

Strategy

1: Start with Proven Niche	See Proven Niches:
2: Create Boards in Your Niche	
3: Re-pin other peoples content 25-30 a day until 1000 pins per board or 100k impressions	WARNING! don't over do it or it will look like your spamming
4: While re-pinning 25-30 pins a day start pinning your own content into those boards 3-6 a day is good start	See Format:, Consistency is key
5: Enable rich-pins by adding website to pinterest so when you pin you can link back to your own site	Remember: Pinterest is a Visual engine... make sure it's visual with curiosity
6: The Engagement Metric and not impressions is Key Performance Indicator	Shoot for 8% Engagement

Strategy (cont)

Goal: Find what goes viral and create your own versions of the Pins and profit on traffic	Viral = "lots of impressions and high engagement 8% or higher"
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! Bonus Secret FaceBook Group (beta) Goto: <https://Pinmafia.com/secretfbgroup>

! Want access to first edition of my course? <https://pinmafia.com/pin101>

Proven Niches

If just starting out try to choose one of these

art
 blogging
 career
 crafts
 diy
 education
 fashion
 filmmaking
 fitness
 food and drink
 Gardening
 Health
 interior design
 leadership
 marketing
 online business
 parenting
 personal finance
 personal growth
 pets
 photography
 primal paleo
 productivity
 religion
 seo
 social media
 style
 survival
 travel
 web design
 writing

Format

How to format pins for best results	Hit Pain Points, Large Readable Font, Colorful, Visually Stimulating, Clear Not blurry, Site Name at bottom
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Recomm ended Sizes: 735 x 1300 px

SEO - 2 ways to do it I do both, jury is still out

Pinterest Based	Match what Pinterest suggests (img1)
Google Based	Name boards based on keyword research

Pinterest Ranks for a lot of keywords organically in google search results so... I mix it up but base it on what the user experience will be and what I think is logical

(img1) <https://i.imgur.com/Bpo3Gff.png>

Tools

Image editing	Canva.com
Stock Royalty-FREE	http://Pixabay.com