



## **Pinterest for Authors (Pin Your Books and Become a Bestseller!)**

*Selena Savage*

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# Pinterest for Authors (Pin Your Books and Become a Bestseller!)

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## Pinterest is big, and it's growing fast. Use that growth to build your author platform and generate sales, today!

*This guide is great for any entrepreneur, but is aimed right at authors.*

Do you want to be a *successful author*? Are you baffled by all of the different social networks, marketing gimmicks, and blackhat tricks to gain exposure?

The truth is, social media is *easy*! Just take it one step at a time. In this focused, short guide, you'll find out exactly how to build the perfect Pinterest account.

### Here's what you will find in this guide:

**Chapter One:** Creating the perfect account. We will tell you how to make your account searchable, interesting, and useful. This chapter will help you drive eyes from your Pinterest page to your website, and your books.

**Chapter Two:** Creating perfect boards. If you want people to follow you on Pinterest, you have to be pinning things they care about. Setting up boards with visually interesting covers and relevant categories is extremely important.

**Chapter Three:** Pinning perfect content. What you pin matters, and that includes repins. Don't fall into the habit of pinning bad content.

**Chapter Four:** Perfect Pinterest ads. If you get accepted into Pinterest's ad program, you'll find it much easier to gain followers on this social network.

**Chapter Five:** Making Your Content Perfect. You don't only want to pin content from other people. Pin your content from your websites, or even from your book pages on Amazon. This is where you can really start to drive customers to your work.

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