

PIN TEMPLATE STARTER PACK



11 PIN TEMPLATES BY CARLY CAMPBELL

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Have
we
met?



Hi, I'm Carly!

I started blogging at mommyonpurpose.com in early 2016, and I fell hard in love with Pinterest.

Within 9 months of starting my blog, **I had used Pinterest to grow my page views to over 250k per month**, and I have *never looked back*.

I LOVE to help other bloggers learn to drive great traffic from Pinterest - and I REALLY LOVE creating pins that I know have the potential to perform well on the Pinterest platform.

BEWARE OF REALLY BAD PINS!

One of the worst mistakes we can make on Pinterest is creating bad pins.

An early signal to the algorithm that our pin is “worthy” to be shown to people is viewer interaction.

What does that mean?

It means that if those first few people who view the pin don't interact with it, your pin is dead in the water.

The success of your content on Pinterest has NOTHING to do with your content, and EVERYTHING to do with your PINS!

Creating good pins takes practice... no one's pins are perfect when they start out!

Here are a few examples of very very BAD pins I have created:



These bad pins are all from when I first started on Pinterest.

I did get lucky now and then, and a bad pin would get some traction... but it was more the exception than the rule.

The pin on the bottom right is really interesting.

Natural Supplements for Anxiety.

Look at that one.

It's terrible!

Too much text, for one thing. Small, hard to read text for another.

The real nail in the coffin for that pin is probably the script font though, that I used for the words “for anxiety”.

At a glance, when one is scrolling by the pin very quickly on mobile (which is how people use Pinterest, fyi) you would never have a CLUE what that pin was about... without stopping to read it. (Which you would not bother to do.)

But what is REALLY interesting about that terrible pin is this:

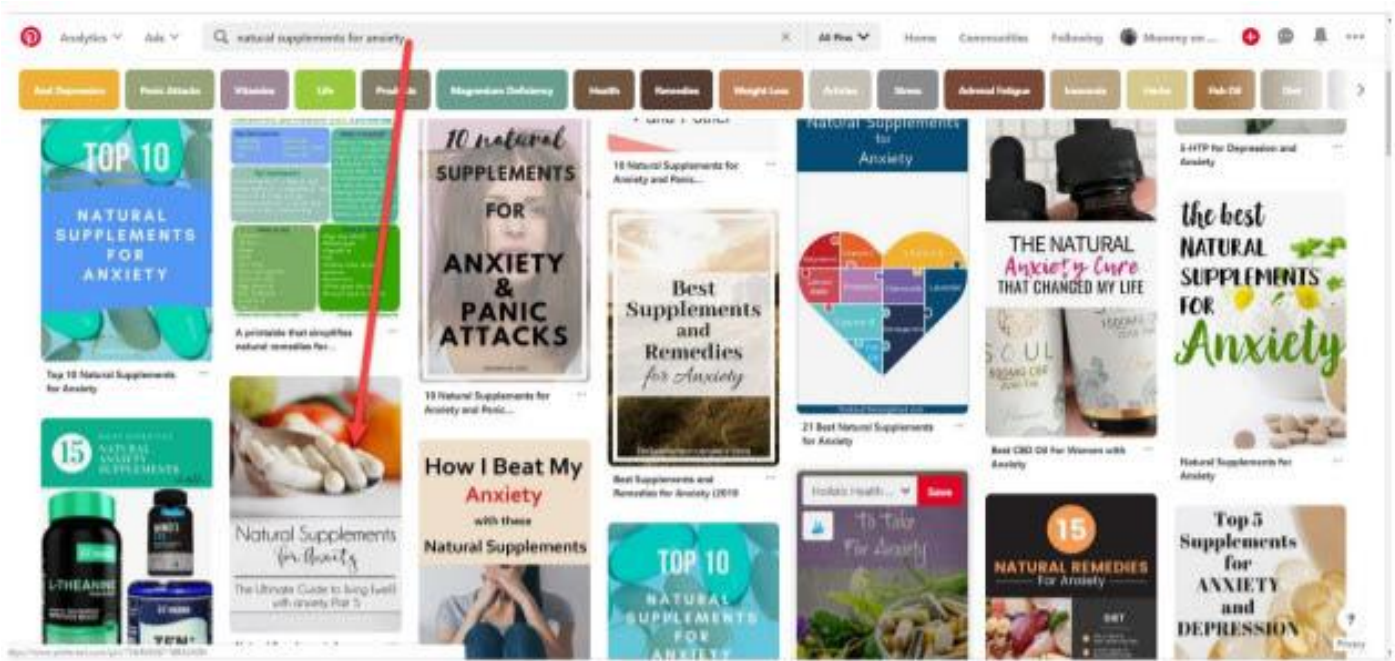
It brings no traffic.

