YOUR PROFITABLE PIN PLAN *Workbook*



A Step-by-Step Guide to leverage Pinterest to call in highly-aligned leads



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PINPOINT SOLUTIONS

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IMPORTANT LINKS

1. ALL PODCAST EPISODES
   PASSWORD: PULLTHEPIN (ALL CAPS)
2. PINCLICKS FOR KEYWORD RESEARCH
3. TAILWIND FOR PIN SCHEDULING
4. EVERGREEN INCOME SOCIETY
5. BOOK YOUR FREE PINPOINT SESSION

Episode 1:
Prequalify Your Brand for Pinterest Marketing

PREQUALIFY YOURSELF FOR PINTEREST MARKETING

You're probably already pre-qualified for Pinterest.

Check the boxes below and let's find out:

ARE YOU PINTEREST-READY?

- **An Established, Brilliant Brand**
- □ Your brand looks like a million bucks — clean, cohesive, and scroll-stopping
- □ Your website is live + functional (it doesn't need to be perfect, just intentional)
- □ You've got a lead magnet, offer suite, or sales funnel waiting for more eyes on it
- **An Evergreen Sales Ecosystem**
- □ You already have something that sells (or could sell) on autopilot:
  - Courses, digital products, memberships, coaching, or affiliate links
- □ Your freebie → email list → offer journey is in place (or you're building it now)
- **Content With Legs (AKA Search-Optimized)**
- □ You've got at least a few blogs, podcast episodes, or videos to drive traffic to
- □ You're open to repurposing (turning podcast eps into blogs, etc.)
- □ You understand Pinterest is a slow burn that pays off with time ; you're playing the long game

THINK ABOUT THIS...

- *What link(s) do you already have that could use more traffic?*
  e.g., lead magnet landing page, podcast blog post, course sales page

- *How are you currently nurturing people who land there?*
  e.g., welcome email sequence, tripwire, waitlist

- *Do you know what your conversions look like for your existing funnels?*

- *Is your ecosystem ready to support an influx of traffic that compounds?*

MAP YOUR EVERGREEN ENGINE

Write your answer here...

Episode 2: Your Profitable Pinterest Plan for Passive Income

YOUR PROFITABLE PINTEREST PLAN FOR PASSIVE INCOME

🔍 PINTEREST = A VISUAL SEARCH ENGINE

YOUR PINS DON'T NEED TO GO VIRAL TO PERFORM.
THEY JUST NEED TO MATCH SEARCH INTENT.

WHAT KIND OF LINKS SHOULD YOU PIN?

N.1

BLOGS
(SEO + DEPTH
=CHEF'S KISS)

N.2

LEAD MAGNET PAGES

N.3

PODCAST EPISODES

N.4

SALES PAGES
(HELLO DIRECT TRAFFIC)

N.5

PRODUCT PAGES
(FOR COURSE CREATORS & ECOMMERCE FOLKS)

👑 KEYWORDS ARE QUEEN

Use Keywords:

- In your pin titles
- In your pin descriptions
- On your pin image text (yep, Pinterest can "read" them)
- On the board names & board descriptions
- On the landing pages you're linking to (yes, Pinterest bots are checking your link

PRACTICE TIME:

Pick 3 links you already have (at least 1 everlasting content link)
Write 3-10 keywords or phrases someone would search to find each one.
Then check on Pinterest.

1st link keywords:

2nd link keywords:

3rd link keywords:

PINNING FREQUENCY

Consistently producing content that Pinterest considers 'fresh' is simple when you know the rules.

- 1ST PLACE FRESH: NEW LINK + NEW PIN GRAPHIC
- 2ND PLACE FRESHNESS: SAME LINK + NEW PIN IMAGE
- 3RD PLACE: SAVING AN IMAGE AGAIN; I.E. REPIN

PRACTICE TIME:

Pick 10 links you want to drive traffic to this month.
This might look like 5 blog posts, 2 lead magnets, 3 paid offers.
Then craft 3 designs for each of these links.

