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Introduction

Insert a small blurb about yourself here (optional)

Overview of the System

Before I give you an overview of our system, I wanted to take a minute to give you a few statistics about Pinterest so you understand the potential we are dealing with.

- There have been over 600 MILLION pins on Pinterest and still growing
- Over 2 million people are actively pinning every day
- The average Pinterest pin gets repined 11 times!
- Women on Pinterest are 30% more likely to shop online than non-using women

So as you can see, Pinterest is a thriving social media platform that is only growing in popularity. We will want to grab our share of the potential profits and watch them grow along with Pinterest.

Overview of the System

I wanted to make sure I gave you an overview of what we are doing so that you understand exactly what our system is. Sometimes people get lost and forget how the whole system goes together, and it really hurts productivity. So in short, here's exactly what we are doing, in order.

- 1) Develop a blog on a topic that is very popular on Pinterest
- 2) Drive traffic from Pinterest to that blog
- 3) Profit passively from that blog

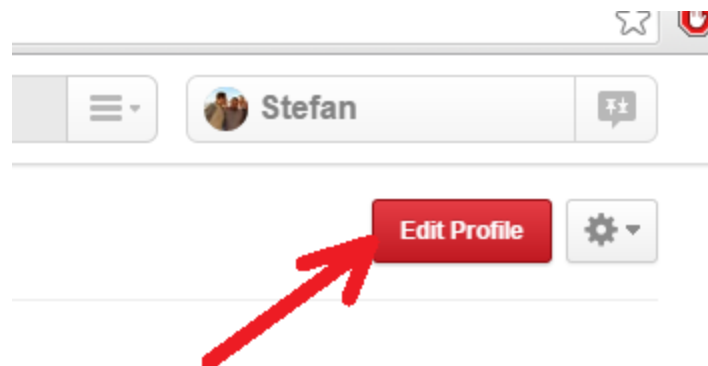
And that's really it! This is a SIMPLE system, because that's how I like to do things.

Module 1: Pinterest Account Setup

This is the first step and it's pretty simple.

Simply head over to www.pinterest.com and create a profile. You can link it through your Facebook if you like, or just sign up directly to Pinterest.

Pinterest will ask you to select certain things you like when you sign up. Just pick things you enjoy and don't worry about it too much. Once your account is set up and you have verified your email address, you will want to go to your profile and fill it out. It can be accessed from the top right hand corner of your account, and should look like this:



And you will want to fill in the following page with as much detail as possible. Don't worry about a web site just yet; we will cycle back to this.

It's important to show people you're a real person and get them to relate to you as much as possible, as well as trust you. So try to do this with your profile description.

Edit Profile

Name

Picture

Change Picture

Username

www.pinterest.com/

About You

Location

Website

Verify Website

Visit **Account Settings** to change your password, email address, and Facebook and Twitter settings.

Cancel

Save Profile

That's it for the first module! Let's go over your homework.

Homework for Module 1

- Set up your Pinterest account
- Fill in your profile with as much detail and honesty as possible.

Module 2: Niche Research

Now that your tools are set up, it's time to do some research. We will be going over some very solid niches on Pinterest and you will be picking one that you want to use.

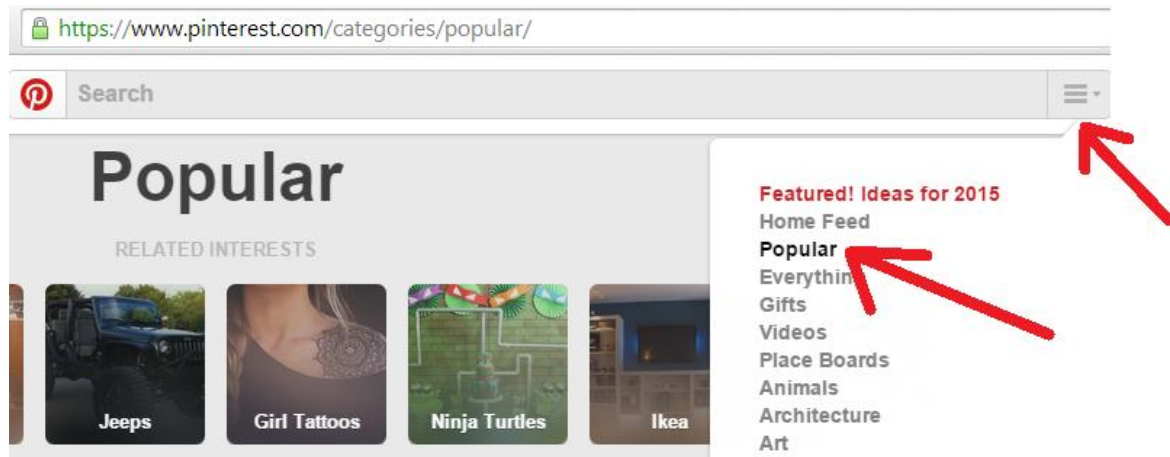
Most Popular Niches on Pinterest

Pinterest is, without a doubt, geared towards more feminine niches. The most popular niches, and a good place to start, are as follows:

- Crafts
- Cooking
- Fitness
- Weight loss
- Art
- Woman's clothing
- Home décor
- Recipes

Searching for More Popular Niches

If you want to search for more popular niches or get an idea for what you want to focus on, you can do so by sorting your Pinterest account by the popular topics.



This should be enough to give you a feel for what niche you want to stick with.

So let's go over your homework for Module 2.

Homework for Module 2

- Research niches on Pinterest based on the niches provided and using the popular sorting option mentioned in this module
- Pick a niche that is popular based on the information in this module that you want to focus your set-up on.