And why is that interesting?

Because it ranks in SEARCH FOR THE TERM NATURAL SUPPLEMENTS FOR ANXIETY!

Even poor pins, that rank for their search terms, should bring some traffic now and then.

Because they are GUARANTEED to get eyeballs on them when people search for the terms.

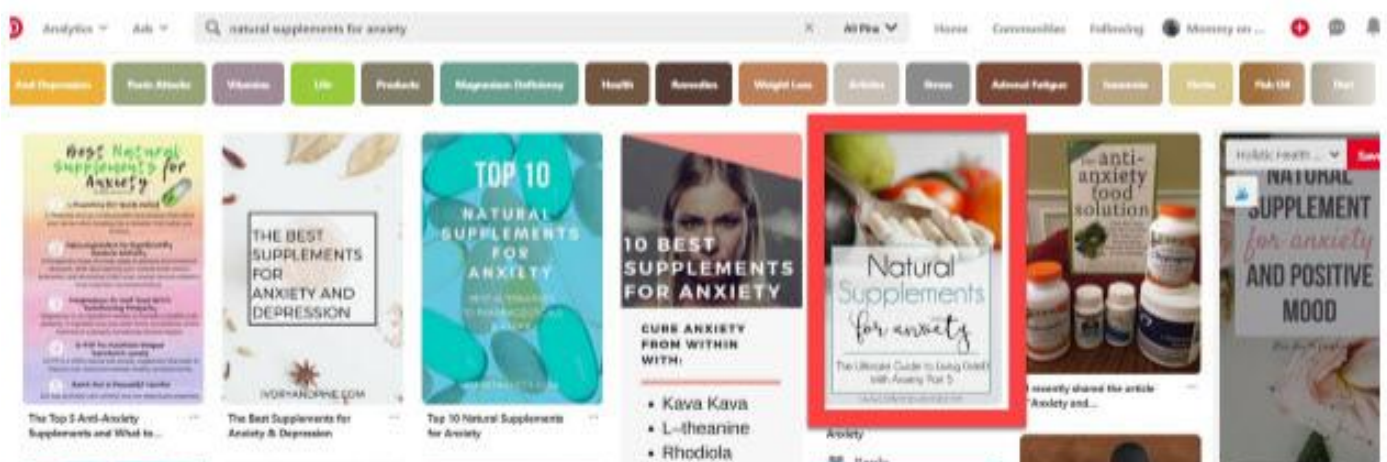


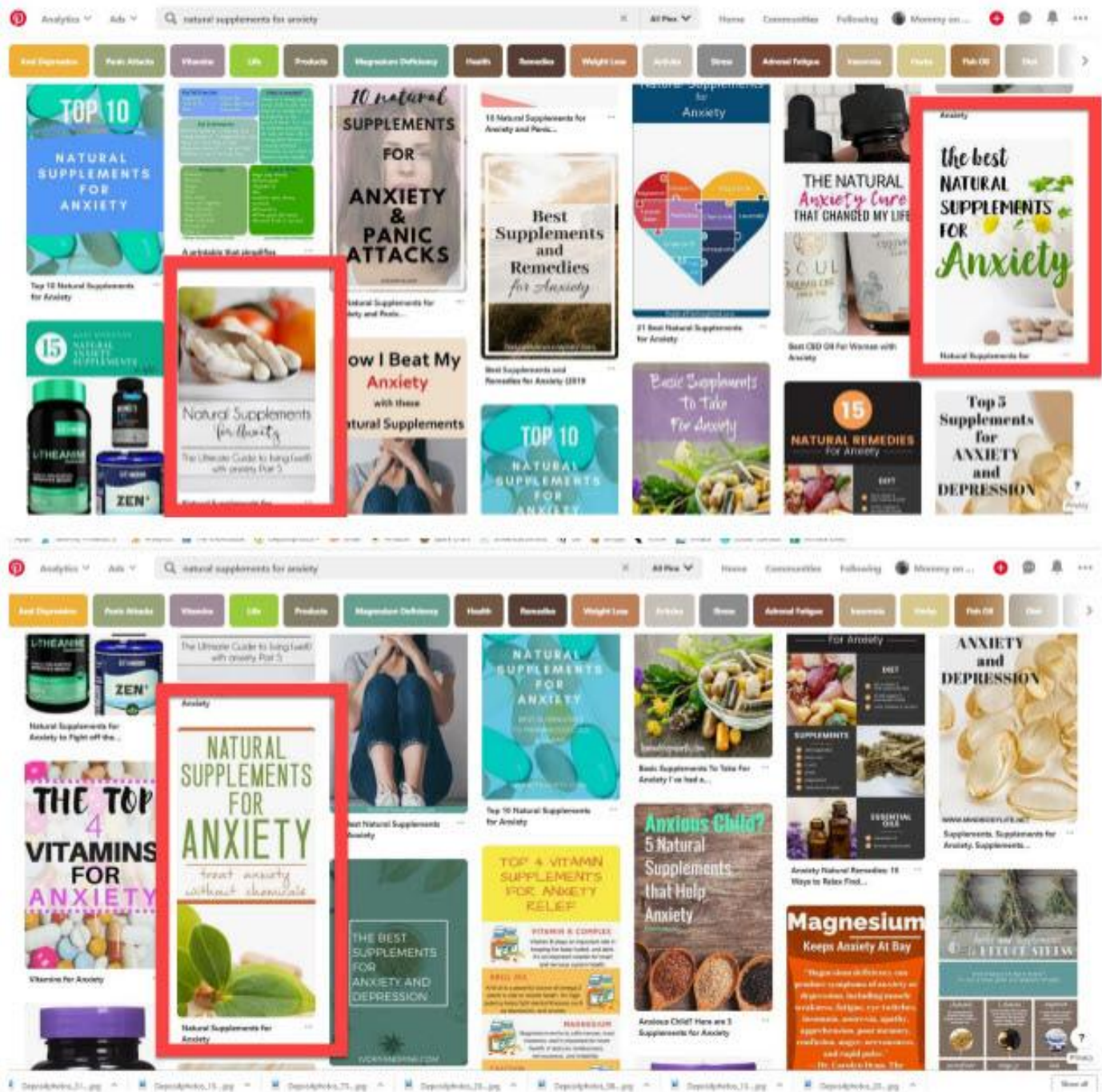
Now, getting my pins to rank in search is not hard for me.

In fact, I can rank almost anything I want for any term I want. (And I can teach you how to do this in my Pinterest course.)

But, getting terrible no good very bad pins to rank will not actually help you.

In fact, I have FOUR pins ranking for the search term “Natural Supplements for Anxiety. Let’s look at all of them.

