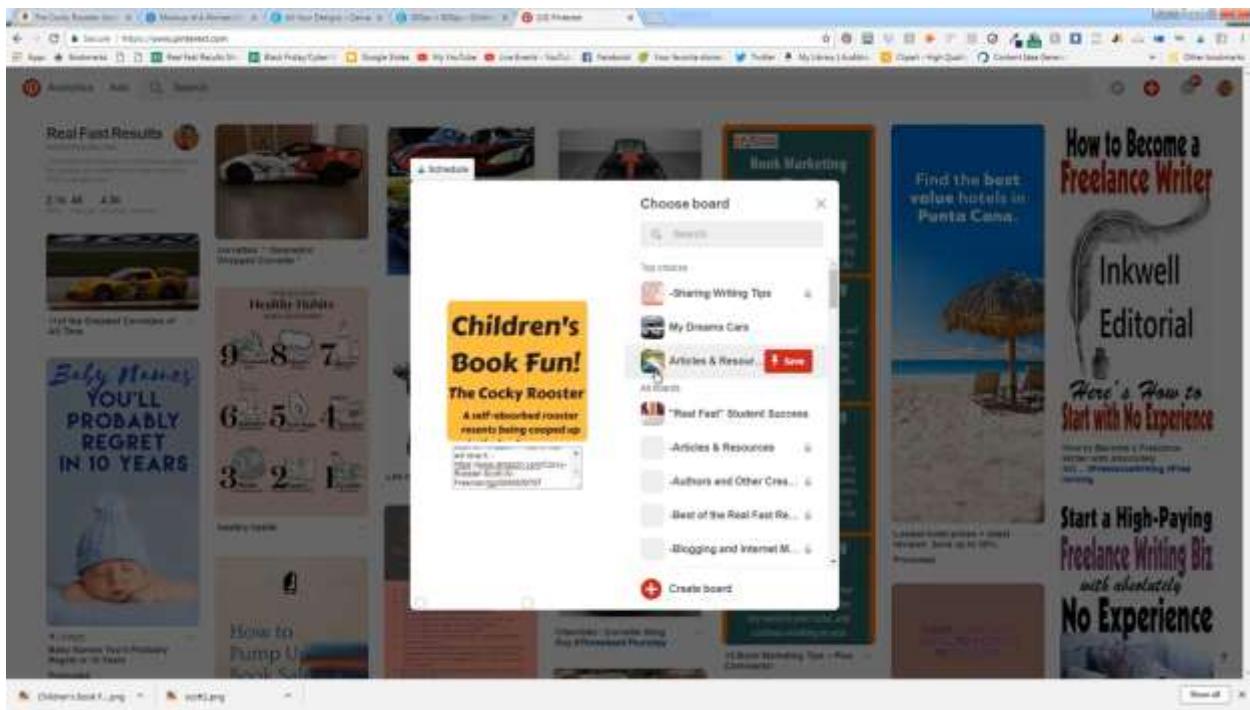
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Daniel added a heading to his image as well. After choosing the setting to do so, he typed in “Children’s Book Fun!” Then he changed the font and repositioned the titled so that it was up at the top. The subtitle was created next. It said, “The Cocky Rooster,” and it was also positioned at the top with the same font. After that, Daniel went back to the book’s page on Amazon so that he could copy of the description. He then returned to Canva to paste it into another text box. Once pasted, he resized the text box and the text within to fit inside of the space that was left.

The last step that Daniel took was to add a call to action. Specifically, he typed in “Get On Amazon,” and repositioned his at the bottom of the pin. He had to change the color of the text so that the call to action would show up over the picture. The final result of this process is shown above. The only thing left to do was save the image, download it, and head on over to Pinterest to post the new pin.

Daniel logged into Pinterest and uploaded the pin, and then he grabbed the URL to the book on Amazon to paste into the field that called for it. You can see these options in the screenshot below, and you can probably tell that this is a very simple process. After uploading your image and inserting a link, you can hit the “Continue” button in order to add a bit of a description to your pin and choose a board to place it on. Daniel simply entered in, “The Cocky Rooster. Fun kids book on Amazon... Your kids will love it.” He also added the link to the book, which would be optional for you to do. He then added it to his “Articles & Resources” board.



