

how to create a slow, gentle + profitable Pinterest strategy

a checklist for small businesses

introduction

If you're like me and many of the small business owners I speak to, you like the idea and promise of Pinterest, but don't know where to start. There's so much out there on how to do Pinterest that it can be overwhelming. And you're probably already spending time on other channels marketing your business, and actually running your business too—where do you find the time to implement a new channel?!?

This checklist is designed to help you use Pinterest as a *slow, gentle* and *profitable* way of marketing your business. It is based on my own tried and tested experience using Pinterest in my mentoring business, and the courses I took to design this strategy. I am not on Pinterest every day. In fact, many weeks I'm not even on Pinterest every week. I've streamlined my strategy in such a way that posting (and scheduling!) to Pinterest has become quick and almost effortless—and I want you to feel the same.

The #1 thing I love about Pinterest is that it allows for a much slower and gentler way of marketing than social media such as Instagram. It doesn't reward being 'on'. And, my second favourite thing: your pins link directly to your website, so there's no hoping that people will click through to your bio, leave the app, and visit your website.

Two things to remember

Before you dive in, I'd like you to keep two things in mind.

#1

Pinterest is not like social media that you are probably already using. In fact, many people argue that it's not even social media at all, but a visual search engine. It doesn't reward follower counts or likes. It doesn't reward time spend on the app. And, people who visit Pinterest are explicitly there because they want to be inspired or buy something.

#2

There's no need to take all the steps at once. What I learned over the past year is that even having a pin go out once a week can have an effect. A little is better than nothing, and you can take all the time you need to figure out what system works for you.

**Approach this as an experiment
and I promise you, it can even be
fun.**

your Pinterest strategy: the checklist

1 review what you have in terms of content to pin

2 decide on a template + colours

3 write the title of your pin

4 write the text of your pin

5 add keywords

6 create 3-4 pins per link

7 schedule

8 come back to it



step 1: review what you have

This checklist does not cover setting up your account from scratch. If you need help with that, I can recommend the services and (free) resources offered by Curly Carrot, Amy LeBlanc and Sarah Burk (see links).

What will you pin to Pinterest? You can pin products, blogposts, newsletter sign-up pages, free resources and basically anything from your own website (you can also pin from someone else's website, of course, but we're aiming to get people to *your* website).

Blogposts can be really useful, both for website SEO and for Pinterest. But a lot of small business owners find it hard to find the time to write blogposts. A solution can be to post your newsletters to your blog. That way you only have to do the hard work once.

Another thing to think about are lists. For example, if your business focuses on seasonal products, you might create a blogpost that is a list of seasonal activities to do at a certain time of year. Readers and Pinterest love these kinds of listicles.

step 2: decide on a template + colours

The less you have to think about templates and colours, the faster you can create pins. There are loads of places to buy templates, but you can also browse Pinterest for ideas. Remember: Pinterest is not (or no longer) about just pretty pictures. Make sure to include a text and a call to action on the pin (so the image) itself.

Having a limited set of templates (I tend to stick to three or four), and the same colours makes your pins recognisable. Using your brand colours is a great way to tie in your pins with your brand, website and other materials. Add an image (either your own, or a free one), and you're done!

step 3: write your pin title

I hate coming up with titles. But, there's a few things that have helped me.

Many of my pin titles follow the "how"-format: "How to create a marketing strategy that feels good", for instance. Another format I often use is "X ways/things to [do something]", so "4 places to set boundaries in your business". Once you've got the hang of this, try to add an emotion or benefit to your titles regularly. For example, there are millions of pins out there on marketing strategy, so I added "that feels good" to give more of an emotional dimension.

I also run my pin titles and blog titles through Headline Studio (see links) to get some input on which words work well.

step 4: write your pin description

Next, write the pin description. I often copy and paste from the page that I'm pinning, so for instance the beginning of a blogpost. Add a call to action here too, like "read the blogpost to discover...".

step 5: add keywords

Keywords are essentially the kinds of words that people use to look for something on Pinterest. They also help the Pinterest algorithm. Figuring out which keywords to use can be...tricky. There are a couple of things that have made this easier for me.

First, words like "strategy", "ideas", "tips", "resources" do well. Make sure to include some of them in your pin description.

Second, spend some time on Pinterest to discover the keywords that are relevant to you.

For example, let's say you're a ceramist. Go to the Pinterest search bar and type in "ceramics". It will give you a number of options, such as "ceramic art" and "ceramic pottery". These are fairly broad keywords, but they are a start. Let's say that you a ceramic artist: if you type in that term, you get more precise terms, such as "ceramic art ideas creative".

Play around with this for a while, and you'll keep getting more ideas. Jot down the keywords that fit best, and include these in your titles and descriptions. Some people suggest that there is a minimum of keywords you need to use, but I usually just add three or four of them and it works fine.

