

**The Original &
Still The Best
Guide For
Marketers &
Small Business
Owners**

***Learn How We Doubled
Our Revenue Using The
Power Of Pinterest...***

Marketing On Pinterest

The Companion Guide to www.marketingonpinterest.com

2nd Anniversary Edition

Bonus Chapter For Service Providers

Jason G. Miles

Co-Founder of Liberty Jane Clothing, Co-Author Of Pinterest Power
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Your Free Gift

Marketing On Pinterest

The companion guide to www.marketingonpinterest.com

(Formerly *The Ultimate Guide To Marketing On Pinterest*)

By Jason Miles

ebook Edition

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Introduction

Pinterest can change your business by driving massive traffic and generating sales. In this simple ebook I'll show you how. If you received this ebook as a gift from someone, please be sure to visit the companion blog @ www.marketingonpinterest.com and sign-up for the Marketing On Pinterest Newsletter @ <http://eepurl.com/h6Sc6>

I'm Jason Miles, Vice President in charge of Marketing at Northwest University, Adjunct Professor in the School Of Business Management and co-founder of an ecommerce business, ([Liberty Jane Clothing](#)). I started the company with my wife in 2008. This ebook is the story of our small businesses launch on Pinterest and explains an effective 3 step marketing plan to get you up and running on Pinterest. But you're probably more interested in the claim I made on the cover of this book than anything else, right?

'How we doubled our revenue using the power of Pinterest'

It's true, we doubled our revenue at Liberty Jane Clothing using Pinterest, and I'll explain the full story in chapter one. I'll use charts, dates, and actual numbers. We'll look at the whole thing, so stick around, slow down, get a cup of coffee, and prepare to learn how to use Pinterest effectively to grow your small businesses revenue. You might even want to print this ebook out and take notes on it.

This is not a 'skim it in 2 minutes ebook'. This is a real book that you need to seriously study, ponder, and reflect upon in order to get maximum value out of it. It is written by a 'real marketer' that has proven industry experience. I hope you will Idle down the '*frantic cruising the internet for information*' mindset for a minute and dig into this topic with me in an in-depth and methodically.

'Your 3 Step Plan...'

What about those 3 steps I mention on the cover? I've organized this book into 3 sections. Here is the simple outline we will use to work through:

Step one: we'll observe all the basic details of Pinterest from a marketing perspective. This will be a marketing focused overview, not a 'how to use Pinterest' overview. If you need the user-level basics on how to use Pinterest then check out my pinboard on Pinterest that is a massive collection of 'how to use Pinterest' guides. Here is that link: <http://pinterest.com/jasonmiles/pinterest-beginners-guides/>

Step two: we'll organize for success aligning our business assets and talents with the Pinterest opportunity. This is where you decide if Pinterest fits your business or not, and you double down, or move on.

Step three: we'll optimize for maximum impact.

All the best,

Jason Miles

Ps. On Page 36 I'll make you the most generous offer I can come up with, so be sure to check that out especially if you're interested in getting more great training about Pinterest, Youtube, Etsy, EBay, and Pricing Strategy.

About The Author

Jason Miles is the Vice President of Advancement (Marketing, Development & HR) at Northwest University - a Private Christian Liberal Arts University in the Seattle area. He teaches in the Northwest University school of Business Management as an Adjunct Professor. He has an MBA with an emphasis in Global Leadership, and two undergraduate degrees, one in Biblical Studies, and one in Organizational Management. They were earned with honors.

During evenings and weekends he helps at Liberty Jane Clothing, a small business he started with his wife in February 2008. He serves as the primary marketer and helps take packages to the post office. Liberty Jane Clothing started on eBay and is growing quickly with gross revenue in the six figures.

In December of 2011 Jason started www.marketingonpinterest.com to chronicle the Liberty Jane Clothing marketing journey on Pinterest.

Jason speaks Nationally and Internationally (if you call Canada International) on the subject of Pinterest Marketing. His 'real' book on Pinterest is being released by McGraw Hill Professional and is entitled [*Pinterest Power: Marketing Your Business, Sell Your Product And Build Your Brand On The World's Hottest Social Network*](#). You can pre-order it on Amazon, Barnes & Noble and Books-A-Million.

Jason's first ebook, [*Price It Like Picasso: An Artists & Crafters Guide To Ultra Premium Prices – Your 9 Step Guide To Dramatic Prices, Loyal Customers And Long-Term Brand Power*](#) is available in all the ebook formats for \$4.99. You can pick up a copy on Amazon, Barnes & Noble, or Smashwords.

Experts such as Jeff Bullas, Jim Cockrum, CNET, and MSN.COM have all featured Jason's work on Pinterest. Additionally, he's written previously for Outcomes Magazine, and Social Media Examiner. Jason first started blogging in 2004. His personal goal is to become the 'go-to' expert for Pinterest marketing.

You can see all the Liberty Jane Clothing sites at www.libertyjaneclimbing.com, www.libertyjanepatterns.com, www.libertyjanepartners.com and www.dollabee.com. You can also find them on [Youtube, where we have over 8,000 subscribers](#) and 1.4 million video views, and [Facebook where we have over 14,000 Fans](#).

How We Doubled Our Revenue Using Pinterest

I first learned about Pinterest via Google Analytics. I look at our traffic stats pretty faithfully, usually every day. So in the summer of 2011, when I started to notice links from Pinterest, I got interested.

To explain this story fully it might be helpful to give you a brief summary of our business. We operate in the doll clothes niche, (you probably didn't even know there was a doll clothes niche, but there is). We started in 2008 by running auctions on EBay, and now we have a thriving six-figure business. Okay, back to the story.

When I first heard about Pinterest it was like any other random website – I was like, “that’s nice, but whatever”. We have referral traffic from tons of sites, so it’s not unusual to see a spike from a site that comes, then over a month or two it declines. That happens as website owners do a post about us, or feature us, and the impact is exciting, but short-lived.

But with Pinterest the traffic grew quickly. It showed no sign of declining; in fact, it shot up ‘above the radar’ and kept climbing. So, I looked into Pinterest to see why we were getting such good traffic. I was not familiar with it until then, and so it was a real novelty, but very interesting. We discovered that what was occurring was that our customers were coming to our website and pinning our images to Pinterest.

In other words, because we had a highly visual site, they were doing a lot of the work for us. We didn’t even have a Pinterest profile set up yet, and we were getting solid traffic from Pinterest. That was a good sign that we were going to do even better after we ‘set up shop’ in Pinterest.

I decided to start researching the Pinterest story – and discovered how quickly the site was growing. I’m not the sharpest knife in the drawer, but I could easily see that Pinterest was going to be our biggest traffic source after Google (organic) Search if the referral kept growing at the same rate.

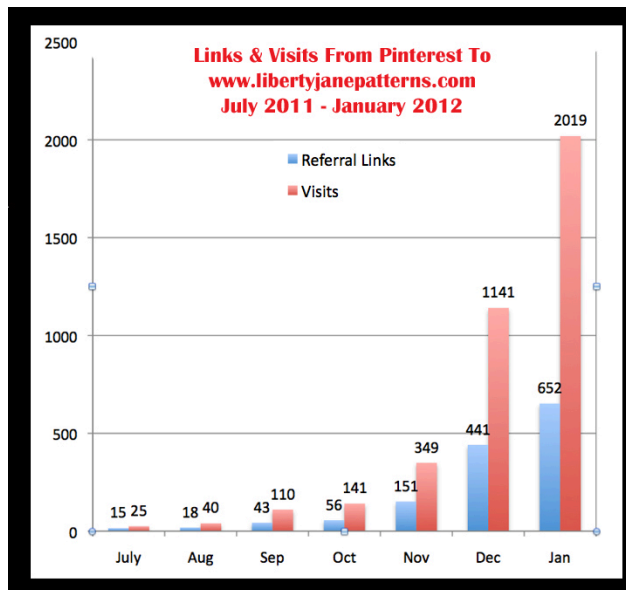
Why is that so shocking to me? Because I spent four years building social media traffic through Youtube, where we have over 8,000 subscribers and over 1.4 million video views. We did that the ‘old fashioned’ way – through plain hard work. We also spent four years building up our Facebook Fanpage, which has over 14,000 Fans. We used Facebook Advertising to get many of those fans, but it was still tons of work, and a lot of money too.

[Commercial break: I have a special ebook all about how we got over 1,000,000 video views on Youtube – look at page 44 to see how you can get a copy of it for free.]

I’ll be honest, I was proud of how much referral traffic Youtube & Facebook were sending our way. It was the result of our hard work. I know how hard it is to get a large number of visitors from those sites. But the Pinterest traffic was quickly skyrocketing up to the point of surpassing my traffic from Youtube & Facebook. An unimaginable thought. (And Pinterest has surpassed Youtube & Facebook to become our #1 source of social media traffic).