The pin that was created was posted on Pinterest, and if you were to click on the image, you would be redirected to the book's page on Amazon. The author of this book, Scott, has a brand new passive revenue source up on Amazon now. You could easily do the very same thing with your own book as well as any other product or service you may be trying to sell.

If you're wondering if this really works, you can see in the screenshot below that John has made \$130 - \$185 a month on Amazon as well as \$657 in five weeks through Pinterest. All of this revenue was generated on autopilot and very passively, since John only did the work once and continues to earn money from it. Daniel states, "It just comes in, and you can't turn off the money. That's the kind of business that I love." He follows up by saying, "Believe me, this is the kind of business that you should aspire to be in."

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Money Rolls In Every Month On Autopilot



Real Fast Social Graphics

And, you really can do this too. Here's what another student has to say about the results she was able to get with this system:

“I’m happy to report I have recovered more than I have paid for the Real Fast Pinterest course by being an affiliate. And the beauty of it is all I did was create a post and graphic in my Pinterest account... It’s a set-and-forget kind of thing really.”

- Felicitas Tan Magkalas

Dennis Kashkin was one of the people who contributed to the creation of John and Daniel's Pinterest course. He is the developer, founder, and CEO of BoardBooster. Dennis has worked with some of the biggest brands and top bloggers marketing on Pinterest. He comments on this business model, stating, "Some people earn up to \$50,000 per month just from blogging and pinning." So, if you have a blog at all, you absolutely should be using Pinterest to help market your material.

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Introducing Real Fast Social Graphics

It's a Total System for Pinterest Success

Here's the best thing: This system is specifically designed for people who are NOT GRAPHIC DESIGNERS or MARKETERS.

If you know how to make pretty graphics, so much the better, but you don't need to know.



Real Fast Social Graphics

Daniel and John have come up with a course to help people do this, and they have completely updated the training for new members. It's called Real Fast Social Graphics, and it is best described as a "Total System for Pinterest Success." This has been specifically designed for people who aren't graphic designers or marketers, per se. Maybe you're a beginning marketer or an intermediate one, and you might even have some design skills, but if you don't, this system can still work for you. All this program is meant to help you do is to master moneymaking on Pinterest.

The first thing discussed in the course is how to build images that practically beg to be shared over and over, and with your link! That's what happened to John, and he's still making money with some of his best pins. You can build graphics that have a high propensity to be shared too. You'll learn how to do this, and you will also find out how to repin for even more money. It only took Daniel about 5 minutes to create a pin live during his presentation, and it shouldn't take you any longer, but you can also make money by just repinning existing pins that also get maximum sharing and clicks. This is a huge time and money saver because the pin has already been created.

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Repin For The Win...

Value \$197

- Strategies for repinning and using existing images for maximum sharing and clicks...
- Huge time saver and money maker... because you're using what's already created but in totally different ways than most



You're going to repin differently than a normal person does. You'll do it in a smart and savvy way, and the way that's going to make you money. One of the things that you can do is discover what's hot and trending in your niche and use these trends to drive traffic to your "buy buttons" and offers. This is a big part of using Pinterest effectively. You want to find the trends and ride with them, not against them. That's how the big money is made.

If you are into any kind of ecommerce, this is right for you. In fact, it's the perfect system for launching your products and making money long-term. This will work for you whether you are selling on:

- Amazon
- Etsy
- Ebay
- Shopify

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The Perfect Couple: Pinterest And eCommerce

Value \$397

- Amazon
- Etsy
- Ebay
- Shopify
- Affiliate



It will even work great for you if you are selling as an affiliate. This works for anyone selling products. If you think you are not artistic and that this won't work for you, that's nonsense. John and Daniel really aren't either. They have just developed an eye for what works, and they can show you how to make "good enough" pins using programs that you probably already have or can use for free, like:

- PowerPoint
- MS Word
- Pablo
- Typeslab

Something else that tends to stop people is that they think they are too busy to learn and use a system such as this. Everyone seems super-busy nowadays, and John and Daniel definitely understand where you are coming from. That's why they have developed a system that will allow you to become profitable, just doing this for 5 minutes per day. That's it!

