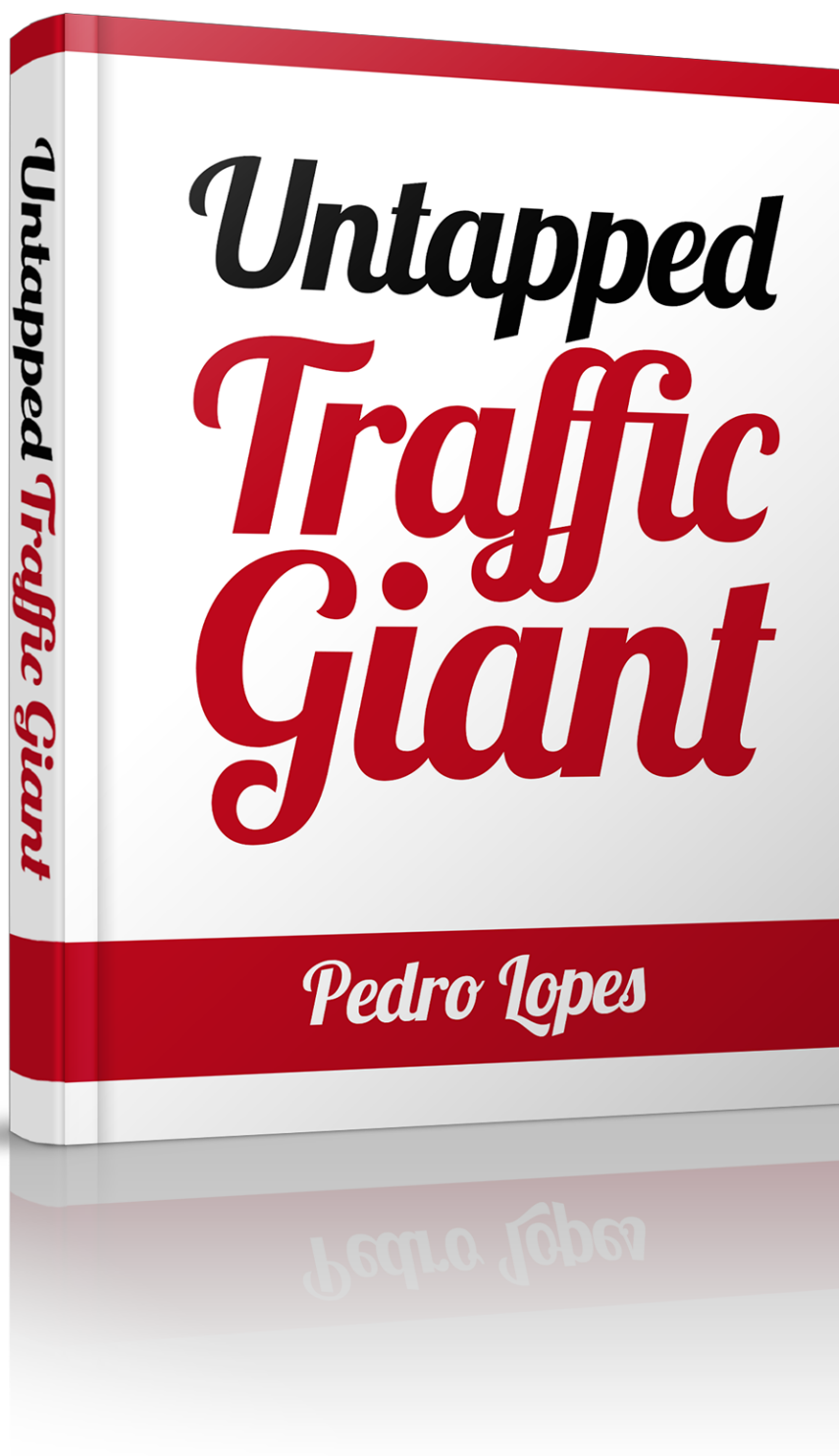


Untapped Traffic Giant

by Pedro Lopes



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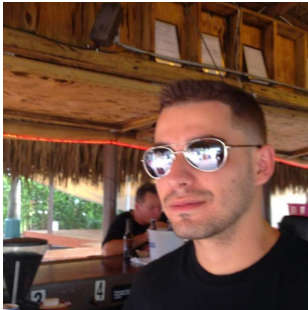
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About The Author



Hello,

My name is Pedro Lopes and I'm a full time internet marketer. I was originally born in Brazil and now reside in Ft. Lauderdale, Florida.

I started my career in internet marketing in mid 2013 when I came to the decision that MLM wasn't good for me and I needed to look elsewhere. I spent quite a bit of my time throwing my hard earned money at 'push button' products trying to get rich quick and like many people that did so, I fell flat on my face. The whole experience was quite humbling.

In early 2014, I invested what was my last dollar into a coaching program and this ended up being the best decision I've ever made. Since then, I've met and partnered up with some amazing people who have helped turn around my entire career.

I've had the privilege to be part of some amazing projects like this one and Ninja FB Tactics for example, and I could not be more thankful for the influence this community has had on me! It is an absolute blessing to be able to help so many people who are in the same struggle I was in!

On behalf of everyone involved, I would like to thank you for choosing this course and promise you that I have given my absolute everything to make this worth every penny!

Having said that. Let's get to it, shall we?

Contents

[Why Pinterest?](#)

[Who Is This For?](#)

[Setting Up](#)

[Pinterest Basics](#)

[Website Setup](#)

[Building Your Audience](#)

[Engagement Techniques](#)

[Content](#)

[Monetization Techniques](#)

[Conclusion](#)

Why Pinterest?

Pinterest is by far the most underappreciated, yet fastest growing social network out there.

This is quite the phenomenon, at least until the rest of the world catches on, which they will.

But for right now, Pinterest stands relatively untapped in comparison to other social media giants, and the people that take initiative and stamp their foot in this social network while it's still at it's brewing stage will benefit massively!

The sweet part about this untapped giant is that if you learn to tame it, it will reward you with massive amounts of free, targeted, quality traffic. The type of traffic that you would otherwise have to pay an arm and a leg for. In the case of Pinterest, all you have to do is place yourself in front of it and today you're going to learn exactly how to do that. In this report, you will be given a game plan for how to siphon traffic from this giant and your business will benefit like never before.

First, let's take a look at exactly what we're dealing with here. Why should we be considering Pinterest?



70 Million

I'll begin by giving you 70 million reasons. 70 million people who are actively using Pinterest as I'm typing this right now.

Now, that's a relatively small number compared to the other big guys, but Pinterest is scheduled to grow to 200 million strong in the next 2 years as people begin to realize its true power.

But as of now, we're sitting at 70 million. While significantly smaller than the big guns, somehow it packs a bigger punch. How?

Engagement

One word, "engagement". Get this, even though Pinterest is the new kid in town, it is capable of sending more traffic to your website or blog than Twitter, LinkedIn and Reddit **combined!**

This is simply because of their interface setup which is perfect for user engagement. Pinterest may be smaller in overall volume, but if used correctly, you will benefit from a whole lot of engagement from your audience, more so than you will get from the other guys.

Diversity

Pinterest is also a very diverse and unique social network. There's just so many ways to engage with your audience from a single account. You can create specific boards for a specific kind of audience or engagement you want which gives you several angles to choose from, you'll learn more about this later in the report. The other social networks are relatively one dimensional when it comes to this.

One interesting stat in regards to this is a whopping 70% of brand engagement on Pinterest is user generated. This means that businesses are getting a ton of action without even doing any promotion. This is due to the natural virality that a single post or “pin” can receive. You will learn how to do this as well.

Buyer Intent

This is a big one! Pinterest users are lot more likely to buy than users of other networks.

This has been studied and documented. In fact; on average, each pin is worth about .78 cents to a business on Pinterest who is featuring their products.

