

**Drive 122,546 Targeted
Visitors to Your Kindle Book
(Or Any Other Website) for
Free Using**

Pinterest

Hosted by Ty Cohen

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In this presentation, you will learn how John actually drove 122,547 targeted visitors to one of his websites and how you could do the same in your website or offer you have and get this using Pinterest and using it for free.

That's we are going to be covering.

Sponsor

This training is sponsored by Real Fast Pinterest.

Where we show you how to harness the viral marketing power of Pinterest to drive more traffic to your Kindle listings and other offers FREE.

www.RealFastPinterest.com/ty

Our Promise

In this presentation, we will show you step-by-step the elements of simple info-graphics that are easy and fast to make and that can drive massive traffic to your Kindle books or other offer FREE.

What we'll teach is so easy to implement that you can start within 15 minutes after reading this guide and start seeing more traffic to your offers in the next 24 hours!

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Yes, I Mean This...

Now, at the end of this presentation we'll be extending a special offer to you. However, I don't want you to invest in it. Let me say that again. I don't want you to invest in it...

UNLESS... we make good on our promise to show you how to harness Pinterest for more traffic to your Kindle book or offers.

However, if we do show you how to use Pinterest to get more traffic to your books and offers then you should feel obligated to take advantage of our time limited special opportunity at the end of the call if its right for you.

Does that sound fair?

Who We Are...

Daniel Hall is a bestselling author, speaker, publisher, nurse, attorney and sometimes blogger. He is also the creator of the highly popular "Real Fast" brand of training products.

"John Kremer was instrumental to our success in making *The 7 Habits of Highly Effective People* one of the two most influential business books of the 20th century." – Stephen Covey

John Kremer is an expert on book publishing and marketing and author of *1001 Ways To Market Your Books*. He is known as the grandfather of book marketing

"If you want to sell 210,000,000 books like we have, read and use this book."
— Mark Victor Hanson and Jack Canfield, *New York Times* bestselling authors, *Chicken Soup for the Soul*

★

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When new social media platform comes out and people are yelling for “Help” on how do they use it and why do they use it. So part of what we are presenting here is telling you “why” and “how”.

What is Pinterest & Why Should We Care

- **Pinterest is one the fastest-growing social sharing networks anywhere.** Everything goes viral on it because of the nature of how it works. When you go to Twitter and something that’s shown is gone right away and nobody’s going to see it again unless you visit the actual profile. But with Pinterest, it shows to everybody and everybody has the chance to review the people they are following and look at pins and really have a chance to share them in a much more viral way because of the nature of how Pinterest is designed and how it’s used.

Here are a few key statistics to Pinterest users...

Pinterest Highlights: How Pinterest Users Interact on Pinterest



Here are a few key statistics on how Pinterest users interact with Pinterest and other users. There are some great insights here on how you can make better use of Pinterest.

Pinterest hit 10 million U.S. unique visitors per month faster than any other independent site in history.

80% of pins are repins of other user's pins.

Users spend an average of 16 minutes on Pinterest per visit.

80% of Pinterest users are women.

Pinterest pins with prices get 36% more likes than pins without.

Pinterest users spend 70% more money than visitors referred to a site from non-social channels.

Food-related content is the #1 category of interest to Pinterest users with 57% engagement.