Module 3: Web and Marketing Tools Setup

So you are a warrior. And every warrior has his set of tools. In this case, your tools are the ones that will help you build your list. Here is an overview of the tools you will need:

- Domain
- Web Hosting

Don't worry. I'm going to walk you through getting these. So, let's start:

Domain

The first thing you will need to do is register a domain. Now, you can do this one of two ways.

- Register a domain in the form of firstnamelastname.com for your own name. This means you will not be able to resell it (Unless you find someone with the exact same name as you that randomly wants to buy it 🖥)
- Register a domain similar to the niche you have chosen. So a food related niche could be “yummy treat” or “yummy ideas” you'll have to see what's available.

You can register domains at www.godaddy.com or directly through a web hosting provider.

Web Hosting

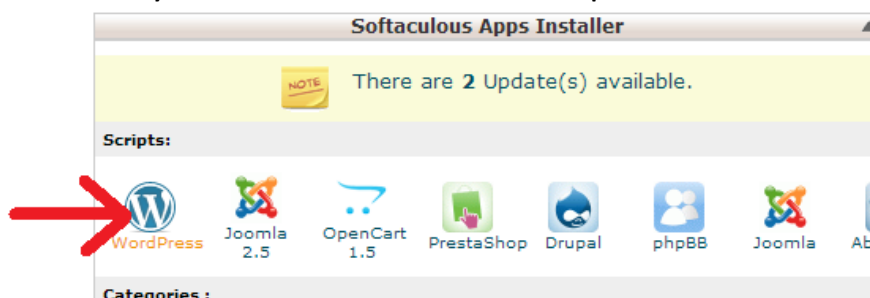
I personally recommend [HostGator](#) for all your web hosting needs. They have reasonable rates and are easy to work with. [You can sign up for Hostgator here.](#)

You will be able to pick a plan from the page as follows. Just pick the plan that is within your budget, there are a ton of different options.

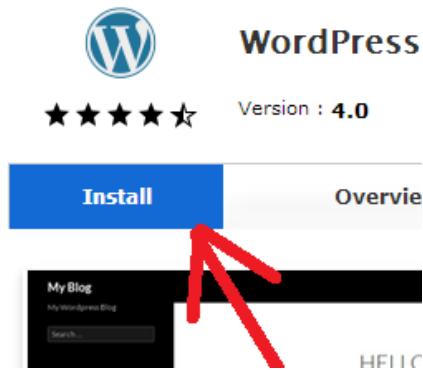


Once you have web hosting, the first thing you will want to do is install WordPress. To do that, follow these steps:

- Log into CPanel using the link in the email HostGator sent you when you signed up.
- Scroll down until you see the WordPress script.



- You should see a page similar to the images below. Fill in all the information and install WordPress.



Now you have WordPress installed on your blog!

Leave this be for now, we'll come back to you later. Now let's get you another important tool.

WordPress and Optimize Press

As you remember, we installed Wordpress on our web sites earlier in this report. A great theme to use with WordPress is Optimize Press, which lets you create awesome marketing pages very easily. I personally use Optimize Press for just about all my pages, except squeeze pages. However, I have used them for squeeze pages before and they work great. As for installing Optimize Press, you can go to www.optimizepress.com, and if you purchase they have excellent tutorials to walk you through getting Optimize Press installed on your site as well as how you can create simple squeeze pages with them.

And that's it! Let's get to your homework.

Homework for Module 1:

- Pick and register a domain name per criteria in this section
- Sign up for Web Hosting with HostGator
- (Optional) Grab your copy of Optimize Press

Module 4: Blog Setup

Alright, so now we get into the most important aspect of our money making set up, our authority blog!

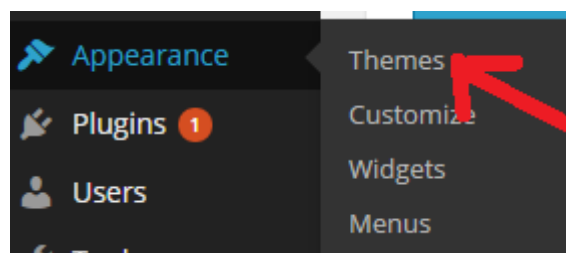
This is where our customers will be taken to when they are directed here from our Pinterest traffic efforts.

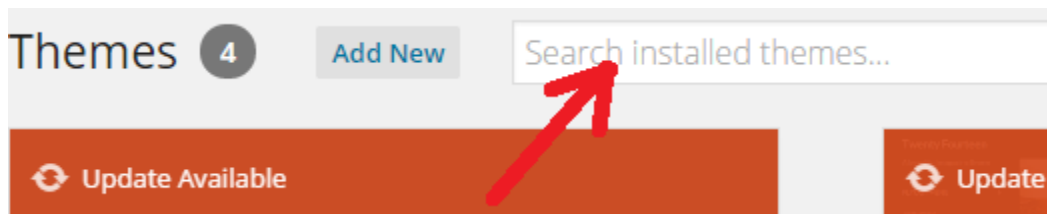
This means we have to keep this site authoritative, inviting, value giving and a place where interested parties of the chosen niche will want to keep coming back for more.

To start, you will want to find a good theme to start with. As mentioned earlier, I recommend the Optimize Press theme, but there are a lot of free and premium WordPress theme options that you can choose from. **Note:** There are a lot of tutorials online for using WordPress. I will cover the basics within this course for you to get set up. A simple Google search or YouTube search will yield the results you need when trying to do something more advanced or specific.

You can find a ton of WordPress themes directly within your WordPress admin area or at <https://wordpress.org/themes/>.