Using a scheduler like Tailwind, or Pinterest's built-in option send out a minimum of 2 pins every day Monday-Sunday.

You can reuse your links unlimitedly.
But a helpful hack to *trick* Pinterest AND gather real-time insight into conversion rate optimization is to duplicate an existing page & alter individual elements to improve the rate at which people convert it this phase in your funnel.

Map out your pinning frequency strategy...

Episode 3:
Leveraging the power of
promoted pins for passive income

LEVERAGING THE POWER OF PROMOTED PINS FOR PASSIVE INCOME

⚡ THINK OF PROMOTED PINS LIKE POURING GASOLINE ON A FIRE YOU ALREADY LIT, ORGANICALLY.

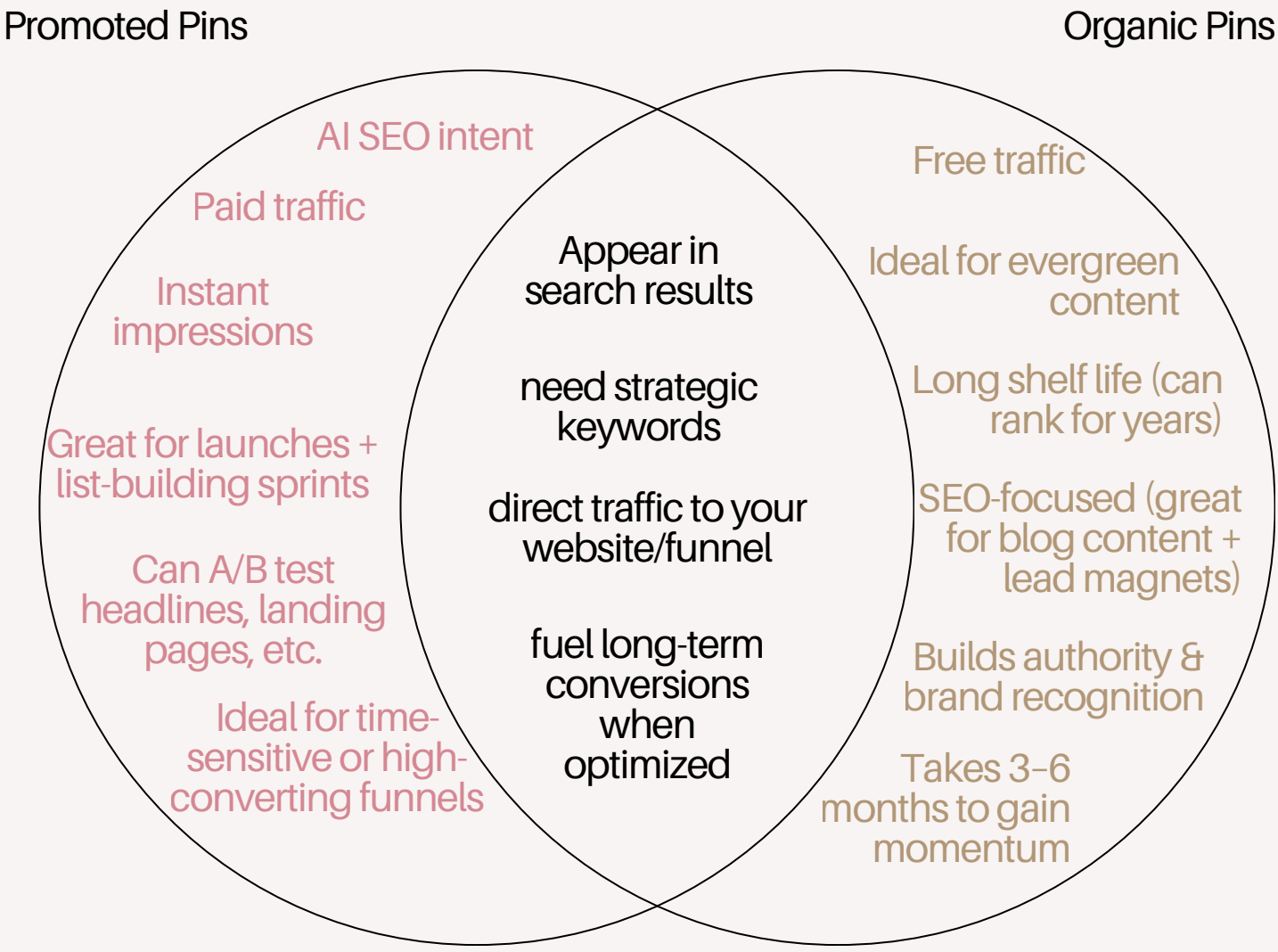
💸 PROS OF PROMOTED PINS:

