

# YOUR *Pinterest* FITNESS PLAN



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## **BASIC STEPS TO LEVERAGE PINTEREST FOR YOUR BUSINESS & PLEASURE:**

Pinterest was launched in 2012 by co-founders **Ben Silbermann**, **Evan Sharp** and **Paul Sciarra**. And if you wish to learn a whole lot more about Pinterest generally and pinterest for your business then [read this book](#).

Think about this, Pinterest is a stand-alone *Visual BOOKMARKING TOOL that prefers not to be called a Social Network*. Rather the founders prefer to it be used as a visual search resource built around engaging visual content.

The majority of users are women 😊 and men are catching up fast. Users share visual images from the web, by “pinning” them on to a series of virtual Pin Boards. Usually of things they like or want. In the old days and in some cases today, decorators, and home designers, makeup artists, hairstylist, wedding planners, chefs and foodies, personal stylist etc. ask people to put together a scrapbook of images they want.

So why not entrepreneurs, internet marketers and small business owners? Even if you are a private/pleasure user, you can optimize your Pinterest account and attract a corporate or brand sponsor...!

Pinterest has been programmed into us long before it was even created online.

So, Let's get started on your Pinterest for Business journey!

**Download or simply [Listen to This Audio](#) if time is a major issue for you. Otherwise let's crack on...**

### **#1. Beginning Tips**

- I suggest you have a Pinterest business account, unless you use Pinterest for personal bookmarking only! Otherwise Head to <https://business.pinterest.com/en> to create that business account!
- Make sure you use A HD personal picture and not a generic image or a product image.
- Keyword your description and make sure people know that you are there to help them succeed.
- Keyword your boards and your board descriptions because Google indexes these.



## #2. How to Make Pinterest Work for Your Business

1st- make sure there is a Pin It button on your blog or website and under every article.

Use CTAs on your articles to get people to pin your article.

Create or have someone on fiverr.com create a cool and catchy picture that goes into your widget area to make sure people know to pin your article.

Do a test pin and make sure your html code is set up correctly and there is a description to your picture and a link back to that article. I have a board where I post other people's blog articles and only about 5% carriers over this information to

Pinterest. - Very important that people know where to find your article as it is repined around.

On your blog or website article, make sure the images are professional and attractive. Make sure they tell a story and give your reader value.

This will encourage shares from your blog or website to Pinterest. When I did analytics on my website I have had for years, I was amazed at how many times my article was shared on [Pinterest](#) and [Facebook](#).

Once on Pinterest, the pictures that are most attractive to pinners are:

- Bright colors.
- Teaser text on the photo if you are driving someone to your blog or website.

Example: 12 Super Tips to Get More outfits in your travel duffel!

Make sure this links back to the article that corresponds with the teaser. Always give what you have promised.

- Long photos (vertical picture collages) or infographics do really well. They take up valuable Pinterest real estate in the feed, which makes you stand out.

Best image size is around 600 px by 1100 px

## #3. Research Niches

I don't turn to Google because that's where every other SEOer is going. I go to <http://offervault.com>



Why OfferVault? Because these are niches that are monetizing niches. I am going to go after niches that I can monetize first before my purely for pleasure niches. I want to make money.

So once in OfferVault scroll down and on the right side you will see trending searches.

As of today, the trending searches are:

- \* Dating
- \* Diet
- \* Travel
- \* iPhone
- \* Fitness
- \* Weight loss
- \* Games
- \* Business opportunity
- \* Beauty

I then go to [google.com](http://google.com) and type in Trends in Travel. I click the Search Tools and choose Past Month

At number 3 in news topics I see that **Consumer Travel Trends: Travel Weekly** has just put out a list of the weekly travel trends in 2015 2 days ago.

I click on that article and I have a whole list of 20+ Travel Trends topics to choose from.

Remember to only pick niches you are interested in.

Pictures for Your Niches For your money boards always use fair use. <https://500px.com> has great pictures.

Add value text on your pictures.

For example: body weight training. Add text to the picture saying "2 bananas & 15 Dates blended w/water in a smoothie is the best post workout food."

## #4. Use #hashtags

Add 2- 3 MAXIMUM #hashtags in your description.

Go to <http://top-hashtags.com> and <http://keyhole.co> Plug in your niche word or phrase and pick the best keywords that fit your picture.



In keyhole.co, click the Instagram filter after putting in your keyword and scroll to the bottom and look at the # cloud.

## #5. Categories for Your Boards

3 boards should be dedicated to your business niche. 1 of these boards should be a review board.

By the way, if your product is body wraps- make the name of the board body wraps review.

Have 5-10 boards then in whatever interests you.

It is important that you choose niches that you are interested in. Pinning for non-excited niches is not very fun and it becomes a chore that you will put off.

## #6. Links

Have the link on your business page, blog post or offer on your pinned photo text. It could even be your own personal funnel system set up for your boards. The more you can personalize your funnel system to your target niche, the better your results will be. 🥦😄

Like all social syndication platforms, make sure you interact on other people's pins and boards. The law of reciprocation demands that at least 20% will return the favour. Imagine if 2% are super influential ...

Never ever spam your affiliate or products link on other's boards unless specifically asked to, or it's a Group Board you were invited to collaborate on!!



## Conclusion

There you have it. That should give you a good beginning on creating an attractive, sleek and professional Pinterest profile that pulls in organic free leads for your offers, if that's what you wish it to do, Or simply like-minded followers!

Pinterest is a lot of fun, just stick to the niches you have an interest in and deliver value, value, value!

For more amazing Pinterest Goodies Head on to Amazon and [get your own Copy of The Art of Pinterest Profits](#). For the price of a Burger you will never find a more value resource to supercharge your pinterest profits!

If you believe you deserve more income faster via Pinterest, then you should get lifetime access to my course: [The Ultimate Pinterest Road-map](#) to Skyrocket your pinterest assets and Sales!

And for the Busy small business owner or brand, Farm the whole process out to my dedicated team. [Learn more here!](#)

## Definitely Follow Me on Pinterest for more shizzle:

@[Juleskalpauli](#) – For more Business Strategies 

@[Pkjulesworld](#) – for your travel Shizzle 

@[TravelSavvy](#) - Just Because I am super awesome 

**And Go be a Super-ENTREPINNER, I am rooting for ya!**

*Julie Syl Kalungi*

**Entrepreneur. Blogger. Author & Coach**

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