

30 DAY PINTEREST CHALLENGE

Open or switch to Business account

Add your picture or logo to profile

Write your bio (About your profile) and display name

Add links to your website, blog, books, or optin

Make a list of 15-20 boards

Come up with keywords & hashtags for your boards

Create 2-3 boards and fill each with 50-75 pins

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Create & add board covers to your boards

Repin 5-10+ images daily from your Home feed

Follow 5-10 Pinterest accounts + repin from Home feed

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Follow 5-10 Pinterest accounts + repin from Home feed

Repin 5-10+ images daily each from Home & Following feeds

Continue repins from feeds + create 1 image template

Continue repins from feeds + create 1 image template

Continue repins from feeds + create 1 image template

Continue repins from feeds + create 3 of your own pins

Continue repins from feeds + add or schedule your 3 pins

Continue repins from feeds + create 3 of your own pins

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Continue repins from feeds + add or schedule your 3 pins

Days 1 - 6:

Day 1:

All you need to do for day 1 is either open up your business Pinterest account or switch your existing personal Pinterest account to a business account.

Day 2:

For day 2, add the picture you're going to use for your profile. It can be a picture of you, or a picture of your logo (preferably of just your initials).

Day 3:

For day 3, it's time to write your bio (called 'About your profile' in Settings), as well as your display name. Think of keywords you can use.

Day 4:

For day 4, add links to your website, blog, books, or optins. There is a designated spot for your website or blog, and you can add another link to your bio.

Day 5:

For day 5, make a list of 15-20 boards that you'll end up creating for your Pinterest account. They should all be relevant to writing or your writing in some way.

Day 6:

For day 6, come up with keywords and hashtags you can use in the descriptions for your boards.

Days 7 - 14:

Days 7 - 13:

Each day for days 7 - 13 (7 days total), you'll work on creating and filling your boards. Create 2-3 boards each day, and fill each board with 50-75 pins.

Day 14:

Create and add board covers for all of your boards. Upload each cover to the board it's for and link to the board.

Days 15 - 24:

Day 15:

Now you'll start repinning from your Home feed. Repin at least 5 images daily from your Home feed from this point forward.

Days 16 - 20:

In addition to continuing with pinning from your Home feed, you'll now also find and follow 5-10 Pinterest accounts. Type in the search bar what kind of account you'd like, and select 'People' to filter. You may want to just use the words 'author', 'writer', or whatever else you think would be in the bio of your ideal reader.

Day 21:

Now that you're following at least 25 accounts, you can start repinning 5 images from your Following feed in addition to the 5 from your Home feed daily. You'll continue to do this each day from this point forward.

Days 22 - 24:

In addition to continuing with pinning from your Home and Following feeds, you'll now also create or choose your templates for your own Pinterest images. Create or choose 3 to start with (1/day).

Days 25 - 30:

Day 25:

In addition to continuing to pin from your feeds, you'll now create 3 of your own Pinterest images using the 3 templates you created/chose.

Day 26:

In addition to continuing to pin from your feeds, you'll now add or schedule the 3 Pinterest images of your own you created.

Days 27 - 30:

You'll continue pinning from your feeds and alternate between creating new images of your own and adding/scheduling them.

That's it!

If you find you need more info, make sure to go to the Resource Library and download the checklist for creating your profile, the road map for creating your boards, the guide for creating your images, and the Q&A for creating your schedule.

[Back to the Resource Library](#)

[LIBRARY >](#)

This 30 day challenge is really just to get you started. You can continue to follow more accounts, increase the number of Pinterest images you create, and tweak your pining schedule.

If you're in the mood . . .

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XOXO