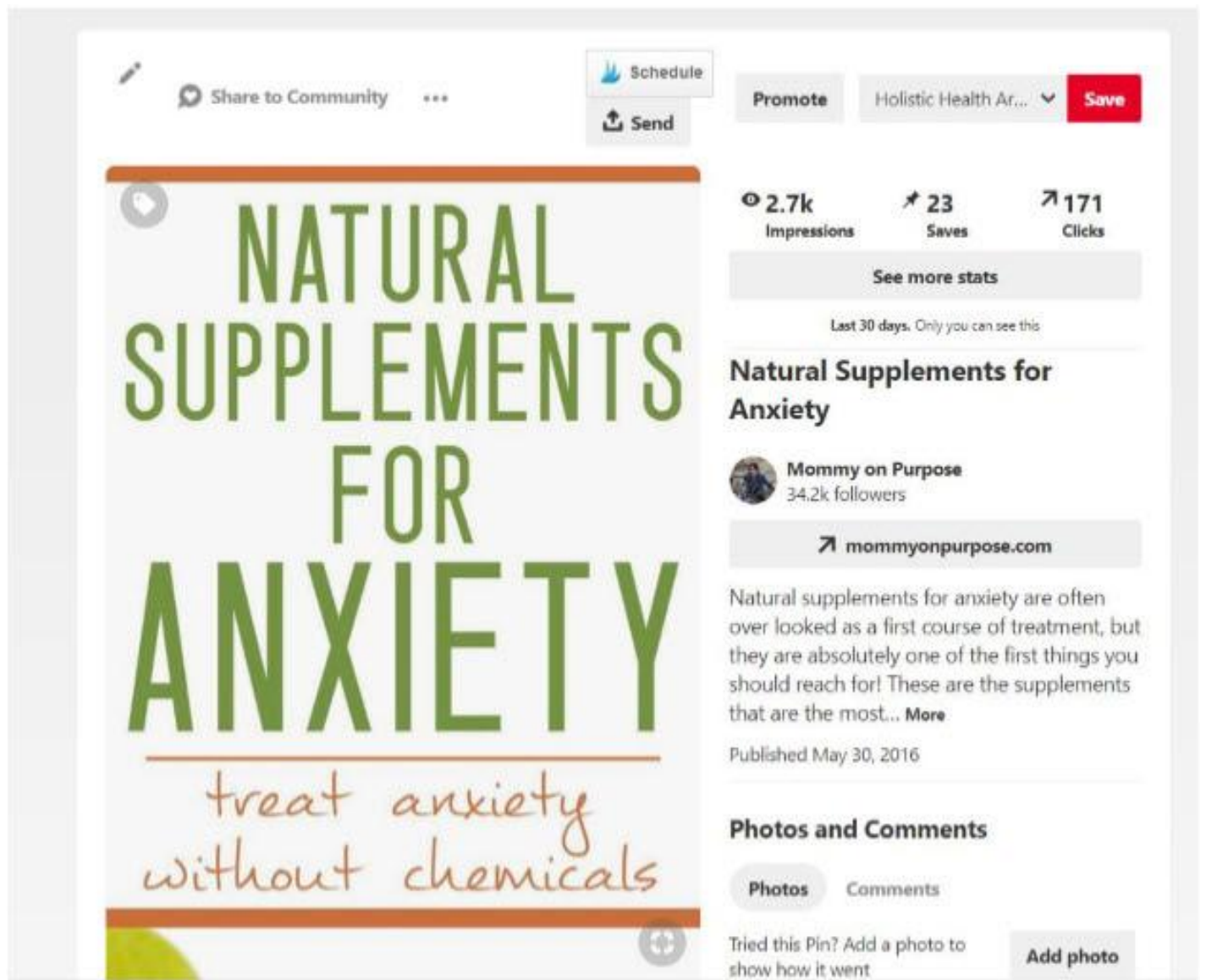




You can literally see the improvement in my pins here as I figured out what I was doing.

That bottom pin – the one with the BIG EASY TO READ TEXT, and the bright background, THAT pin ranks farther down than the very very bad pins.... **But it brings traffic.**

(Why does it rank farther down? Because once a pin is ranking well, it can be hard to “knock it out” of it’s place. Which is a good thing!)



This is not STELLAR traffic....

This is residual passive traffic on an old abandoned pin.

And, truly, that is my goal.

I want every pin I pin to eventually bring my residual traffic.

So I want every pin I make to be AWESOME!

CHARACTERISTICS OF AWESOME PINS!

What makes a great pin?