- Low CPC (cost per click)
- You can start small ($3/day = keyword heaven)
- Targeting by specific keyworded queries = higher intent audience
- SAVES are FREE — when someone saves your ad, it lives on forever
- You can retarget site visitors
- Incredible for time-sensitive launches, waitlists, or testing landing pages

🧠 STRATEGY SNAPSHOT:

ORGANIC = LONG-TERM COMPOUNDING GROWTH
PAID = INSTANT INJECTION OF TRAFFIC
COMBINE BOTH =
A VISIBILITY ECOSYSTEM THAT SNOWBALLS.

PROMOTED PINS



Episode 4:
Real Results

REAL RESULTS

COURTNEY → 10K+ MONTHLY VISITORS

- 1:1 applications from Pinterest
- Email list + podcast listeners stack weekly
- Passive sales via her funnels on repeat

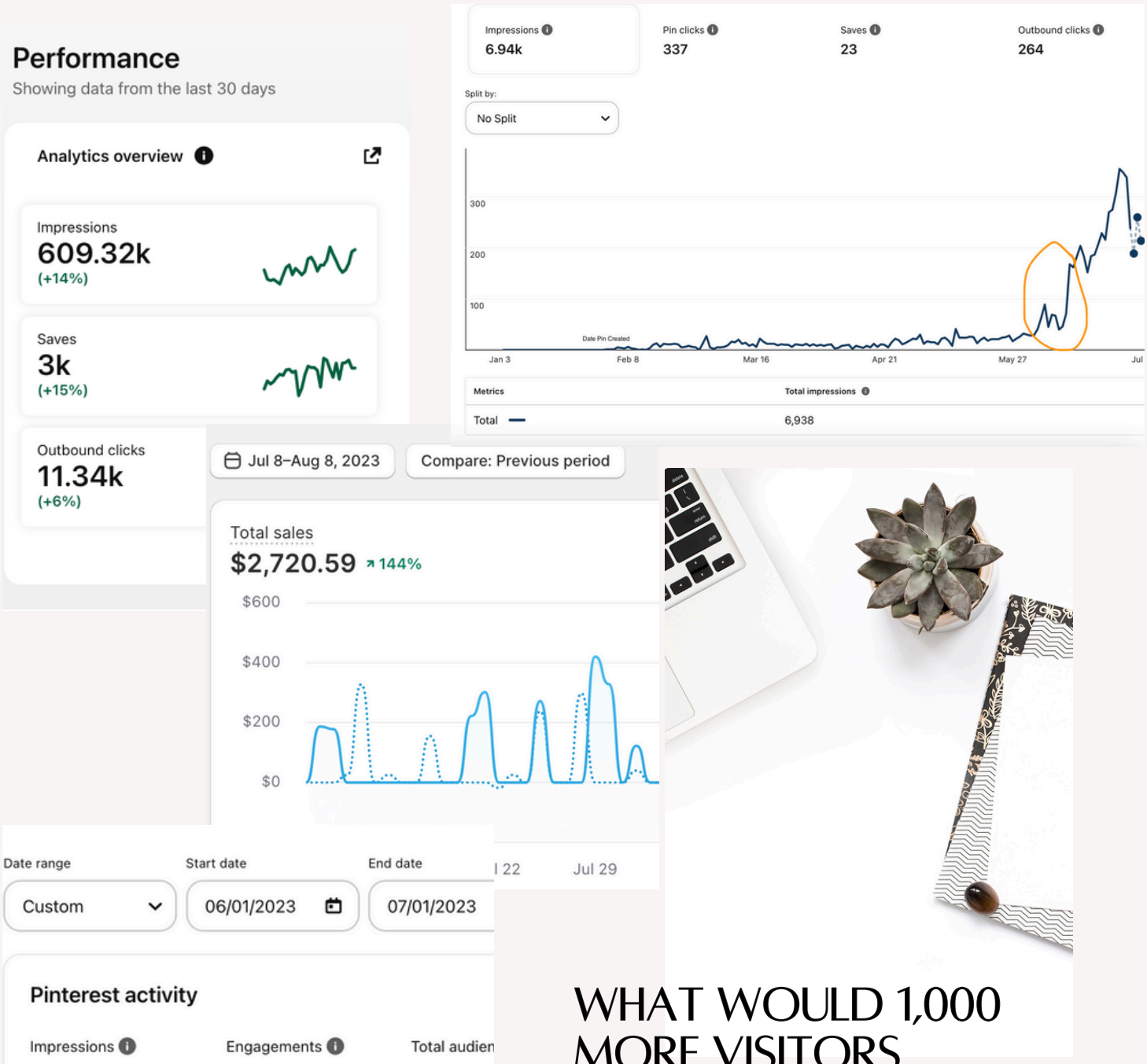
KATE → DOUBLED HER LIST IN TIME FOR ANNUAL LAUNCH