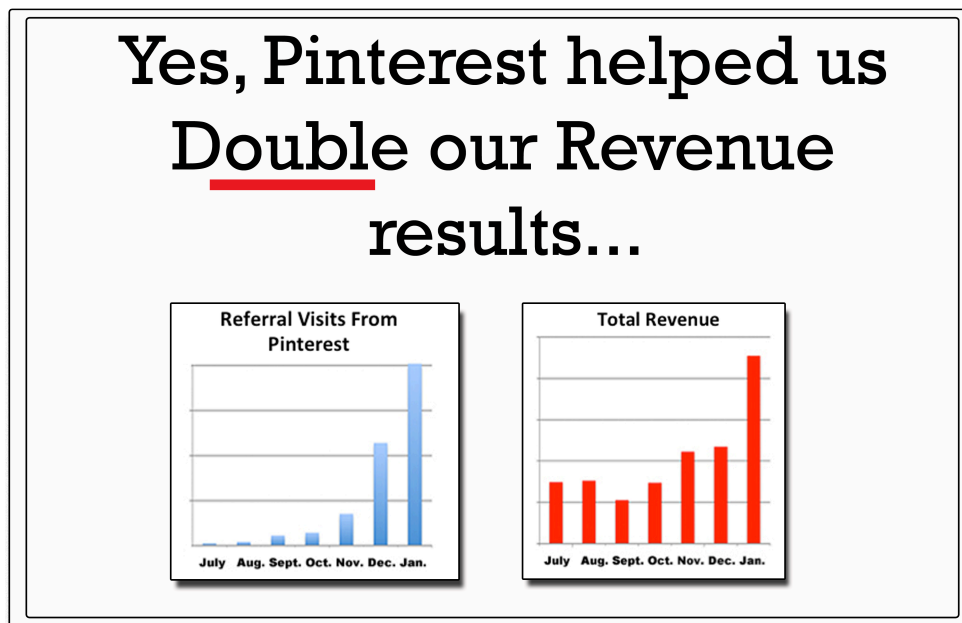
So with these exciting traffic changes, in December of 2011, we decided to jump into Pinterest. We did a ton of research, set up a profile in Pinterest, and we started building our Pinterest presence. We settled on a marketing plan, and I got so enthusiastic about Pinterest that I decided to blog about our plan. I’ve always wanted to get into the information-marketing niche, and I figured this was my shot.

What happened next shocked us, and made us realize that Pinterest was incredibly powerful. Here is a look at our total traffic from Pinterest, and the growth in the number of referral links from Pinterest:



We went from 25 visitors coming from Pinterest to our site in July 2011 to over 2,000 in January 2012. We went from 15 referral links in July of 2011 to over 652 in January of 2012. As I write this (in September of 2012) we have over 4,000 referral links from Pinterest directing people to our primary ecommerce site.

So how did all of this exciting new traffic impact our company's revenue? As a point of reference, our total revenue in 2011 was in the six figures, so we are a tiny little small business. Let's look at the month we set up our Pinterest profile and the month after. Remember, we set up our profile in December 2011. Our total revenue for that month added up to over \$11,000. What was our result in January of 2012? Our monthly revenue jumped to over \$22,000. Here are the charts comparing our Pinterest traffic & revenue from July 2011 to December 2012:



Those numbers staggered us. And they might not be believable to you, but they are correct. But let me play devils advocate with you, since you're already going there in your mind (right?) and try to list other variables that might have impacted these numbers, besides Pinterest:

1. Part of our revenue is seasonal, so the winter months do go higher than the summer months.
2. Maybe January is just simply 'our month', since January of 2011 was also a great month for us. This would make sense if you think about our primary product – doll clothes patterns. People get new dolls for Christmas and go looking for doll clothes.
3. I do not have sophisticated enough analytics to document that it was actually the Pinterest traffic that drove sales so high. So technically, the best I can offer is correlation, not causation.

Because all of those 'intervening variables' I just listed are correct, I started to wonder how I could satisfy my own curiosity about whether the January income explosion was luck, or whether Pinterest really played the major contributing part. The good news is I found another way to document things.

Here is how I did it.

We run EBay auctions in the Spring and Fall each year. So the December and January revenue numbers I just shared do not include any EBay auction income.

So we can look back and compare the Fall 2011 auction traffic and revenue results to the Spring 2012 Auction Traffic and revenue. That would give us another set of data points to examine to determine if Pinterest impacted our revenue dramatically.

Here is what we find as we look at that information:

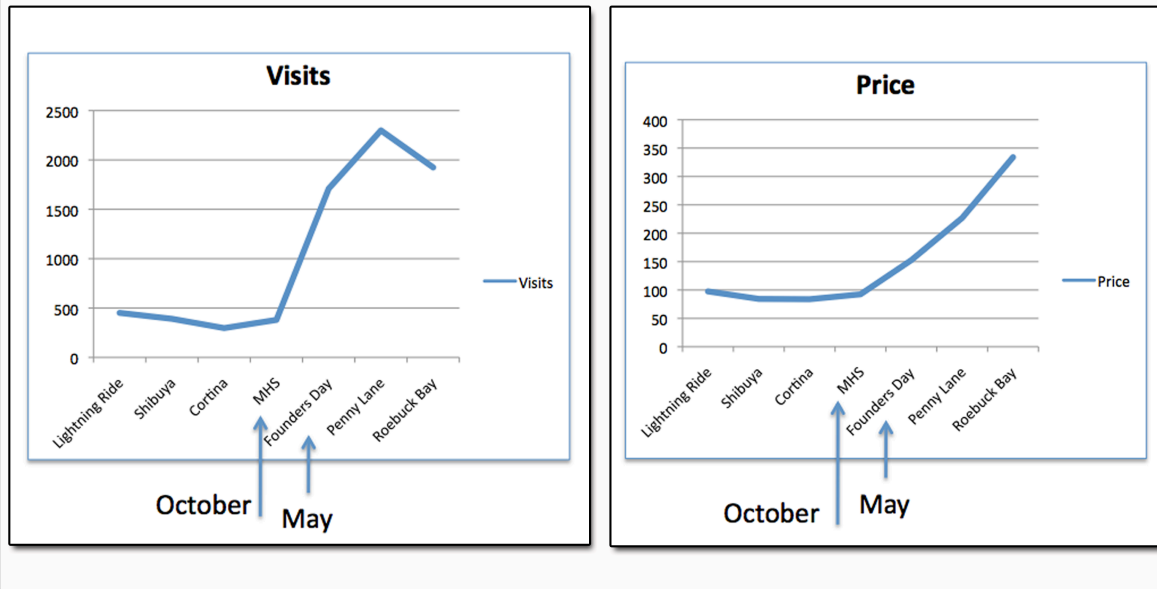
EBay Auction Visits: The number of page views (or visits to the auction listing) for our Fall 2011 EBay Auctions averaged just under 500. The page views for our Spring 2012 EBay Auctions averaged over 2,000. We've been running auctions in EBay since 2008 and we used to consider anything over 200 visitors to an auction an exciting event. So 2,000 blew our mind.

But of course, it's not about the visitors, it's about the bidding and the final bid price, (what the items sold for). Let's look at that data.

The Fall 2011 Auction prices average around \$100 very consistently. The Spring 2012 Auction prices continued to climb with each auction, with the final auction ending at \$334.99, a shocking amount for a doll clothes outfit. We consider ourselves incredibly good at running EBay auctions, and have even written an ebook on that topic – *Price It Like Picasso*, but these results even shocked us.

Here is a chart showing the results, with my explanation of the data underneath:

Yes, Pinterest helped us triple our EBay auction results...



The charts both show the auctions we conducted from left to right (Fall 2011 on the left – Spring 2012 on the right). The first auction on the left was for the 'Lightning Ridge' outfit. That was the first outfit we auctioned last fall. The second auction we did last fall was 'Shibuya' and so-on. The final auction in the Spring of 2012 was 'Roebuck Bay'. There is a 'gap' between the final Spring 2011 auction 'Malibu High School' and the first Spring 2012 auction 'Founders Day'. That gap is the break between our Fall 2011 line being released, and the Spring 2012 line being released. Make sense?

So the dramatic increase in our Pinterest traffic happened in December of 2011 and January 2012. In terms of the auctions, that means it was after Malibu High School and before Founders Day. So it makes sense that Founders Day would see a dramatic pop in traffic and price, which it did.

When you put these auction results together with our January revenue explosion results, you can only come up with one conclusion – a dramatic boost in qualified traffic from Pinterest has seriously impacted our revenue. Doubled it in the case of our ecommerce site, and tripled it in the case of our auctions, (from \$100 to \$335).

Here are screenshots of the last Fall 2011 auction and the last Spring 2012 auction:

LE Liberty Jane Malibu Libby Outfit fits American Girl Doll
Limited Edition Outfit #3 of 4

Item condition: **New**
 Ended: Oct 30, 2011 18:00:40 PDT
 Bid history: **30 bids**

Winning bid: **US \$105.06**

Shipping: **\$6.00** Expedited Shipping [See discounts](#) | [See all details](#)
 Delivery: Estimated within 5-6 business days [?](#)
 Returns: 14 days money back, buyer pays return shipping | [Read details](#)

eBay Buyer Protection
 Covers your purchase price plus original shipping.
[Learn more](#)

Malibu High School was the last auction for the Fall of 2011.

