

PotPieGirl's PinTest Playbook

Perhaps you've heard of Albert Einstein?

I know that seems like a really odd question to start a PINTEREST strategy guide with, but hang in here with me for a moment -

Turns out Albert Einstein had some very deep insight about Pinterest...

(ok, not literally about Pinterest, but his insight absolutely applies to how Pinterest is for Pinterest Marketers like you and me!)

Albert Einstein, among many things, was also a Professor of Theoretical Physics at Princeton University.

One day, his Teaching Assistant was preparing the questions for a test to be given the next day.

Suddenly, the Teaching Assistant noticed that all the questions were the **EXACT SAME** questions as the year before... *and* the year before that.

The Assistant ran to alert Professor Einstein of his error...

“Professor Einstein, you made a mistake on the test for tomorrow - all the questions are the exact same as you asked on last year’s test!!”

You know what Albert Einstein said in response?

“No mistake...”

The questions are the same, but the ANSWERS are different!”

Tell me, doesn’t that absolutely apply to Pinterest Marketing over the years - or heck, over the past few MONTHS?!?!?

We always have the same questions, but the answers and “best practices” keep changing a mile a minute.

Add to that frustration is how BUGGY and *inconsistent* Pinterest can be from one platform to the next, from one DAY to the next.

If you've been struggling with declining Pinterest results, NO WONDER you are beyond frustrated!

I've got some help for you today, if you want it.

I am always eyeballs deep in Pinterest testing, testing, testing.

I also analyze the heck out of what Pinterest does and WHY they do it.

To be honest, I can't always figure out *why* in the *world* Pinterest does some of the whacky things it does, but I almost always can figure out WHAT it's doing.

And yes, many times digging in and trying to figure out what's working NOW on Pinterest, AND trying to truly track my test results, can make my eyes BLEED haha!

But I love it -

AND, to *ME*, the traffic from Pinterest to all my blogs is absolutely worth the effort.

So, I'll test and track and let my eyes bleed for a few months, and then I'll type up a **PotPieGirl Team Pinterest Guide** - and then I share it with my Assistant (my daughter) and with anyone else who is pinning FOR me - and it's only for those on my team.

As with all worth-while information, people started to find out that I do this -

And they WANTED my Team Pinterest Guide.

Since I try to be as generous as possible with what I learn in order to help others shortcut ALL *my* pain OF learning, I decided that I'll offer my Team Guide to my readers this time.

What you're about to read is a little more detailed version of my Team Guide since you and I don't have the daily conversations that I have with my Team - and I won't assume you just magically know what I'm talking about.

I've figure a lot of great things out about Pinterest in the past few months and I have very little doubt that YOU will get at least a handful of Golden Nuggets from my **PinTest Playbook** that follows.

Here's what I'll be sharing with you...

-- If your Pinterest traffic seems to be on a continuous DOWNWARD spiral, I just might be able to tell you WHY... AND what to DO about it (and it's a super easy fix)

-- If you just can't seem to get your well-performing pins to do any better, I have a cool little trick that really helps

-- If you just can't seem to get any "viral" pins anymore, yep, I have a strategy for that too

-- If you can't seem to find YOUR pins in the Pinterest search results, I'll offer some help and tips to help you fix that

(AND be sure you are truly searching Pinterest for your pins the RIGHT way - yes, it makes a difference!)

-- I'll show the simple little free tool I use to easily track my PinTest results (and it's kinda fun to watch!)

-- I'm going to teach you what "Unicorn Pins" are (and no, they are NOT pins with pictures of unicorns - but, like the unicorn, Unicorn Pins are magical pins that are rarely found yet SO powerful

Needless to say (if you've ever read any training from me in the past), you know there will be many more little tidbits and Golden Nuggets in this **PinTest Playbook...**

And I hope they all help calm your nerves and frustration with Pinterest, and get you back to ENJOYING Pinterest again - and enjoying increased traffic FROM Pinterest again =)

Alrighty... Ready to jump in and get started?

Let's start with "Unicorn Pins" -

What ARE Unicorn Pins?

How to do find YOUR Unicorn Pins?

And, what do you DO with your Unicorn Pins?

Uh-oh!

**You reached the end of your Free Sneak Peek of
PotPieGirl's PinTest Playbook...**

Want to read the Full PinTest Playbook?

=> <http://www.potpiegirl.com/pintest-playbook/>