Pinterest users also spend approximately double the amount than Facebook and Twitter users. The key thing with this figure is that this is with no spike in traffic, Pinterest traffic is just that more valuable.

To put it simply, Pinterest users pin things with the intention to buy. This is one of the biggest features of the whole networks itself, it gives its users the chance to create boards of interests, sort of like a wish list. This means that if your brand is on Pinterest, you’re allowing your users to interact with your merchandise like never before. This is massive, not only for sales, but for exposure as well and of course, ultimately more sales.



Who Is This For?

There are certain types of markets and niches that are dominating Pinterest these days while it's still at its infancy. This does not mean that your market has no place there, it just means that it hasn't been established yet. Rest assured, as the numbers of users rise, it most certainly will.

For now, let's talk about what angles to approach Pinterest with if you are keen on engaging with its currently very active users. Here are some niches that are booming on Pinterest right now:

- Health/Fitness
- Cooking/Recipes
- Clothing
- Art
- Craft/DIY
- Jewelry
- Beauty
- Kids
- Home/Decoration
- Travel
- Weddings

By looking at this list of niches, if you have gathered that Pinterest is a bit more populated by women than men then you would be right.

70% of Pinterest users are in fact, women. This is something to keep in mind when you're considering your approach.

If you want to see some great results with Pinterest, I suggest you have a look at the niches you see above and pick one that you think you are most

knowledgeable about. This will make it a lot easier and enjoyable for you and you will be able to experience Pinterest at its greatest strength.

If you have a blog or a website in one of the listed niches, then you need to get yourself a Pinterest account set up as soon as yesterday!

If you don't have a blog yet, it's ok. Setting up a website is super easy nowadays and anyone can do it. What's even better is, if there's anything you don't quite know how to do or just plain don't want to do, you can always delegate such tasks to outsourcers. My favorite places to go to get things done for me is either Fiverr.com or oDesk.com. There is not a single task that you need to get done online that you won't find someone in these two websites that is willing to do for you for a reasonable price!



Having said that, there is a module in this course that covers getting your blog up and running. From purchasing a domain to Wordpress setup.

Again, by no means am I ruling out any niches that are not listed above. For example, although the internet marketing and make money online niche isn't exactly thriving on Pinterest quite yet, it is by no means dead. Matter fact, you would only have to have a look around the website and you will find that internet marketing is very much alive in there with various users promoting their blog content and offers. It just simply hasn't reached its heights yet, this does not mean you should wait until it does for you to capitalize on it. get in there now and establish yourself as an authority.

My personal advice is to set yourself up an account with whatever niche is your forte and if it is one of the ones listed, that's great! If not, pick one from the lust that you would enjoy the most and set up an account and blog for that aswell.

Setting Up

Now that you're a bit more informed about why you should be using Pinterest and which angles to approach with, it is about time we start taking some action.

The first thing we need to do is set up a business account. It is important to have a business account and to have it set up the right way. Pinterest has some awesome resources for accounts that join as a business so we're gonna wanna do that.

If you already have an account and want to convert it into a business account (this is what I did for one of my accounts) you'll be glad to know that you can do that, in fact it's rather simple.

<http://business.pinterest.com/> ←- Use this link to get to the right page.

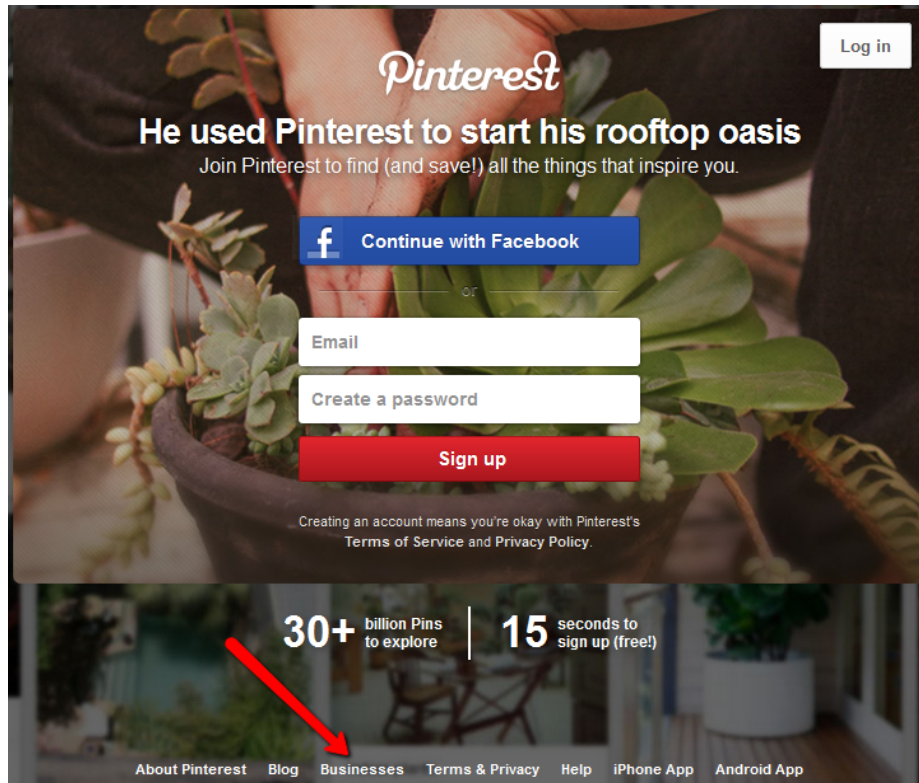


Below the big red **Join as a business** button you'll find the **Convert now** button, click that and you're on your way.

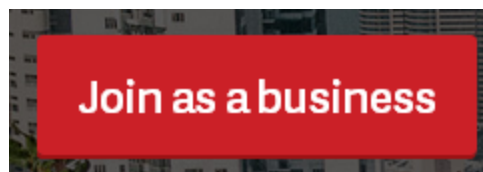
Now let's get your account set up properly.

Account Set Up

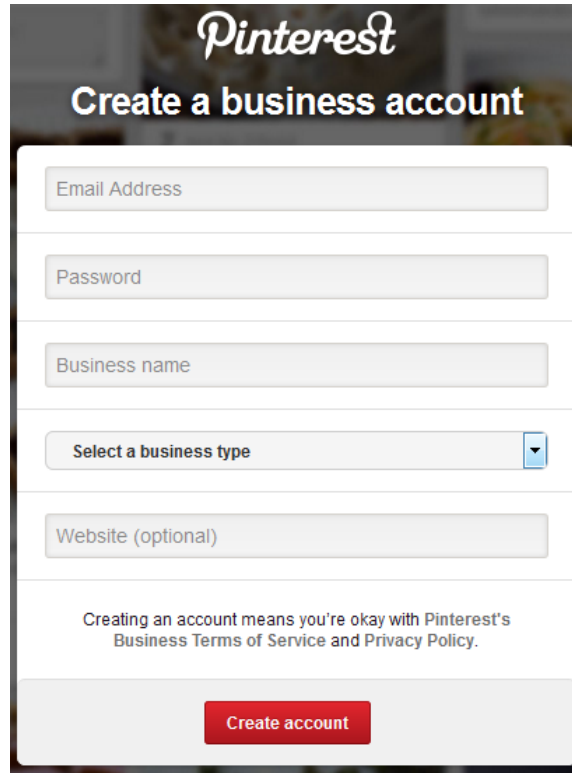
If you're starting from scratch, then from the homepage, select **Businesses** at the bottom.



Then click the big red button on the next screen...