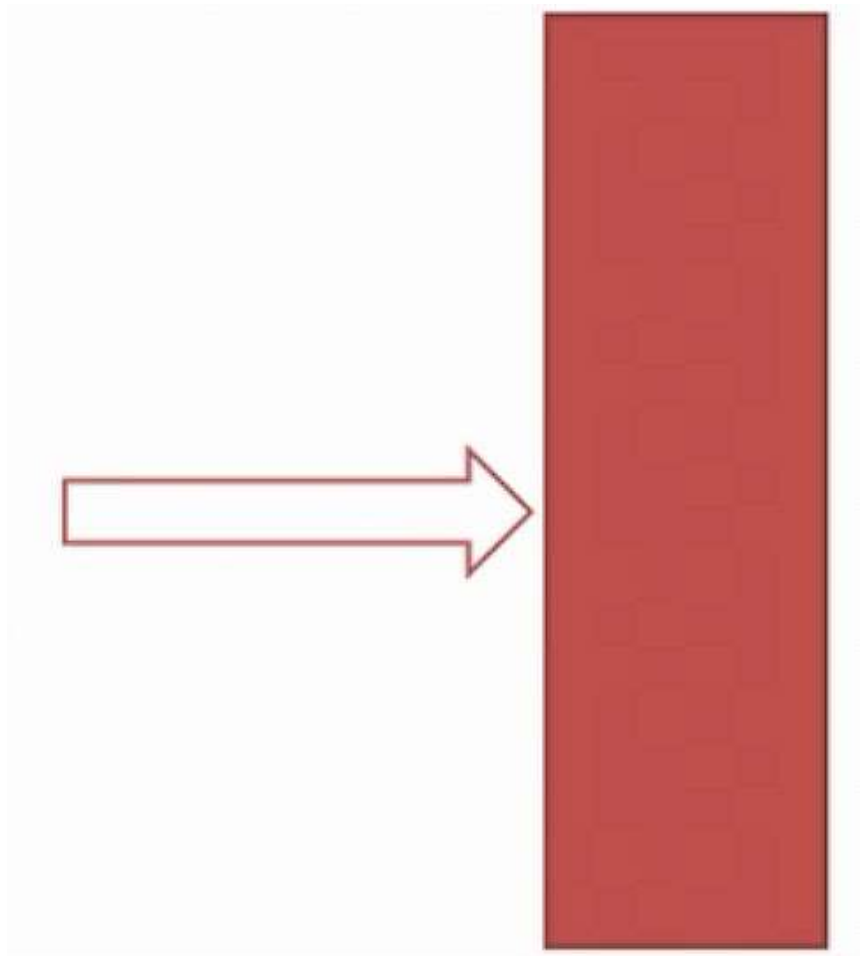


- **Pinterest is retaining users 2 to 3 times more effectively than Twitter did.** That means users love the site.
- **The most popular categories are those of interest to women (who still dominate the pins and membership): fashion, design, home, décor, recipes, hobbies and crafts.** This also includes the 5S of 5 Success - Food, Fashion, Fitness, Family, and Funny. They also love inspirational quotes any kind of quotes that are created and shared graphically.

The Shape of Viral Pinterest Graphics

- Long & Thin (think the size and shape of a bookmark 300x800Pixels)

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This gives more visibility on Pinterest and also gets more shares. The longer and thinner it is, the more likely people are going to see it and share it.

The Book-O-Graphic

I'm going to show you the step by step that I did in creating the viral Book-O-Graphic that has had over 1.4 million shares in just the last 18 months. What I did is I **piggy-back on a viral phenomenon** that was already out there – The Skinny Rules by Bob Harper from the Biggest Loser.

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THE SKINNY RULES

- RULE 1: Drink a Large Glass of Water Before Every Meal—No Excuses!
- RULE 2: Don't Drink Your Calories
- RULE 3: Eat Protein at Every Meal—or Stay Hungry and Grouchy
- RULE 4: Slash Your Intake of Refined Flours and Grains
- RULE 5: Eat 30 to 50 Grams of Fiber a Day
- RULE 6: Eat Apples and Berries Every Single Day. Every. Single. Day!
- RULE 7: No Carbs After Lunch
- RULE 8: Learn to Read Food Labels So You Know What You Are Eating
- RULE 9: Stop Guessing About Portion Size and Get It Right—for Good
- RULE 10: No More Added Sweeteners, Including Artificial Ones
- RULE 11: Get Rid of Those White Potatoes
- RULE 12: Make One Day a Week Meatless
- RULE 13: Get Rid of Fast Foods and Fried Foods
- RULE 14: Eat a Real Breakfast
- RULE 15: Make Your Own Food and Eat at Least Ten Meals a Week at Home
- RULE 16: Banish High-Salt Foods
- RULE 17: Eat Your Vegetables—Just Do It!
- RULE 18: Go to Bed Hungry
- RULE 19: Sleep Right
- RULE 20: Plan One Splurge Meal a Week

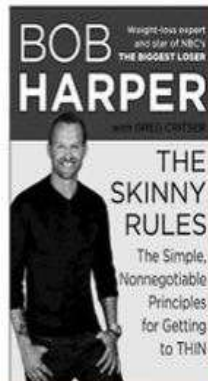


One of the days when I was in Pinterest - back on November 2012, I saw this post. I find it plain and ugly and I redesign it by putting pink border in it.

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The Skinny Rules

- RULE 1: Drink a Large Glass of Water Before Every Meal—No Excuses!
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- RULE 3: Eat Protein at Every Meal—or Stay Hungry and Grouchy
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- RULE 20: Plan One Splurge Meal a Week



Bob Harper *The Skinny Rules*

1. Drink a large glass of water before every meal. No excuses.
2. Don't drink your calories.
3. Eat protein at every meal – or stay hungry and grouchy.
4. Slash your intake of refined flours and grains.
5. Eat 30 to 50 grams of fiber every day.
6. Eat apples and berries every single day. Every. Single. Day.
7. No carbs after lunch.
8. Learn to read food labels so you know what you are eating.
9. Stop guessing about portion size and get it right.
10. No more added sweeteners, including artificial ones.
11. Get rid of those white potatoes.
12. Make one day a week meatless.
13. Get rid of fast foods and fried foods.
14. Eat a real breakfast.
15. Make your own food and eat at least 10 meals a week at home.
16. Banish high-salt foods.
17. Eat your vegetables. Just do it.
18. Go to bed hungry.
19. Sleep right.
20. Plan one splurge meal a week.