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Secrets of Building Your Author/ Expert Status

Value \$497



If you've ever tried to market on Facebook, you have probably spent hours on the platform and nothing ever got done. Daniel and John want to show you how to generate maximum benefits from the minimal amount of time possible. Also, if you are an author or an expert, and you want to build upon that status, you're going to love this program. As you would probably have guessed, there are some very smart and successful people using Pinterest to promote their books and blogs.

In Real Fast Social Graphics, you are also going to learn how to generate revenue streams with group boards. This is a great way to make friends or increase the value of your friendship with people. For example, John created a board on blogging and internet marketing. At first, he was just posting to it himself, but any board can be turned into a group board, and so that's what John decided to turn his blogging and internet marketing board into. You can do this simply by inviting other collaborators. These are just people that are part of the group and will pin to the group.

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Group Boards = Group Love! Value \$297



Real Fast Social Graphics

The people that John invited to his group were friends of his like Mike Koenigs, Jason Fladlien, and Joel Comm. In total, it was 40 or 50 people. If you look at the screenshot above, you can see that John's Pinterest course is being promoted on Joel Comm's page. That's what the arrow is pointing to. So, you can use this "group board" strategy to leverage other people's followings and get more eyes on your offers. You can get more clicks to your site this way, and a lot more people wanting to follow you as well. It's also a great way to create relationships and nourish them.

Let's say that you write romance novels and you decide to create a board for romance novels. You could invite five other romance novelists to join in with you to collaborate on that board and pin to it. This is a really great way to support each other and help each other make more sales. John likes group boards, and he really recommends that you set some up. Not only that, but he wants to encourage you to join other people's group boards. That's a great way to get more exposure on Pinterest. More people will find you, more people will follow you, and more people will repin you.

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Exclusive BoardBooster Training & 3 Month Free Access To Automated Software

Value \$297

The screenshot shows the BoardBooster software interface. At the top, there's a red header bar with the BoardBooster logo and some navigation links. Below it, the main interface has a white background with several sections of text and icons. One section on the left lists three features: 'Schedule pins', 'Streamline group board contribution', and 'Join tribes'. Another section on the right lists four features: 'Improve pin quality', 'Clean up your boards', and 'Optimize your strategy'. A large blue starburst graphic on the right side contains the text 'Special Webinar Training From Founder of BoardBooster'. At the bottom of the screenshot, there's a logo for 'Real Fast Social Graphics'.

This actually leads right into one of the bonuses that you are going to get when you join Real Fast Social Graphics today. Dennis Kashkin actually contributed a very piece of software for members of the program. It allows you to automate some parts of the process. You don't need this software to make the system work for you, but it's definitely nice to have. You'll get access to this software for three months when you join, and it's only \$5 a month thereafter.

Also, since Dennis works with some of the largest brands out there, he knows some of the best practices for using Pinterest. He has shared some of the most secret strategies that some of the biggest brands and bloggers use to get lots of clicks on and through Pinterest. You'll get access to those secrets when you join today!

If you know anything about Daniel, then you know that he is always encouraging people to collaborate and form partnerships. One really nice thing about Pinterest is that you can actually build a tribe of collaborators. In turn, you are able to turbocharge the sharing aspects of Pinterest, and your pins (containing your link) can get shared even faster to a wider group of potential buyers. "Building Tribes on Pinterest" is training that will be provided for you as a bonus when you sign up today as well.

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In addition to all of this, you are also going to get some bonus training that teaches you how to piggyback on traffic from daily television. You'll be shown exactly how to know what guests are on a particular show in the future and how you can capitalize on that on Pinterest. So, you'll be the one with the pins for whoever is being featured on *My Next Guest with David Letterman*, for instance. You'll be shown how to ride this wave. This bonus alone carries a \$497 value.

John and Daniel want you to know that you'll have their help along the way too. This is not just another course where the coach cannot be found after you buy and login. They don't roll like that at all, and that's why they have formed a private, members-only Facebook group that you'll have access to for life. There are already 800 people in this group. They are considering charging a subscription fee in the future, but you'll never have to pay if you join now. In other words, you'll be grandfathered in, and you won't have to pay anything for it at all.

