

# Reverse Engineering Mon\$y

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## Pinterest

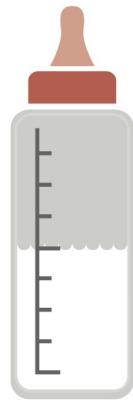
We explore the image-sharing social network “Pinterest” and show you how businesses and even ordinary people are using it to make a living. We reverse engineer and reveal their strategies to show you how it’s done.

# Pinterest

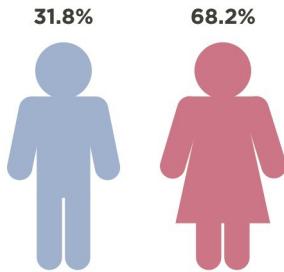
*"Pinterest was founded in 2010 and has been growing quickly ever since. On first sight it may look like it's yet another image-sharing site, however do not underestimate it. Since its release it has been a major profit generating source for so many businesses."*



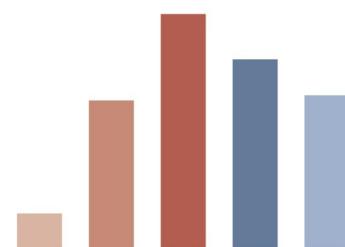
The most important aspect is that there are two to three times more women on Pinterest than there are men. It is not just an image-sharing platform, but it is used as source of inspiration for everyday things. It's also a shopping platform with many interested buyers looking for novel, creative and useful stuff.



Many women on Pinterest have children, which means they can be triggered more easily to buy cute gifts and other things. In general mothers have a bigger spending budget, as they not only do the shopping for their kids but their husband is on the list as well.



A user's average visit duration on Pinterest is usually as long as on sites such as YouTube and Facebook, these are very commerce driven and perfect for promoting physical products: 10 - 20 minutes. Sites such as Twitter on the other hand have an average duration of merely 2 - 4 minutes, as a consequence they have a lower ROI.



The largest age group on Pinterest is 25 to 34 years. These are the working class, they are ambitious, hard working and own a credit card or two. They are big spenders and could be your potential customers. They buy easily into trying out new products, gadgets and love to wear the latest fashion.

Keep these facts in mind prior to using Pinterest to promote your product(s). If the audience does not match your offer, it makes little sense pushing it.

# IMPULSE BUYING



Add To Cart



**Women are amazing impulse buyers.** Even if they don't need a new purse or a pair of shoes, they will still buy them right there on the spot.

**The most important driving force to selling is evoking feelings and emotions.** People rarely remember what they saw, read or heard, however they will almost never forget how something or someone made them feel. If a certain product makes you feel like you can rule the world, be the most handsome guy or prettiest girl then you're sold. To give you an example, the image on the right displays bowls and spoons designed for babies and toddlers, making them very appealing to mothers. It is a nice product because the bowls and the spoon handle are not made of plastic but wood, making them look nicer and even somewhat exclusive.

**People rarely buy the things they need.** The decision to buy is a need or desire to feed the ego. Such a decision is then justified with logic, making themselves believe they truly need this new thing. Even if they cannot afford a small luxury, if the feeling is strong enough they will buy it on credit. Even if a mother already has bought a similar plastic set (practically she does not need this), she will however trick herself into buying this set because of the feelings.

As sellers we should appreciate this behaviour, it is the driving force in almost every B2C transaction worldwide. But we should never take it for granted either. As we will explain later on, the picture itself is as important as the product. Too many online shops get stuck or fail miserably simply because they do not pay [enough] attention to storytelling through images.



**Selling is not rocket science.** Selling is something anyone can learn to do. It takes no particular brain or talent, but it does require effort and diligent work. Pinterest is a terrific medium unlike any other and on top of it all it's completely free. If you are willing to do the work and respect the process then you can drive thousands of visitors every single day to your website(s) and run a successful business.

# CASE STUDY

We have stumbled upon a Pinterest profile by the name "sparkleinpinkit". A screenshot of this profile is shown on the right. You can immediately notice that they are promoting products, clothing of kids in particular.

They are promoting their website twice on the profile. The first time the URL is shown as a clickable link and a second time it appears in the description. This may be somewhat of an overkill.

At the time of writing, this account has well over 8,000 followers, which is a pretty good indicator that this business is quite popular and makes sales from Pinterest's traffic.

Notice that they are only following about 80 users. Either they grew their followers naturally, or they unfollowed a whole lot of them at some point in time.