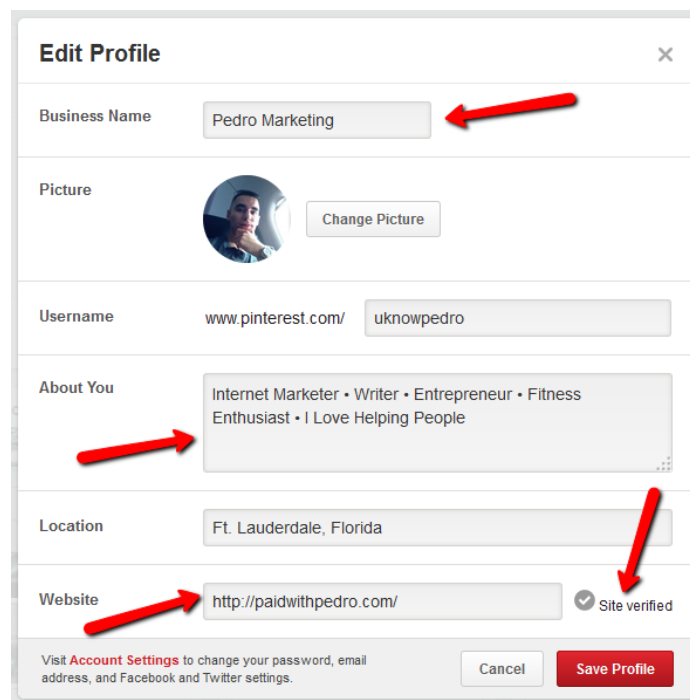


The following screen, you will enter your basic information for your business.



The image shows the 'Create a business account' form on Pinterest. At the top is the Pinterest logo and the title 'Create a business account'. Below this are five input fields: 'Email Address', 'Password', 'Business name', 'Select a business type' (a dropdown menu), and 'Website (optional)'. At the bottom of the form is a red button labeled 'Create account'. Above this button, there is a line of text: 'Creating an account means you're okay with Pinterest's Business Terms of Service and Privacy Policy.'

Once the account is created, we will want to edit our profile and add as much information as possible about our business.

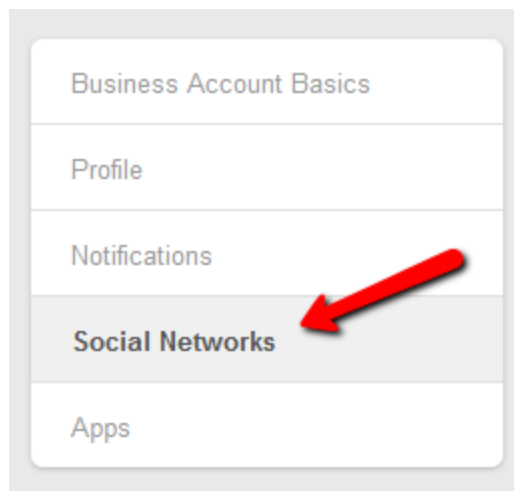


The image shows the 'Edit Profile' form on Pinterest. The form has a title bar with 'Edit Profile' and a close button. Below the title bar are several sections: 'Business Name' with the text 'Pedro Marketing' and a red arrow pointing to it; 'Picture' with a circular profile picture and a 'Change Picture' button; 'Username' with the text 'www.pinterest.com/ unknowpedro'; 'About You' with a text area containing 'Internet Marketer • Writer • Entrepreneur • Fitness Enthusiast • I Love Helping People' and a red arrow pointing to it; 'Location' with the text 'Ft. Lauderdale, Florida'; and 'Website' with the text 'http://paidwithpedro.com/' and a red arrow pointing to it. To the right of the website field is a 'Site verified' status with a checkmark. At the bottom of the form are two buttons: 'Cancel' and 'Save Profile'.



It is important to make sure you fill out all the fields. Many people leave this part off or forget to do it. You want to be as descriptive of your business as possible.

Also, you will want to make sure your website is verified. This is big for your credibility. You'll have two options as to how to do this. The first is by installing a code to your website, the second is by uploading a file via FTP. I found the second way is easier. All I did was download the file and upload it to my site folder via FTP. You can use [FileZilla](#) for this. If you have trouble doing this, you can simply call your hosting company and they will be happy to help you out.

It is also important to integrate some other social accounts with your business accounts. You can do this by visiting your account settings and selecting **Social Networks**.



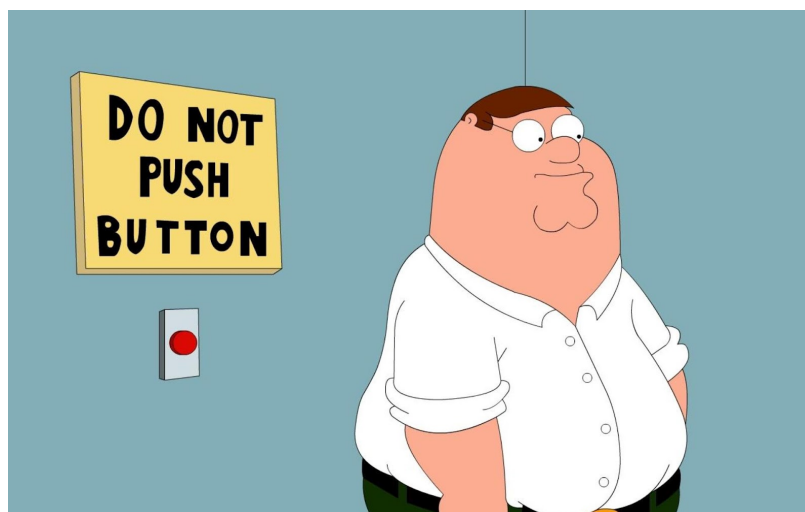
You will see a screen that looks like this...

Social Networks	
 Connected https://www.facebook.com/Uknowpedro	
Log in with Facebook	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Use your Facebook account to log in
Link to Timeline	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Post your activity to Timeline
 Connected http://twitter.com/Uknowpedro	
Log in with Twitter	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Use your Twitter account to log in

This will help you boost your social presence with other networks and let them know that you are on Pinterest. The point isn't to get social interaction on those other networks, the point is to bring that interaction over to Pinterest where you're much more likely to go viral.

So now that you have your account set up and all your information is filled, it's time to learn a little more about what we're doing. The next module we're gonna discuss some Pinterest basic terminology so you know which buttons to push and why to push them.

So let's get to it!



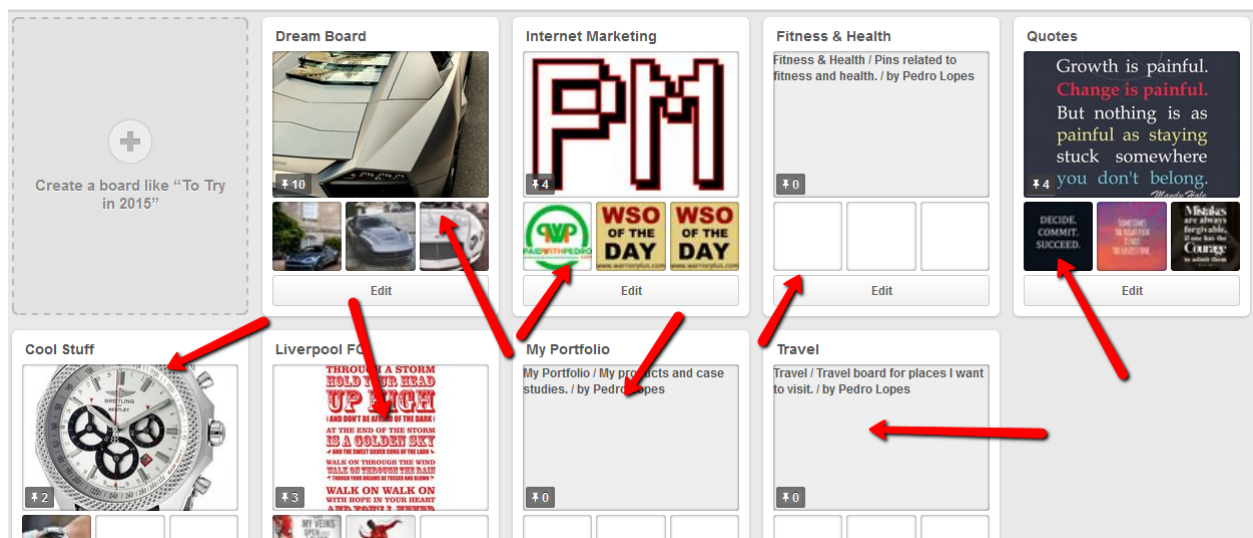
Pinterest Basics

We're gonna start this module off with some basic Pinterest terminology. So you have a better idea of what means what and how to use Pinterest.

