



Top tips to land Pinterest clients

Learn how you can work as a Pinterest Strategist and get my email template that I use to 'cold email' new clients!

JUSTYNJEN.COM

Lesson 1:

WHAT IS A PINTEREST STRATEGIST

GETTING STARTED AS A PINTEREST MARKETER AND STRATEGIST.

Before you can be a Pinterest Strategist, you have to first understand what that is. I consider myself a Pinterest Strategist because it gives me more authority on the subject. I found that when I was telling clients that I was a Virtual Assistant that worked on Pinterest, they usually didn't know what I was talking about. It required a lot of explaining that almost devalued my services. I quickly realized that if I wanted to get paid the money I was asking for, I needed to give my service a better name. And that is how the Pinterest Strategist was born. (I do also tell people that I am a Pinterest Marketer.)

As a Pinterest Strategist, I come up with a business strategy and schedule for people's content. This includes a blog schedule, Facebook/Instagram Posting Schedule and Email Marketing schedule that all ties back to Pinterest. I work solely with Online Business and Bloggers.

PACKAGES THAT YOU CAN OFFER.

There are three types of services that I offer to my clients. The first service is Pinterest Consulting. This comes in the form of a Consultation Call that lasts 1 hour, which usually includes about 30 minutes to an hour of preparation. I grab all of their business information before the call, including their branding, services and goals. On the call we talk about Pins they should be making, blogs they should be writing, keywords they should be using and more. I do the research beforehand so that on the call we are very organized and we don't waste time figuring that stuff out. This is a one time service.

The second type of service that I offer is account clean up. This means that I will make them a business account (or convert their current account to a business account) I will create them the most relevant boards and hide personal boards. I will load their account with keywords and helpful descriptions and I will request to join 15 group boards on their behalf. I will also come up with a pinning schedule and join 5 Tailwind Tribes. This is a one time service.

The third type of package that I offer is my complete Pinterest Management Service. This includes me consistently pinning for them. I create their pins and their free downloads that I connect to Pinterest for them. I manage their entire account and I send them monthly updates as to how much traffic is converting back to their website. This is a monthly project but I require that people sign an agreement committing them to 3 months with me.

Lesson 2:

FINDING PINTEREST CLIENTS

WHERE TO FIND CLIENTS AND HOW TO GET THEM TO SAY YES.

None of these packages include actual blog writing for people or email writing. These packages simply involve me pinning for these people and occasionally creating pins for them. There is strategy that goes into what I do, because if you don't get people results then they aren't going to stick with you for very long, however I spend about an hour each week on each client.

Do you have 1 hour a week to spare working for someone? And then about an hour a week to continue learning about the platform and strategy? Then you can also work as a Pinterest Strategist like me.

How can you find clients?

Finding clients for any type of online work can be hard but I found some really easy and quick ways that you can land Pinterest clients starting this week. My top 3 ways to land Pinterest clients are:

- 1.** Finding clients through the Pinterest platform. This is one of the most effective ways to land clients. It's so easy to get a client to work with you if they are already trying and struggling on Pinterest.
- 2.** Cold emailing clients. This has actually been extremely effective for me. I have been able to find clients that have no Pinterest presence, email them why they should work with me and I have landed HUGE, big name clients this way.
- 3.** Facebook Groups. Be the go to Pinterest resource. Everytime someone asks a question about their business and the platform, make sure that you are responding. This shows people that you are an expert and they will be way more likely to hire you down the line.
- 4.** Word of mouth. I have also found a lot of clients just by telling people this is what I do. So many people don't know that Pinterest is such a gold mine. It's extremely valuable to educate those around you and you'll be surprised how many clients you can get this way.

Lesson 3:

MY EMAIL TEMPLATE FOR COLD EMAILS

Hi _____.! You don't know me but my name is Justyn. Here add something personal about their business that you know. DO YOUR RESEARCH. Tell them why you want to work with them and share what you like about their company.

Tell them something that you love about them, whether their blog inspires you or you can't live without their products, tell them here. Now while I was partly reaching out to you to tell you all of this, I did want to ask you/talk to you about something.

I wanted to ask you about your Pinterest account. I noticed that you aren't utilizing Pinterest for your blog, videos or social media. I know that you need no help with traffic because you have been able to grow your accounts to such great numbers, but Pinterest is an amazing search engine for bloggers and influencers and I really would love to see you tap into that full potential.

So you're probably hoping I get to the point already. Well, the point is I want to help you grow your Pinterest! I have been working with tons of bloggers like you to optimise and grow their accounts to reach even more people.

I offer a package where I would create custom boards as well as board cover images. Link your account to your website and get your account growing. On my own personal account, I was able to take my small following and reach and grow to reaching well over 700k people a month and grow from under 100 followers to over 750 followers in just a few months! And around 7k of those monthly viewers are heading back to my business website every day! Imagine what your reach could be.

I am looking to grow as a freelancer and I would really love to work with big and inspiring bloggers like you. I know that we could reach millions more people through Pinterest and so I have attached a very quick presentation for you regarding more about what I am talking about.

I would LOVE a chance to help you grow your business and sell even more of your products, especially with a new podcast coming out, I know we could make magic together!

I hope you don't mind my long email and even if I never hear back from you, keep on inspiring the world.

Best Regards,
Justyn

Lesson 4:

IN CONCLUSION

I JUST HAVE A FEW MORE POINTS TO SHARE WITH YOU.

You might be wondering what I meant when I told this particular blogger that I also had a presentation for her. Well I created a power point presentation that I customize for every person I reach out to that is made just for them. It includes metrics, costs and details of working with me.

If you are interested in have a customize power point presentation of your own, you can always reach out to me at hello@justynjen.com and we can talk about making one for you. If there is enough interest I will be selling my pitch presentation and my monthly update presentation that I use for every client.

TIPS FOR SUCCESS.

I want to leave you with a few tips for success in your new business as a Pinterest Strategist. Goodluck! I hope this helps you understand how you can work as a Pinterest Strategist. This is honestly one of the best jobs for moms working from home or anyone looking to earn extra cash. Just make sure that you are providing results!

1. As with any job, under promise and over deliver. If you know you can get someone to 1 million page views in 3 months, promise them 800k. Then when you hit 1 million, they are going to be overjoyed.
2. Spend at least an hour a week listening to Podcasts or watching/reading Pinterest tutorials. There is so much to learn on this platform.
3. Practice on your own account! You should always start with your account. If you want to offer Pinterest ads for people, start using ads on your account. This way you will know what works.
4. When you are telling people what your prices are, offer to give them \$50 off if they will be a case study for your future clients. This way you can use their metrics to show results to future clients and they will get a bit of a deal for helping you get new clients.
5. Always ALWAYS get testimonials and case studies. I am backtracking now to get testimonials from people I have worked with and that's a pain. When you are finished working together, ask them for feedback or if you have been working for someone for a few months, ask them for a quick testimonial when you send them your monthly update.
6. Remember to remind your clients that they won't see results overnight and that it can take months for them to see results. Pinterest uses SEO to grow and it's important that clients understand that, otherwise they will want to see 1 million website views in a month and that's just not going to happen.