The images themselves are top-notch. If you've been on Pinterest for some time, you definitely have come across a lot of bad and low quality images. These diminish a business's authority, trust and overall profits. Remember: no new content is sometimes better than crappy content. Meaning, do not publish bad and/or low quality content.

## DISCLAIMER

In this case study we explore real, existing and operating businesses which actively utilize Pinterest for sales & marketing purposes. It is possible that the accounts and/or websites we investigate [ a.k.a. reverse engineer ] may no longer exist. Because of this fact we have provided enough information and screenshots to reveal & illustrate their operation(s). Use this research for educational purposes and please respect the owners. Do not try to damage these business(es) in any way.

The screenshot shows a Pinterest profile page for 'Sparkle In Pink'. At the top, there's a navigation bar with 'Home', 'Search', 'Categories', 'Saved', and 'Notifications' (with 2 notifications). Below the navigation is a profile picture of a girl in a pink dress, with the text 'SPARKLE IN PINK' next to it. The main header is 'Sparkle In Pink' with 8,680 followers and 81 following. The bio reads: 'www.sparkleinpink.com www.sparkleinpink.com We carry boutique clothing and accessories for girls at wholesale pricing! We carry newborn sizes on up!' Below the bio are two sections: 'Boutique Outfits' (642 Pins) and 'Dresses' (259 Pins), each with a 'Follow' button. There are also two image thumbnails below these sections.

[MENU](#)

SPARKLE IN PINK

   2[Home](#) > [Products](#) > [Pink White Stripe Ruffle Floral Dress](#)

PINK WHITE STRIPE RUFFLE  
FLORAL DRESS

**\$ 11.99 ~~\$ 24.99~~**

"Sparkle In Pink's website looks very decent and trustworthy. When you add a product to your cart and go to the checkout, you will notice (by looking at the URL) that the website was built using Shopify. This great company which allows you to setup an entire online store in matter of minutes, but there exist free solutions as well such as Wordpress and Magento.

To figure out whether an online store is making money is to Google them. If you can find reviews, testimonials or feedback of any kind then it's a pretty good indicator that someone has visited them and made a purchase. Here's an example:

*"Hi, anyone here ever ordered from sparkle in pink? Just seen this site on Pinterest and its kind of hard to believe the things they sell for the price. Just looking to see if anyone has done any ordering from them and how was the products if so!,"*

The above question was posted on a public forum, and then another person replied to the topic with the following:

*"Ikr I totally love the stuff they have just was so skeptical because it seems to good!! But ill make a order this weekend and update once I receive the product. Or u do the same if you order please. Just want to make sure it's an okay quality I mean for the price how much could u complain but it still would be nice to get some nice products for cheap!,"*

Stores like this one, using Shopify or any other e-commerce solution, are often drop shipping their products. It is quite uncommon for a company to design, develop and ship their products themselves, unless they are a big and/or popular brand. Here's a piece of advice, if you're about to launch your first business then try to outsource as much as possible and have as little liabilities and debts as possible. The most important thing is to try out your market first, do it fast and do it well. The sooner you know how people react to your brand and product(s), the better decisions you can make.

Notice the price discount tactic used on this website. It is quite common that store owners forget how small details can have a big impact on their sale numbers. The trick for giving out discounts without earning less money is to change the original price to a higher price and letting the discounted price be your intended selling price.

Price is an important part of any business. However, do not believe that a high price leads to less customers. Sometimes it can be more profitable to charge two, three or four times more than your competitors do. A high price is oftentimes associated with high quality, superb service and support. Depending on your market, generally people do not lack money and can afford your product even if they say they cannot. Usually they are held back because of doubts and fears, they ask themselves "what if the quality is bad?" and "what if it won't work?". It is your task to answer these questions for them, and the better you answer them the more sales you will get.





## Affiliate programs

When you do not have a business or a fashion line yet, and you are looking for a side income project then joining one or more affiliate programs will be the best option for you. Unlike in drop shipping, you do not have to worry about contacting suppliers and dealing with clients directly. Affiliate programs are wonderful because of their simplicity, all they require is traffic and you can get started without investing a single dollar.



Affiliate programs allow you to earn commission on every product purchased by a visitor who came through your special URL. In a nutshell, your task is to push as many potential buyers through your URL as possible. A very popular affiliate program is "Amazon Associates". Amazon's program is great because of many reasons, their brand is known worldwide and the average online shopper knows how amazing their services are. Amazon has a LOT of unique products for you to promote, ranging from fidget spinners to expensive luxury watches.