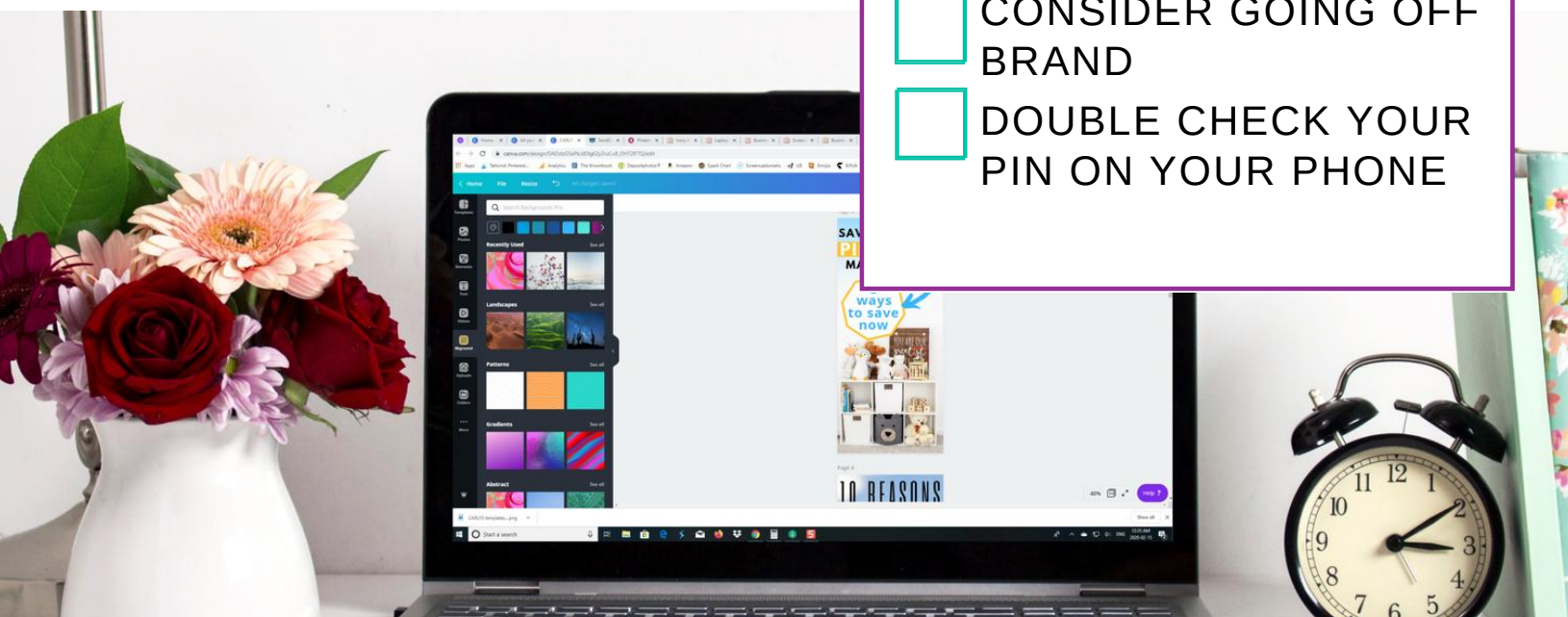
With literally less than a second to catch your readers attention as they scroll by, you need to make sure your pins stand a chance of being seen - *and clicked*.

Here's what I consider "best practices" for creating pins, and these points have served me well!

Happy pin making!

PINTERESTING PINS

- ☐ 1000X1500 / 750X1500
- ☐ USE BRIGHT IMAGES
- ☐ USE UNIQUE IMAGES
- ☐ IMPORTANT WORDS IN EASY TO READ FONT
- ☐ BEWARE OF SCRIPTS
- ☐ MAKE TEXT LARGE
- ☐ ENSURE CONTRAST OF WORDS + IMAGES
- ☐ USE EMOTION WORDS WHERE POSSIBLE
- ☐ CONSIDER GOING OFF BRAND
- ☐ DOUBLE CHECK YOUR PIN ON YOUR PHONE



BEST PROGRAMS FOR MAKING PINS

Where should you create your pins?

There are plenty of apps and programs to choose from for pin creation. Here are a few popular ones:

- Canva
- Picmonkey
- Stencil
- Photostop
- Crello

My personal favorite is Picmonkey, but it seems like the most commonly used one is Canva.

Canva has a free version that will do just fine if you are looking to stay on a budget!

Photoshop is where I created my pins for the first three years, and honestly, after discovering how much easier both Canva and Picmonkey are to create and organize pins, I would not go back! Stencil and Crello are both fine options, but they don't have as many functions as Canva or Picmonkey. I suggest you try both of these platforms and choose the one you love the best.

