

### 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 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	<a href="http://Pixabay.com">http://Pixabay.com</a>