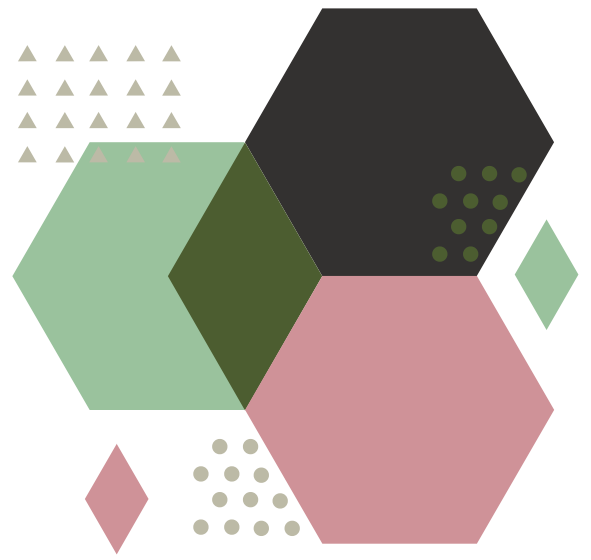


**THE
PINNING
CLUB**
BY JEN STANBROOK

**RESOURCE
INDEX**





▶ WELCOME ◀

Use this index to help you locate all of the resources within the Pin Club.

Since its inception in April 2020, the Pin Club Resource Hub has grown considerably.

Whether you're a new or advanced pinner, there is a guide, video or guest speaker to help you in your journey.

Jen x



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RESOURCE LIST

USE THIS GUIDE TO IDENTIFY AND LOCATE PIN CLUB RESOURCES

▶ START HERE ◀

1. The Pinning Path: On the HUB

Your 5 step roadmap to becoming a Pinterest marketing master. Use this to identify your next action steps to begin or improve your pinning. Consists of 6 x 2-3 minute videos and one document guide.

Overview: [Download Here](#)

Introduction video

Stage 1: Pin Convert

Stage 2: Pin Practice

Stage 3: Pin Positive

Stage 4: Pin Success

Stage 5: Pin Master

2. Pinning Made Simple Course: On the HUB

A 4 part video course for beginners to more advanced pinners. Recorded live.

Includes 4 x 1.5 hour lessons and 4 x workbooks.

Lesson 1 Strategy and Pins

Lesson 2 Pinterest Optimisation

Lesson 3 Strategy Analysis

Lesson 4 Conversions



RESOURCE LIST

USE THIS GUIDE TO IDENTIFY AND LOCATE PIN CLUB RESOURCES

▶ NEXT STEP ◀

1. Pinterest Strategy Masterclass: [Watch Here](#)

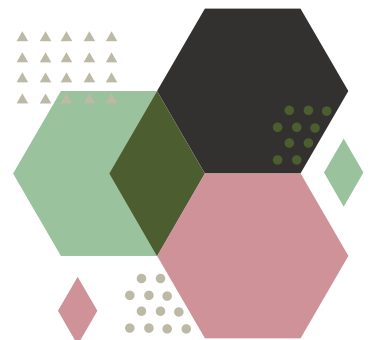
Need a strategy approach boost? A video tutorial on strategy best practices.

2. Pinning Pro Checklist. [Download Here](#)

A roadmap to remind you of all the steps in effective Pinterest strategy

3. BOARD BUILDING GUIDE: [Download Here](#)

Detailed guide on identifying, creating and best practices for your boards.



RESOURCE LIST

USE THIS GUIDE TO IDENTIFY AND LOCATE PIN CLUB RESOURCES

▶ PINS ◀

1. PINS: [On the HUB](#)

PIN DESIGN 101: [Download Here](#)

Guide to creating the best, most professional looking pins

PIN DESIGN MASTERCLASS VIDEO. [Watch Here](#)

PIN Template Bundle 1: [Download Here](#)

PIN Template Bundle 2: [Download Here](#)

IDEA PINS Bundle 1: [Download Here](#)

IDEA PINS Bundle 2: [Download Here](#)

Make your first Idea Pin: [On the HUB](#)

Video tutorial.

IDEA PINS MASTERCLASS VIDEO: [Watch Here](#)

Advanced Canva Tips with Francesca Guasconi

Video Interview: [On the HUB](#)

5 handy tips for getting more out of Canva



RESOURCE LIST

USE THIS GUIDE TO IDENTIFY AND LOCATE PIN CLUB RESOURCES

▶ SEO ◀

1. KEYWORDS: On the HUB

KEYWORD SEARCH GUIDE: Download Here

How to find keywords for pins, boards and descriptions

KEYWORD LOG SPREADSHEET: Download Here

Use this to keep a record of your keywords

KEYWORD RESEARCH TUTORIAL VIDEO. Watch

2. DESCRIPTIONS:

PIN DESCRIPTION TEMPLATES: Download Here

Use these templates as the basis for your pin descriptions



RESOURCE LIST

USE THIS GUIDE TO IDENTIFY AND LOCATE PIN CLUB RESOURCES

► SCHEDULING ◀

1. TAILWIND: On the HUB

TAILWIND GETTING STARTED GUIDE: Download Here

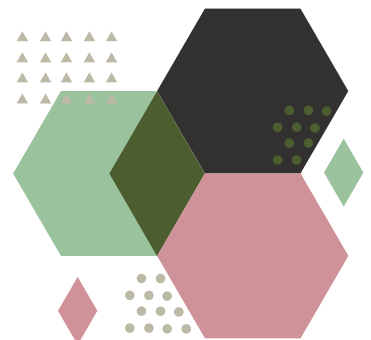
How to use Tailwind for beginners

TAILWIND VIDEO TUTORIALS: Watch Here

Tailwind Setup Video

Tailwind Scheduling Video

Tailwind Statistics Video



RESOURCE LIST

USE THIS GUIDE TO IDENTIFY AND LOCATE PIN CLUB RESOURCES

▶ STATISTICS ◀

1. STATISTICS: On the HUB

PINTEREST TRAFFIC ANALYSER GOOGLE ANALYTICS

DASHBOARD: Download Here

Install this onto Google Analytics to view your latest Pinterest stats all in one place. Instructions on installation and use are included.

PINTEREST STATISTICS LOG: Download Here

Use this tailor made Google Sheet to record your statistics



RESOURCE LIST

USE THIS GUIDE TO IDENTIFY AND LOCATE PIN CLUB RESOURCES

▶ EXTRAS ◀

1. EMAIL MARKETING: [Watch here](#)

Interview and top tips video with Dani Paige

2. IDEAL CLIENT PROFILE: [Download Here](#)

A guide for researching and identifying the characteristics of your ideal client. Perfect for making targeted pins

3. CONTENT PLANNING: [Watch Here](#)

Interview with guest speaker Pamela Miller on how to to plan your content, including your pins