LE Liberty Jane Outback Libby Outfit Doll Cloth
One Of A Kind Custom Outfit

Item condition: **New**
 Ended: Jun 03, 2012 18:00:35 PDT

Winning bid: **US \$334.99** [34 bids]

Shipping: **\$5.20** Expedited Shipping [See discounts](#) | [See all details](#)
 Item location: **Bonney Lake, Washington, United States**
 Ships to: **Worldwide**

Delivery: Estimated within 5-6 business days. [?](#)
 Payments: **PayPal** | [See details](#)
 Returns: 14 days money back, buyer pays return shipping

eBay Buyer Protection
 Covers your purchase price plus original shipping.
[Learn more](#)

Roebuck Bay was the last auction for the Spring of 2012.

If you're not convinced about the influence of Pinterest on our business results after all of these details, I'm not sure how else to convince you. But if you are convinced, then let's get started on your marketing plan. In the next few chapters I'm going to show you how to create a professional marketing plan you can use on Pinterest.

Are you shocked at how we can achieve these auction results selling doll clothes? In our ebook *Price It Like Picasso* we show the nine-step process we use to get ultra premium prices and how to use them to position yourself as an ultra premium provider in your niche. See the special offer on page 36 for how you can get a free copy of the ebook.

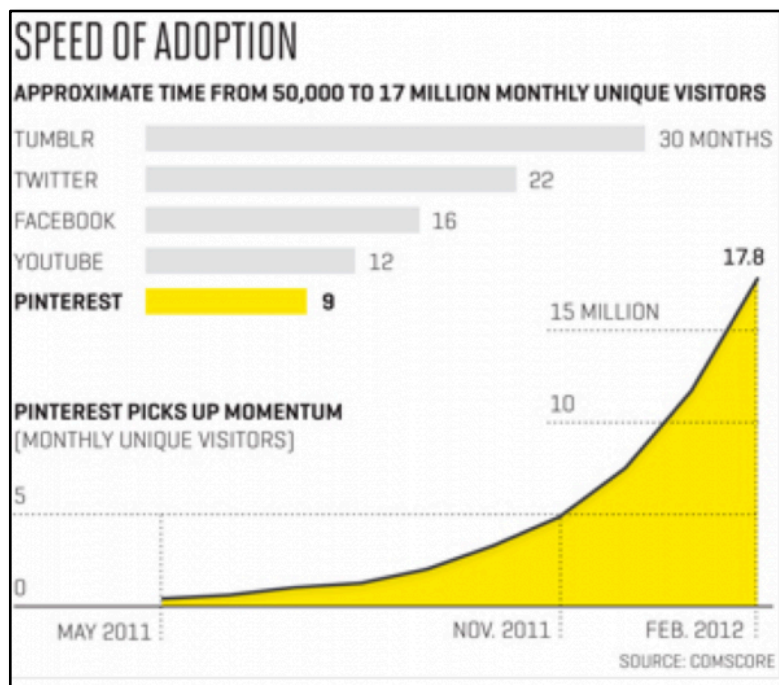
The First Step To A Successful Pinterest Marketing Plan-

Observe The Pinterest Basics

Let's review quickly the basic elements of Pinterest. This will be brief as you can obviously go to Pinterest and see each of these elements. And if you're reading this too much longer after the Fall of 2012, then you'll really want to go to Pinterest and read their information because they are changing things very quickly. The primary help page for Pinterest: <http://pinterest.com/about/help/>

The Amazing Rise Of Pinterest: To keep up with the latest Pinterest details you can check out their [Wikipedia page](#), or search for articles on [TechCrunch](#). These folks chronicle the rise of such social networks. The short-story is that Pinterest caught fire in 2011 – and ascended the charts to become one of the top 10 social networks.

In March of 2012 Fortune Magazine explained how Pinterest had grown faster than any other website in history. They went from 50,000 users to 17 million in just nine months. Here is their chart:



At this point, unless something really weird happens, Pinterest is on-track to be one of the largest social networks around. The only question in my mind is – can it be bigger than Twitter and take the #3 spot behind Facebook and Youtube? I say yes.

The Promise Of Pinterest: The crazy cool part of Pinterest has to do with the method of search. Can you imagine a future world where you don't have to type, "red corvette" into Google and then search for images. What if you just log into Pinterest, and because you know you follow your brother-in-law's profile, and he has a cool red corvette, you click 1 time and are looking at a huge collection of cool red corvettes. Where is the Google Search Engine Results Page (SERP) in that? Nowhere.

Where is the Googlebot crawling around and deciding who's image of a red corvette is worthy of being at the top of the search results – NOWHERE. Where is the (unwanted) advertising for the local Chevy Dealer? NOWHERE. Get it – it's a world without text based (Key word) search. It's all visual. Or almost all visual. This is the power of Pinterest. I'm not a prophet, but I believe there will be 3 main search mediums in the near future:

1. Text Search, (dominated by Google, but fiercely competed for by Microsoft/Yahoo). It will be used for news related stories, and articles.
2. Video Search, (which is dominated by Youtube/Google. And technically you use keywords to search for a topic, and then you browse through video images to determine what you to watch). Obviously this will be used to look for video.
3. Visual Search, (dominated by Pinterest). Again, like with Video Search, you would use a keyword initially, then scan things to determine what to look at from there. This will be used for visual 'browsing' which, like at the mall, is a precursor to buying. The only direct competitor to Pinterest on this level is Google Images, which is bot driven, and incredibly bad.

Okay, let's review the basics of Pinterest Quickly: (Again, you can find all of this at Pinterest, so I'll be brief)

Pinboards: A pinboard is a collection of images or videos that you curate, (collect, refine, manage). You can have as many as you want.

Pins: A pin is the act of placing an image or video on a pinboard.

Pin it bookmarklet: Pinterest provides a bookmarklet that you can install on your browser that allows you to easily pin things around the web. Most websites will display several images, which you can choose from to pin.

[**Note:** If you are getting a lot of traffic from Pinterest, but you haven't set up your profile yet, then this is how it is occurring. Your fans are using the Pinterest bookmarklet to 'pin' images off of your website. Then when people on their pinboards click on those images, it takes them back to your website. As I mentioned in the introduction, this is how I got introduced to Pinterest.]

Gift Pins: If you use the "\$" sign followed by any dollar amount in the description of a pin it will insert a banner displaying that dollar amount over the top left side of the image in Pinterest, and also place it in the 'gifts' category. Just in case you're curious, I tried \$0.00 for some of our free items, it didn't work. But it does allow \$0.01. Then in the description I added:

"This product is \$0.01 minus \$0.01, in other words, 'free. Enjoy it"

Followers: Just like Twitter, you can 'Follow' people. The function allows you to stay connected to Pinterest users that you appreciate. You can also follow one of their pinboards separately, or follow them, and by default, all of their pinboards.

Likes: Similar to Facebook, you can like a pin.

Comments: Similar to Facebook you can place a comment on a pin.

Repin: Need to place a picture or video that you've discovered in Pinterest onto your pinboard, no problem, you just repin it. 80% of all pins are actually repins. So this is by far the most common social activity in Pinterest. If you like something you repin it.

You might wonder,

Why Does Pinterest Generate So Much Referral Traffic Compared To Other Social Media Sites?

You may have heard that Pinterest drives more referral traffic to websites than any other social site, behind only Facebook. Wonder why? The secret is in the repin. The primary social action on Pinterest is to repin the item you like – that repinning action includes a replication of the referral link. In other words, when you repin something you duplicate the referral link that was part of the original pin.

No other social network has this type of referral link duplication activity as part-and-parcel of its primary social action. In Youtube you watch the video as the primary social action, which doesn't produce a new link. In Facebook you comment or like as the primary social action, which doesn't produce a new link. In Twitter you retweet, but most the time the original tweet doesn't include a URL, so no referral link is duplicated.

It's simple to see why these social actions lead to massive referral links, and in turn, massive referral traffic.

But you might be thinking – I am a sales guy – selling a service – I don't have beautiful pictures to use.

What can I do to use Pinterest to increase my business?

Let's look at that issue in the next chapter.

Special Chapter For Service Providers & Sellers Of Intangible Goods

Are you thinking,

‘I’m a sales guy, selling a service, how the heck can I start marketing on Pinterest?’

Here is my best advice for you if you’re selling a service, or other intangible items, like APPS, or Software, or digital good.

And yes, this is the actual strategy I use to market www.marketingonpinterest.com on Pinterest. After all, I’m an author trying to use Pinterest to market my blog, right? And yes, I get most of my social media referral traffic from Pinterest. So I know this works for sellers of intangible items.

Ready for my best advice for sellers of services and other intangibles? Here it is...

When you become a trusted resource to your prospective customers – you win. Strive to become an expert on your niche or industry and provide a lot of value.

Recently I was speaking at Canada’s largest social media conference, Social Media Camp. I spoke about Pinterest and then Chris Brogan did the Keynote. He is, of course, famous, and awesome, and very successful at consulting on social media. He told his story, which paraphrased, went something like this:

For many years I wrote my blog unsuccessfully with a tiny list of followers. I was trying to convince them I new things. Then I flipped it all around and decided I would try to serve people as much as I could, and give them as much value as I could, and my followers skyrocketed.

What does this suggest for you? How can you flip things around and add a lot of value to your niche or industry? Ask yourself what exactly you should pin in Pinterest to serve your prospective customers and you’ll have your answer.

Do the hard work to collect pins for your prospective customers that include...