Amazon Associates is far from the only good one. Many alternative programs with much higher commission rates are available: Commission Junction, Etsy, Clickbank, etc. Many independent fashion lines, such as bebe, zaful and express have their own affiliate programs, this way you can avoid any middlemen in the process and enjoy a higher commission. Usually you get approved instantly or in 1-2 business days, and even if you do not have a website (yet) you can still get approved by explaining your strategy and/or showcasing your Pinterest profile. Most programs pay you every 30, 60 or 90 days and require a minimum payout amount of only \$50.

In the past Pinterest has been very strict on the promotion of affiliated products and strictly prohibited direct affiliate links. But since 2016 they allow affiliate marketing for all business accounts. You can either create a business account or convert your existing accounts in just a few clicks.

There are so many ways you can promote your affiliate URL(s). A very common one is to add it as the "source URL" for your pins, this will redirect everyone who clicks the image on your pin to your affiliate link. Another one is to include the affiliate link in the description of your pins. Both of these methods are very basic, easy and fast to carry out, the downside however is that they make you look like a salesperson. Pinterest users do not like being "sold" to in a direct sense, nobody likes the person who rings your door bell trying to sell you some cheap product. Unless the product they are offering really resonates with you then you will gladly make the purchase. Pinterest is no different, find a weak spot in your audience and use it to your advantage.



*On the right is a screenshot of a pin which promotes a cloaked affiliate link through the source URL option.*

Promoting direct affiliate links isn't as great as portrayed, in reality they convert terrible on average. Very few accounts use this strategy correctly, most are just spamming affiliate links - meaning they add an affiliate link on every single image they upload. This strategy, especially for new accounts, has a very low success rate. The reason is that Pinterest users do not want to be bothered with promotions and offers all day long, they want to have fun and find something new, useful and exciting on Pinterest. This also means that most Pinterest users will not bother following or liking such obvious advertisements.

**OVER 45 HEALTHY VEGAN DESSERTS! GET THE EBOOK!**



A much better strategy with a higher ROI is to setup an own website or blog and promote that instead. If your website has something of additional value such as coupons, free samples or free e-books then you can gain their trust much easier, as a consequence they will be your loyal followers and tell their family & friends.

Even if you do not have anything to offer them (coupons, gifts or other free things) then you can still achieve a much higher ROI by promoting your affiliate products on your website instead of linking directly to them from Pinterest. This additional layer can enforce them to buy, since you are telling them that you care - you did the effort to select the best products for them. If your website's style can bring forth feelings of health and luxury and emotions such as love, then it's much easier to convert visitors into customers.

We do not want to hard sell people, nobody like salespeople. It's all about creating a certain vibe and matching it with a certain audience. If people feel appreciated, respected and well served they will open doors you could never open yourself. It's amazing how many people have started a full-time business through social networks like Pinterest.

The devil is in the details, you need not be an expert to accomplish all of the above. Oftentimes picking a good image can do the trick amazingly well. If that one image resonates with a certain group of people then your brand, website and

products become the holy grail for them. Think about the brands and products you prefer over other ones in your own life, and then try to understand "why" that is so. This is the first step towards reverse engineering the entire process for yourself, it's a valuable learning process and a source of inspiration for your own business venture.



The Pinterest account "bethydeary" has over 42,000 followers and runs a quite lucrative and interesting operation that almost anyone can replicate. The image on the left displays one of its pins, as you can see they are promoting do-it-yourself sewing crafts.

The DIY niche/industry is a great one, and Pinterest is the perfect medium for it. Thousands of people use Pinterest for inspiration on what to create and design, so if you can offer something original, creative and useful then you will be loved by the community. But it's not always like this, a lot of accounts in this niche take (or steal) ideas from other existing sites which are not yet on Pinterest. It is a pretty smart tactic, making use of the available resources for their own purposes. The general DIY niche may be somewhat saturated but there are countless sub-niches (micro niches) which you can tap into.

It is very hard to tap into any general niche on Pinterest, every single one of them has a tremendous amount of competition, thus lowering the chances of standing out & succeeding. Yet every single day new players are able

to take a piece of the pie by dominating various smaller niches. To give you an example, instead of trying to get into the general "fashion" niche, try something like "gothic fashion" or "punk fashion". In society these trends/cults are somewhat more controversial and usually not leveraged for business purposes. But the market is huge and can earn us millions every single year.

Let us continue with our case study regarding the "bethydeary" profile. When you visit their website you will see an email opt-in form as shown on the right. We wondered how this business operates and proceeded by filling in the form and see what we could find.