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Raves ...



Judith Sansweet

Hi there . . . listening to the live webinar right now - to refresh my understanding of all the program contains - I decided to check my website stats and - EUREKA MOMENT!

I have just discovered that traffic to my ProofreadNZ website has - as of 30 November --TRIPLED - from a very consistent 8-year performance level. Now the focus will be to "Monetize" that new traffic flow! WOW! THANKS John and Daniel for the really great training in your program!!!

Also want to thank ... See More



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Another bonus that you're getting is Canva training and 5 done-for-you Canva-Pinterest templates. These are actually templates within Canva that you can edit as needed. You'll also receive some video training on how to go about using them. This will help you get up and running in the best way possible. Again, people have already had a lot of success with this program. Here's another statement from a happy customer:

"I have just discovered that traffic to my ProofreadNZ website has – as of 30 November – TRIPLED – from a very consistent 8-year performance level. Now the focus will be to 'Monetize' that new traffic flow! WOW! THANKS John and Daniel for the really great training in your program!!!"

- Judith Sansweet

This system absolutely works, and if you are interested in utilizing Facebook as well, there's training for that too. Another one of the bonuses you're getting is "Facebook Marketing for Authors & Experts". This is going to help you to get more fans on that social platform. Plus, you are going to receive John's "Twitter Mania Manual: The Secret to Building an Incredibly Fanatical Following on Twitter". And, in addition to all of these, you're going to receive a training guide on "How to Use LinkedIn to Promote Yourself as an Expert, Find Promotional Partners, and Build Long-Lasting and Useful Relationships".

Basically, you are getting a whole social marketing suite of training built specifically for authors, publishers, information creators, internet marketers, and experts. With all of these additional bonus tools, training, and resources, you are probably wondering how much it's going to cost to get in. Well, it's not as high as you might think. Currently, this program is selling for \$497, and it is worth every penny. However, you are going to get a special deal when you sign up today. If you visit

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<http://RealFastSocialGraphics.com/Christina> right now, you'll discover that there's a very special deal available for you.

John is currently getting approximately 4,000 free clicks a week from Pinterest. Can you imagine what that volume of traffic could do for your business? Daniel says that he had never gotten a \$0.25 click on Facebook. He wishes that he could, but even at that low rate, it would cost him \$1,000 a week to get 4,000 clicks. John is getting all of those clicks for free, and the traffic just keeps on coming!

John has been in business for over 30 years, and Daniel has been in business for over 10 years. They know that their success is directly related to yours. That's why they have so much staying power and why you will not be left alone in your journey towards a more profitable business. Furthermore, their business is A+ rated by the Better Business Bureau. So, you have nothing to lose and everything to gain when you join.

You haven't seen the best bonus yet though. This is far more valuable than the entire course itself. John created four specific group boards, and he would like to invite anyone who purchases the program today to join. All of these boards have at least 5,000-6,000 followers, so you'll get a lot of exposure by pinning to them. One of them is titled "Tips Tips Tips!" On it, you can share tip-o-graphics that you have created as well as those others have created.

There's another group page titled "Great Gifts for Women". John created this because he really wanted to help people sell to women. Then, there's also one titled "Great Gifts for Men," that people could use for products targeted to men. The fourth one is called "Motivational & Inspirational Quotes". A lot of what you have been taught can be applied within these groups, and joining them will give you an instant audience boost right away. This bonus is priceless! Again, you can join the program now by visiting <http://RealFastSocialGraphics.com/Christina>

John's Accomplishments

**Took Deepak Chopra
from a vanity press
author to being on the
New York Times bestseller
list more than eight times.**



John is the real deal. He has over 25,000 followers on Pinterest alone. Aside from students, he's helped a number of friends and associates become successful. The man pictured in the screenshot above is

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Deepak Chopra. You may have heard of him. John helped him to become a *New York Times* bestseller eight times over. He has also helped Joel Comm out immensely. He says:

"Kremer is the go-to guy for marketing books. John Kremer's book on marketing books is the bible of the industry. Not only are Kremer's tips and resources excellent for promoting books, but you can use many of the techniques and strategies for promoting a variety of other goods and services. Highly recommended!"

