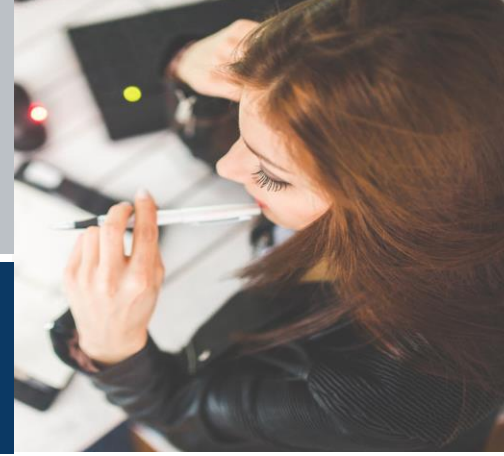


# PINTEREST START CHECKLIST

Pinterest will be your number one traffic driver when you launch your website so this is SO important.



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## BUSINESS ACCOUNT CREATED

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- Complete your profile completely
- Create the kind of profile you want to follow. Go look at some of your favorite Pinterest follows and see how theirs are set up.
- Be sure to put a description on all your boards.

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## CREATE BOARDS

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- Create boards with your ultimate customer in mind and your craft. Create at least 5-7 boards that you can pin your stuff to later. Start pinning three times a day to those boards NOW.
- Create at least 2 seasonal and holiday boards. I will be opening my fall and Halloween boards on July 5<sup>th</sup> to start pinning to them again.

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## CLAIM A SOCIAL MEDIA

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- Claim Instagram for now to get you started
- Start creating pins from your Instagram to get some experience with it and get your content out there.
- Claim your YouTube channel once you get that going

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## CLAIM YOUR WEBSITE

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- As soon as your website is created claim it as it takes up to 7 days to process
- Even though you won't actively promote your site anywhere else yet, create your pins to get them into our rotation

**This is for initial launch of Pinterest and your website, in part two we will talk about group boards, Tailwind, and cycling your pins through. But to get your website launched right, you have to be Pinterest ready.**