After submitting the form the website sends a confirmation email with a link to confirm our email address. Once we have verified our subscription we could download a PDF e-book. This PDF contained tutorials showing how to create some beautiful crafts. A small snapshot of this PDF is shown on the image in the bottom left corner of this page.

As you can see they have an image of what the tutorial teaches you to craft and it mentions "what you need", meaning all the material required. Notice that some of these materials are links to other websites. When you click on any of these you will be redirected to the product on websites such as Amazon. Upon closer inspection there is a catch here, the links are affiliate links, meaning this business makes money from earning commissions when craftspeople buy these materials/tools through their links.



## Mini Granny Square Pouch

### What you need:

- Medium Weight Yarn - [Comfy Worsted in Sea Foam, Rose Hip, Whisker](#)
- [G Hook](#)
- 2 Buttons
- Needle and thread

This is a beautiful example of a very ethical business, their mission is to provide value to their audience by teaching how to craft nice things. Even more, their readers end up buying from their links as a way to support this business. Basically they are guilting their audience into buying by providing so many great tutorials and free guides.


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newsletter
  
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 Whistle and Ivy Weekly Newsletter

SIGN ME UP

It's free! No spam, ever. Promise. Powered by  
 FeedBlitz

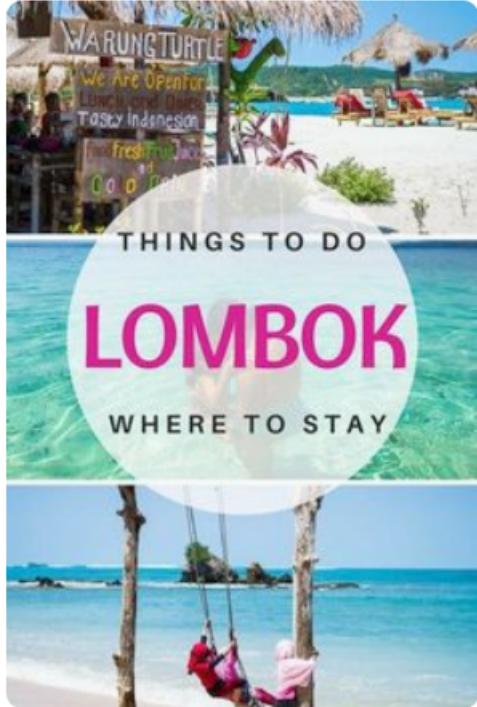


## Tourism and hospitality

Pinterest is not solely used for crafts, fashion or cooking but for planning vacations as well. Some smart entrepreneurs understood this early on and are now running very profitable tourism businesses. Some people are even traveling salespeople, meaning they earn a living by traveling.

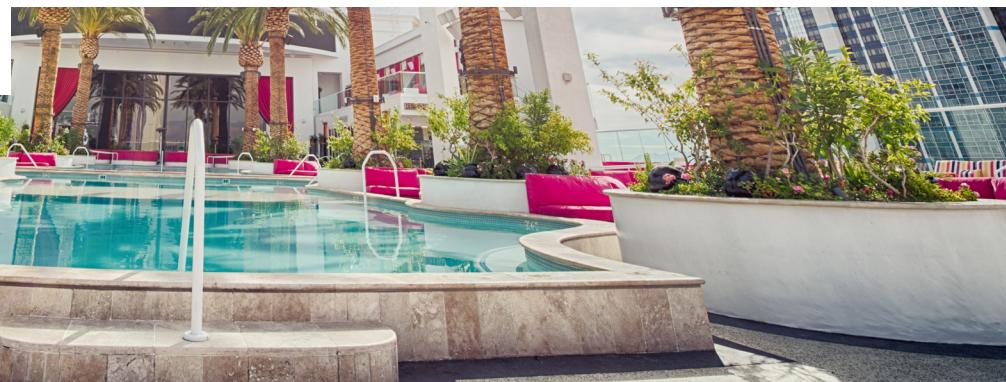
Such a great lifestyle wouldn't be possible without sites such as Pinterest, they have truly opened doors for so many people and it is only going to get better. More people will finally be able to leave their miserable jobs and do what they truly love: eating, traveling, partying, designing, ...

On the right is a pin which promotes four rooftop bars in Madrid. The basic idea of this pin is to promote bars and getting paid to do it. This is possible if you know the bar owners yourself. But even if you do not and you've never been to Madrid then you can easily look up some high rated bars, contact the owner(s) and make a deal.



It doesn't stop here, there are so many local businesses throughout the world that could greatly benefit from this strategy. Quite often tourists visit Pinterest for inspiration on where to stay, what to visit and where to eat. This means you can target hotels, hostels, restaurants, bike rentals and even one-time parties. These local businesses commonly appreciate external help, especially if you already have a few thousand targeted followers, making it easier to ask for money upfront.