You can find them in your admin area by following these steps:





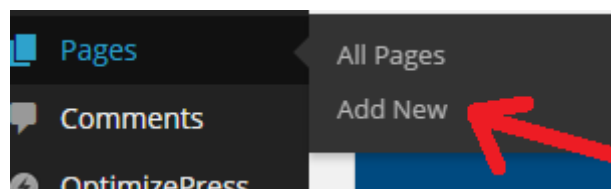
Once you have chosen a theme you like, install it, and we are good to go with this step.

The next thing we will want to do is install certain plugins which will enhance our web site.

- You will want to install a “Pin Me” plugin from going to Plugins, right under themes, and searching for “Pinterest Pin Me”. This will be used later to help our traffic on our blog post our content to Pinterest and get us more followers.

Show screen shots of plugin install to add value.

Once you have your plugins installed, you will want to begin setting up your blog by filling it in with first pages, then content. You can create a new page within wordpress by doing the following:



The minimum pages you should have on your blog are as follows:

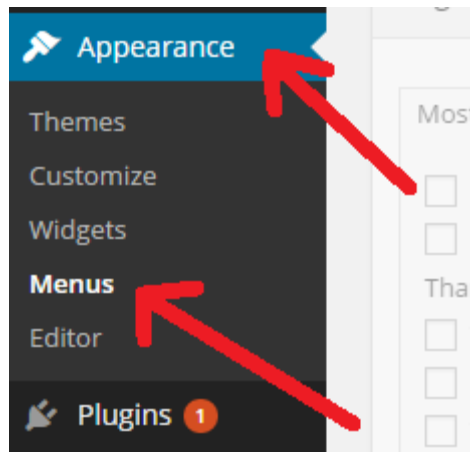
- **Home Page:** This will be for your new posts
- **About Me:** This will be how people will connect with you, trust you and want to learn more about you and your site.
- **Contact Page:** You will want to be transparent and easily accessible to your clientele. This page should show that you are excited to hear

from them and you can provide an easy way for them to reach you whether it be email, Facebook, your preference.

- **Product Reviews Page:** More on this later, but you will want to recommend products in your niche to your audience!

Provide examples or more information on making About Me and Contact match Pinterest profile.

From here, you simply just need to go to go to appearance and add all these pages to your blog's navigation menu so they are visible when people come to your blog.



Once you have your blog started, you will want to decide if this will be more an image based blog or posting based blog. My recommendation is to keep the main page mostly images, but have a few sentences that mention to check out your product reviews on related items you will be marketing (explained in the next section with more detail).

So then start posting relevant content on your blog, build it up to have at least a few relevant posts. Create your first post and make sure it includes the following.

- Who you are
- Your experience within the niche you chose and your passions within it

- What you hope to deliver with this blog to its audience
- What types of things you will be posting

It's important to have this as your first post because it lets people have an idea of what you and your blog is all about.

Not clear what is supposed on these pages. More detail needed since they don't know what they are using the blog really for yet.

Once this is done, fill in more posts with relevant content. I recommend building it up over a week to look nice and like it wasn't just thrown together. Remember that quality is important; you don't navigate back to crappy sites, do you? 😊

Once this is all done, you are ready to move on to monetization options!

Before we head there, please complete your homework.

Homework for Module 4

- Install a WordPress theme of your choice
- Add a content Pinning plugin to your WordPress site
- Create all the relevant pages as outlined in this section
- Create your first post using the steps of how to in this section
- Post new content 1-2 times a day for one week

Module 5: Monetization Options

Alright, so now, we have done the following:

- Started our own Pinterest account that explains who we are and what we are passionate about to its viewers.
- Chosen a niche in which we know there is a huge amount of people interested in its contents.
- Gotten our necessary internet marketing tools set up.
- Developed our authority platform where the magic will happen: our authority blog.

Now comes the part we are most interested in...making money!

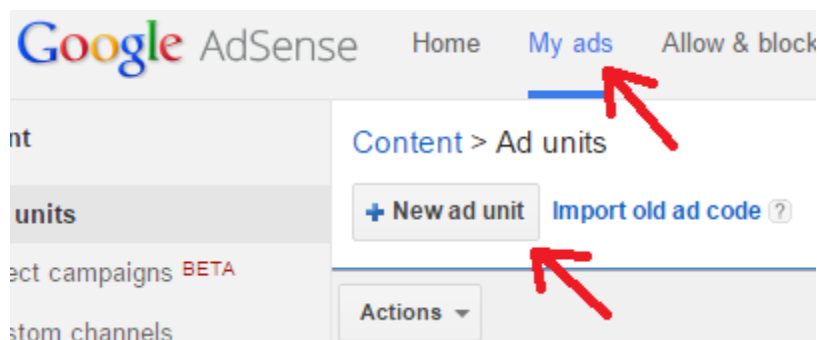
In this section, I will discuss monetization options for your blog.

Blog Monetization Options

Google Adsense

Google Adsense is a form of affiliate marketing run through Google in which those enrolled can place ads directly from Google into their own page. You basically just let the ads sit there, and they earn you a commission. This is the most “guaranteed” form of income I will present to you, but it also is the least attractive to people on our site because they will see the ads and it will lower the perceived value of the site in their mind. To go with Google Adsense, simply follow the following steps.

- 1) Head to <http://adsense.google.com>
- 2) Create your account. Simply follow the steps Google outlines for you
- 3) Create a new ad unit



4) Pick your ad type and place the HTML code on your blog posts!

Amazon Associates

Amazon lets you promote products that they sell for commission. The true benefit is you can promote as many as you want. If your niche was home cooking, you could promote cooking tools like blenders, choppers, you name it. You could also promote cook books and things of that nature. This is a more “clean” method for your site, since you are adding value by talking a bit about the product you’re marketing for to an audience who already loves what it’s about.

To sign up with Amazon Associates, do the following:

- 1) Head to <https://affiliate-program.amazon.com/gp/associates/join/landing/main.html>
- 2) Create your account. You will have to fill in some information. It should look like this.