From *The Skinny Rules: The Simple, Nonnegotiable Principles for Getting to Thin* by Bob Harper

It's not that very pretty but this kind of pin that pinned on November started to get like a thousands of repins a day. (Image on the left) And people would be coming to my website. About a month later, I thought of maybe I can do something better. So I created reinvented and redesigned it again which is much thinner and taller. (Image on right) You could see it's much more colorful. It plays off with the color cover of his book cover.

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Here's an image where you can compare the three...



As you can see, the image on the right has the much prettier presentation compared to the other two.

Now, the one on the left (the original one) has had about a million repins. I just checked it got 954,000 repins. That's in about 2 or 3 years.

In where as mine (image on right) has already had 1.4 million in 18 months while the pink one (image on center) has had about 200,000 repins in the last 20 months.

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Characteristics of Book-O-Graphic

- Long & thin
- Condensed content from book
- Use colors found on cover
- Picture of cover
- Links to Amazon listing (preferably through your affiliate link)

Actual Proof of Traffic

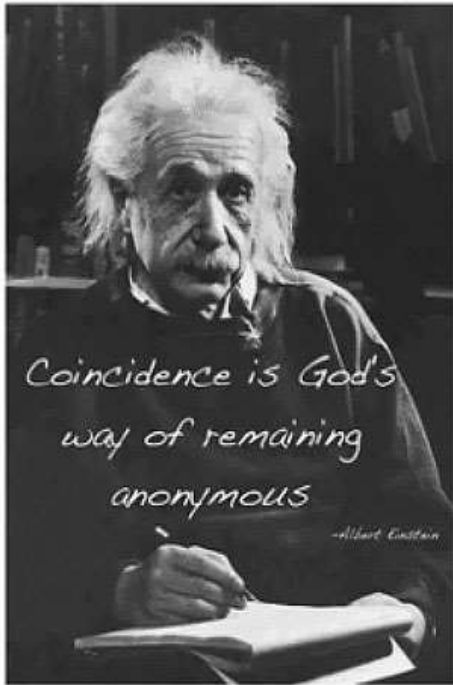
The screenshot displays a Pinterest pin for the book 'Bob Harper: The Skinny Rules'. On the left, text statistics are listed: 1,416,971 total repins, 123,512 website visits since January 7, 2013, and an average of 7,000 visitors per month. A note mentions that the original redesign from November 2012 has had 107,788 repins in 19 months, driving 1,000 visitors to InfographicADay.com monthly. The pin itself features a book-o-graphic with a photo of Bob Harper and the title 'THE SKINNY Rules'. A tooltip shows the title 'Bob Harper: The Skinny Rules' and 123,512 views. At the bottom, a red banner indicates '1.4M Pinned' and '1,415,572 people have Pinned this.' with a row of profile pictures.

You can see the number of repins. That's the information from Pinterest. And as you can see I also got 123,512 views on my website in the last 18 months with the Bob Harper: The Skinny Rules book-o-graphic. I still get visitors from this one graphic every month. It hasn't quite a down. Eighteen months later and it's still doing it and the same number of people coming over and over again.

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Examples

Here are other examples of the things I shared on my website and then pinned...



Over 30,000 repins!



Over 212,000 repins!



Almost 20,000 repins!

The first image was shared on one of my website and it has over 30,000 repins.

The second image was a pin that I repinned but how I repinned it is I shared it to my blog first and I pinned it from my blog. It has over 212,000 repins of that one image and I didn't even create it.

The third image is the one I created. It's a story that I saw on Facebook and I decided to make it pretty. It has almost 20,000 repins.

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Here are book-o-graphics that I created...



The first one was not created by me. I just repinned it and it gained over 107,000 repins and 1,434 visits to my website.

The second image was something I created from two blog posts on Forbes. I created this graphic and put the woman's photo who wrote the original article and I shared this. This I created 6 months ago but already had 92,000 repins and generated 22,392 visits to my website.

The third image has made over 281,000 repins and 30,319 visits to my website. It's just words basically with great quotes.

The fourth image is an interesting one. I've created that from a number of articles I've seen on cucumber uses. I pinned it and gained over 96,000 repins. It's easy to create. I use a cucumber image that I found free from

Google Images. I made sure it's a copyright-free image and I put in the 16 tips. It generated 6,218 visits to my website.

Here's another one...

A slightly more complicated graphic that could be created with Microsoft Word → → →

30 Flat Tummy Tips

1. Drink a glass of water before eating.
2. Eat five small meals a day.
3. Eat slowly.
4. Do cardio 20 minutes a day, five days a week.
5. Know your serving sizes.
6. Good posture strengthens tummy muscles.
7. Swim!
8. Strengthen your core.
9. Cut out sweets.
10. Do push-ups. Accurately.
11. Do reverse sit-ups.
12. Never skip breakfast.
13. Drink lots of water everyday.
14. Reduce salt intake.
15. Avoid stress.

