

Pinterest Checklist

- use a business account
- for your name, use Your Name/Business Name | keywords (Astrology, Tarot Reader, Reiki Master, Yoga Teacher, etc.)
- include some keywords in your description and an important link (sales page, opt-in, blog article, other social profile)
- create a brand board (where only your own Pinterest images linking to your own content will go)
- create 15-20 boards on related topics and fill with at least 50 pins, and add board descriptions with keywords and hashtags
- select your top 5 boards to be your Featured Boards on your profile
- add board covers in the same style as your regular Pinterest images for cohesion
- follow accounts in this niche and related niches, and go through your followers list and follow back those in this niche
- join group boards in this niche and contribute according to the board rules
- pin at least 1 brand new Pinterest image of your own each day (can schedule in Pinterest or Tailwind)
- try to make the first 5 pins/repins of each day your own pins/content (each of your own Pinterest images should fit at least 3 of your boards; repin content from your profile page that is your content that other people have shared)

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- repin at least 1 image to every board every day (click on More Ideas in the board or on a pin in the board for pins you can repin)
- come up with your Pinterest templates for your own images to stick with to build brand consistency
- include your website and/or name/business name on your own Pinterest images
- make Pinterest images for everything - website pages, blog articles, social media accounts and posts, tips, product and service offerings, opt-in offers, infographics
- name your Pinterest images the same as whatever they'll be linked to and include your name/business name
- enable Rich Pins
- find your optimum pinning times using the Tailwind scheduler
- join Tailwind Tribes and contribute (make sure to repin from accounts that have repinned your images in Tribes)
- pin/repin 25-100 images each day
- use one other social media account with Pinterest (Facebook, Twitter, Instagram, or Youtube) for your public face

Happy pinning!