3) Follow the on screen instructions to choose products to promote. It’s important to note that you should create a short review for the products you’re promoting. A video review works well, too. The point is these people will be seeing you as an authority figure in your chosen niche, so you will want to tell them why the product you’re recommending is so great. For example, if you are in the cooking niche and want to promote a blender, you

could order one yourself and put up a video of you using it and how great it works. You don't necessarily need to go to that extreme; a nice written review in a blog post can work just as well. Remember, you should only promote quality products to your audience. Your reputation will suffer if you don't.

Clickbank

Clickbank is an affiliate platform where you can market digital goods for a bunch of different niches.

To sign up with Clickbank, do the following:

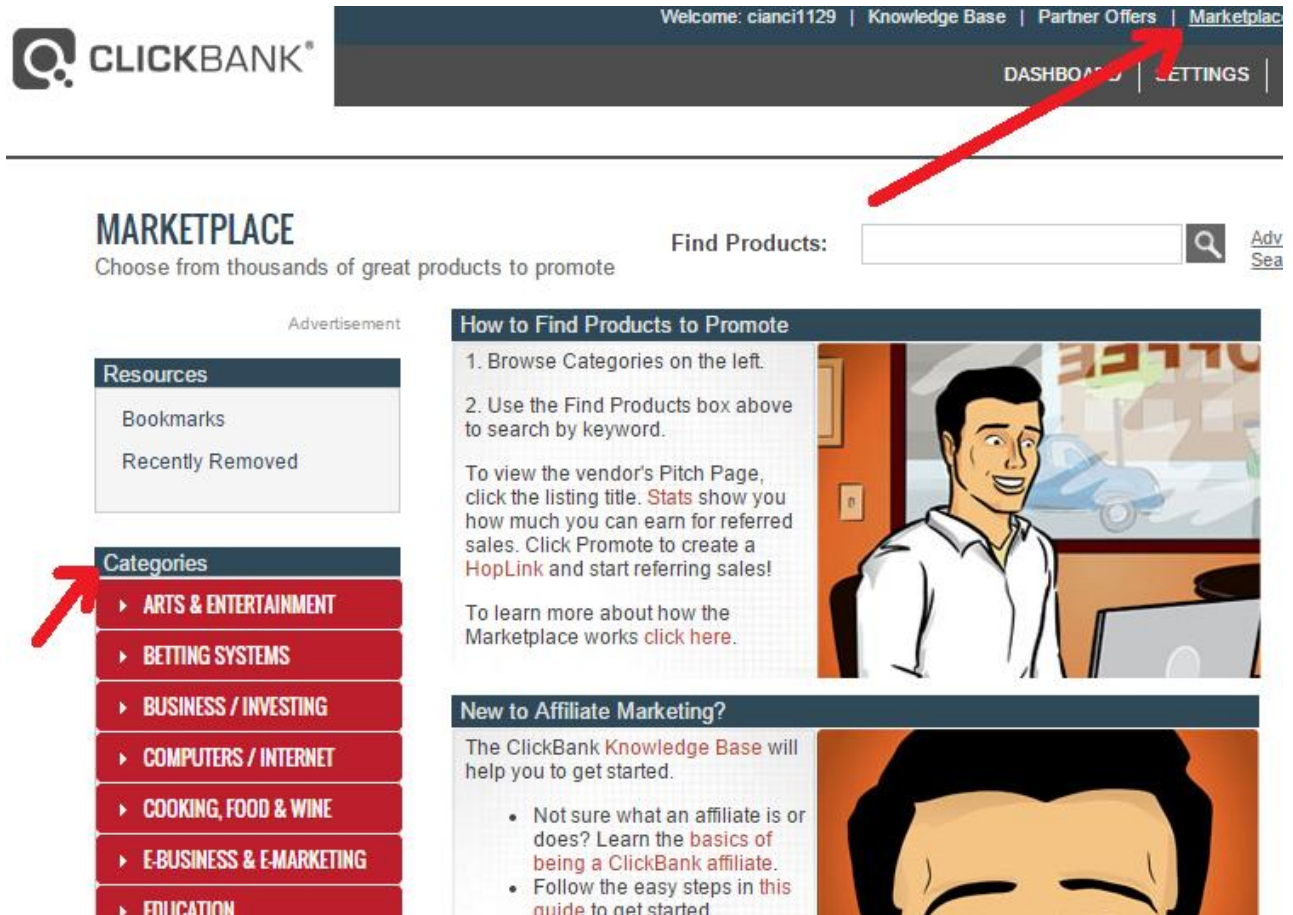
- 1) Head to www.clickbank.com
- 2) Go to Marketplace and then search categories. Look for a product in your niche with over 20 gravity to promote.
- 3) Watch the sales video of what they are selling and see if it pulls you in. If it pulls you in and has a gravity over 20, and most importantly is directly in your niche, it's a good offer to promote.

Note: Whether or not you go through the product yourself first to promote it is on you, depends how ethical you want to be. Remember, honesty keeps your reputation in good standings.

It is said that using both affiliate links and AdSense together end up causing a bad user experience, but this is something you can test and tweak. Using Amazon and Clickbank can work well if done right.

Much like using Amazon Associates, Clickbank will require you to explain the product you are promoting a little and why it will benefit your audience. If your blog is about fitness, you could promote a really good fitness program from Clickbank and explain how it will help your audience achieve their fitness goals.

Alright, we have our blog looking good, ready to receive traffic, and most important, ready to make us money!



Where to place ads, how to place ads, plugin? hard code? Should products match what you are pinning?

So here is your homework for Module 5.