Bonus: keywords are also a great starting point for board names. Our ceramist might go for "ceramic art", "creative ceramic ideas" and "sustainable ceramics", for instance. Boards are another way in which you help the Pinterest algorithm what your business is about, so that it can send people your way.

step 6: create 3-4 pins per link

Now you've created one pin, great work! Send it out into the world! If you're up for it, create a few more. I tend to settle on three to four pins per link. I replicate these with small changes according to a system I learned from Amy LeBlanc. I explain this a little in my blogpost on my Pinterest strategy, but recommend Amy's course for a really detailed approach (see the links section).

step 7: schedule

This is one of my favourite things about Pinterest. I can schedule days, weeks, months in advance and then not think about it! I use Canva Pro to schedule, though you can also use Tailwind. On their own site, Pinterest allows you to schedule a little less far in advance.

step 8: come back to it

Like any type of marketing, Pinterest works best if you regularly pin. That doesn't mean you need to commit to pinning every day: you can also pin once a week, or every few days. I'd recommend that you start small in a way that fits you. One pin is always better than no pins.

Remember: the best system is the one that works for you.

In the end, the schedule you decide on, and how much time you spend on Pinterest needs to fit in with your life and your schedule. I often batch-schedule: I've learned that there are times when I just feel like doing Pinterest more, and that's when I create, write and schedule pins, often times for multiple blogposts. I've also had months in which I pin more, and months in which I pin less. That's okay.

I can promise you that all of this gets easier as you go along. When I started, Pinterest felt like a different country and language to me. But using this strategy, it's really become second nature.

optional

- keep track of your stats + best performing pins: I love a spreadsheet, so I love keeping track of my numbers. I do this monthly, and I know it doesn't trigger negative feelings in me if my numbers are down. I like seeing which pins do best, so I can use a similar design or title for other pins.
- A/B-testing: if you really want to get geeky you can try out A/B-testing. This is essentially using two different designs or titles for the same link. I'm doing A/B-testing on blogposts versus landing pages, for instance, to find out whether people are more likely to sign up for my newsletter if they first read a blogpost, or if just a landing page with some short text is enough.

links + resources

Pinterest help

- Amy LeBlanc / Levee Road Studio
 - [Scheduling Shortcuts course](#): I learned everything here (affiliate link)
- [Curly Carrot: Pinterest for Business Marketing for Small Businesses](#)
- [Sarah Burk, Pinterest audits + setting up accounts](#)
- [the Pinterest strategy that is really making a difference in my business \(my blogpost detailing my strategy\).](#)

resources to create pins + templates

- [Canva Pro](#): I use this to make and schedule all my pins (affiliate link)
- [Unsplash](#): I get free images for my pins here
- [Colors](#): free tool that helped me create a brand colour palette
- Templates: I got [10 templates from Amy](#). (affiliate link) + also by browsing Pinterest
- [Headline Studio](#): I use this free tool to check the appeal of my blog and pin titles

**+ [my own Pinterest account](#): come find me and hang out!
(@astrid_bracke)**

about me + 1:1 mentoring

I'm a mentor for small business owners. I can help you create a *slow, gentle* and *profitable* business that nourishes you and your life. I don't believe in the hustle, one-size fits all or 10-step plans. Instead, I'm here to walk by your side, support you and offer practical strategies and mindset shifts that fit you and your business.

**There is a slower way of running your
business.
A more gentle and grounded (and profitable!)
way.**

Hi, I'm Astrid.

I'm a voracious reader, caretaker of over 100 houseplants and lover of big mugs of milky Earl Grey tea. I also have a PhD in English Literature, have a talent for clarifying people's thoughts and have years of experience mentoring people from all kinds of backgrounds.

I started my business because I longed to grow and experiment in ways that my 9-to-5 didn't allow. I wanted more freedom and flexibility in my days, and be more in control of my income.

A few years in, I have build a business that genuinely serves me and the life I want to live. My business is focused around being slow and gentle and effective and profitable.



mentoring for a slow, gentle + profitable business

I offer single calls and packages of calls.

Check out [my website](#) for current offers and rates, or send me an email at astrid@astridbracke.com for a no strings attached chemistry call.

Lovely things people have said about working with me

I really liked that Astrid championed the way I work, working gently, there was no element of applying more pressure or more tasks, so I didn't feel inadequate and I didn't feel more stressed about elements.

It just felt very reassuring, and also comforting to know I have way more of a plan now. -- Freya Lines, designer and illustrator



After our call, I felt much more clear-headed about what I want and what I need to do to make that happen.

I feel both motivated AND confident on what we discussed and what I decided to do about each of those things. -- Ruth Werwai, Raincloud & Sage



I was amazed by how much we covered in a one-hour call. Astrid was so well prepared, which really put me at ease and help me enjoy the process! - Sarah Robertson, graphic designer.