- industry knowledge from blogs,
- wisdom and analysis from special reports,
- stories of success, failure and intrigue,
- articles about changing trends,
- images,
- Infographics,
- webinars,
- podcasts,
- how-to articles,
- catalogs,
- contact names,
- books,
- Jokes,

- and any other resource you can find that might be useful to your prospective customers.

Get it? Serve your customers (or prospects) who are visually oriented searchers. Give them a gold mine of information related to your niche just waiting to be found on your Pinterest Profile.

What will they do with it? They'll repin it so that they can be considered an industry resource to their friends, followers and fans. And that is fine.

Don't focus on what you can sell them; focus on how you can serve them.

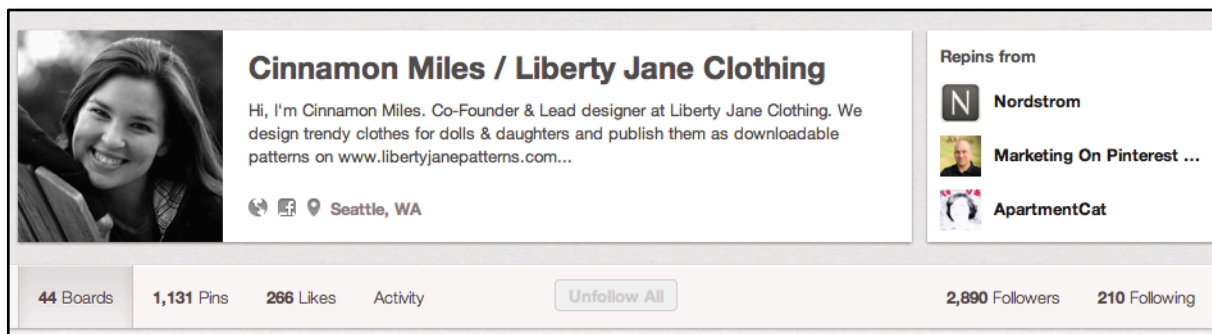
Once you've developed industry credibility and a reputation for service, you can weave in your offers, special deals and sales items. Obviously each of them would be positioned as a service too. A paid service.

The Second Step To A Successful Pinterest Marketing Plan- Positioning Yourself For Success In Pinterest

In Facebook a Fanpage is the business home of a marketer's work, and the Channel is the business home of a marketer's work on Youtube, and similarly the Pinterest Profile is the marketer's business home on Pinterest.

A Killer Profile Strategy: Because technically there is no difference between a business profile and a personal profile, you've got a lot of options. You can:

- Create a profile that features you as a 'spokesperson' for your company and uses your name.
- Create a profile that is 'impersonal' focused on your company name and logo.
- Do some type of 'combo' that uses your name and personal details, but also references your company. This is the approach we use for both our Liberty Jane Clothing profile, and my Marketing On Pinterest profile.



In some ways this decision is easier for an upstart entrepreneurial company than it is a larger corporation, so if you're a little guy, jump all over this quick. If you're a big company, you'll have to designate a Pinterest Representative to manage your profile, just like you do for Facebook. That person will serve as your corporate 'pinner'. Or you can use a collaborative board and have several people from your company pin items on your pinboards. Once you've got this important strategy decision figured out, you're ready to create a great profile.

Create A Credible Profile: Let me point out 10 things you want to include. I'll assume you're going to use a personal or 'spokesperson' type approach, (which is what I recommend):

1. A professional headshot.
2. A warm greeting, (why sound impersonal?).
3. A clear statement about who you are.
4. A clear statement about your role in the company.
5. A clear statement about what the company does.
6. A credibility indicator if you have one.
7. A description of what your pinboards will contain.
8. A call to action to follow you!
9. A link (in the globe icon) to your primary website. (You set this up in the 'settings').
10. A link (in the FB 'f') to your Facebook profile. (Again, set up in the 'settings').

Making a great profile that speaks to your credibility is a vital first step in successful Pinterest marketing. In addition to the 10 items outlined above, there is one credibility indicator, above everything else, that will display to your prospective customers whether you are the 'real deal' or not. Can you guess what it is?

The number of followers you have.

You better work hard to get some. In my view, anything less than 1,000 is wimpy. People might think you just set up your profile or something, which is fine, but if you don't have more than 1,000, people will wonder about your social influence.

Note To Small Business Owners: You damage your credibility by having a low follower count in Pinterest, and that is true in Facebook, Youtube and Twitter too. If you're going to jump into a social media site – you need to really jump in and get some traction. You can't afford to look like a failure to prospective customers. In case you're curious, at the time of this writing, we are right at 14,000 Facebook Fans, and 8,000 Youtube Subscribers, and just under 3,000 Pinterest followers. We don't do Twitter.

Create A Collection Of Pinboards That Compliment Your Business: Now that you've got a profile that explains what you're going to be doing in Pinterest, it's time to live up to the promise. I'd recommend you create a collection of 5-8 pinboards that are related to your industry or topic. Then add two or three that are purely personal interests. In that way, you treat your profile as a personal profile, that is an accurate representation of who you are – a person who works in an industry – at a company – that has products. Here is the whole entire point of Pinterest marketing:

Collect and share images, videos, audio, and slideshows that serve your prospective customers information needs. Give them something to look at, learn, and share with their friends. Something that will help them share who they are, what they like, and what their enthusiastic about.

Use Your Existing Social Media Channels To Make A New Offer to your existing customers: "Follow Us On Pinterest". This is different for every business. You'll have to determine how to use your social media universe to leverage yourself into a good position in Pinterest. But one thing is certainly true:

Having all your social media followers on just 1 platform is the most risky social media strategy of all. Your safest approach is to convert Facebook Followers into Youtube Subscribers, or Pinterest Followers.

Get people on multiple social media platforms.

Why?

Let me tell you a brief story.

On August 4th of 2011 we woke up to a fright. Our Facebook Fanpage had been shutdown by Facebook. The traffic we normally counted on from Facebook was vaporized. We inquired, and ultimately after several days, we got our account renewed. But for a few days, we were panicked. See, we had spent four years, and thousands of dollars in Facebook Advertising to build our Fanpage to that level. To think that it could be turned off with no recourse, well, it was disturbing.

Ultimately, your smartest strategy of all is to get your social media followers to convert to email newsletter followers. In that way, you control their names and contact information, and you're not at the mercy of a 'big' social media company.

How To Use Your Existing Social Media To Leverage Fast Growth On Pinterest: At Liberty Jane Clothing we had 3 primary social media channels before Pinterest. We had Facebook, Youtube, and email. Yes, we consider email a form of social media, I know it's a bit non-conventional, but it's how we look at it. I'll describe our approach to each of these channels.

Using Email: We have 2 lists. One is about 800, one is about 15,000. Our list of 800 is what we call our "Partners". They are using our patterns, (at www.libertyjanepatterns.com) to run their sew-from-home business. So it's a B2B situation. Our 15,000-member mailing list is our main newsletter list - people who have said they want our weekly newsletter. So it's mainly B2C. I'll describe both approaches:

A B2B Email Strategy: We have a very good relationship with our B2B partners. We give them a lot of help for free. So our approach to this group was pretty relational, and pretty simple. We sent out an email letting them know that 'we have a new obsession'...Pinterest. We explained it and even included a Q&A to help people get answers to their questions about Pinterest.

A B2C Email Approach: It's pretty straightforward. We include information about our new Pinterest profile in our newsletter. We explained Pinterest, and ask people to follow us on Pinterest. We took the time to explain the unique and special content that they'll **only** find on our Pinterest Pinboards.

In our newsletters and on our blog posts this P.S. type message will be a constant refrain:

"P.S. If you're not in Pinterest yet, you're going to really love it. We have a growing profile of Liberty Jane related pictures and videos. If you are already in Pinterest, we'd love to have you follow us, and pin or repin your favorite Liberty Jane Clothing & Liberty Jane Pattern images & videos. Regardless of whether you have a Pinterest profile yet, you can come see what we're doing. Visit our Pinterest profile at: www.pinterest.com/cinnamonmiles

Notice in that P.S. we included 7 elements:

1. A personal recommendation to join Pinterest. Remember, these people are following us via email and see us as an authority. So this endorsement is important. We have never endorsed joining any other social network.
2. A description of our activity in Pinterest that suggests there is some exciting stuff happening.
3. A mention of video being part of Pinterest. That plays to our strengths, and is not something everyone knows about.
4. A message for those who are already in Pinterest - to follow us.

5. A message to request that the people who are already in Pinterest pin & repin our content.
6. A mention that you can see everything in Pinterest even if you don't have a Pinterest profile. This is different than other social sites, so we feel it's important to tell people.
7. A link to our profile. This is important because currently there is no way to search for users in Pinterest, (as of December 2011). So, it's important to include a link to your profile so people aren't frustrated. In fact currently it's easier to find a Pinterest User profile by Googling it, than searching for it in Pinterest. But I'm sure that will be improved soon.

Okay, that's email. Not too hard.

[Intrigued by our Email Marketing success? I've recorded a webinar entitled, "Email Marketing Like A Pro – So Your Business Can Grow" that I'd be happy to share with you. See the insanely great bonus offer on page 36 for details on how to get it for free.]

