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# PINTEREST FOR BUSINESS WORKSHEET

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1. PROFILE PICTURE

Your profile picture should be professional or at least a really good picture that is clear and has some contrast.

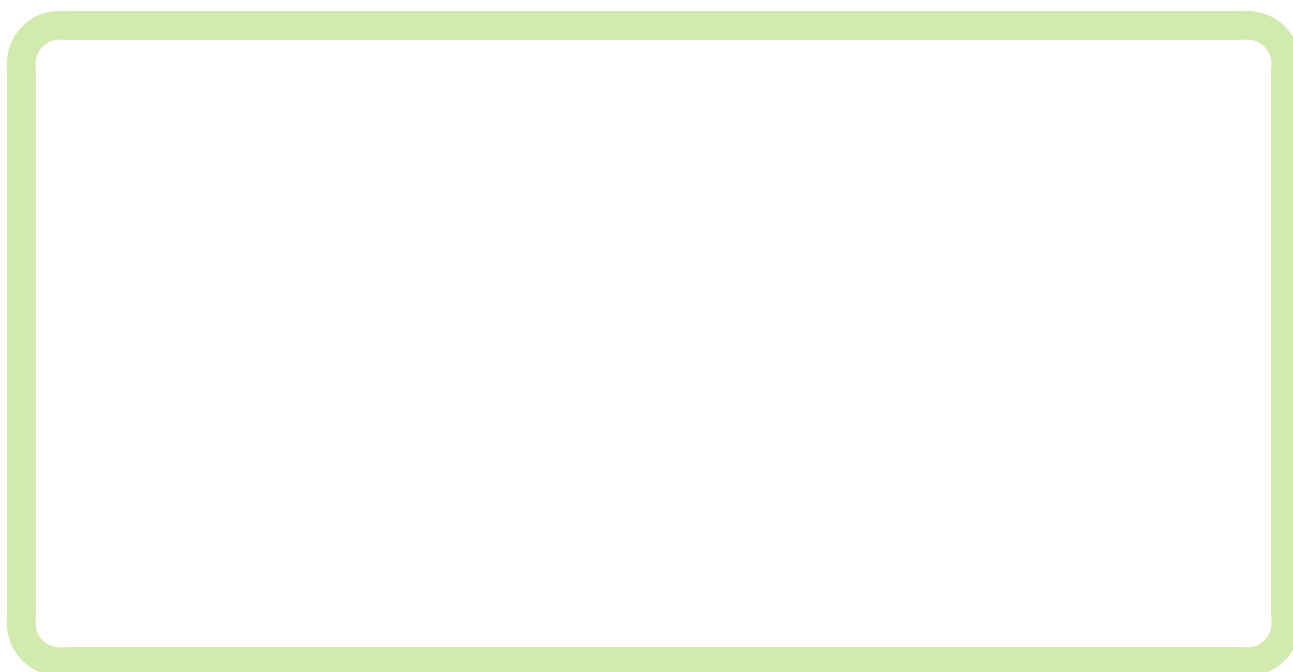
2. KEY TERMS

List at least 9 key words that describe your business. They should be terms that someone searching Pinterest to find your topic would use.:

- | | | |
|---------|---------|---------|
| 1. | 2. | 3. |
| 4. | 5. | 6. |
| 7. | 8. | 9. |

3. PROFILE DESCRIPTION

Write a profile description that explains who you are and what you do. Use your top 3 key terms. Write sentences that make sense. Witty is always good!



4. BOARDS FOR YOUR TARGET AUDIENCE

List 8 boards that represent your target audiences interests and needs.

1.
2.
3.
4.
5.
6.
7.
8.

Now drag your boards to match your list. Most important topics first (hint: one of those boards needs to be an exclusive board with just pins from your site or blog)

5. EXTRA CREDIT

Use those same key terms you listed above in the descriptions of your boards. Don't stuff each one, but do use as many as you can, that are relevant.