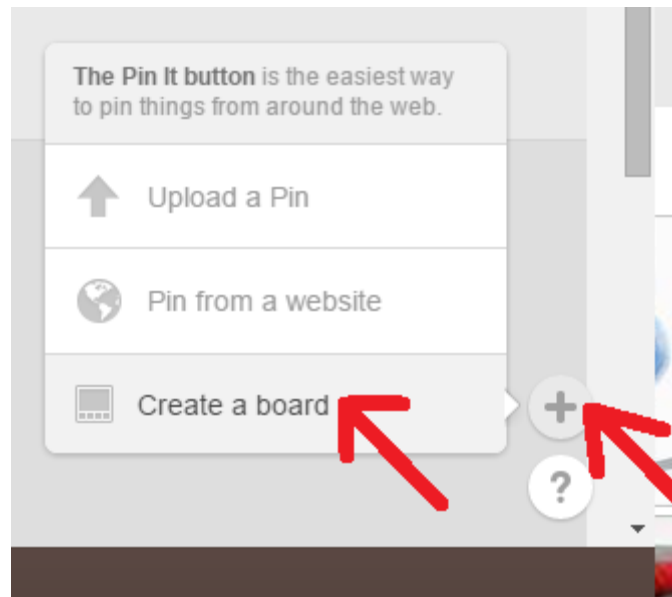
Homework for Module 5

- Sign up for at least one affiliate platform
- Place links and reviews of products you're promoting on your blog. The better quality your review, the more product sales you'll get. (Reviews aren't necessary for using Google AdSense).

Module 6: Drive Pinterest Traffic to Blog

Alright...our blog is now set up. Before we start driving traffic to our blog, we need to get a few boards going on Pinterest. I'd say 5 is a good number. You simply do the following:

- 1) Head to the bottom right hand corner when logged into Pinterest, and create a new board as shown in the image below.



- 2) You will want to fill in information as much as possible. Try to keep the content related to your niche.

Create a Board ×

Name

Like "Places to Go" or "Recipes to M

Description

What's your board about?

Category

What kind of board is it? ▼

Add a map?

☐ No

Keep it secret?


☐ No

[Learn more](#)

Who can add Pins?
[Learn more](#)

Type a name or email

Add

 Stefan Ciano
you created this board

Cancel

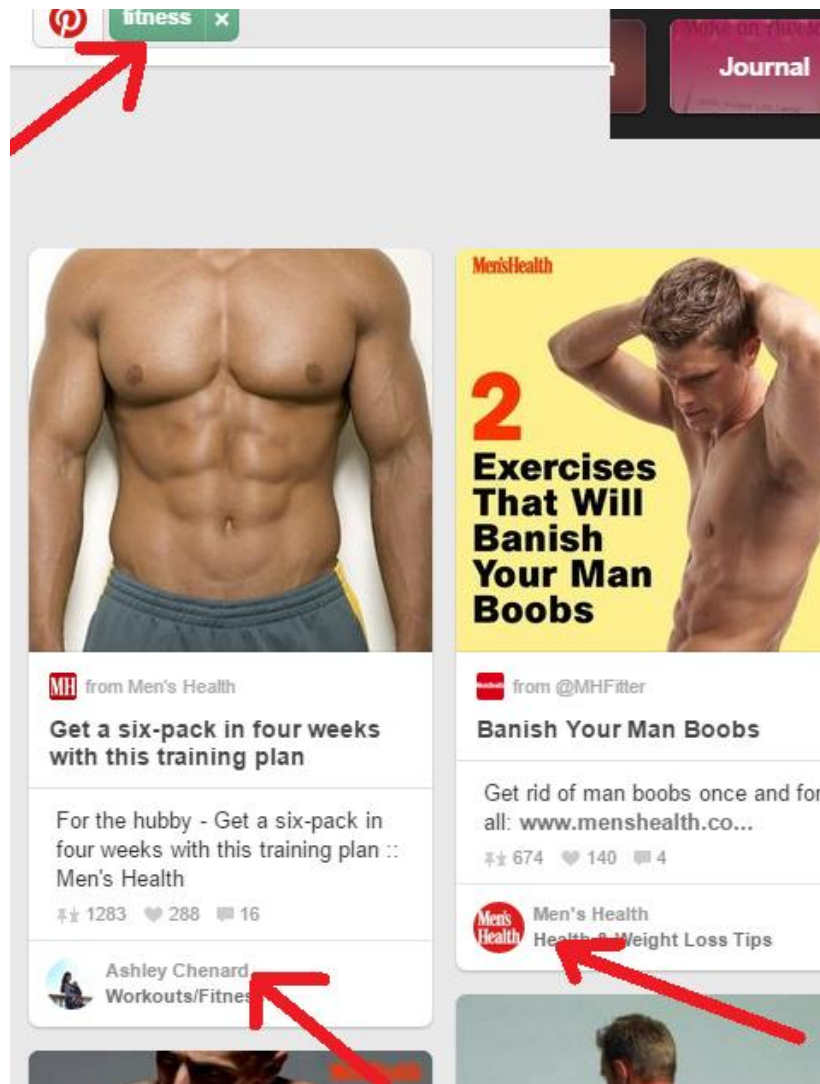
Create Board

- 3) Create 5 boards keeping it simple. Try to use unique names. Once they are created, populate a few images per board. 30 is a nice number. Keep the boards within the same niche but different. For example, if your niche is crafts, maybe one can be about knitting, another about crochet, etc. You can add images quickly by doing a search on the main Pinterest site and clicking "Pin It" for relevant images that come up.

