

Pinperfect Images:

A Guide for Pinterest
Image Creation



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WELCOME!

There is so much more to being an author than just writing these days.

Even when you have a publisher, you're still expected to market your books. In the words of Cher Horowitz, AS IF!



But never fear, there are many ways you can market yourself and your writing - one of the positives of our modern, internet-driven, social-media-obsessed world! And one of those ways is **Pinterest**.

Pinterest not only has a ton of users, it's also a search engine designed to drive traffic. Use it right, and you can drive that traffic to your own stuff!

In this guide, we'll focus on creating Pinterest images, also called Pins. You don't need to be a design genius. Promise!

Rock on book dragons,
Nicole xo

Follow me:



Part 1: What to Include in Your Pinterest Images

01

TITLE.

Every image needs a title! Even if it's not for an article. You can come up with different titles for each image as well (it doesn't have to be the same title for every image, nor does it have to even be the same title as the article, if it is an article!). This allows you to test out different titles and find which perform the best.

02

DESCRIPTION.

What is whatever it's being linked to about? This is your description for it. Keep it short (say 1-2 short sentences or lines; there's not a lot of room and you want to keep the text large). What will someone learn when they view the content, or be interested in knowing that could make them want to view it?

03

URL.

This isn't usually going to be the *actual* URL. If it's for something on your website, then it'll be the URL for your site (www.yoursite.com). If it's for your social media, it'll be your handle (@yourhandlename). If it's for where to buy your book, it'll be that site URL (www.amazon.com).

04

MOCKUP (OPTIONAL).

This is usually just for if you're creating an image for an optin freebie. You'll add a "mockup", which would be a tablet, smart phone, or computer graphic with the cover for your freebie in it. If you use Canva to make your images (which I recommend), you'll find these graphics in "Frames" (under Elements).

Part 1: What to Include Checklist



multiple titles to experiment with > for example, the title is How to Proofread Your Book; others could be, 5 Steps to Proofread Your Manuscript, A Beginner's Guide to Proofreading, or Proofread Your Book in 10 Minutes a Day > try to come up with at least 3 titles

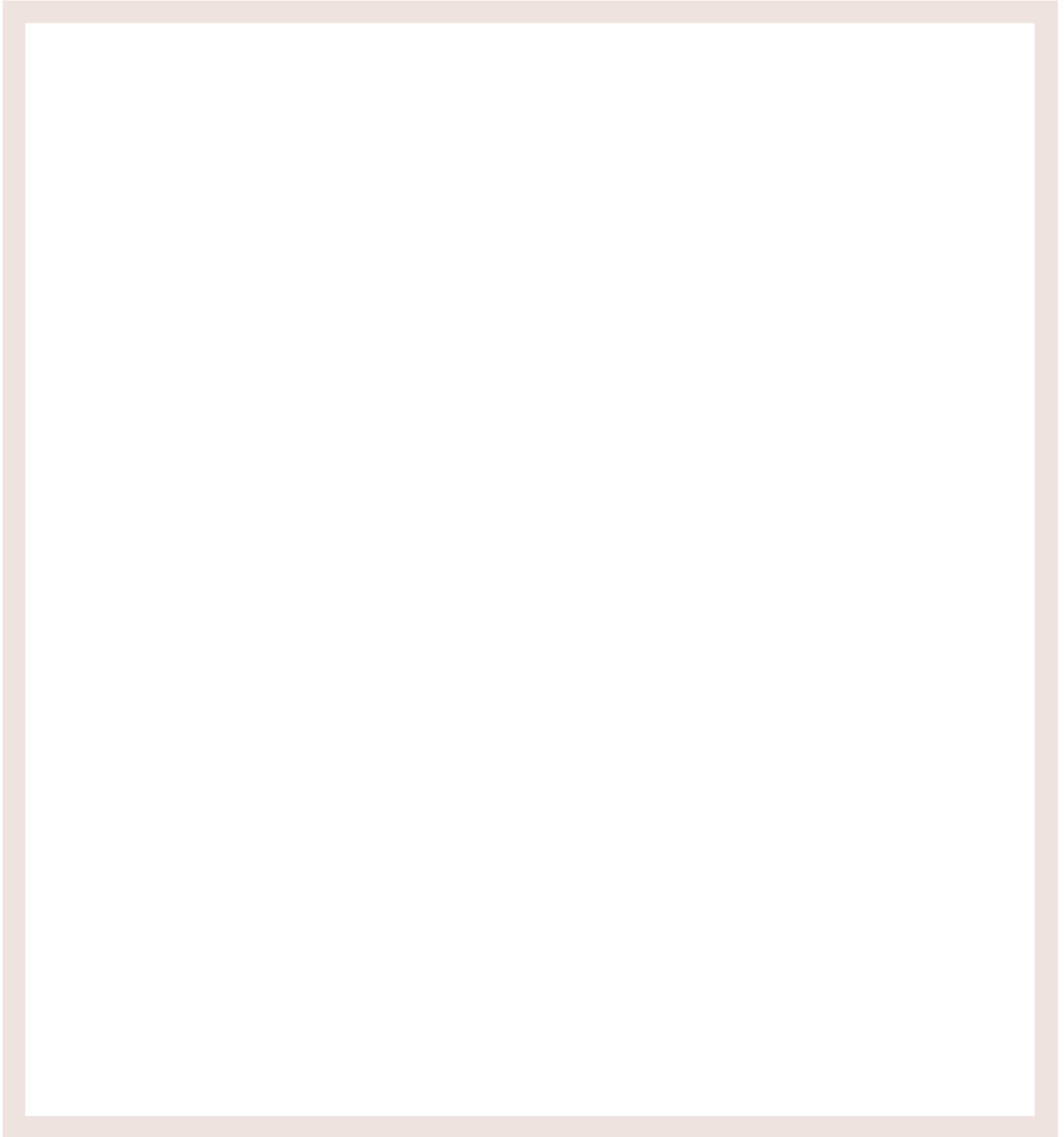
super short description (1-2 sentences/lines) > for proofreading article, could be: Learn all you need to know to proof your book now or Learn my easy process for proofreading > this can also be different for each image so you can experiment with just a few words to a couple of sentences and see which does best