Here are some basic Pinterest terms:

- Board
- Pin
- Repin
- Group Board

First let's talk about what a **board** is.



From your profile page, you will see your boards. This is where you're going to submit all your content, your boards will contain everything you've pinned or repinned. You can pin things from your own blog here or repin things that you've found on other boards. Both are important for your own exposure and for you to build a following. More on this later...

Next, let's talk about **pins** and **repins**. What is the difference between them?

Pins are content that is shared on Pinterest from an outside source, meaning they came from a blog or website. A repin is content that is shared from within Pinterest itself.

So if I have content I shared from my website or any other website on one of my boards, this would be called a **pin**. If I found something I liked on

Pinterest and I clicked the  button from within, then that is now called a **repin**.

One interesting stat to take note of is that 80% of pins on Pinterest are actually repins. This means that most of the activity going on is from within and recycled. This is a great indicator of the viral power of this network!

Now let's dive briefly on what a **group board** is. Group boards are a powerful way to get your content out there in the Pinterest world and will give you a major boost in going viral with the network.

You can create a group board by inviting users to your boards or just create a new one and invite from there. Either way, your board officially becomes a group board once you get people to join it.

Edit Board / Internet Marketing Group Board

Name

Internet Marketing Group Board

Description

Group board for everything internet marketing. Add your product launches blog posts or anything helpful in regards to IM. Please no MLM.

Category

Education


Add a map?


No


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


Type a name or email

Invite

 **Pedro Lopes**
you created this board

 **Saransh Chopra**
invited by you

 **Saul Maraney**
invited by you

 **Payne Marketing**
invited by you

Remove

Remove

Remove

Delete Board

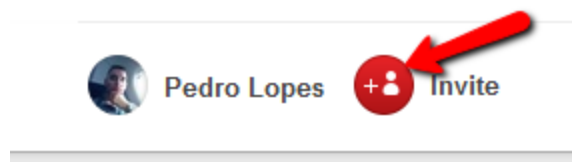
Cancel

Save Changes

You won't be able to undo this!

Here's an example of me creating a new board and inviting people to join it.

Alternatively, you can turn any board into a group board by simply selecting it and clicking the invite button.

A horizontal bar containing a circular profile picture of a man, the name 'Pedro Lopes', and a red circular button with a white plus sign and a person icon. A red arrow points to this button, which is labeled 'Invite'.

The more contributors you can get onto a group board, the better chances of whatever content you pin in there getting repinned and going viral.

How People Use Pinterest

So now that you're familiar with some of the key terminology behind Pinterest, it would be good to know how all of this is used by the daily Pinterest user so you can better prepare your content for them.

There are four key reasons why users interact with content on Pinterest:

1. Wish List
2. Planning
3. Discovery
4. Inspiration

These four things are found in just about every Pinterest user's boards on their profile and it's some good bit of information to know being that we're the ones that's going to be creating this content.

Think of these as repin triggers, if we cover at least one of these with the content we share on Pinterest, we are playing the game right and our audience will oblige by repinning our pins and making us go viral on the network.

In other word, give the people what they want!



Website Setup

I wanted to dedicate this module for those that need a bit of a light on how to set up a website or blog from scratch. Don't wanna leave anyone behind!

If you've already got your blog set up or already know how to do this, you may skip this module. We're just gonna discuss some basic technical stuff and some WP plugins for a successful blog.

As far as hosting goes, I always use [Bluehost](#) because I think they provide the best hosting and customer service.

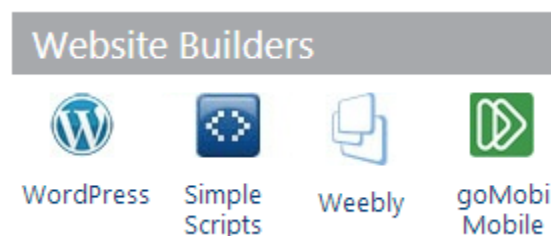
If you want to save some money on buying your domain, you can go to [Namecheap.com](#) and then point the domain over. This is very easy to do. You will save some money this way with the domain itself, but I would still host it with [Bluehost](#).

Once you have your domain and you're logged in, you will want to install Wordpress.

From the home page of your Bluehost account you want to click cPanel.

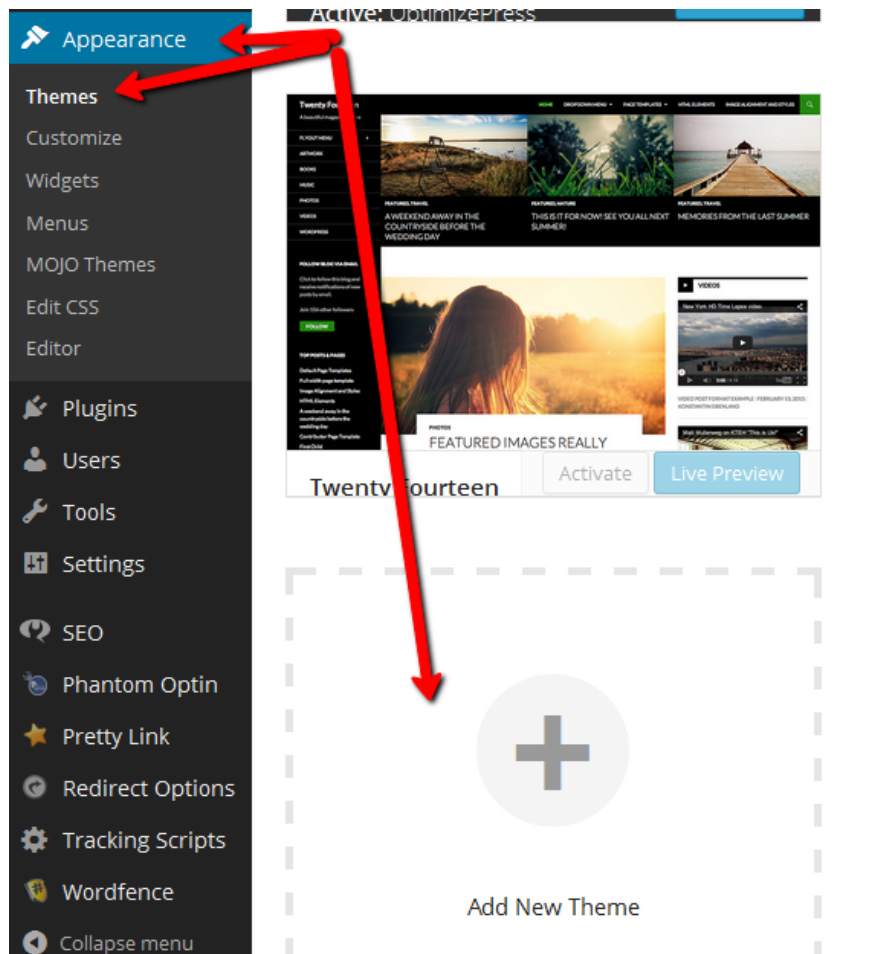


From there, go to the Website Builders tab and click Wordpress.



Follow the instructions and you're done!

Now that you have your Wordpress blog set up, you can either use the pre-installed WP themes or browse for other free ones.



By selecting **Add New Theme** you will see some more options you can use. You'll find that there are many to choose from, many of which are quality and free.