Using Facebook: We have over 14,000 fans on our Fanpage, and about 300 friends of our business related FB Profile. Pinterest is built for seamless integration with FB, so there are several great ways to migrate FB fans to Pinterest. Such as:

Use The Pinterest Invite Tool To Invite Your FB Profile Friends (this is different than Fanpage Fans) To Follow You: This is harder to describe than it is to actual do. Pinterest has made it incredibly simple. This is the first step we took. What you are doing is only inviting your FB friends that are already on Pinterest to follow you. So, when you start on Pinterest you'll see a collection of FB friends that you can invite. But Pinterest is growing so fast, that you'll need to check back on this frequently, and continue to invite these people to follow you.

Start Making "Your New Offer" (Remember... "Follow Us On Pinterest") On Your FB Fanpage: You have to realize there are still tons of people who haven't even heard of Pinterest, but that is changing rapidly. So this 'offer' might be the first time they've heard of Pinterest. Our typical message is something like this:

"Have you gotten into Pinterest yet? We are loving this new social network. Come see what we're doing in Pinterest, www.pinterest.com/cinnamonmiles"

Start pushing your Pinterest Pins, or Repins To Facebook: Pinterest has built in functionality that allows you to push your Pinterest activities onto Facebook. To a Facebook user familiar with Pinterest, this will make perfect sense. To a Facebook user not familiar with Pinterest, they'll either be intrigued, or ignore it. A typical message might be something like this:

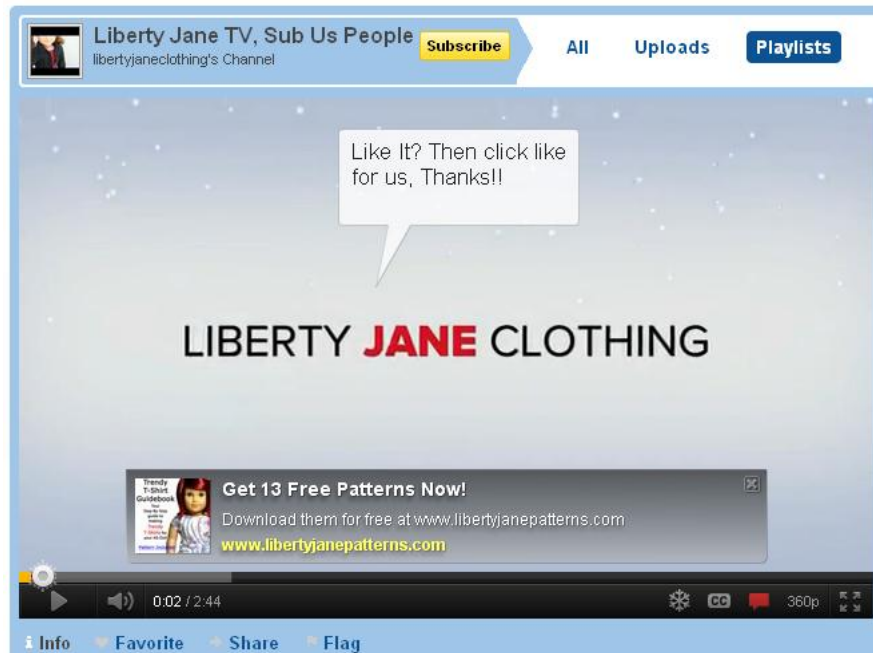
"[image of item from Pinterest]. This is a stunning example of our Harajuku Station Skirt. Thanks [person who took the picture] for sharing this with us. You can see more fun examples on our Pinterest board, "AG Dolls".

Using Youtube: For us, Youtube is a true social networking site where we engage with over 8,000 subscribers. I realize lots of businesses don't use Youtube this way, or possibly just use it as a video hosting tool, which is a huge mistake, but for us, it's an integral part of our social business. If you aren't into Youtube like we are, then just ignore this section. Get your Pinterest strategy implemented, then come back to it and focus on getting a good Youtube strategy in place.

Make a video: A screencast would be best, describing Pinterest, showing your profile and inviting everyone to come find you on Pinterest. Include a link to your profile in the description of the video, so people can easily click into Pinterest and find you.

Use The Broadcast Message Tool: Send a message to all of your Youtube subscribers inviting them to your Pinterest profile.

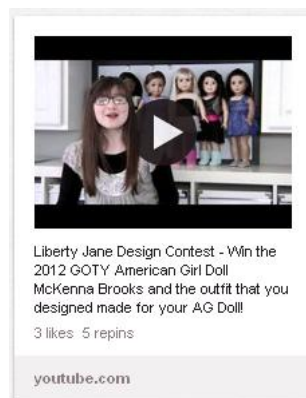
Use The Call-To-Action Overlay On Your Own Videos: If you're not familiar with this excellent marketing tool you ought to Google it. You can get clicks for literally nothing, (yes, as in zero), by using this little tool. If you do it right, it's a traffic gold mine. Here is a screenshot of one of our Call-To-Action Overlays on one of our videos. It is the "Get 13 Free Patterns Now" message with the little doll picture:



Include A Pinterest Profile Link On Your YouTube Channel Information: The nice part about this section of Youtube is that you can include email links to all your main sites. We use it to feature our primary ecommerce site, www.libertyjanepatterns.com, our Facebook Fanpage, www.facebook.com/libertyjaneclothing, and now our Pinterest profile, www.pinterest.com/cinnamonmiles.

Include a Pinterest 'Blurb' in your videos: Just mention in a video that if they want to see more of your work, they can check it out on Pinterest, and give the details in the video verbally, and as a link in the description.

Pin Your Videos: Don't forget, Pinterest is a video-sharing tool in addition to an image-sharing tool. We'll cover this topic in a more in-depth way later in the book, but for now, suffice it to say...Pin Your Videos!



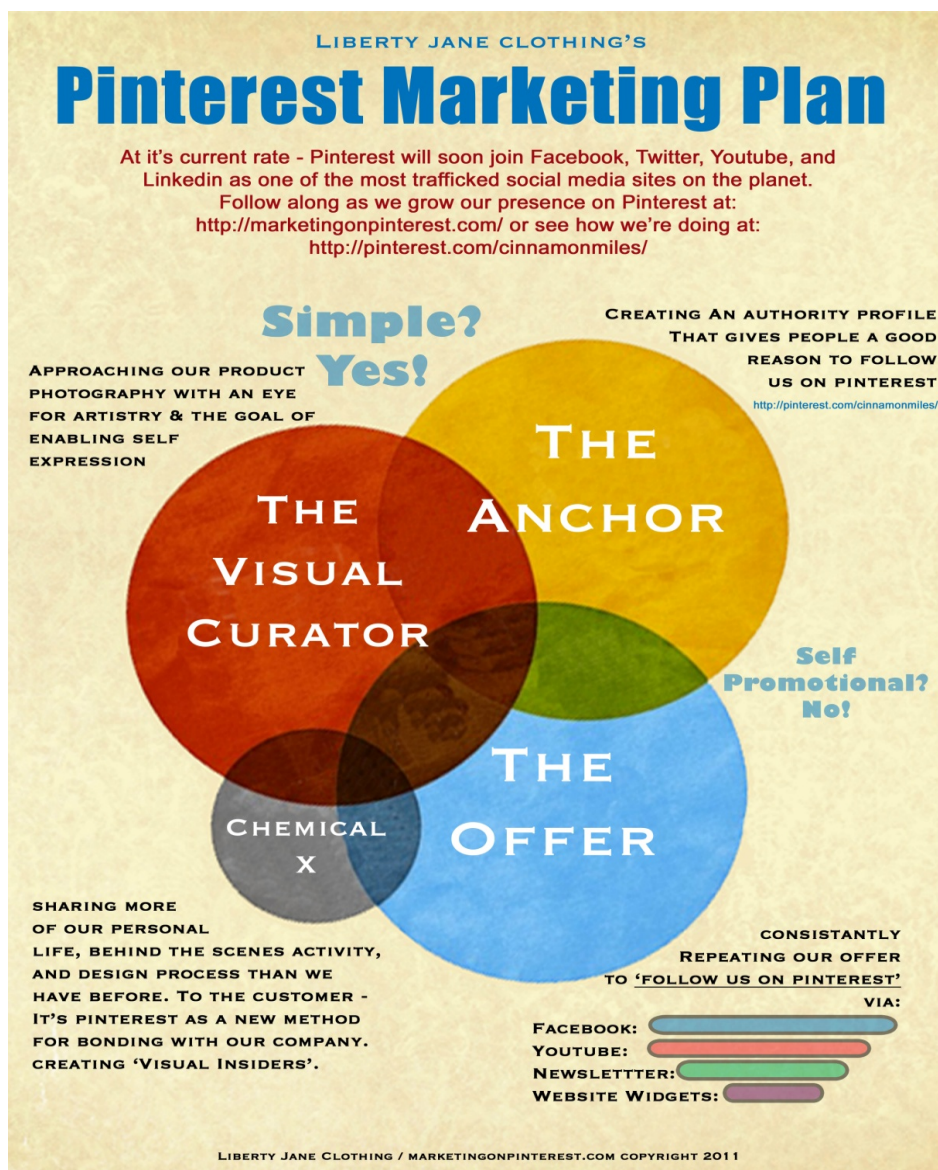
Commercial Break: If you want to know how we got over 8,000 subscribers in Youtube (and over 1.4 million video

views) then I have a whole ebook on using YouTube for lead generation that you might enjoy. It describes how we use the Youtube functions for marketing, what works well, and how we've gotten the 3rd "most-responded-to-video of ALL TIME in the how-to & Style category. Not to brag, but that is a crazy feat of strength for a tiny business like ours. We did it using a few very basic strategies that are not hard to duplicate. Check out my bonus offer on page 36 for details on how to get a free copy of this great little ebook on Youtube Marketing.