main URL for whatever the image is for > not the full URL (the image will be linked to the full URL when uploaded, what's on the image is just to give people an idea of where they'll be directed/where they'll find it)

mockup if it's for an optin freebie (this is for building your email list)

Part 1: Brainstorm

Write down what you want to include in your images:

A large, empty rectangular box with a light brown border, intended for writing down ideas for images. The box is currently blank.

Part 2: Design Your Pinterest Images



DON'T WORRY - YOU DON'T NEED TO BE A DESIGNER TO MAKE GREAT PINTEREST IMAGES!

If you're not much of a designer, don't fret! There are many ways you can create great Pinterest images. The number one way I recommend is also free - **Canva**.

Canva is **super** easy to use (even if you're not all that tech savvy). If you haven't opened an account yet, go do it, and then play around for a little while to get a feel for how it works.

They have free tutorials on their Design School [HERE](#).

Even better, **Canva** has **templates you can use to create your Pinterest images** - you just choose which ones you like and fill it out with your own stuff! Now that's pretty easy. Plus their templates are automatically the correct size for Pinterest images so you don't have to do a custom size.

You can view their Pinterest templates [HERE](#) (at last check, there's over 500!). Almost all have space for what you need to add.

Part 2: Design Miscellaneous



JUST A FEW MORE POINTS -

If you don't want to use one of the templates in Canva, you don't have to. You can play around and **create your own**. Browse through images on Pinterest to get some ideas for what you like and don't like.

Another option is to **buy templates**. You can find them for sale on Etsy, and there are places you can find packs (like Bluchic). Buying templates or designing your own does mean you're less likely to see any images out there like yours, making yours stand out more.

A few more points: You'll want to have at least **3 different templates** so you can easily create different images for one piece of content.

To make them look like they belong together, use **cohesive colors and fonts** (your brand colors and fonts).

You can use Canva to help find your font pairings [HERE](#), and Design Seeds to find inspiration for your color palette [HERE](#).

Part 3: What You Can Create Images For



Now you may wonder, what can I create a Pinterest image for?

Answer: Lots of things! Virtually anything you can link to, like:

- a blog article
- a page on your website (home page, about page, pages for each book/series)
- your social media accounts
- your books available on various vendors (Amazon, Kobo, Barnes & Noble, etc.)
- your optins (for your email list)
- your Goodreads or Amazon profiles

You're going to create multiple images for each thing you're linking to. So if you don't have a ton of places to link to right now, don't sweat it!

Because Pinterest is a visual medium, it really doesn't care if you're creating images over and over again for the same content. Even the titles and descriptions can be practically the same! (but do change them up to experiment)

All that matters is that the images are different. That's why you want to have multiple templates (and colors and fonts) to use.

Part 3: Brainstorm

Make a list of everything you can link to and create Pinterest images for:



NEXT STEPS:

Way to go with your Pinterest images! What now?

If you didn't do it already, go back to the Resource Library and download the other Pinterest guides so you can complete your profile, get boards put together, and create a pinning strategy! (plus more!) Happy pinning!

Back to the Resource Library

Get started utilizing
Pinterest (and more!)
with the free author
resource library

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Support a Fellow Author!

If you like Arthurian
legend and/or urban
fantasy novels, get my
book, Long Live the King!

[GET THE BOOK >](#)