Plugins

Any new Wordpress blog needs one or two plugins to be optimized, so here is a WP plugin starter pack for a blog that's going to be connected to Pinterest.

Pinterest Pin It Button

This plugin will automatically add a pin it button over any image that's on your WP blog. This is a must if you want to have a Pinterest ready website that gives your visitors every opportunity to share your content.

<http://weblizar.com/plugins/pinterest-pin-it-button/>

Pinterest Pin Board Widget

This plugin is a widget that allows you to display all your Pinterest boards on the sidebar of your website calling for more interactions from your visitors.

<https://wordpress.org/plugins/pretty-pinterest-pins/>

Super Socializer

This plugin adds social sharing buttons to all of your posts and/or pages, not only for Pinterest but for other social networks aswell.

<https://wordpress.org/plugins/super-socializer/>

WordPress SEO by Yoast

This plugin is for SEO purposes. It's good to know while you're posting whether your posts are SEO optimized and what needs to be done to make it so. This plugin will help you do that.

<https://wordpress.org/plugins/wordpress-seo/>

SEO Rank Reporter

Another SEO plugin that will send you reports to help you track your rankings for keywords every 3 days.

<http://wordpress.org/extend/plugins/seo-rank-reporter>

Jetpack

Jetpack is a plugin I think every blog should have. It comes with some many features that just about cover everything you'll need for a Wordpress blog.

<https://wordpress.org/plugins/jetpack/>

So that about covers it. Now it's time to put this whole thing to work. In the next modules you will learn what to do to be successful on both fronts, Pinterest and your blog.

We'll begin by building up your Pinterest audience...



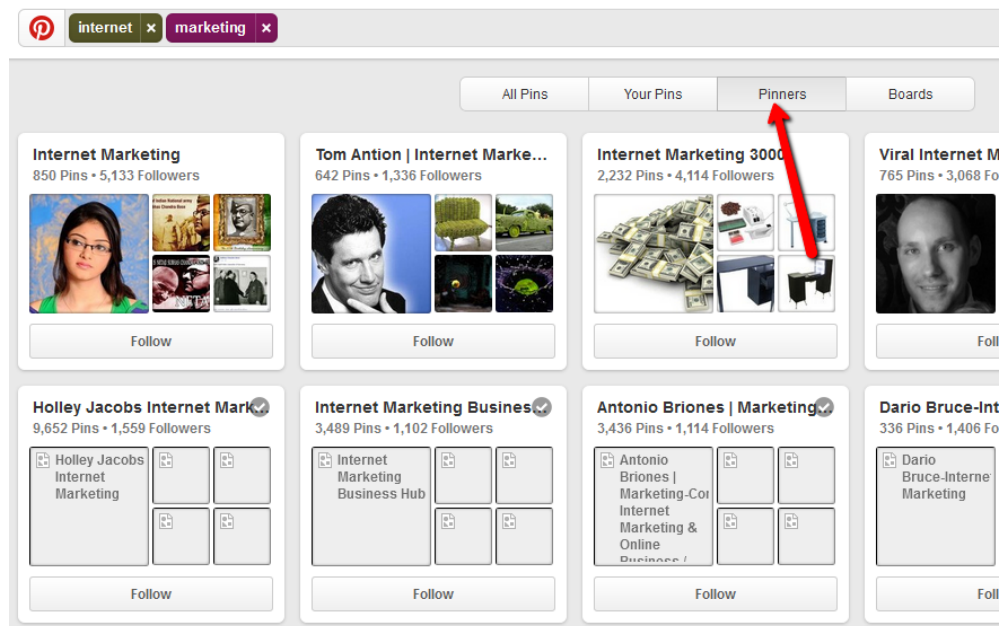
Building Your Audience

Now that you have a Pinterest account and you have a blog, it's time to learn some of the best ways to get some of this viral traffic, we're gonna discuss it from both sides of the equation, starting off with the Pinterest side. Let's start building that audience shall we?

Following For Followers

Now that you're on Pinterest, it's time to get involved a bit. This strategy is simple and it holds true for any social network that you want to build a following in.

You're gonna want to focus on people specifically in your niche and you can do this by simply using Pinterest's search feature.



Make sure you designate the search to find **pinners** that are in your niche. The strategy here is to follow as many people as possible but still keep a slight filter.

Pinterest will put your following privileges on hold once you hit 200 follows in a single day. Having said that, it helps to keep an eye on following not only people in our niche, but people who are likely to follow back.

Now there's no exact science to this but, people with a more moderate number of followers will notice that you've followed them more than people who have a following in the thousands.

200 follows a day gives quite a large cap space to work with and there's nothing wrong with just following everyone who's in your niche, but if you're gonna add a filter to this, it would be wise to follow accounts that are still under 1,000 followers.

Not all will follow you back, but some definitely and once you start that following, you will officially have your foot in the door.

Repinning For Followers

One sure fire way to announce yourself to the Pinterest community is to get involved in other users' boards.

For this to work to the fullest, it will also help to have some boards already set up with content in them, especially if it's original pins from your blog.

Again, just like the following strategy, what we're looking for here pins that are getting a moderate amount of action.



Here's a pin that fits the bill. It's got a little bit of interaction going on, not too much [check] and it's in our niche [check]. This is a pin that would be worthy of a repin.

When you repin something from someone, they will be notified of it which brings them to your profile which could lead to two possible things, they'll either follow you which is a follower gained or they will repin something of yours which is even better because now you have started going a little bit viral.

That user's followers will see that they've repinned your content which will start the same process again, you'll get followers or more repins or both!

Actively repinning related content will build a perpetual flow of interaction coming back to you. It is quite tedious but it will get you results.

Although I don't personally do this because there are some risks involved, there is the option of using a Pinterest bot to carry the load for you. If this is something you'd like to look into, here's one that seems to be pretty popular these days: <http://healzer.com/pinbot/>

Fiverr Help

If you're going to be followed to get followed, it may help that you touch up your perceived appearance before doing so. Reaching out to Fiverr for this is the best way to go.

This isn't something that you want to go overboard with but I have found out by testing with other networks like Instagram that if you have followers, people tend to follow. So how do we get followers before getting followers? Fiverr.

There are plenty of gigs on Fiverr like [THIS ONE](#) that will give you a following. One thing to keep in mind, no matter what the gig claims is that these are not real followers, but they don't have to be. The reason why we're doing this is for appearance purposes only. Having said that, we don't want to go overboard either.

Make sure you search only high quality gigs with good feedback and don't order any more than 500 followers as it'll just be overkill. Remember, we're doing this for appearance only, this is just to help your prospective follower to make the decision that they do wanna follow you because other people seem to be doing it too.

Lastly, another thing to keep in mind here is to make sure you've done some pinning and repinning yourself before ordering a gig. Nothing looks more phony than an account with hundreds of followers and no content.

Inviting People To Join Your Boards

By now you should have some boards with some nice content in them, whether it be pins or repins. Inviting people to contribute to your boards is a great idea.

This benefits both you and your invites. They'll be delighted because they can share your content on your board and you'll benefit because this will set off a chain reaction for you once people start getting involved.

If you have done some following already, you should have a good amount of people identified that you can send an invitation to. So start inviting!

We're gonna build more on this in the next module where we transition to audience engagement. You'll learn about different types of boards and engagement techniques that will make you stand out from the crowd which will lead to repins, followers and ultimately the main goal, more customers and sales.

Engagement Techniques

In order to get the most value out of your Pinterest account, it helps to have some strategy, especially in the boards you have set up. Content alone is great but it's not gonna quite cut it, there needs to be some strategy involved and some intent.

Different Types Of Boards

Here are some different types of boards to keep in mind when adding content to your Pinterest profile. Each of these have a different approach and it's wise to implement all of these to set yourself up for maximum engagement.