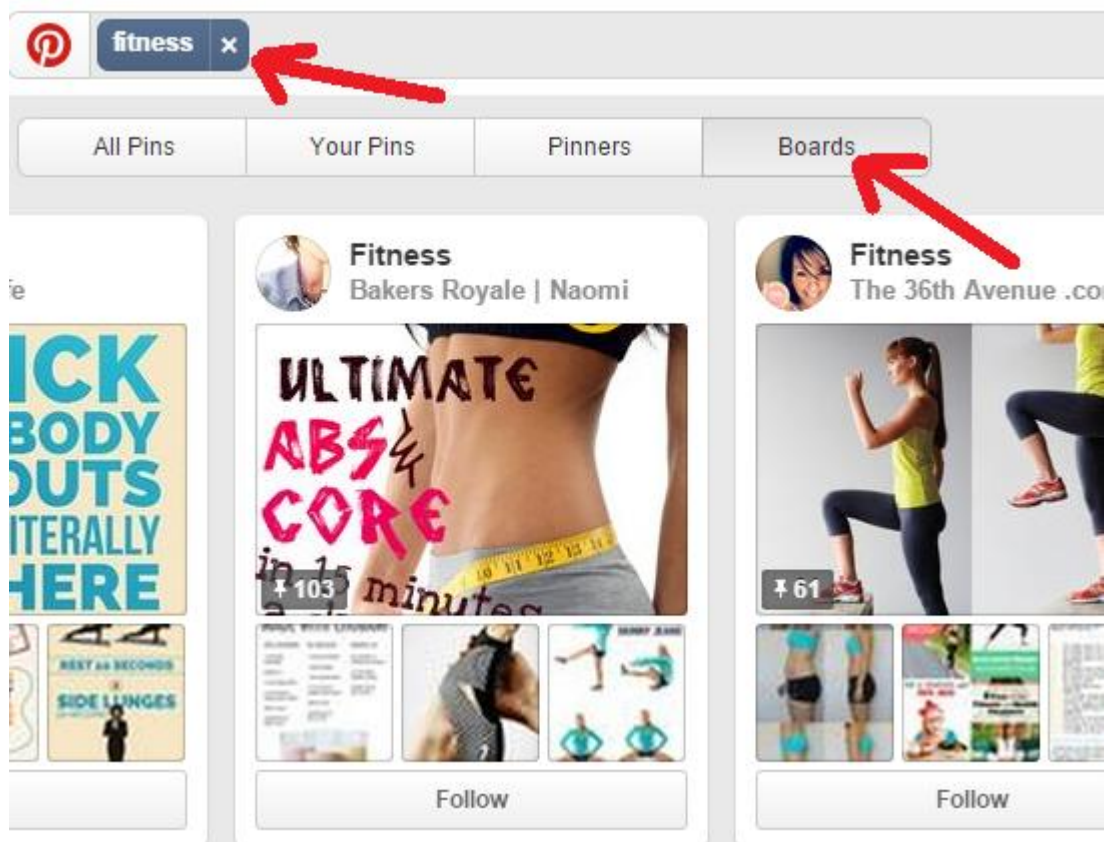
Unique names like what? Related to what? Few images or 30 images?
How to find related sub niches?

Once you have finished the above steps, it's time to start driving traffic! This means we will need to go to our Pinterest account. The first thing you will want to do is build a following on Pinterest. You will do this by completing the following:

- 1) Head to the main Pinterest page, www.pinterest.com, and log on.
- 2) Use the search function at the top, and look for pins in your niche. I'll use fitness as an example and show you what comes on.



- 3) Start following the people who posted the relevant content in your niche by clicking on their name and hitting “follow”. You should only follow around 200 people a day. Any more than that and Pinterest will add you to their radar.
- 4) Next, you will want to go to boards under the same keyword, and follow boards with at least a few hundred followers (the higher the number, the better). In the fitness niche, this is far from a problem.



- 5) Follow these boards as well as the people posting them. Keep going until Pinterest tells you to slow down once, and then stop. You will want to try and build up to 3,000-5,000 followers over time. This is when things start to run on autopilot. Remember; don't go more than 200 people a day. As you reach larger numbers and your re-pins grow, you will be getting followers on autopilot so it gets easier.

How long will this take?

Now that you have followers, a filled in profile, are following boards and have your own boards, you will want to try and get invited to participate (not just following) in big boards.

To do this, you just need to contact the owner of the boards you found above and ask them if you could participate. Say you have the content and want to share more stuff people will love. You can get hold of them by going to their pins and then communicating with them through comments.

Example of what to say.

Keep casually repining things from the boards you joined into your own boards in your niche. Also start adding content to the big board's you got access to post in, which will help build your following faster.

In addition to this, invite people who followed you to post on your boards (you have to monitor every so often to make sure it's relevant content being posted) but this will help fill in your content for you and get your pins out there faster. Go to your board, edit, and then check the option to invite users to the board.



Once all these steps are done, go back to your profile and add your blog link to it. This by itself will start to get you a decent amount of traffic.

The next step we will want to do is change the source link of many of our images. You can easily do this by going to the image, hitting the little pencil under the image, and then changing the link. This will start to get us a ton of traffic to our blog!

In addition to the adding our web site link to our Pinterest profile and adding source links back to our blog, we will want to make sure we have the “pin it” plug-in installed for pictures on our blog so people can pin your blog content to their blogs...meaning you will have your traffic generating more targeted traffic for you (their personal Pinterest followers) and now your audience is growing even faster on autopilot.