16. Get at least 7 to 8 hours of sleep every night.
17. Cut down on alcohol consumption.
18. Color your plate.
19. Cut out fast food.
20. Cut out soda.
21. Don't starve yourself.
22. Don't isolate just your stomach.
23. Eat five servings of fresh fruit or veggies every day.
24. Enrich your diet with fiber.
25. Do crunchies with an exercise ball.
26. Plank.
27. Do leg lifts.
28. Climb stairs.
29. Do yoga.
30. Stay inspired.

<http://www.pinterest.com/johkreme/stress-matters>

Almost 95,000 repins! → 7,909 visits

This was one generated from the original post that I repinned from somebody else and was driving a lot of traffic. So I decided to make it a little bit more pretty. I came up with photos of fit ladies and the tips. A little bit more complicated, yet you just have to know to put the images to the left or the right.

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Topics That Led Website Visits

Title	Views
Bob Harper: The Skinny Rules	123,512
15 Things to Give Up if You Want to Be Happy	30,319
18 Things Mentally Strong People Do	22,382
The Skinny Rules Via Bob Harper	16,074
Video Infographic: 30-Second Gut Flush	12,406
Home page / Archives	10,099
The Knot Library: 50 Ways to Tie a Scarf	9,048
Fitness Matters: 30 Flat Tummy Tips	7,909
<u>Printable: Age-Appropriate Choices for Kids</u>	7,203
Infographic: The 7 Rules of Life	6,767
The DASH Diet Weight Loss Solution Rules	6,753
16 Unusual Uses for Cucumbers	6,218
Infographics	5,442
The 7-Day Plan to Lose 10 Pounds	5,438
Infographic: The Difference Between Cats and Dogs	5,096
Health and Fitness Infographics Index	3,455
Infographic: Best Jobs in America	3,438
MaryEllen Tribby: The Success Indicator	3,175
Yoga Cats Doing Various Yoga Poses	3,042
10 Things You Must Give Up to Move Forward	2,971
The 7 Rules of Life - Ultimate Edition by Fitness Matters	2,954
Infographic: 10 Healthy Choices to Slim Down Fast	2,937
Motivational Bookmarks Index	2,516
Smoothie Recipes for Every Occasion	2,490
Infographic: How Foods Affect Our Bodies	2,384

Check out the topics that have led to the more website visits from Pinterest pins:

Diet, health, crafts, fitness, cats & dogs, jobs, success, yoga, food, Dr. Seuss



Another one that seems to drive a lot of traffic is quotes from Disney. These are numbers that I took. These are total views from different pages. 95% of that traffic has come from Pinterest.

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Here's the one I did days ago...

A recent post that was repinned 15 times since the original blog post.

Note also: 266 people have pinned this graphic in the first 10 hours. → → →



This is the graphic I created and I use praying hands image and then I added my words to it. In this case, I actually added a link to my website as well. So as it gets passed on, my website will still be attached. Within 10 hours, I got 15 repins.

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This is the one that Brian Tracy did...

Brian Tracy
Two hours
14 direct repins
161 total repins
11,476 followers
→ → →

What is it that you would like to do or be or have more than anything in the world?

Each morning, I get up and exercise for a while, stretching my muscles, especially my back, and getting my blood flowing. Then I sit down with a cup of coffee and read something uplifting and enlightening.
Uploaded 2 hours ago
1.2k · 14 · 1 · 100

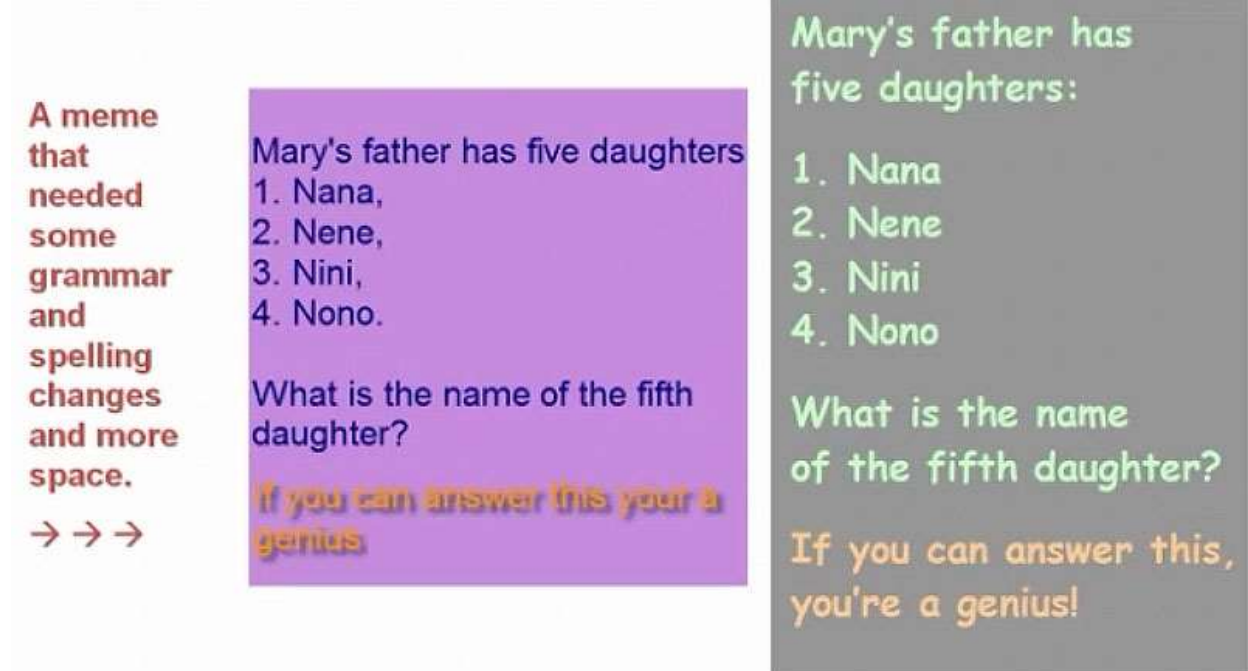
Added by **Brian Tracy** Follow
Added to **Inspirational Quotes** Unfollow