Here's the list of boards that you want to focus your content around:

- **Products and merchandise:** This one's pretty obvious, if you have a business and you have products, this is the board to showcase them in. This is the promotional board, all images shared here should lead to your website where your audience can come back to and buy.
- **Portfolio:** This is similar to the above board but not as promotional. Use this board to showcase not only your products but your accomplishments and any awards you've earned.
- **Resources and helpful content:** This board will get some nice interaction so it is wise to make these images link to a relevant blog post. This will bring visitors to your website and will also create some exposure for you as people love to share helpful stuff.
- **Storytelling:** This is a good board to get creative with, share anything from day to day activities in your business. I like to call this the Instagram board, meaning you can use this to post things that are happening now and now and create a story around it. Feel free

to throw a couple pins in there showcasing some products you offer that tie into your story.

- **Things that you and your audience are passionate about:** Out of all of your boards, this one might get the most interaction. This board can contain anything from quotes to inspirational pictures. It's important to share content like this because of it's viral factor. This type of content will get a lot of repins and bring traffic right back to your Pinterest page and blog.
- **Behind the scenes:** If you can incorporate a board like this, your audience will love you for it. This is more of something you should do when you have some brand recognition going for you. If people have an interest in your brand, product or service, they will be delighted to get a sneak peek of what's going on behind the scenes.

Now that we have a better understanding for these boards and what their specific goals are, I want to point out that not all pins have to come per blog post. Meaning, you don't have to write up a new blog post just to create a new pin. A pin can simply be an image, it could be multiple images from the same blog post or just a stand alone image. As long as it's something that calls for engagement then you will get some action. Also, not everything has to be promotional, in fact you're better off on Pinterest if it isn't. This is why you will have different boards, different boards for different goals.

Joining Boards

We've covered quite a bit on inviting people to your boards in this report but if you can get yourself to contribute to another board that has an already established following, it will do wonders for your own following.

Joining popular boards on Pinterest isn't as easy as just clicking a button though. It requires you to interact with some people. Keep in mind that at

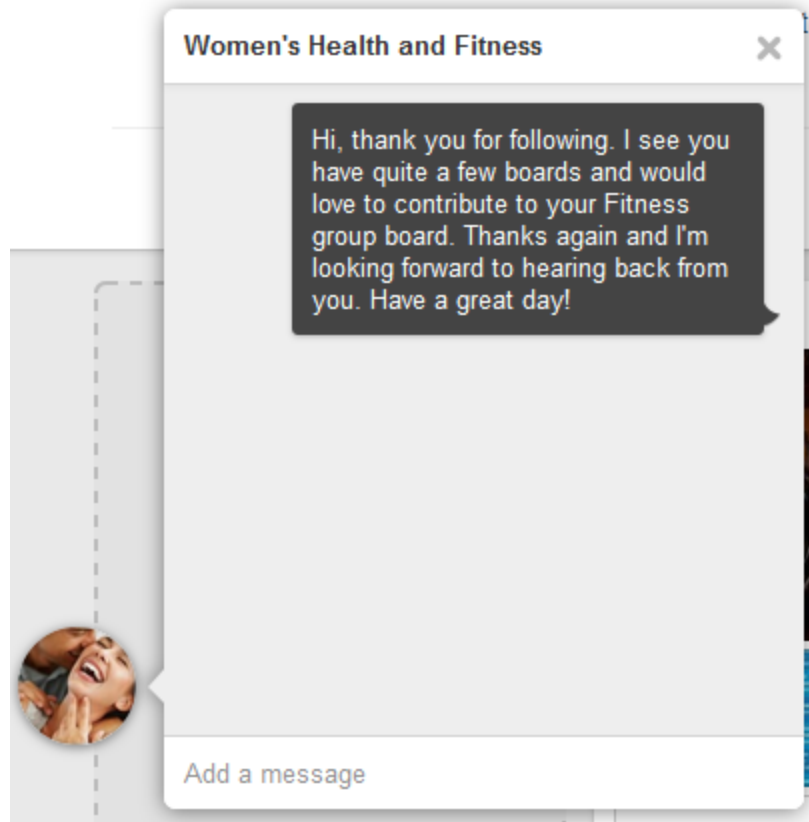
the end of the day, interaction is good and if it leads to you being a contributor to a popular board then it is awesome!

When you do a search for boards on your niche on Pinterest, you will find that some of them contain the group symbol below that the red arrow is pointing to.



These are group boards which means that there are more than one users contributing to it.

To join a group board, you want to private message the owner of the board and request an invite.



Although a message like above should suffice, you can mention that you're going to bring value to their board by contributing with the best quality content.

One thing to note is that the user whose board you want to contribute to has to be following you.

So a good practice here is to keep tabs on your new followers, follow them back and then see if they have group boards. Every single one of these that you join and contribute to is like a mini jackpot for your traffic numbers.



Earning yourself a place as a contributor to a board that has a large following will be a game changer for you so it's important to make as many friends and connections as you can. Also, make sure your profile has some quality content to showcase as this will be a deciding factor on whether or not someone will allow you to contribute to their board.

Content

Speaking of content, it's about time you get a better idea of what you should be posting and what gets better responses and interaction.

Original Content

A little later in this module, we will get into some cool tools to use to easily create some killer images, but first let's discuss about what's gonna catch your audience's attention.

The first thing you want to make sure you do is to offer original content. While it's ok to post some recycled stuff here and there like some quotes and pictures, but it's better if your stuff is original, something your audience hasn't seen before.

Use your creativity here and of course, keep your audience in mind and make it relatable.

Height vs Width

This is quite the golden nugget here. You'll notice if you browse your Pinterest feed that it scrolls up and down meaning that images with more height get more exposure than images with width.

Naturally, you should use this to your advantage. As your audience is scrolling through their own feeds, the images that are longer in height will stay on their screen longer, this is true for desktop and mobile browsing.

When creating content or even when sharing anything, keep this in mind. Creating and sharing long images will give you an almost unfair advantage over images that are next to it that are shorter in height. This

will literally double or triple your chances of getting some engagement for your image.

Canva

You don't need to be a creative or technical wizard when it comes to creating images.

Canva is a tool that currently has my Photoshop collecting dust. I use it mostly for creating Facebook ad images on the fly but I am now using it to create content for Pinterest.

You can define the image specs for your canva to 2 x 1 in regards to length and width and start creating awesome content for your audience to engage with.

The best part is that it is absolutely free and web based. No downloading anything. They do have some images to offer for sale but you will never need to use them because you can simply upload images of your own.

I definitely recommend checking out [Canva.com](https://www.canva.com).

Infographics

Infographics are a big hit on Pinterest right now. There's nothing your audience will love you more for than to see some informative content and an image at the same time. It's the best of both worlds!

If you have any informative blog posts on your website, add an infographic to go with them and share it on Pinterest. Make the infographics go from top to bottom and give them some height so your audience can scroll as they read.

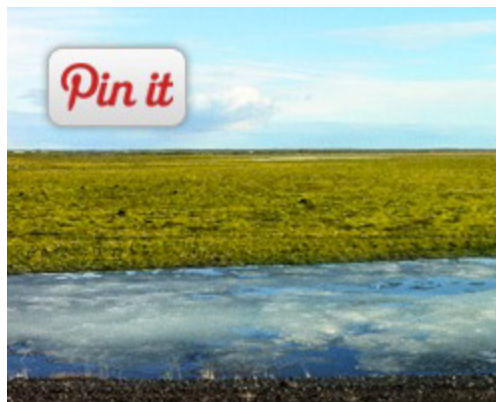
[Venngage.com](https://venngage.com) is a great tool to use to get these done. Alternatively, you can reach out to Fiverr to get these done for you for cheap. [Here's an example of good gig](#).

The Pin It Button

We touched on this a bit earlier in the report. If there's anything that is most critical to your website for it to get some viral action on Pinterest, it is the pin it button.