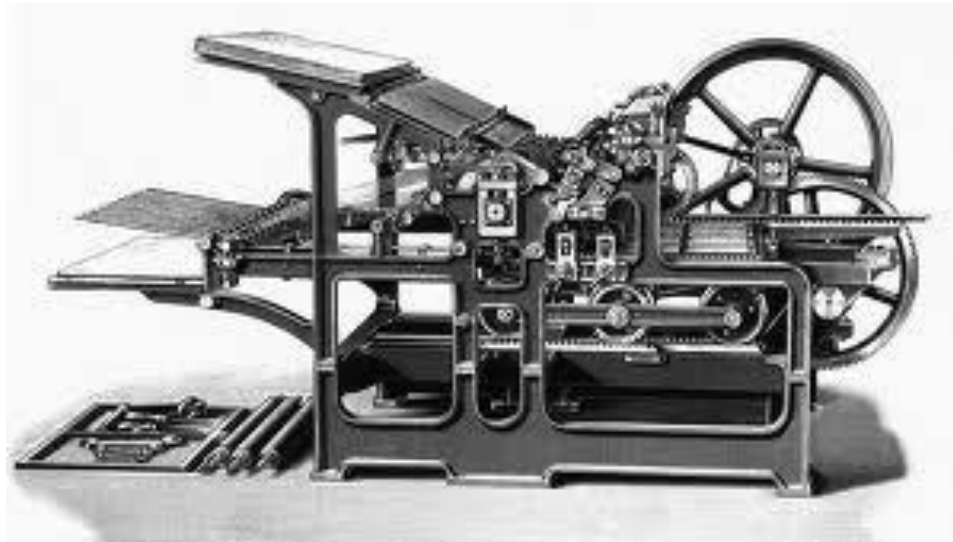
And that’s it! You have done everything you can do get your autopilot traffic going. I will be teaching you advanced methods in the coming modules. But for now, let’s go over your homework.

Homework for Module 7

- Create 5 boards on topics within your niche and pin with 30 or more highly related images from Pinterest
- Join as many boards in your niche as you can
- Keep following people within the boards , 200 people a day until you are at 3,000 followers
- Get into at least 5 big board as a contributor and post a few times a week in each one
- Invite people to post to your groups to grow your content on autopilot
- Add your web site to your profile
- Add source links to most of your images (after the above steps are completed)
- Add “Pin It” options to all your images on your main blog

Module 7: Building Up Niche Authority

At this point, you have a smooth system running. You have traffic being generated on autopilot, and this system is basically a self running machine!



A simple rule of thumb is this: The longer you're actively around posting content online, the more authority you build up in people's mind. Even for someone who has just come to your site for the first time, they will perceive you as an authority if they see posts dating back to 5 years ago more so than a blog that has 3 posts and was started a week ago.

Makes it seem like you need 5 years to make this method work.

So, you will want to be posting more information at least on a weekly basis to your blog. This doesn't mean you need to spend all day on it, but a new post or product review and a couple of new Pins on Pinterest would be a good minimum (the more you do the better the results). Remember, people are coming to your site because they see you as knowledgeable on the topic! Give an example schedule to keep this growing.

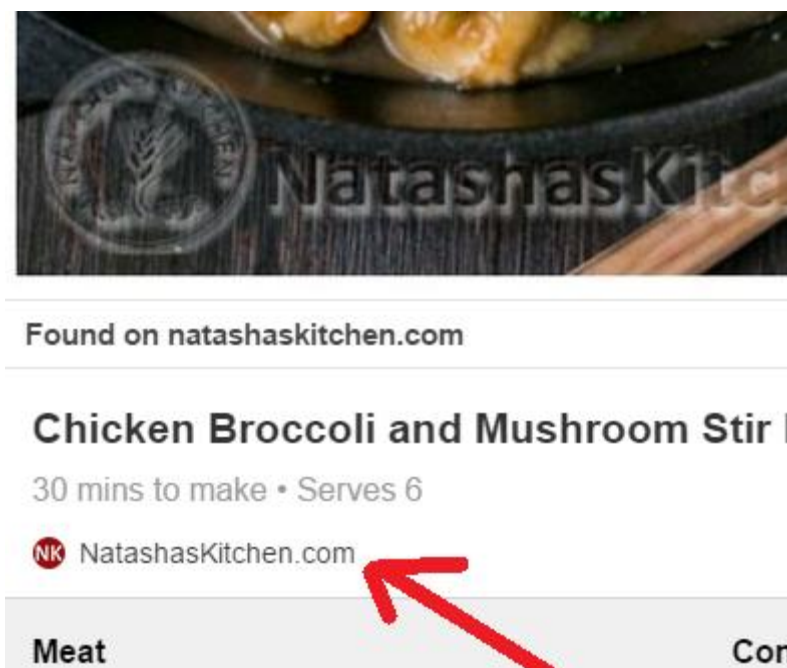
I will now go over some specific types of content you can use to boost your authority.

Tutorial Pins

Another great way to build up authority is post tutorial pins on Pinterest. A good example of this would be in the cooking niche, give a picture of a cool recipe you made or that you found, and then give simple steps to create it. This works really well, because people see you as knowledgeable on the subject and providing them with great value.