However do not make it stupidly obvious, if people sense you are trying to over-promote a certain business then they might lose trust in your information. In this niche it's very important to be of service to people, if you give them something of great value then they will believe almost anything you tell them. You can achieve great power through Pinterest, only if you play your cards right. Finally do not try to copy what your competitors are doing, add a twist to it, add something of extra value.





## Pay-per-click (PPC)

Pinterest is not solely restricted to selling to women, but there is a large market dedicated to men. A quite common monetization tactic you can stumble upon are PPC websites. These utilize PPC networks to display ads on their websites such as, but not limited to, AdSense provided by Google.

PPC allows you to earn a certain amount of money, usually between \$0.01 and \$5.00, per click on an ad displayed on your website. The amount you can earn depends on various factors, the most important one is your visitor count. The more visitors you have the higher the

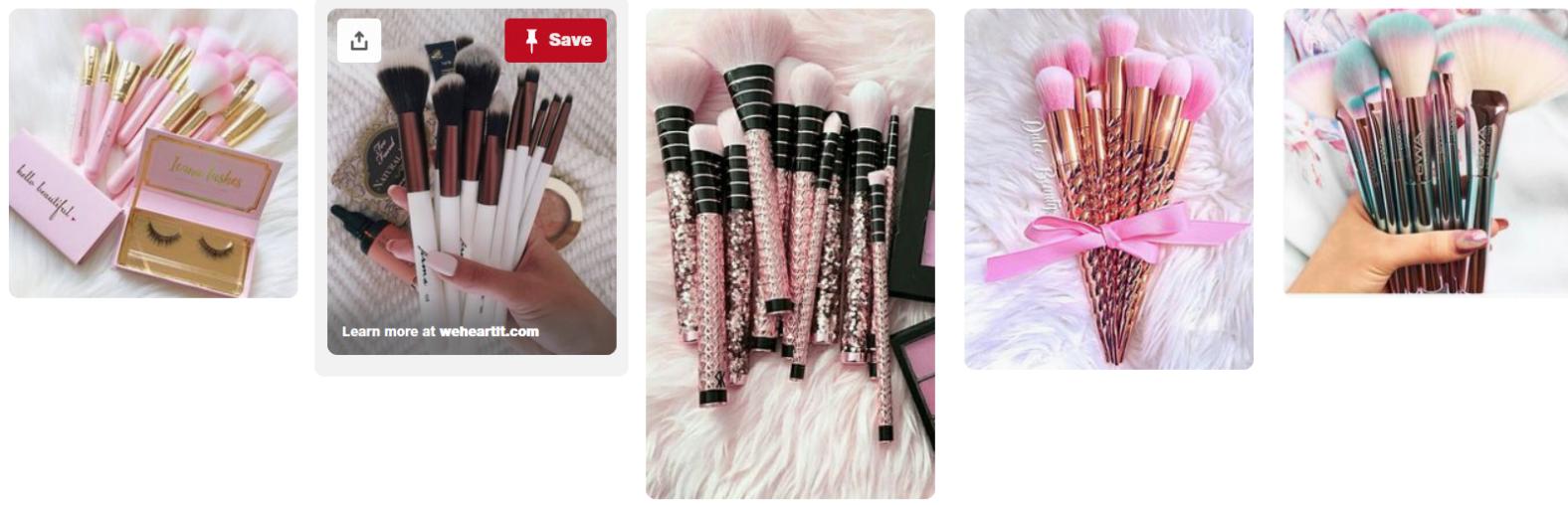


chance of someone clicking on the ads. To lure visitors in you can use almost any kind of niche. Basically all of the previously discussed niches/industries can be combined with this method. However from our experience photography is one of the most popular industries on Pinterest which utilize PPC. The images of these cars are one example of a website dedicated to cars, exclusive luxury cars in particular. The image at the bottom right shows a screenshot of one such website, the green rectangles indicate the AdSense ads.

Since PPC highly depends on visitors, generally it is considered as a quite difficult method to get right, let alone earning a living from. Consequently many businesses are involved in running multiple, sometimes more than a hundred, Pinterest accounts. Each account promotes the same website or different ones, but all are managed by the same entity. This way they can generate as much traffic as possible. In extreme cases these practices are a violation of Pinterest's rules, as a consequence Pinterest's team tries to eliminate these accounts by isolating or banning them.