- Nearly 30% conversion rate on her opt-in from Pinterest
- Daily new subscribers from Pinterest search traffic
- Retargeted visitors into digital shop using Promoted Pins

AMANDA → 144% INCREASE IN HIGH-END PRODUCT SALES IN 60 DAYS + MONTHLY VISITORS

- Pinterest traffic was the only variable changed
- High-ticket conversion powered by niche keywords

STATS THAT SPEAK FOR THEMSELVES REAL RESULTS WE CREATE ON PINTEREST FOR OUR CLIENTS



WHAT WOULD 1,000 MORE VISITORS LANDING ON YOUR WEBSITE MEAN TO YOU?

Episode 5:
Work Together

WHAT'S NEXT?

DONE-FOR-YOU PINTEREST MANAGEMENT

- You want hands-off marketing and high-touch strategy.

📌 Premier Pinterest Management 6 Months — $7,500
📌 Basic Organic Management 6 months - $3,000

MORE INFO

PINTEREST POWER-UP + COACHING

- You're DIY-ing but want it done right. Let's audit, optimize, and power up your account together.

⚡ Account Set-up + 1:1 Strategy Session — $400

MORE INFO

THE PIN FACTOR: 1-HOUR MASTERCLASS

- Just want to understand how this all connects to DIY?

Grab the crash course.
🎓 $33 (normally $111)

MORE INFO

CONCLUSION

If you've made it this far, you already know something most business owners don't:
Pinterest isn't just a place for recipes and inspo boards.

It's the search engine where your next clients are already searching for exactly what you offer.
And they don't need convincing or hand-holding. Not even a single DM.
They just need to *find* you.

YOUR BRILLIANCE DESERVES TO BE DISCOVERED. AND PINTEREST IS THE PLACE TO MAKE IT HAPPEN.

When you blend your signature product suite, a polished brand presence, and a smart visibility strategy, Pinterest becomes your most powerful marketing partner:

✅ Evergreen Traffic — Your content keeps working months (or years) after you post it.
✅ Aligned Leads — People come ready to learn, save, and take action.
✅ Peace of Mind — You can step away from social media without your sales pipeline drying up.

✨ You're not tied to the algorithm.
Pinterest is how you build the engine that powers your ecosystem automagically.

Tarin LaRoux

BOOK FREE PINPOINT SESSION