Community questions
101 people have viewed this

As you have seen of the statistics above, that's how the viral things start to happen.

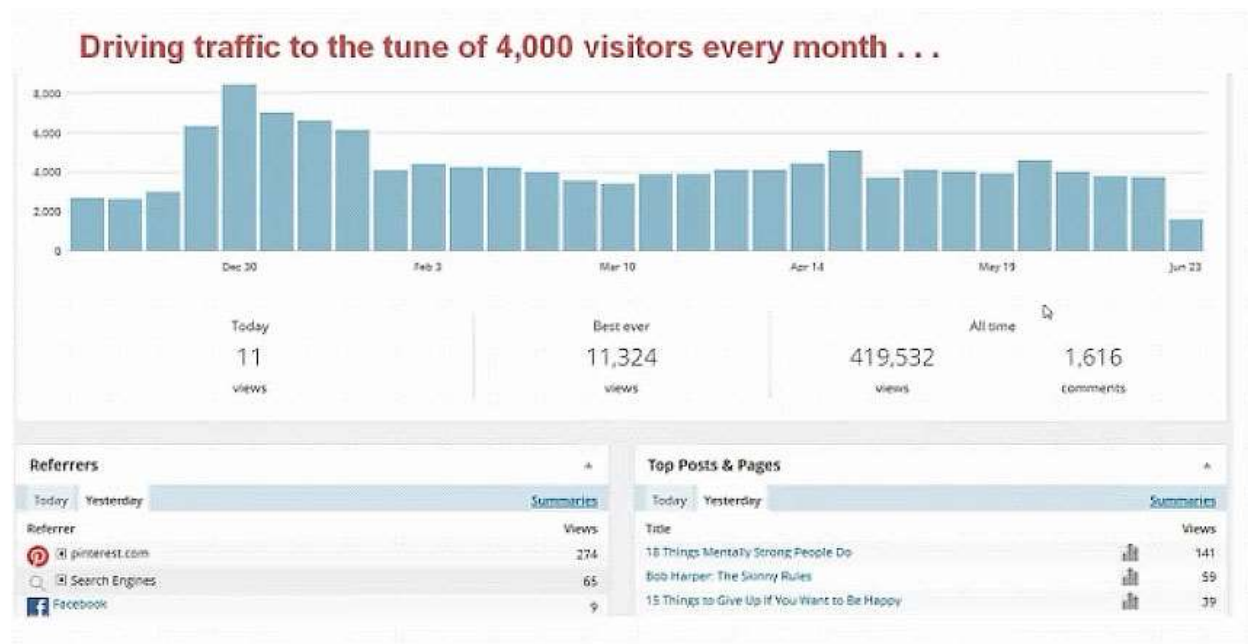
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Another example...



So the original image I saw on Facebook was the purple one. I re-created it and corrected the grammar. Now it's my unique content (image on right).

I wanted to show you that Pinterest really drives traffic.



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This is taken from my WordPress Analytics.

As you can 274 people came from Pinterest, 65 came from the search engines and 9 in Facebook. You could see how much viral impact Pinterest is in terms of driving traffic.

The top graphic just shows you that the average number of visitors to my website on the weekly basis is 4,000 people.

Here are a couple of book-o-graphics that I created over time...



First image was the one for Scott Grosberg, the "5 Steps to Achieving Dreams".

One the second image is for Valerie Bertinelli. So that was her book cover. She was promoting it. Obviously I'm piggybacking on Valerie's promotion – One Dish at a Time. I created this graphic and I pinned it and I got a lot of traffic from it.

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The third image was from the articles that Maya Angelou did and I added one of her books – The Complete Collected Poems of Maya Angelou. I created this about a year ago but when she died couple of weeks it gained an incredible amount of traffic.

The fourth was the graphic I created for one of my clients. She shares it prominently on her website as I shared it prominently on my website too and it drives a lot of traffic to website. The good thing is her book “The Dash Diet Weight Loss Solution” went number 1 to all Amazon after she appeared on the Dr. Oz Show.