Unless well executed, PPC monetization methods in combination with Pinterest traffic, on average have lower success rates and earn less money than drop shipping or affiliate programs. Pinterest users are pretty smart and know how to avoid banners and other unwanted advertisements, so the chances of them clicking on any of your ads is pretty slim. A wise strategy would be to combine PPC with other methods, such as opt-in forms and/or affiliate programs. This way you can split test which one works best for you.

The screenshot shows a website for "Super Car Center" featuring a red Lamborghini Aventador with its doors open. The site has a navigation bar with links for various car brands like Aston Martin, Audi, Bentley, BMW, Bugatti, Chevrolet, Dodge, Ferrari, Ford, Hennessey, Koenigsegg, Lamborghini, Lexus, McLaren, Mercedes, Nissan, Noble, Pagani, and Porsche. There are also links for "Check a Car", "Car List", "Car Picture", and "Car Price". A sidebar on the right encourages users to promote their business using Google AdWords, with a button to "claim uw tegoed". At the bottom left, there's a call-to-action for Google AdWords with a link to "google.be". The bottom right contains a "Supercar Manufacturers" section and a "Contents" table of contents with links to various car-related articles.



## Growing your Pinterest profile

It reality it is not that hard to get 1,000 - 10,000 followers, but it won't happen overnight. From our own experience and that of our own clients it can take between 1 and 3 months to achieve these results, but it depends on many more factors: your niche/industry, how active you are, the quality of your images and how your profile is structured.

One of the most important aspects of Pinterest is the quality of your images. Quality is more than just the resolution itself, but also how well the images contribute to the overall style/theme of your account. I have seen accounts fail miserably because they have boards of cars, motorcycles, nail art, pink clothing and aquariums all together. There is nothing wrong with having such an account, but it will unlikely get you 1,000 followers, let alone going viral. You do not need to be a photographer or a designer to have a great Pinterest profile, you don't even need to spend a single dollar. In fact you can re-upload images you find on other social networks, such as WeHeartIt, Instagram and Tumblr. Beware that the original creators/uploaders of these images will not always appreciate you taking their content, but some don't care or even love when you spread their work. It is often wise to mention the original creator of a piece of content and will keep your account(s) from any infringements.

When you're starting out it's not very advisable to start advertising your affiliate links and websites right away - at least do not do it on every single pin. It's much wiser to build an audience first, without any advertisement at all, simply because this way you will reach your desired number of followers much faster. Remember, people do not like to be sold to, they dislike ads and affiliate links, unless they trust and love your content, then they'll gladly contribute to your success.

If you have a very successful and big account (+100k) followers then you can start profiting from it directly. There are many approaches possible, a common one is to start a new board and sell board invitations for a certain price (e.g. \$15 per invite). Many starting businesses would be interested in growth hacking by participating in boards that have a lot of followers, this will allow them to get their first customers much quicker. You can also charge them to promote their products by re-pinning some of theirs pins, this way you maintain the authority and you choose what your followers will see.

Many users on Pinterest who have quite popular accounts (+10k followers) are not using it for any promotional purposes at all. Many users are mere fans who use Pinterest in their spare time without any goals or ambitions, and some don't even believe they can earn money online. You can make use of this opportunity when you find yourself in the beginner's seat. Reach out to a bunch of accounts and see if they would be interested in working with you. You can either offer to pay them through PayPal, sometimes they may do it without asking for anything in return.



## Good vs Bad pins

Since image quality, as broadly defined previously, is an important factor, it is important to identify which images will have a higher chance of gaining popularity than others.

On the right are two pins of somewhat the same product: striped shorts. But only one of them has received almost ten times the amount of likes and repins. The winner is the second pin, and it is not rocket science to understand why. People are visual buyers and they buy what others are buying. This means, if they like something a lot themselves, or they see another goodlooking person wearing something nice, then they are more eager to buy it. This is a powerful psychological marketing tactic used nowadays to encourage people to buy products without much effort.

On Pinterest the same principle is used to get more likes, repins and followers. Businesses and brands which utilize this tactic can grow rapidly in matter of days. Instead of uploading a boring picture of your product make it more appealing. Try to find someone who is already wearing your product, or a product that looks just like yours and use that to your advantage. However if you have the capacity to create and develop your own photographs then that's going to be much more effective. There is no telling whether the image you just found online is old or new, maybe it was popular a year ago and people got tired of it, thus your efforts will result in no popularity and attention whatsoever.