Use Twitter: Sadly, we don't use Twitter for our business. So I have nothing to write here. If one of you has a set of tips for this section, then email me. I'll include your content.

Okay, if you follow these tips as I've written them so far, then you'll have a solid Pinterest profile, and collection of pinboards. Let's call that your Pinterest Anchor. And you'll have an ongoing strategy for driving traffic from your existing user community into Pinterest. Let's call that your Pinterest Offer. And you've positioned yourself as a visual curator of fantastic information for your niche or industry. Look out, you're on your way to having a great Pinterest marketing plan.

I've made a simple infographic to explain this entire process. Here's a look:



The Third Step To A Successful Pinterest Marketing Plan-

Mastering The Use Of The Pin To Drive Traffic

To gain the maximum amount of traction in Pinterest you'll need to determine how best to become an artist that uses photography as your medium & your product as your subject. Again,

“Photography is your medium - your product is your subject.”

Basically you want to become a visual curator. If you deal with photography as part of your product marketing already, then you will immediately get this and - even if you don't see yourself as an artist - you can make this conceptual leap. Use images to position your product successfully.

Photography Basics: Clearly you can find tons of tips on photography online - and courses to go through. We refer people to David Taylor's program, which we've found to be very good. So I won't elaborate on this subject too much. But let me mention the very best photography lesson I ever received. Ready,

“Really good pictures are the result of a good lens, more than the result of a good camera”

Now, it's true that exceptional photography is the result of a good photographer, using ageless composition techniques, and using a great camera & lens. But you don't need to be at that level to impress people. So don't stress. Get a good solid set-up and start learning.

Okay, let share the second best photography lesson I ever received. Ready,

“Really good photographers are not obsessed with the subject, they're obsessed with the light surrounding the subject. They focus on the lighting more than anything else.”

Photo Editing Software: Unless you determined to become a professional product photographer, you don't need complicated software like Photoshop. We **LOVE** Photoshop Elements, (PSE), which is the simpler version. And we can do everything we need to do on PSE. And it's relatively inexpensive. So, our best suggestion is to get PSE, and watch tutorials on Youtube for how to do the basics of photo editing.

Photography Gear For Noobs: Wondering what camera set-up we use? It's nothing too fancy. You can get what we use used for \$500. We use a Canon 40D, and a 50mm 1.8 fixed length lens. We used to use a Canon Rebel with this same lens, and that is a perfectly good set-up. Don't go buy an expensive new camera. Buy one off of EBay used. Look in Youtube for tutorials on how to set the settings, and start learning.

But photos aren't the only content type that you can use in Pinterest nowadays. There are four types of content that you should consider using. Here is a chart:

Pinterest Supports 4 Types Of Content - Using Them?



Optimizing Your Business For Video Success On Pinterest: So now that we've covered using Pinterest for images, let's look at video options.

At our little company we deal in doll clothes, doll clothes patterns, girls patterns, and related stuff. You can imagine that a lot of our fans are young girls, their moms, and then older collectors. So our customers run the age gamut. One reality for us is that we have lots of young fans who are too young to be on Youtube, and their parents have wisely said, "no – you can't go on Youtube any time you want to check out that companies stuff – I don't care how wholesome they are". We know this is happening. So for us – getting our videos on Pinterest means that we can have a (we hope) socially acceptable place for parents to let their kids browse our stuff. Score!

Video as a way to bond: There is something very compelling about video as a medium for customer bonding. In short, your customers can get to know you, and come to like you, and trust you. Joel Comm in his book, "Ka-Ching", writes that the basic process for online selling is:

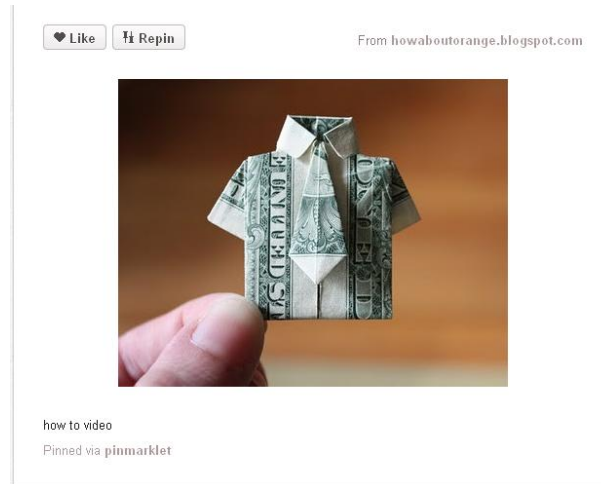
1. Like me
2. Know me
3. Trust me
4. Pay me

Video allows you to move the prospect through this cycle in a systematic way.

Video as a way to impress: Social proof is a critical component of online selling. One way to prove you're an expert is to have a video that has 5,000 views, or a channel that has 1 million views, or simply completing a high quality video. As prospects are impressed, they are drawn into your brand.

Video as a way to sell: It's flat out easier to make an ask in video than it is in writing. Why? Partly because you are forced to think through the language very carefully ahead of time, and only say something that comes across as authentic. So you end up with a better ask than if you did it in writing.

Video as a way to teach: Some of the most popular content on Pinterest is 'how-to' content. Can you make a video related to your product, service, industry or niche? Can you teach something cool?



Found on Pinterest. From howaboutorange.blogspot.com

Using slideshare & audio via SoundCloud: If you're tech savvy enough to be interested in those options, then you probably don't need my input too much. Suffice it to say, if you can use slideshows or audio to impress, entertain, teach or encourage your prospective customers, then you ought to give it a try.

Want Over 25 In-Depth Videos About The Marketing On Pinterest Plan?

Are you interested in going deeper on the Pinterest Marketing plan? Good, you're in luck! I've created 3 in-depth Video boot Camps for you – if you need more information than this ebook contains – then you'll want to watch these instructional videos. Here is an overview:

Marketing On Pinterest Boot Camp: This 10 part video series walks you through an in-depth look at how to do Marketing On Pinterest. It includes awesome topics like:

- A guided tour of our Google Analytics to see how Pinterest impacts our ecommerce site
- Exploding Killer Myths about Pinterest that will damage your efforts
- Set-up mistakes to avoid
- Linking Pit-falls to avoid
- 15 Niche Authority Tactics

Selling On Pinterest Boot Camp: This video series walks you through a step-by-step process for selling on Pinterest. It digs into the 6 Key Tools available to sell on pinterest hidden inside each Pin, and gives you insight into how others are finding success on Pinterest.

Start-Up On Pinterest Boot Camp: This video series walks you through the process of getting up and running on Pinterest quickly and easily. It's a 'start up on Pinterest' video guide for marketers.



These 3 Boot Camps retail for \$97 on www.pinterestbootcamps.com, but stay tuned to page 36 for a special offer. I'm happy to give them to you for free as a bonus.

Bonus

Jason's 5 Layers Of Visual Style:

Wondering what I'd suggest for creating an effective visual style when it comes to taking pictures, or doing work in Photoshop Elements? Here are my 5 layers.

Composition: You've probably heard of the concept of the golden mean. It's a method of finding proper proportion in a picture. Google it!

Color: Some companies are masters at using color in their advertising. Target comes to mind. You can almost tell a target commercial instantly by their use of white & red. Of course in Pinterest, some people are building boards that are simply focused on a color palette, so it would be wise for you to shoot your product in all sorts of various colors, in a visually effective way of course.

Focus: Sometimes artistry can be created by the depth of field and subject matter in focus created in an image. Creating interesting depth of field is a simple effect with a 50mm 1.8 lens. You want to zoom in and zoom in again, then look at the options available for good composition.

Setting: Some product marketers have deliberately tied their product to a place or season. A few examples that come to mind are the Anheuser Busch Clydesdales - wintertime use is the norm, although they've branched out in recent years. Corona is another example. They are associated with the beach. Can you find a place or theme to associate your product with?

Light: As my photography mentor, Mark Kuroda, always said. "This is good light". To find good light, go outside, and turn off that flash.

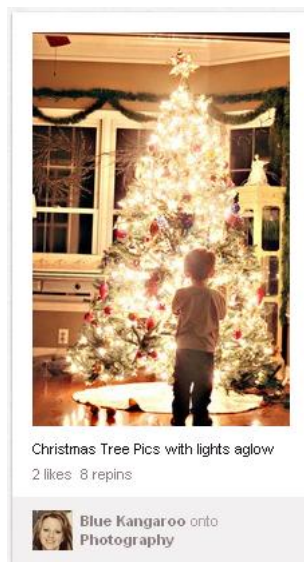
Alignment with core brand elements: The wisest marketing effort you can go through is to take the time to identify your core messages/themes/concepts. Then use pictures & video to convey those themes. A great example is Apple's Think Different Campaign. It features a simple concept, "Think Different" with a narration that was obsessed over. Steve Jobs literally criticized and critiqued every word. You'll notice the phrase isn't "Think Differently", it's "Think Different". That was a deliberate choice, and it meant something to the company. It aligned with one of their core concepts of simplicity. Removing an "ly" was a statement in that regard. And the images were chosen with as much precision and care. We should all do the same.