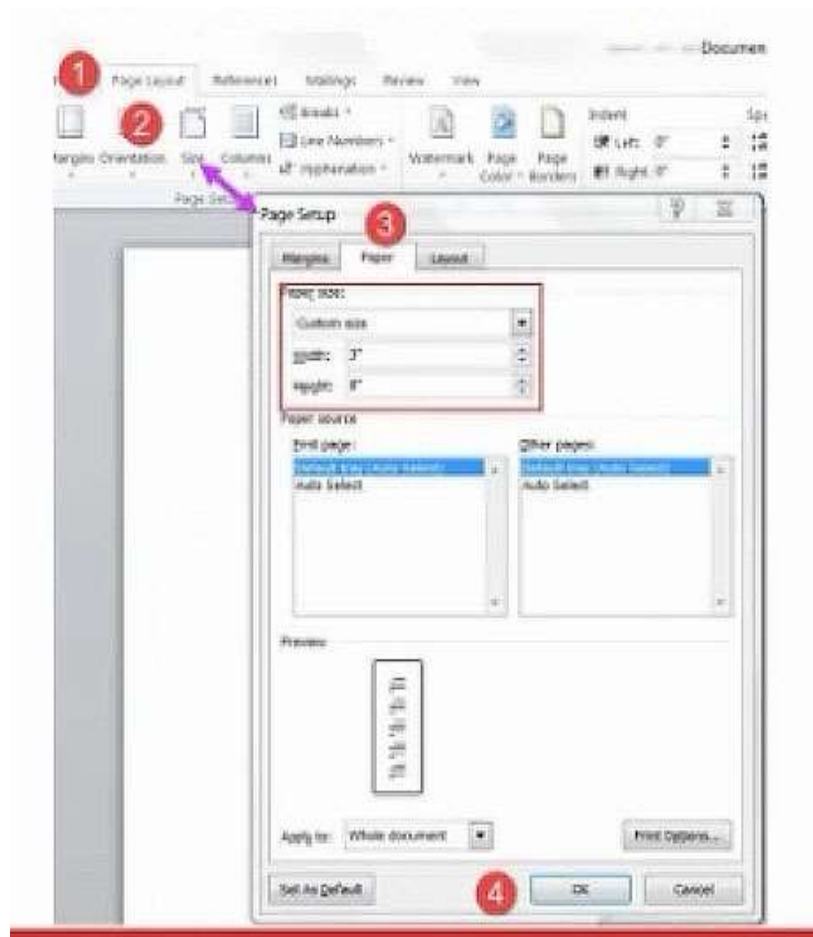
The fifth image also drove a lot of traffic to my website.

All of these have driven a lot of traffic to website. I’m piggybacking on other people’s content. In some case with their permission, sometimes not but I keep on sharing things, I reword things so that I’m not in violation of copyright.

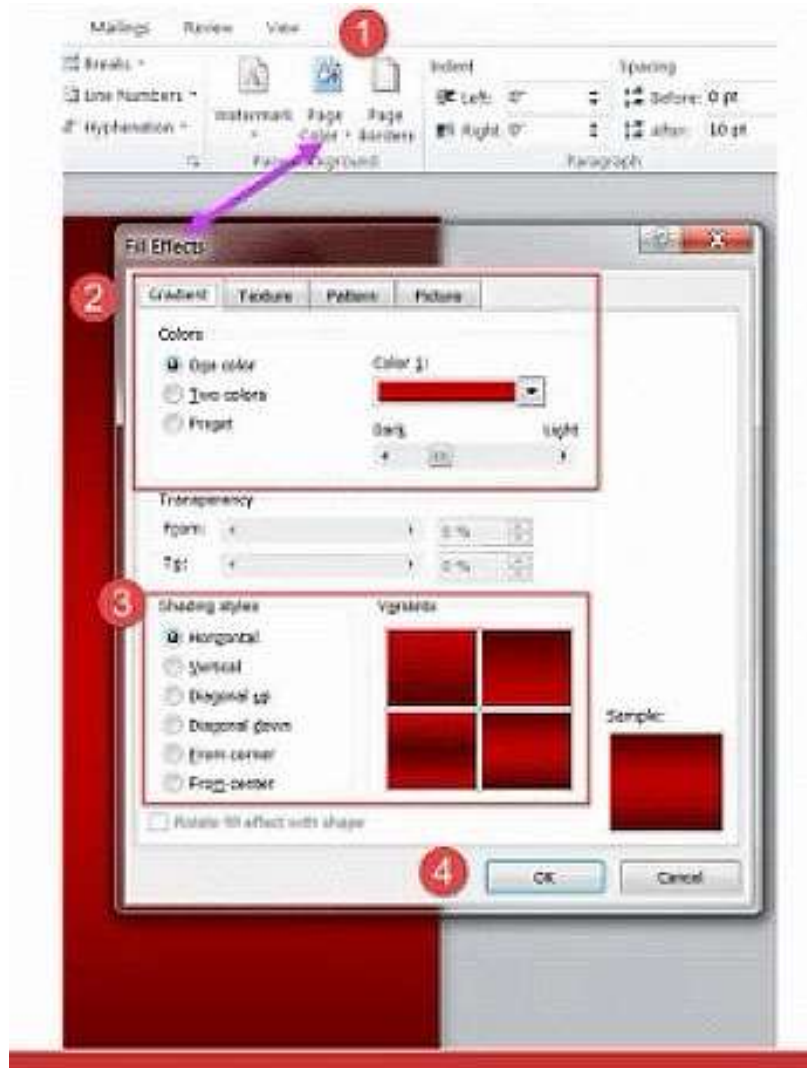
Making Graphic in MS Word

Making graphics in MS Word is really simple.