Not all images need to be exciting and displaying people wearing your brand. Jewelry for instance can speak out for itself. On the left are two images of a similar piece of earrings, the second one shows a woman wearing the product. Notice that both images are good and the results speak for themselves. Both pins had approximately the same amount of likes and repins: about 1000 repins and 180 likes. The same applies to other niches such as food and cooking, it's not always necessary to include people in the images eating the dish. In these cases the products can speak out for themselves.

Watermarking is commonly used mark to your territory, meaning to tell the world you made this picture. It's a practice widely used to combat piracy and theft of content. But it has another benefit as well, and that's self-promotion. If your images go viral then it's for your benefit only. Even if someone else uses or steals your watermarked image, as long as your watermark is on there, meaning your name or website is visible, you will take a lot of the credit. Just don't overdo it, too much watermarking just ruins the experience and makes the images less attractive.





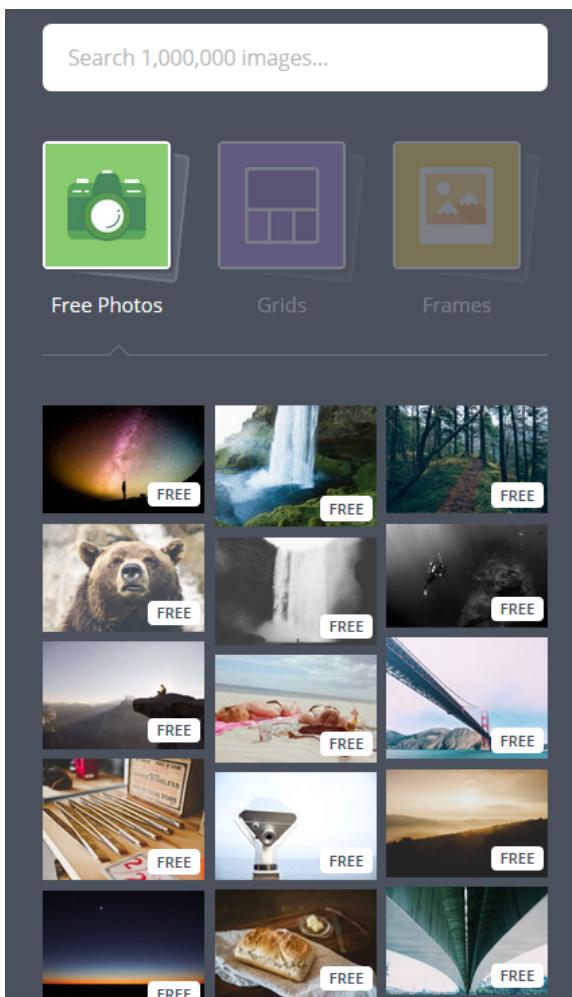
## Making of pins

Good content is appreciated but unique content is worshipped. People love new, experimental and creative things. The easiest way to stand out is to do something bold and somewhat crazy.

Websites such as “polyvore” allow you to make collections as shown on the left. These collections are displayed as a single image with your preselected products. You can let your imagination loose and create truly crazy and outstanding collections then post them on Pinterest. If some of your collections resonate with your audience then you will notice it pretty fast. Unfortunately “polyvore” does not have a public affiliate program, so right now you can use them for creating free and original content. If any of your “polyvore” crafted pins go viral, you can change the description and/or the source URL to promote your website(s).

“Canva” is yet another awesome source for creating social media graphics. Canva isn’t solely limited to social media graphics, you can use them for almost anything you can think of.

They are super easy to get started with, for the purpose of this magazine we have signed up and create the graphic, as shown on the bottom right, in less than one minute to be exact. The literally offer more than a million free high quality images you can use. They have an online editor, so you can add graphics, backgrounds, patterns and text anywhere on the image of your choice.



## UPPER BODY STRENGTH

YOGA ESSENTIAL FLOW



SPOTEBI.COM



## How much can you earn?

Quite often people ask us how much they can earn from Pinterest, how long it will take and how much effort is required. All these questions are very hard to answer. Social media marketing is more of an art than a science, there is no way to answer such questions. However you can make predictions and speculations, but that's all there is to it.

The pin on the left was taken from the account "spotebi", it has well over 220k followers and we shall use it to make a rough estimate of how much this business is making. When you visit their website you

## BIKINI BODY



\$24.99

will see that they use Google AdSense but custom products as well. One of their products, as shown on the image above, costs \$24.99 and it includes various e-books, guides and workout plans but also a one-year access to ad-free online resources.