Bonus Step #2

Jason's 15 Ways To Elicit an Emotional Response In Support Of Your Product:

Wondering what types of images you can use to emotionally engage with your prospects? Here is a list of 15 methods you might want to try.

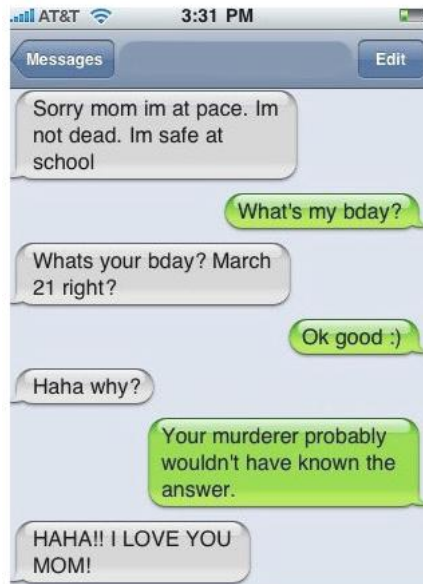
Kid Wonder: Can you have take a picture of a kid with an exciting expression associated with your product? Maybe a shot of wonder or mystery? Maybe just a child smiling with your product in the background?



Found on Pinterest. From unskinnyboppy.blogspot.com

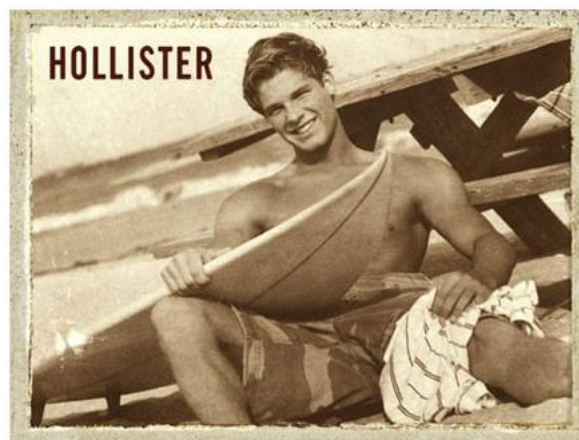
Humor: Can you tie your product to a humorous situation? This is harder using an image, but easier using text. So, use text. Here is how...

[Note: One common trick is to use a (funny) Iphone text message sequence and take a screen shot of it. This should include your product, company, or niche and position you in a good light. As a technical note: On an Iphone, you take a screenshot by holding down the power button and the home button at the same time. Your Iphone will save what's on your screen as a picture. Then just email it to yourself.



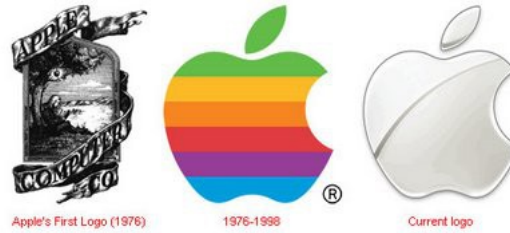
Found on Pinterest, believe to be from madmoizelle.com

Sex Appeal: Can you display your product in a way that triggers a favorable physical response? But hang on a minute. Here are my disclaimers and warnings. 1) Pinterest is full of mid-western moms. According to Hitwise the audience is 58% female. Many of them are scrap bookers who have very conservative and wholesome values. So, be very careful here men. And, realize you are probably not talking about using a female model. You're probably talking about using a male model. And, you're probably talking about being very subtle, and conservative. If it is obvious, or gratuitous, you'll probably be flagged very quickly for violating Pinterest rules. If you're an undiscerning guy, I'd suggest you skip this strategy before you do it wrong. That would spell disaster for your marketing efforts.



Found on Pinterest, from www.hollister.com

Products As Symbols: Symbols represent deep meaning. They are more tribal and caveman-esque than anything else. If there is a way to position your product in a symbolic way, and do it tastefully, you could potentially get a lot of traffic. Sorry to over use them as an example, but Apple Computer comes to mind. Their logo is an apple with a bite out of it. Suggestion - rebellion - garden of Eden. Can your product itself be used in a symbolic way?



Found On Pinterest, believed to be from: best-ad.blogspot.com

Your Product As Artwork: Can you use your product in a way to make an artistic statement? Or a better question might be - has an artistic person used your product in a way that makes a statement? Crayola Crans are frequently displayed in Pinterest in a way that is very artistic. Can your product be? (Read the YBTA strategy in the next section).



Found on Pinterest, believe to be from: megduerksen.typepad.com

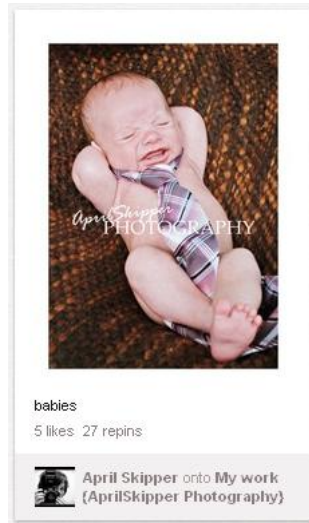
Your Product As a Holiday/Seasonal item: As previously mentioned, one of our most popular pins is a picture of a doll outfit, with a warm scarf, and boots with fur. Here's the image:



Your Product with a puppy: Puppies are a huge hit on Pinterest. Can you take some fantastic puppy photos that also happen to have your product in them?



Your Product with a baby: Babies, there is nothing cuter.



Found On Pinterest: April Skipper Photography

Your Product with a beautiful model: As I mentioned in the sex appeal section, this is a tricky one. Be very careful. But if you can use an attractive model to get attention, then there is nothing wrong with it. This is an advertising method has been used forever.



Found On Pinterest. Source Unknown, (let me know and I'll attribute it).

Your Product presented as a gift: Is there a way to position your product as a cool gift for someone? Can you demonstrate that effectively with a photo?



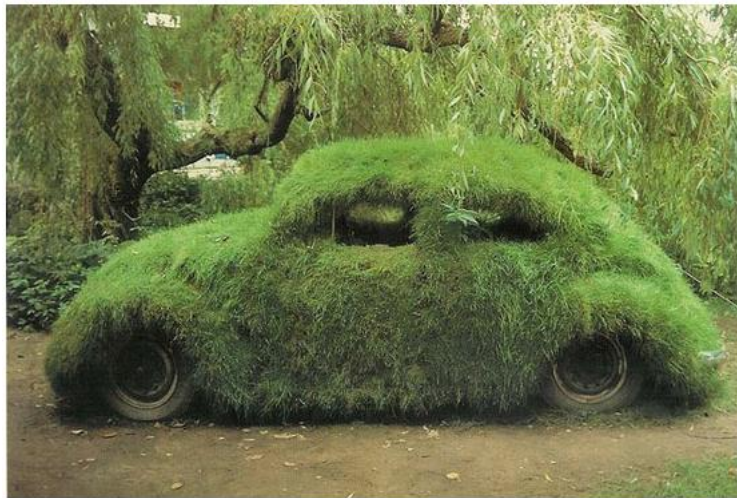
Found on Pinterest: Sisterstuffblogspot.com

Your Product on a celebrity: Can you get a celebrity to wear your product? Or take a photo with it? If so, do you best to get a professional photo of the special event.



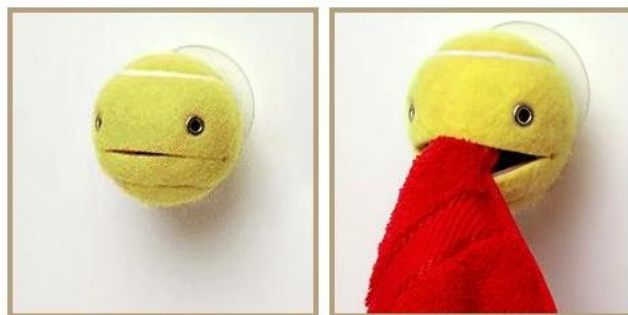
Found On Pinterest. From vkontakte.ru

Your Product in an extreme condition: Would your product look cool with an elephant standing on top of it? Or at the top of a mountain? Or in the jungle? If ruggedness is a brand attribute you're trying to convey, this would probably make sense. If not, no worries.