- 1. Set up your page** so that you have the right width and height that you want. Like in this case, 3x8.

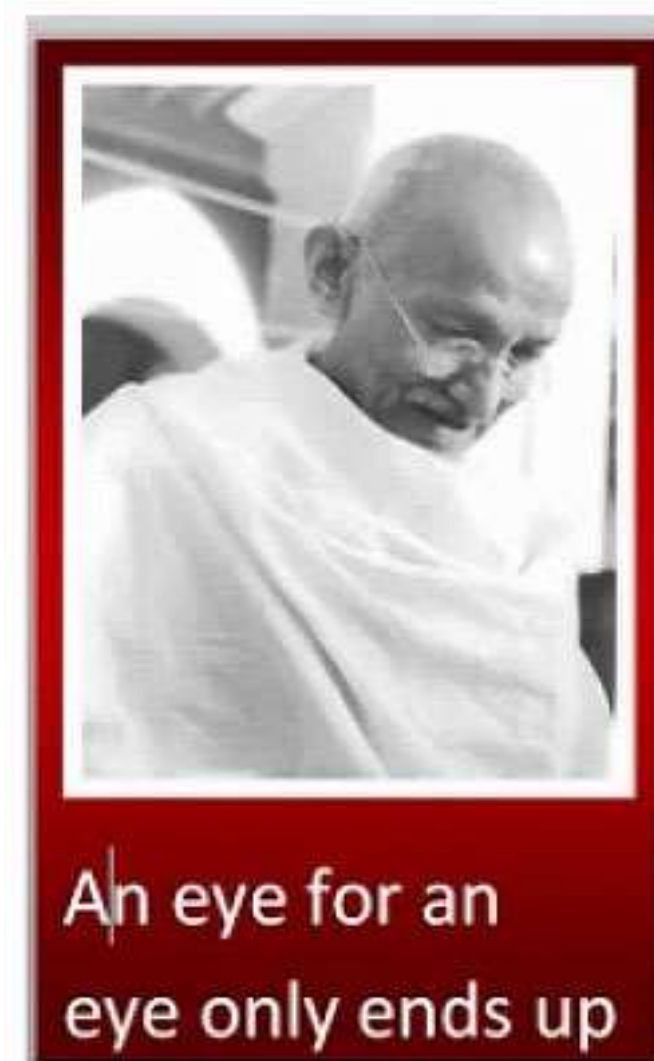


2. Select your own background. You can add colors; do texture, pattern or even put a picture in the background. So there's lot of options.



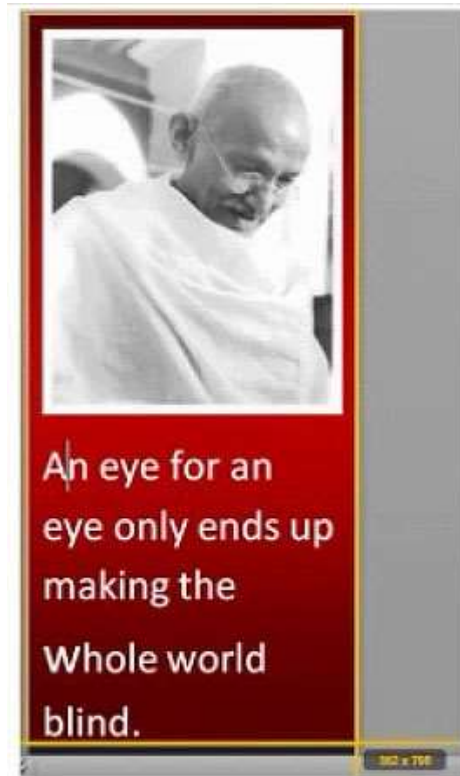
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3. Add Text & Image.



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4. Use a screen capture program. It's very simple. You surround the image that you want to capture and you save it. You can use *Jing* to screen cap... Now Go Pin!



