

Notes after listening to Melyssa Griffin Pinterest webinar Dec. 2016 (these are my notes. They're not perfect or complete. If you want more information look up MG) - Lynne Spreen

Pinterest isn't a social media network. It's a search engine. You don't have to network on it.

It has 100 million users, 1/3 are men, people are starting to use Pinterest like they use Google, to find things they need info about or are curious about. Not just visual stuff. Conceptual. There are boards about reinvention, world peace, domestic violence...

Think of the person you're trying to attract to your email list > buy your books. What might that person search for (me: midlife, retirement, life after retirement, etc.) Now, think HELP rather than ATTRACT.

Instead of thinking of a general target reader, think of one actual person you know who is the epitome of your ideal reader. Then curate your boards to help that one person. Become a strategic curator.

Don't do pins about your own interest. Pin things your reader likes, worries about, and values.

Note that a pin says how many people have shared it. That's the number in the upper right corner of the detail box.

Your first board is your stuff (your blog, books, etc.) It's your portfolio!
All the rest should be things your people should be searching for. Title your boards with those things. Use a keyword or phrase that reflects a topic about which your reader is interested, or wants to learn more about, or needs information about. NO hashtags!

Examples: Neshawoolery.com. Nesha Designs on Pinterest. MG says note Nesha doesn't have any boards called "Travel" or "Fall fashions." Because those aren't the people she's trying to attract. She's trying to attract people who want website design. By your boards, you make it clear to people who land on your account who you are and what you do. (Which is why my Golfing board and Oregon Coast board should be private. They're pretty, but will confuse my visitor.)

Also, the thing you put in your profile statement (top of your profile page) should complement what you have on your website, so if they go there, it'll be for what you promised on Pinterest. My P profile should say "Life after 50" like my website does.

Think of your boards as places to tack up keywords. (like "positive aging" or "over fifty" or "books about older people"). She recommends using 2-3 word phrases, not single words. Put them in your board titles and pin descriptions.