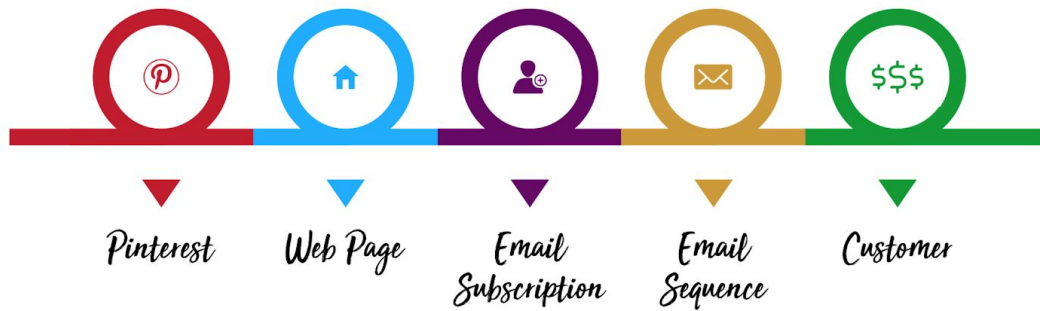


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## THE "PIN WITH PURPOSE" PROFIT PIPELINE



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### Blog Optimization

- Home Page
  - *Blog reviews*
- Blog Posts
  - Goal: educate audience, have the next step to get them on email list
  - Content is king
  - Blog weekly (can repurpose podcasts/youtube videos)
  - At least 1,000 words
  - Add massive value. They should be wowed and want to take the next step.
  - Speak like you're talking to a stranger
  - Reference other blog posts
  - Have a call to action (next step: get on email list)
  - Include SEO (use Yoast plugin)
  - Have a killer headline (use the AM Institute)

### Take action: What are 12 possible blog post topics you can cover?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_

## Automate Profit Pipelines

With Rachel Ngom

### High-Converting Freebie

- Goal = quick win
- Worksheet, video, checklist
- *Freebie reviews*

**Take action: Decide on possible freebie**

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### Email Nurture Sequence

- 5-7 emails
- Build a relationship
- Goal: get free leads, get them on webinar

**Take action: Write out topics for 5 emails with a CTA for each one**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Traffic Generation

- Pinterest
- Search Engine Optimization (SEO)
- FB Ads

#### Pinterest

- Search engine
- Automated
- Free
- What's your audience searching for?

## Pinterest Images

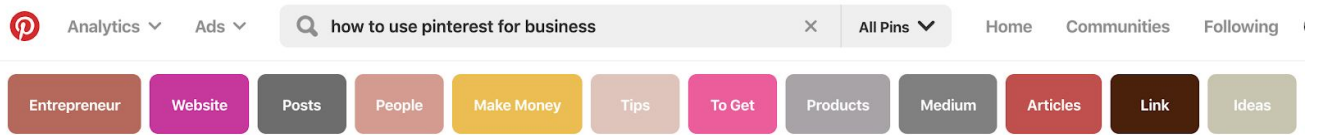


## Pin Description

- Includes long tail keywords
- Is searchable and specific
- Has a call to action
- Is conversational
- Piques their curiosity/makes them want to click through

# Automate Profit Pipelines

With Rachel Ngom



## You saved to My Blog Posts (Female Entrepreneur Tips, Social Media Marketing, Pin- terest Marketing)

📌 203

Want to learn how to use pinterest for business? In this post, I'll share with you my top tips on how to use pinterest for your business, including: how to convert random pinner into people who love your posts and come back to your website (often!). Plus how you can use pinterest as a search engine (not another social media platform!) Repin and grab my free cheat sheet to get more leads with pinterest!

[#shesmakinganimpact](#) [#pinterest](#) [#entrepreneurtips](#) [#blogging](#) [#bloggingtips](#) [#entrepreneur](#) [Less](#)

### Take Action: Pick 5-10 long tail keywords:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

## Automate Profit Pipelines

*With Rachel Ngom*

### Webinars

- Hack my funnel: [freepinterestclass.com](http://freepinterestclass.com)
- Practice live webinars 2x/month until you're happy with your conversion numbers
- Add value, share testimonials, teach first 40 minutes, sell 10, Q&A for 10
- Have some level of scarcity--bonus to buy live, pay in full bonus, and why buy now (offer disappears, price increases, etc)
- Have a list of questions ready
- Make it evergreen--don't mention dates/times
- Upsell page--something that complements class. We sell our email series and training since it's the next logical step from Pinterest