

Your first week of Pinterest

For small businesses and sole traders starting with nothing but their brand. About 20 minutes a day — tick each box as you go.

DAY 1 Set up your profile

- ☐ Switch to a free **business account** (Settings → Account management).
- ☐ Name it **your business + what you do** — e.g. “Maple & Mint | Handmade candles”.
- ☐ Write a one-line bio: who it’s for, and what they’ll find.
- ☐ Have a website? **Claim it**, so your pins carry your name.

DAY 2 Find the words people search

- ☐ Type your topic into **Pinterest search** and write down the suggestions it offers.
- ☐ Repeat for 3–4 topics until you have **about 10 phrases** your customer would actually type.
- ☐ These words go in your board names, pin titles and descriptions.

DAY 3 Make 3–5 boards

- ☐ Name each board with one of your **searched phrases** — “Easy weeknight dinners”, not “Yum!”.
- ☐ Add a one-sentence description that uses the same words.
- ☐ A few focused boards beat many empty ones.

DAY 4 Plan three pins from one idea

- ☐ Pick one thing you know well. Turn it into **a tip**, **a short list** (“3 ways to...”) and **a question** your customer asks.
- ☐ Make one a **save pin** — useful on its own — and one a **click pin** that shows part and says what’s behind the click.

DAY 5 Make your first pin

- ☐ **Tall, 2:3** — 1000 × 1500 pixels.
- ☐ One clear picture, a short title you can read on a phone, your colours.
- ☐ Use your searched words in the title and description.
- ☐ Linking it? The page should **match the pin** — same picture, same promise.

DAY 6 Publish one pin

- ☐ Post it to the board it fits best. **One — not ten.**
- ☐ New accounts that post in bursts can look like spam. A steady few a week builds trust.
- ☐ Keep the other two for the coming week.

DAY 7 Look, then set your rhythm

- ☐ Give it a few days, then open **Analytics**: impressions, saves, clicks.
- ☐ **Saves** show what people find useful; **clicks** show what earns a visit.
- ☐ Choose next week’s pins now, while the idea is fresh.

WEEK 2 ON Small and steady

- ☐ **One to a few pins a week**, every week. Missed one? Just carry on — don’t catch up in a burst.
- ☐ Make more of what gets **saved**.
- ☐ Same idea, fresh angle: new picture, new title, same link.
- ☐ Judge it over months, not days.