Every image on your website should have a pin it button so when you have visitors, they can simply tap or click on it and you are on your way.

[The Pin It Button Plugin](#) does this automatically for you so you don't have to do it individually for every image. Once you have this plugin installed and activated, whenever an image is hovered upon on your website, it will show a pin it button which can be used by you or your visitors to post it to Pinterest and link back to your website.



Monetization Techniques

By this point, you now have a better understanding as to how to use Pinterest for the powerful social network that it is. It is time to talk about your options on how to monetize all this traffic.

The Perfect Pinterest Funnel

There are many ways you can use Pinterest to make money and we will cover a couple options, but I wanted to begin this module with the easiest most effective way to do it.

This will include a combination of some of the things you've already learned plus the addition of some tools and strategies on the receiving end of your traffic, aka your website or blog.

The basic setup of your funnel goes like this:

- 1. Infographic or image**
- 2. Squeeze page**
- 3. Prospect opts in and joins your list**
- 4. Prospect gets redirected to thank you page which is CPA offer or other affiliate offer**

So let's break this down in a little more detail and cover everything you'll need to do...

Infographic or Image

You already know of the tools to use for this. You can either create it yourself by either using [Canva](#) or [Venngage](#) or head over to [Fiverr](#) to get the job done for you for cheap.

Make sure the image is eye catching, longer in height than width so you get a better chance of clicks and repins.

Finding An Offer

We're gonna be focusing on some CPA offers for this funnel so we're gonna need to join some networks.

Before we do that, we need to find which offers to promote and which networks we can find them in.

[OfferVault](#) is a great website for this. It lists all offers from various CPA networks. This will help you find not only the best offers but also which networks to join to promote them.

Here's a list of the best CPA networks based on recommendations:

- PeerFly
- NeverBlue
- MaxBounty
- Convert2Media
- CommissionJunction
- ClickBooth
- ShareASale
- MarketHealth

Which one should you apply to? I'd say all of them, some are easier to get into than others. This is also what OfferVault is for, so you have a better idea of what network is a best fit for you. As far as your application process goes, if there's any piece of advice I can give you when applying, it's two things:

1. Be honest in the application, that's the best way to go.
2. Call them up, if you want a sure fire way to get accepted, call them up once you apply.

At the end of the day, you may not get accepted to all of them for one reason or another. That's why we're applying to all of them :)

If you want some more information on getting accepted to CPA networks so you can feel a bit better about applying before you do so, here are some great resources that break everything down.

- <http://www.warriorforum.com/ad-networks-cpm-cpl-display-sem/574620-how-get-accepted-cpa-networks.html>
- <http://www.warriorforum.com/ad-networks-cpm-cpl-display-sem/359407-ultimate-cpa-network-acceptance-report-everything-you-need-know-about-cpa-acceptance.html>
- <http://www.warriorforum.com/ad-networks-cpm-cpl-display-sem/168377-how-get-into-every-cpa-network-without-website.html>

Lead Magnet

Before we get into creating your squeeze page and opt in form, there's a critical component that is necessary to all funnels, and that is what's called a lead magnet.

A lead magnet is usually something you give away for free in exchange for an email address.

This is usually a digital product either of your creation or you can use a PLR product.

If you don't have a product, the best thing to do is search for a PLR product. PLR products are products that are created by other people who have given you the rights to sell or give away.

My favorite place to find PLR is [Resell-Rights-Weekly.com](https://www.resell-rights-weekly.com). This is my marketplace of choice. It is \$19.99 a month to join but you can have a trial for just \$1. I highly recommend checking it out, you will find something you can use here on just about any niche, from fitness to dog training. You will have an endless amount of content to share and give away from this site.

If you've seen RRW before and you just don't like it for whatever reason, then I recommend trying Edson Buchanan's program, [Resell Rights Plus](https://www.resellrightsplus.com). It's fairly new so it's a little more modern. A lot of content and a lot of quality, definitely worth a look.

Squeeze Page

Your squeeze page is going to be created right from within a Wordpress post in your blog.

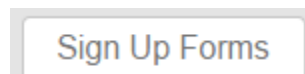
We're going to use a plugin called [Optin Revolution](https://www.optinrevolution.com). This plugin triggers a popup once someone lands on your page which you can use to get opt ins.

The first thing we want to do is install and activate the plugin on your WP blog.



Before we put this to use, let's set up and opt in form using our autoresponder. I'll be using Aweber for this example.

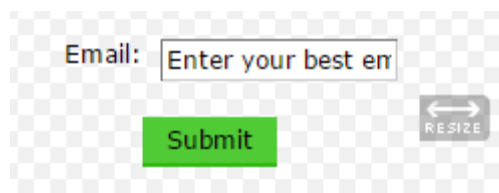
Step 1 is to find the **Sign Up Forms** tab



Step 2 is to click the **Create a Sign Up Form** button




Step 3 is to design your form, your form design is going to be done right from within the plugin so when creating it on Aweber we're going to keep it as plain as possible like the image below.




Step 4

Form Name*: fattomuscles

Facebook Integration:
☐ Enable Facebook registration form.
Form must be at least 300px wide.


Thank You Page: Custom Page 

Enter Your URL

 The URL you entered does not appear to be valid.

☐ Open this in a new window


Already Subscribed Page: Basic Version


 Show Advanced Settings


Give your form a name and add your **Thank You Page**.

This is where your affiliate link for your CPA offer goes.

Step 5 Installing your web form

 I Will Install My Form
You are comfortable with HTML and have access to edit your pages

 Javascript Snippet
The Quick and Easy Version

 Raw HTML Version
Advanced Design Customization

For Those Comfortable with Raw HTML:

- Easily customizable to fit any scenario.
- Track statistics in your account.

```
<!-- AWeber Web Form Generator 3.0 -->
<form method="post" class="af-form-wrapper" accept-charset="iso-8859-1" action="http://www.aweber.com/forms/af-form-1689939647">
<div style="display: none;">
<input type="hidden" name="meta_web_form_id" value="1689939647" />
<input type="hidden" name="meta_split_id" value="" />
<input type="hidden" name="listname" value="awlist3625846" />
<input type="hidden" name="redirect" value="http://trkur.com/145887/12290?s1=ftmfb" id="redirect" />
<input type="hidden" name="meta_adtracking" value="fattomuscles" />
<input type="hidden" name="meta_message" value="1" />
<input type="hidden" name="meta_required" value="email" />
<input type="hidden" name="meta_tooltip" value="email|Enter your best email" />
</div>
<div id="af-form-1689939647" class="af-form"><div id="af-body-1689939647" class="af-body af-sta
```

☒ Include beautiful form styles. Uncheck to get unformatted basic form.