- Joel Comm, *New York Times Bestselling author, Twitter Power 3.0, and The AdSense Code: What Google Never Told You About Making Money with Adsense.*

How Quick?

Ronda Del Boccio > Real Fast Pinterest
July 3 ·

RESULTS update - Yesterday, July 2, I enrolled in the course, watched the videos and started implementing. The doing part was in the late afternoon. I had no Pinterest traffic for the last month. (No surprise as I hadn't used it as a source!)

Drumroll, please...

BrrrrrRrrrrRrrrr

23.5% of my traffic yesterday came from Pinterest.

If you are wondering how quick you can see results with this system, check out what Ronda has to say:

"RESULTS update – Yesterday, July 2, I enrolled in the course, watched the videos, and started implementing. The doing part was like the afternoon. I had no Pinterest traffic for the last month. (No surprise as I used it as a source!)

Drumroll, please...

BrrrrrRrrrrRrrrr

23.5% of my traffic yesterday came from Pinterest"

- Ronda Del Boccio

So, basically, she had a 25% increase in traffic in just one day. What are you waiting for? Get started right away by visiting <http://RealFastSocialGraphics.com/Christina> now! We can't wait to see you there!

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Questions & Answers

Why do you recommend making our pins tall and skinny?

Tall and skinny pins work best on Pinterest, and it's not just because cell phones are vertically oriented. It's also because taller and thinner pins stand out, and this gives you more real estate. There's more of a chance that people will see it than if it were a horizontal pin or a square pin. Any of these can work, but the tall and thin pins work best by far.

Can I go back and add a link to a previously pinned image?

Any image that you have pinned, you can change the link to, and you can do so at any time. Let's say, for example, that you have a pin that is getting a lot of interest, but you just pinned it to a somewhat moderate blog post. Now that it's getting so much exposure, you may want to pin it to something better, like a sales page or a sign up page. You can do that by changing the link.

When you post on Pinterest and share to Facebook, does your link travel with it?

Yes, when you pin you can also share it on Facebook and Twitter, and the link to your pin goes with that. So, it's always driving back to your money hub, whatever that may be.

Is it better to promote pins or just pin often?

John says that he doesn't use promotion, and he's never paid for anything on Pinterest. "It's all free and I like it that way," he says, "I get enough traffic that way, so why should I pay for it? The people that pay for it, pay for it because they don't know how to use Pinterest. If you learn how to use Pinterest, and the kind of graphics, and the kinds of things that work, there's no reason for you to pay. I am going to check it out, just to see, because people keep asking."

If you repin an image, doesn't it just share the link of the person you are repinning?

Yes. That's actually good because this is a "share economy" platform. If you are going to be a good social citizen, you should share some people's things. Obviously, most of John's pins are original and created by him, but he does repin some things because it's part of his obligation to support them, and they will support him by repinning his images. He says that he feels good about sharing someone's money image because that means they are getting value from Pinterest.

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Should I use a shortened URL or my full one?

You can use either. To be honest, when you upload an image to Pinterest and add a URL, it can be as short or as long as you need it to be to get them to the right page. You don't have to use a shortened one, and John says that he wouldn't normally, because he wants people to go directly to the page he is trying to send them to without any pass-through. He says that he only uses shortened links for Amazon, but for everything else, he uses a longer link because it includes his branding.

Is there a recommended time span for pinning new things? Is there such a thing as pinning too much?

If you are doing 50 pins a day, you are probably doing too much. You're essentially abusing the people that are following you. John says that you can use Pinterest very effectively with 1-3 pins a day. He advises that you don't do more than 20 pins or repins a day.

Really, if you just spend 5 minutes a day working on Pinterest, you'll see a growth in traffic. That's part of what's so magical about this. It doesn't take a lot of effort, and then there's the whole set-and-forget aspect to this too. There have been times when John has forgotten about Pinterest for months, but he was still getting hundreds of visitors to his website from Pinterest.

Is it possible to use PLR with this?

Yes. Chances are that most of the people on Pinterest aren't inundated with PLR. So, if it's a good topic, they'll probably buy. It's perfectly okay to sell PLR as well as any original creations you've made or any affiliate products that you have. All of those things work on Pinterest, and they work well.