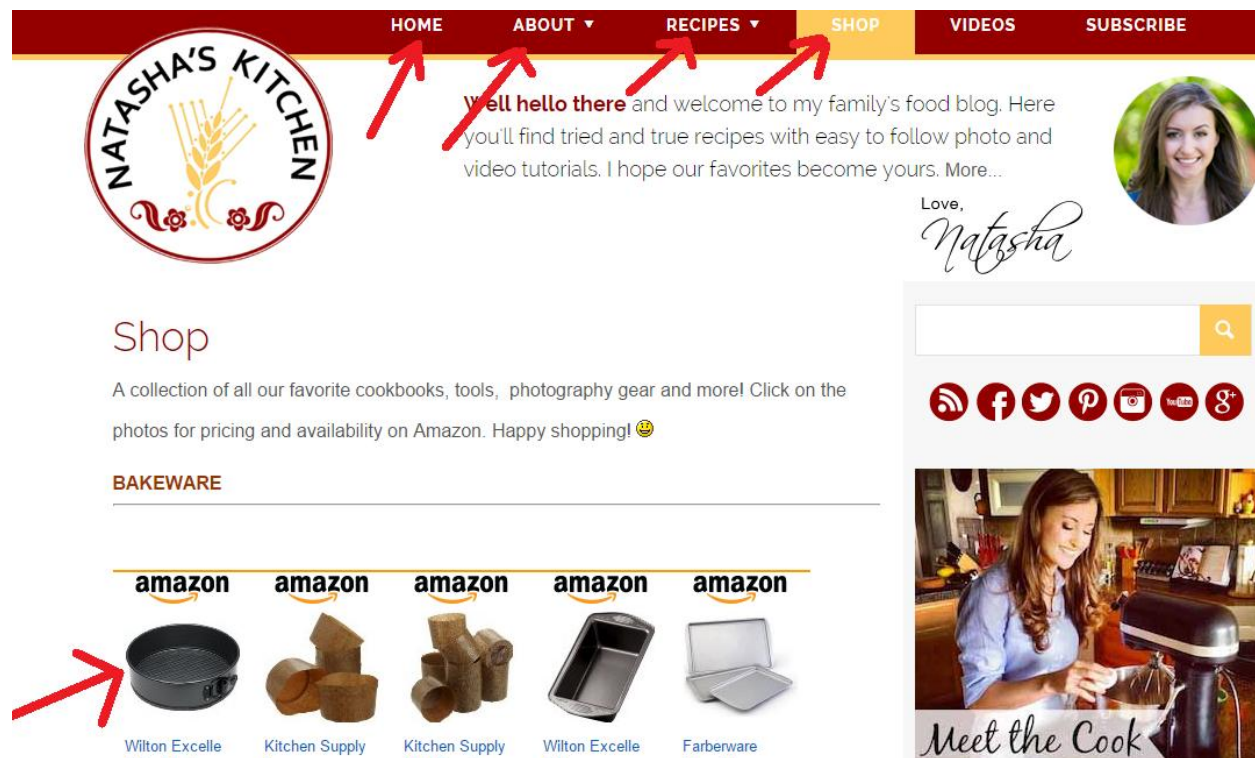
Keeping Up With The Times

Perhaps there's a hot new item within your niche trending. You will want to be in the know about this since you are going to be seen as an authority on the subject. Simply head to the popular tab and search for what's trending like we did before. To show you how well this works, here's a link I got for a currently popular (at the time of this report being written) dish.



As you can see from this picture, it's a chicken and broccoli mushroom stir fry in the "healthy cooking" niche. Notice the link back to Natasha's kitchen.

I am going to take us there and show you the set-up she has, as it will greatly improve your understanding to see it in action.



Notice all of the things Natasha has going for her on this page: A home page, an about me page, a recipes page, a “SHOP” page, and a couple more.

Notice also that she has Amazon affiliate products on her shop page. Considering she was one of the first pins to come up for healthy recipes in Pinterest, I can promise you she is getting a TON of traffic employing the information you are getting in this course. I'll be so bold as to say she's definitely making daily sales.

Notice the authority she has built up: professional looking theme and logo, an about me page (crucial), then recipes (establishing authority as knowledgeable on the subject and providing free value to visitors).

Interviews

Interviews are a great way to establish authority, whether you are being interviewed or doing the interviewing. Either way, you could post a pin of you and the person you interviewed and back link to your site for people to find the full description. These work well if you are struggling to find content: interview someone in your niche!

Become an information creator

Give away a free book, write a cookbook, or something like that. Being a content creator for something of this size makes you look like an expert. (You pretty much are one if you can do this...but it's not that hard!)

Simply do the research and put together information into a package people will like. You know more than you think, and since you will be adding all this great content to your blog and Pinterest account, you will be learning as you go.

Behind the Scenes

Show people a clip or video of you doing something behind the scenes. An example of what I mean is if you are in the cooking niche, post a video of you cooking something in your kitchen.

People love being able to relate to you. Doing this will let them big time.

Alright, hopefully the content in this section has given you some good directions to take your already smooth running business to the next level!

Here's your homework for Module 7.

Homework for Module 7

- Apply at least one element to your business per week using the ideas within this section

Module 8: Method Optimization and Advanced Tactics

This section is going to help you optimize your blog and use some advanced methods to really turn things up.

Audience Engagement

It's important to know what times of day your audiences react best. Depending on what your niche or audience is, it could be 7PM, 8AM, etc.

The best way to do this is to keep an eye on what times of the day you get repins, likes, comments, referral traffic, emails, etc.

This will allow you to know the best times to post new content for maximum exposure. Remember, if you can post when the most people are at their computer or on their phone ready to see it, you will get the most traffic and the most sales!

Contests

One of the most surefire ways to increase audience engagement and guarantee people will come back to your site is run a monthly contest and give away something free! People love contests because it makes them feel special. How to do this?

Run Your Own YouTube Channel or Webinars

Add weekly videos or create a monthly webinar to keep people coming back for me. For example, you could create a monthly webinar for a cooking tips and tricks session, and people will love you for it, and this is one of the best

ways to get audience engagement since a webinar is essentially a classroom setting. How to do this?

I hope you can see how powerful these ideas can be when implemented properly. Let's go over your homework for this last section!

Homework for Module 8

- Implement at least one of these methods to grow your business.

Conclusion

I hope you can see how powerful the information in this report is.

This is an A-Z system that will absolutely get you the results you are looking for if you take action.

So what are you waiting for?

To recap, you will want to remember what we are doing:

- Establishing our online footprint through our blog
- Generating targeted traffic interested in the contents of our blog, and providing immense value to them.
- Most importantly, making money while keeping our customers happy!

Please take action with everything in this report. Reach out to me if you have any questions, I'm always here to help.

Your name / signoff here