It's not possible to determine the number of visitors their website has received, so we shall use the number of followers their Pinterest account has to estimate a lower bound for their earnings. Having 220k followers we can speculate (based on own industry averages) that 5% of these followers have visited their website. Since their website is quite professional and looks very nice, a 3% conversion rate is pretty realistic. So  $220,000 \text{ followers} \times 5\% \times 3\% = 330$  sales. And 330 sales times \$24.99 comes down to \$8,246.70 in revenue. Remember that this is just a lower bound of earnings that came from Pinterest alone. In reality they are receiving traffic from sources such as Google search, Instagram, Facebook, YouTube and more. In this extremely simplified calculation we have not included AdSense earnings and sales due to referrals. When people find some guide helpful then they will tell their family and friends, these will most likely purchase the product(s) as well.

It is definitely possible to make a living from online marketing, even if you're a starter without any know-how and experience, but it will require some time, work and dedication to learn the ropes.

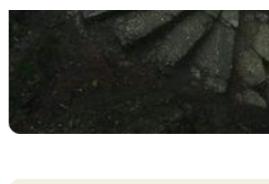
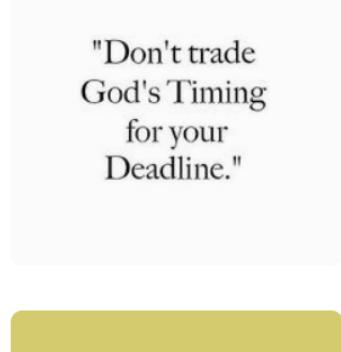
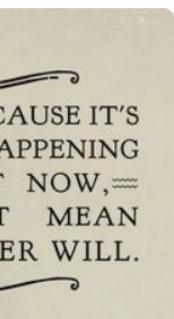
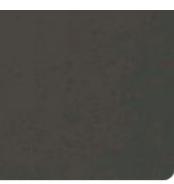
## Practical tips & tricks

Before starting out with Pinterest, try to reverse engineer the process to increase your chances of succeeding. The first step is always to be honest with yourself and acknowledge that you are not the first one in the game, meaning there were hundreds of people who've already done what you are trying to do. Figure out who these "competitors" are and find out everything you can about their operations. Some of these can be big accounts with a million followers, but do not be discouraged. Big accounts tend to become much more conservative and take less risk, the bigger they become the safer they start to play. If you are a mere beginner in the game then it's the right moment to do crazy things and go all out, there is nothing you can lose but you have everything to win. In our world accounts can go viral overnight, meaning it is possible to get thousands of followers in matter of days, not months or years. But you cannot do this without trying to stand out, and doing something extraordinary. It does not take much to stand out actually, usually it's just one or two extras that can do the trick. For instance if you have two big competitors, look at what they are both doing and see which things one does but not the other. If you can figure out which part one or the other is missing, you can fill that gap, consequently you shall attract what is rightfully yours.

Being impatient can ruin everything. Things don't happen when you want them to happen. Someone should name this law properly as it's of such importance in business. When we consult businesses on how to run their Pinterest campaigns we notice quite often that after a few weeks or a month they quit and abandon their activities simply because there is no "ROI". As the law states, these people probably do not deserve to reach higher grounds on Pinterest, the game is not for the quitters. On the other hand, people who do not expect anything from Pinterest but were doing it just as a hobby, now find themselves running lucrative businesses. In the latter case, these people were doing it for many months and gradually building their online presence without any expectations, it was just fun and games. The difference between those who have immediate expectations and those who do not is that one group (the second one) is able to endure and persevere and they are being rewarded by the law accordingly.

Smart marketers are trying to hack this law by searching for loopholes and growth hack their profiles. Usually this is done through automation tools (a.k.a. bots) which can automate all of the activities. This includes automatically liking pins from specific niches, boards and users' profiles, but also automatically downloading and re-uploading content from external websites such as Tumblr, WeHeartIt and Instagram. Pinterest is able to detect duplicate images, which were uploaded before, and they could ensure these re-uploads do not go viral. To outsmart these shackles one can let their tools get images from less popular sources, which have a higher chance of being unique. These sources are usually new accounts on Instagram/Tumblr/... or from much less popular websites far away from mainstream sources.

Yet another growth hacking method is to build up many (up to a hundred) accounts and making them look like regular genuine users, thus not promoting any products. Once these accounts have reached at least a thousand followers each, they let them re-pin and like pins from a business account they own. These pins do contain products, affiliate links or other lures to trick the audience into their schemes. Even though these operations are against Pinterest's policy, they are very ingenious making them self-sufficient and in control over their own successes. This way they do not have to rely on luck, image quality or product quality because they can simply force themselves to go semi-viral whenever they have some product or offer ready.





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