To get you started, I've created a handful of templates for both Canva and Picmonkey, so you can test both platforms.

Please watch the short training video for each platform before you begin creating pins.



CANVA TUTORIAL:

[CLICK HERE](#)
[TO WATCH THE](#)
[TUTORIAL](#)

PRO TIP:

For every pin you create, why not go ahead and create 4 (or more!) versions of the same pin with just a few clicks?

This can be SUCH a time saver!



ACCESS CANVA TEMPLATES HERE:

CLICK HERE TO ACCESS
4 LONG TEMPLATES

CLICK HERE TO ACCESS
3 SHORT TEMPLATES



IMPORTANT TIP

Remember to make a MASTER copy of your templates before you begin editing, as shown in the tutorial video!

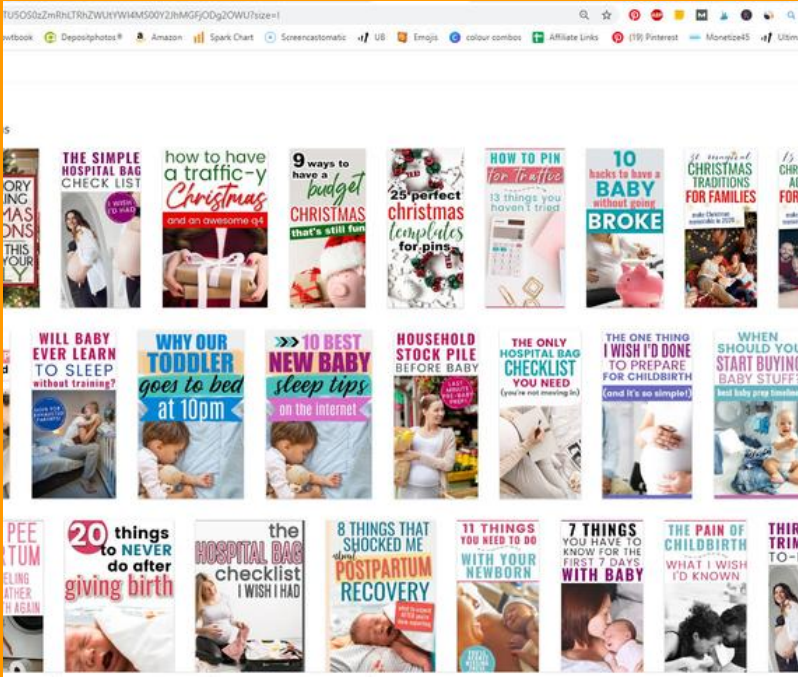
When you edit your templates, make sure you follow the pin creation checklist I shared earlier to make sure your pins are going to stand out and get attention on Pinterest!

ON TO THE NEXT PROGRAM
FOR PIN MAKING!



PICMONKEY TUTORIAL:

[CLICK HERE](#)
[TO WATCH THE](#)
[TUTORIAL](#)



PRO TIP:

The "hub" on picmonkey, pictured above, offers a FAR superior method for organizing pins and making small changes to them than what Canva offers.

ACCESS PICMONKEY TEMPLATES HERE:

CLICK HERE TO ACCESS
5 TEMPLATES



IMPORTANT:

Picmonkey is not a FREE platform!

However, you can get a 7 day free trail **through this link here.**

I personally feel that Picmonkey offers A LOT more in the way of creation AND organization of pins, and it is well worth the small investment.

PINTERESTING STRATEGIES

Oh, and hey - I have a pretty awesome Pinterest Course

If you're floundering on Pinterest, it COULD be your pin design...

Or it could be your Pinterest strategy.

Or it could be both!

If you don't know what board co-occurrence is, or if you don't know how to find your BEST pins (the ones that are actually bringing clicks to your site, or if you're not 100% clear on Pinterest SEO, you need to check out Pinteresting Strategies.

This course has sold THOUSANDS of copies by word of mouth alone - I don't advertise it - because it WORKS!

[CHECK OUT PINTERESTING STRATEGIES HERE.](#)