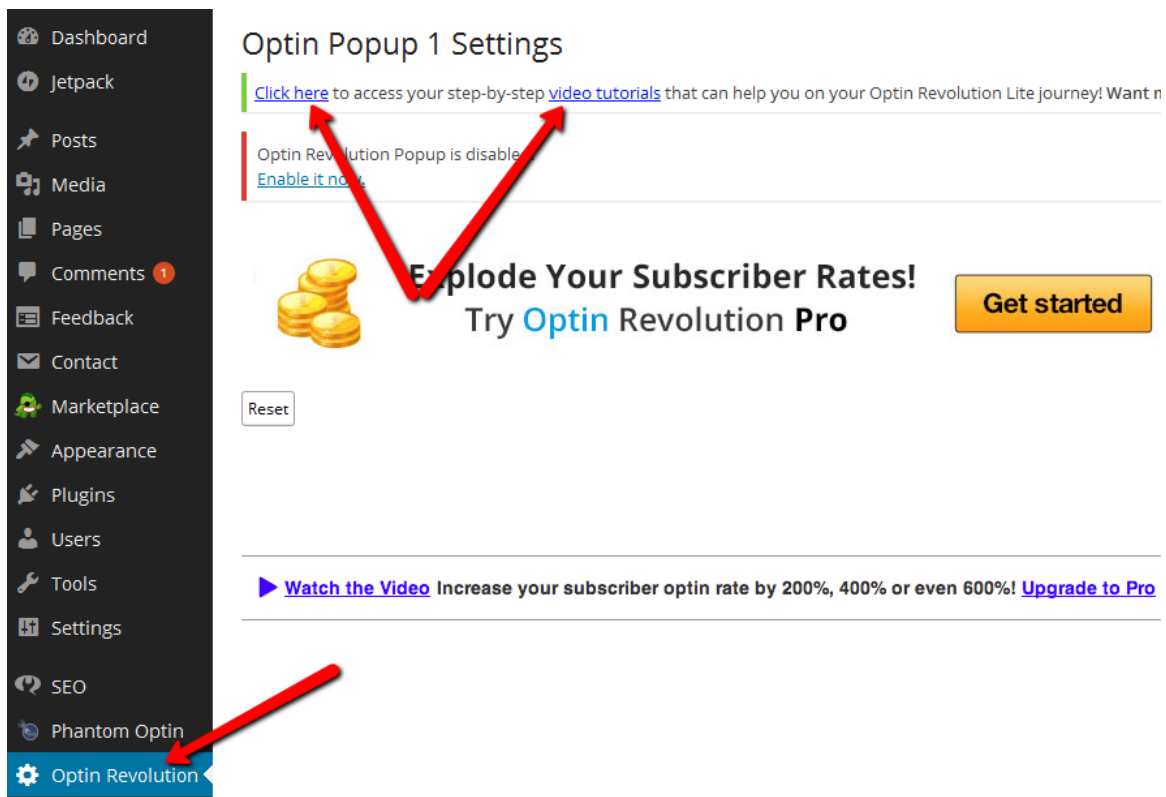
The red arrows display the points of interest here:

1. You want to select the code for **Raw HTML Version**.

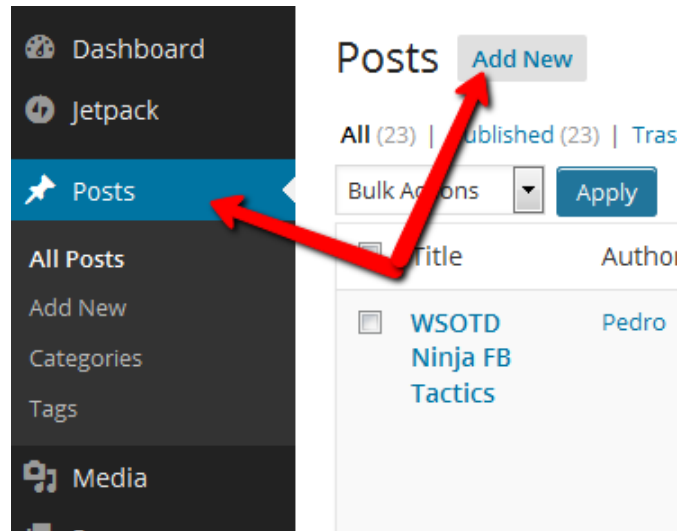
2. Also, make sure you uncheck the bottom box since your form doesn't need it.

Copy the code and paste where it belongs in your squeeze page generator software or in this case, your new plugin.

I recommend taking a quick tutorial of the plugin to get a better idea on how to use it and where exactly you should put that code for your opt in form.



Once you're familiar with how to use the plugin, you can go ahead and create a new post on your blog and add your image or infographic to it.



Find **Posts** on your sidebar and click **Add New**.

Add New Post

A screenshot of the 'Add New Post' page in WordPress. At the top, there is a text input field labeled 'Enter title here'. Below this is a rich text editor toolbar with various icons for formatting text. A red arrow points from the 'Add New Post' text to the title input field. Another red arrow points from the 'Add Media' button in the toolbar to the 'Add Media' button in the top left corner of the editor area. The bottom of the page shows a 'Word count: 0' indicator.

In the following screen, give your post a title related to the content you shared on your infographic or image and click **Add Media** to find your image and upload it to your new post.

Congrats! You now have a powerful funnel set up that you can share on Pinterest!

You can set as many of these up as you want. One for every blog post or image on your site. Make sure the images are attractive and that you have something relevant to give away as a lead magnet and that the back end offer is relevant as well. You will make sales and build your list at the same time that you can send back to your site or promote affiliate products to.

Amazon Store

Creating an Amazon store is a great way to monetize your blog. Amazon stores save you the headache of having to keep an inventory and at the same time allow you to sell just about anything in the world and make commissions for those sales.

This is a very powerful combination to use with Pinterest as you can easily populate your website with merchandise and use those posts to populate your Pinterest boards, particularly your “products and merchandise” board.

This gives you the freedom to work with just about any niche and if you’re creative, you can see the potential here. As long as you follow the engagement techniques on this report and build yourself an audience, you will have an endless amount of traffic hitting your Amazon store on a daily basis.

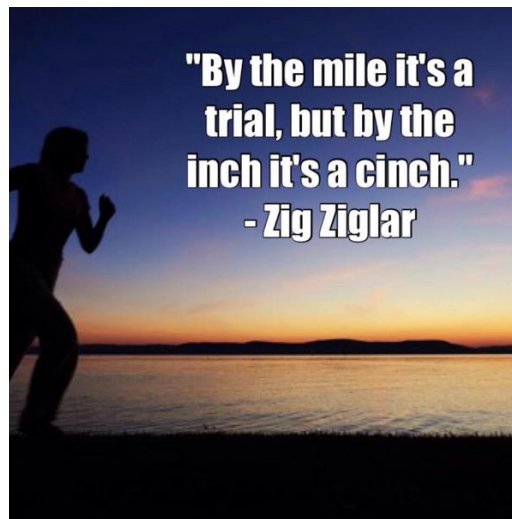
Now you don't have to be a technical wizard to have an Amazon store up and running. All you need is an Amazon affiliate account and you can learn how to create one by clicking here → [Create Amazon Affiliate Account](#)

Also, as far as the technical part goes of building an Amazon affiliate online store, you will find that there are plugins to help you have that done and set up in no time. There are even themes like [Covert Store Builder](#) that instantly turn your WP blog into an Amazon store as easy as point and click.

An Amazon store plus the natural viral power of Pinterest can turn your website into a virtual 24 hour a day cash register. You have the tools, you have the knowledge and the plan, now it's time to take action!

Conclusion

So what are you waiting for? There are millions of users just waiting to engage with your content on Pinterest. All you have to do is use what you've learned to get in front of them. Sometimes, all it takes is one repin from a large account for you to go viral. The only way to make that happen is to take action!



Not everything is gonna work out for you right away, sometime it will take multiple attempts to get things right.

As long as you know that you are now working with a powerful and viral social network, you can rest assured that as if you treat this giant the way you should, it will reward you tenfold.

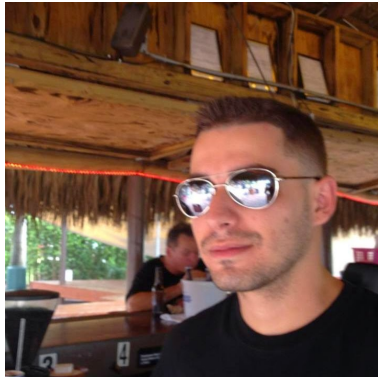
Remember, until you take action with this and connect it to your ideas and goals, all it will ever be is a good idea. Having a good idea is not enough, don't stay stuck in the potential boat, take consistent action and know that not every action is gonna be a home run.

Like the late great Zig Ziglar said...

“By the mile it’s a trial, but by the inch it’s a cinch.”

Thank you so much for reading this report!

Cheers!



Pedro Lopes

PaidWithPedro.com