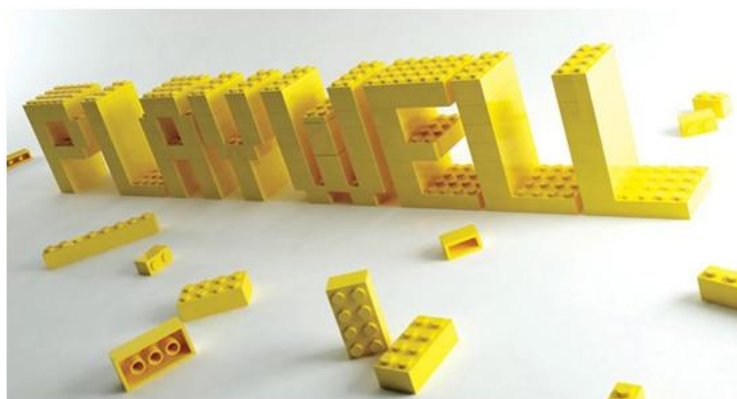
Found on Pinterest. From www.recycleart.com

Your product in a unexpected situation: Can you think of interesting or unexpected situations for your product and create a visual interesting picture by capturing on film?



Found on Pinterest. From recycleart.com

Your Product stacked up in the shape of a letter, name, word, or phrase: Can you use your product to create a visually compelling artistic piece? Could it spell out 'thank you' or 'merry christmas' or 'happy birthday'?



Found on Pinterest. From Designdazzling.com

Your product destroyed, but looking courageous: Can you show your product as damaged or destroyed, but convey a sense of nobility, courage, or strength through the image?



Found on Pinterest. From pinkamby.tumblr.com

Bonus Step #3

3 Ways To Continuously Improve Your Boards:

If you can't take these pictures as outlined above, then all is not lost. Remember, Pinterest is full of people who are pinning your websites images, your products, and creating interesting artistic expressions with your work. Let's look at a few ways to get better and better over time, without being a master photographer.

#1 Treat your boards like a visual top 20 list for each category: When you find a new great picture, remove your weakest image. Become more and more visually discriminating. Obviously this is a personal preference in some ways. So if you don't feel like you have good taste, then seek the help of someone in your office, business, network, or inner circle. If you're a solo entrepreneur, maybe this is one area of your business where your spouse or children can help you.

#2 Find your YBTA's and build relationships (Young Broke Talented Artists): Sadly, artists aren't respected unless someone helps them master the salesmanship aspects of their work. There are literally hundreds of thousands of artists in all sorts of interesting niches that are amazing at their tradecraft, but not well paid, or necessarily busy with 'commissioned' projects. You can find them, build a relationship, and commission projects that are interesting to them. In this way you can effectively create amazing artwork using your products.

Hey, FSG, this strategy could work for you. Here is how - Take your very best quote, (that you personally came up with), and commission a YBTA to create several artistic versions of the quote. Get them all back, then put them on a pinboard. Then send an email to your list and say the following,

"Can I ask a favor? I am not a very artistic guy, but I'm enthusiastic about Pinterest. So I asked a very talented artist to help me out by taking a quote and turning it into an art piece. I'll use it for the next few years in various ways. But the problem is - the artist gave me several versions and I don't know which one is best. I've placed them all on my Pinterest Pinboard (insert the link here), and I'd love to have you leave a comment under the one you think is the best. As an incentive for helping me - next week I'll choose one commenter - under the image that gets the most votes - and the lucky winner will receive 1 hour of consulting with me for free. Thanks in advance for helping me out like this - I really appreciate it."

[Note - did you just catch that cool idea? Let me outline it further...]

Bonus idea: Hold a contest using Pinterest 'likes' as a way to vote: This will be a terrific way to get social traction. We will definitely be doing this soon for our business. Just realize, most people still don't know what Pinterest is, and don't have a profile, so they can't vote/repin/comment. So, doing this today might be more frustrating to your existing social circle than if you did it two years from now.]

#3 Go Bravo: Have you watched the 'Work Of Art: Next Great Artist' show on the Bravo channel? One of the primary features of the show is the 'crit', which is apparently a New York art world term which means, I'd assume, critique. In the show 3 'normal' judges and 1 celebrity judge does the 'crit'. How could you do this? Do you know several people in your target market that have great taste? Ask them to critique your board and help you get it optimized to appeal to your target market.

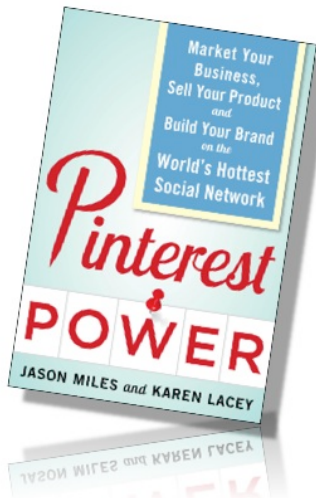
Conclusion

I started this ebook by saying that Pinterest can change your business by driving massive traffic, getting you noticed and generating sales. I hope you realize that is true after hearing our story, and seeing how you can use Pinterest for legitimate, ethical marketing. Thanks again for taking the time to read this ebook, and if there is anything I can do to be of assistance, don't hesitate to contact us through our contact form at www.marketingonpinterest.com

If you received this ebook as a gift from someone, please be sure to visit the companion blog @ www.marketingonpinterest.com and sign-up for the Marketing On Pinterest Newsletter @ <http://eepurl.com/h6Sc6>

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Buy My Book *Pinterest Power* Today & Get 7 Terrific Bonuses...



I'd love to have you order a copy of my 'real' book [Pinterest Power](#). It has 15 times more content than this brief ebook. Way more. You can [buy it on Amazon](#). If you're reading this before November 2nd 2012, then you can pre-order it. Pinterest Power is loaded with great content, as well as true stories of how successful businesses use Pinterest. Companies like Modcloth, BurdaStyle, and MADE. Plus the book contains an exclusive interview with the Pinterest team, which is incredibly rare information. It's a great resource for anyone interested in Marketing on Pinterest.

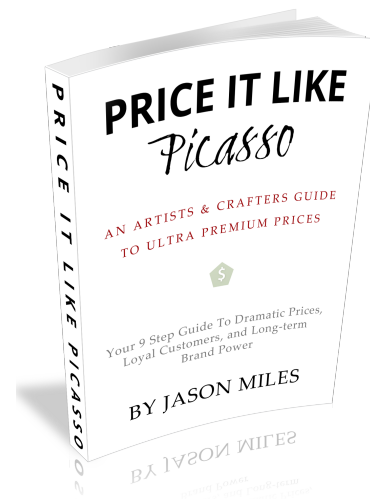
So buy the book, and I'll give you pretty much every previous information product I've created – In total you'll receive 7 amazing bonuses, including:

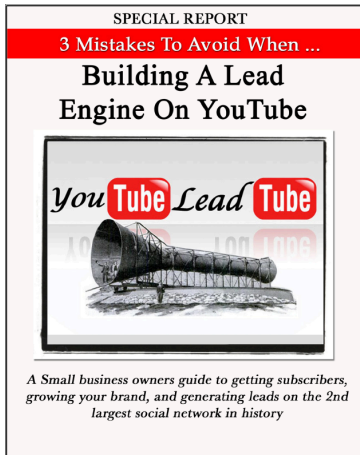
All 3 Pinterest Video Boot Camps: The Marketing On Pinterest Video Boot Camp - This 10 part video series walks you through an in-depth look at how to do Marketing On Pinterest. The Selling On Pinterest Boot Camp - This video series

walks you through a step-by-step process for selling on Pinterest. It explains the 6 selling tools hidden inside of every Pinterest Pin, and more. The Start Up On Pinterest Video Boot Camp - This video series walks you through the process of getting up and running on Pinterest quickly and easily.

My Price It Like Picasso Ebook – An Artist & Crafters Guide To Ultra Premium Prices: This ebook provides a nine step guide for achieving ultra premium prices using the power of auctions. This is the ebook I mentioned on page 8 when I told you about our \$300+ doll clothes auctions.

The Email Marketing Like A Pro – So Your Business Can Grow Webinar: This webinar shares our proven process for email marketing, which we learned from true masters. We add over 600 newsletter subscribers each month, and that adds massive value to your business. Learn the method of the pros.





My Youtube Special Report: This ebook explains how we got over 1.4 million video views, and over 8,100 subscribers. You can see our proof at <http://www.youtube.com/user/libertyjaneclothing>. The great little report walks you through the most common mistakes marketers make when approaching Youtube, and how you can avoid them. Don't learn Youtube from people who only have a few hundred subscribers and a few thousand video views – obviously they don't know what they are talking about. Learn it from us.

My Etsy Income Explosions Video Series: This video series walks you through the step-by-step process of starting on Etsy and growing your business income dramatically.

HOW TO GET THE BONUS GIFTS NOW...

To receive all 7 bonus gifts simply buy Pinterest Power on [Amazon](#) or [Barnes & Noble](#), and then email the receipt to support@libertyjanepatterns.com. We will get you all set up with these special bonuses. You will be given access to a free membership site, yes, free of charge, which contains all of the bonuses. You can access the bonuses at your convenience – watch the videos and webinars and download the PDF files.

Sometimes email can be problematic, so if you have any concerns, reach out to me personally on the contact form at www.marketingonpinterest.com, or the email address support@libertyjanepatterns.com. We want to make sure you are happily buying the book, and getting the bonuses. If you have any questions about the bonuses, or about Pinterest Power, shoot us a note. We would love to hear from you.

Ps. Do me a favor and share this ebook with your fans, followers, friends and subscribers. By sharing it, you'll help me get the word out about my new book Pinterest Power.