

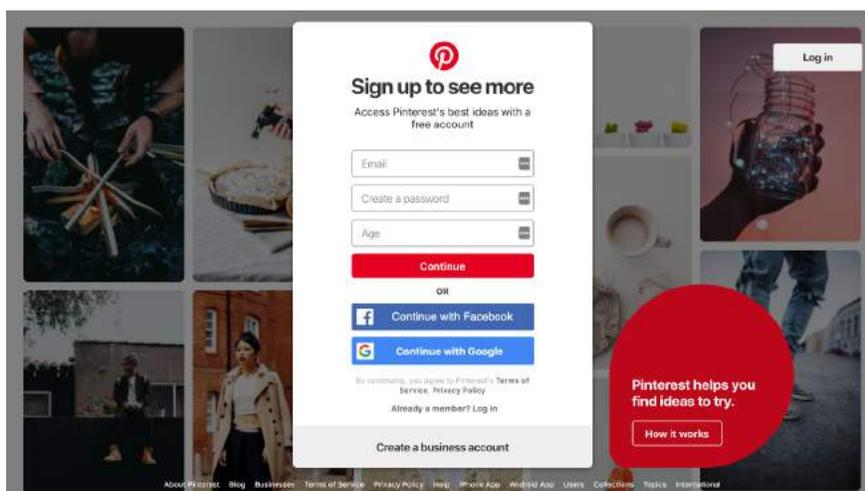


*Getting Started on Pinterest  
A Guide to New & Converted Accounts*





1. Start by signing up for a business account  
<https://business.pinterest.com> and click **create a business account**.



2. Convert your existing personal account to a business account by visiting [pinterest.com/business/convert/](https://pinterest.com/business/convert/) and following the on screen instructions.
3. Fill out your settings.
4. Claim your website. You can **visit this page** to learn how to do that.
5. Claim your YouTube, Etsy or Instagram handles by going to settings and scrolling down to **claim**.

**Pro Tip:** Create a section on your “best of board” or create a specific board for each of these topics and pin your videos, products and Instagram photos to it.

6. Keyword your about section on your profile.

**Pro Template:** (Your company name) offers (product/service) for (target market) to (benefit or solve a problem).

*You should do the keyword research to ensure there are keywords in this description*



7. Change your profile picture if necessary. *We recommend your profile picture be a headshot of the business account owner or a logo. The suggested size is 165x165.*
8. Add relevant boards to your profile with keyworded titles and descriptions. Don't forget to choose the category that the board belongs to.

**Pro Tip:** Search for board titles you want to add and use the search bar and change the selection from pin to board to scope out what titles other people are using.

9. Add relevant high quality pins to each board you create.
10. Set up your showcase on your profile by visiting your settings and **scrolling down to profile and click featured boards**. Choose the 5 boards you would like to show at the top of your profile when someone visits.

Business Account  
Basics  
**Profile**  
Claim  
Notifications  
Social Networks  
Security  
Apps

### Profile

Business Name

Picture  
 [Change picture](#)

Username

About you

Location

**Featured boards**  
Feature your best ideas at the top of your profile. [Learn more.](#) [Edit](#)

11. Connect your Pinterest and Tailwind accounts.
12. Find niched group boards with high quality content to join.

**Pro Tip:** Bigger isn't always better. Search for group boards with a handful of members that pin niched down high quality content around 1-2 topics to each group board. If the group board doesn't have instructions on how to join then send the owner a message on Pinterest or go find their website and email address and reach out that way. Always promise to add value and to repin more than you will pin to the board.

13. Find Tailwind Tribes to join.



14. Create pins for your content and pin to Pinterest.
15. Start pinning consistently.

**Pro Tip:** Set your smart schedule on Tailwind up to roughly 20-30 pins per day. Add 10-15 of your pins to your queue and spread them out throughout the day. Then fill the queue in with other peoples high quality pins relevant to your boards.