The processes to make this actually work for people are the following:

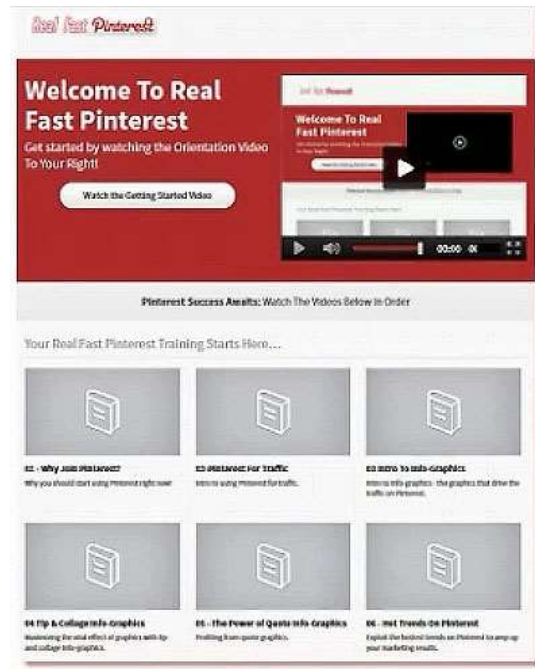
- ☞ You create the graphic or you get a graphic and reinvent/redesign and repin it.
- ☞ You can actually put it on your own site/blog if you have it.
- ☞ Then, pin directly to your own blog. When you pin from your blog, the link to your blog goes with the image.

Note: If you are taking your pins from other Pinterest users, there is a license that you get from Pinterest to do exactly that. It's a license to use anything on Pinterest.

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Introducing...

Real Fast Pinterest



It's a Total System for Pinterest Success

Here's the best thing- this system is specifically designed for people who are **NOT GRAPHIC DESIGNERS**

If you know how to make pretty graphics so much the better but you don't need to.

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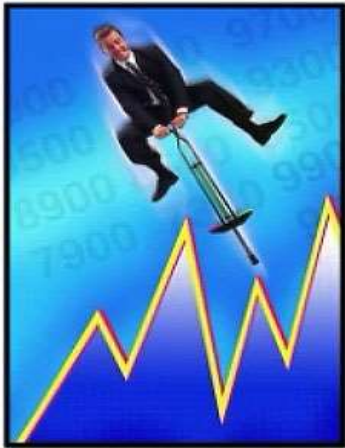
Formula for Pinterest Success

Traffic = Eyeballs = Money

Real Fast Pinterest is the training that shows you exactly how-to post info-graphics that you create and starting getting traffic from them almost immediately.



It's About Posting The Right Images



Real Fast Pinterest shows the types of images to create– and they're super easy to do – and how to post them to maximize exposure and the likelihood that they'll go viral.

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At Real Fast Pinterest We'll Show You...

- ✓ **Exploiting the Hack in Pinterest's TOS that Provides you an Unlimited Supply of Images to use FREE**



- ✓ **The Special 2 Minute-To-Make Graphic That Can Generate Traffic for 2 Years Plus!**



- ✓ **How to Repin for Maximum Viral Spread!**
- ✓ **Creating Book Sales From Book-O-Graphics**

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- ✓ **The Perfect Couple: Making Amazon Your Best Friend for Your Pinterest Campaigns**



- ✓ **Group Boards = Group Love! It's where you invite people and post for the same board.**



- ✓ **How to Create Info-Graphics in MS Word**



- ✓ **Stay Out of Legal Hot Water (module in safe pinning)**

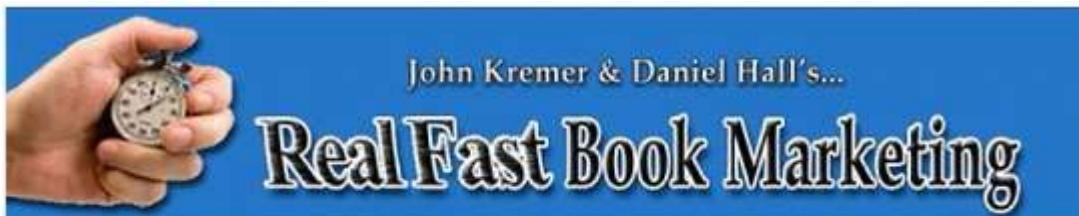
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Real Fast Pinterest Has an Easy to Learn Environment

The screenshot shows a video player interface. At the top left is the 'Real Fast Pinterest' logo. The video title is '01 - Why Join Pinterest?'. Below the title is a description: 'When used correctly all social media can be used to generate traffic to your books, websites and other offers. This intro video shows how Pinterest may be the best social media platform available to do that.' The video player shows a play button and a progress bar. To the right of the video player is a 'Training Information' box with the video title and description. Below this box are three buttons: 'View Next Video...', 'Download Video Notes', and 'Download Pinterest Special Report'. Annotations with arrows point to these elements: 'Video Tutorials' points to the video player; 'Any supplemental materials here' points to the 'Download Video Notes' and 'Download Pinterest Special Report' buttons; 'Watch next video here' points to the 'View Next Video...' button; and 'Each tutorial has written notes' points to the 'Download Video Notes' button.

Bonuses

- ✓ **Sell 100 Books in the Next 2 Weeks Using All Free or Low-Cost Strategies (\$97 Value)**

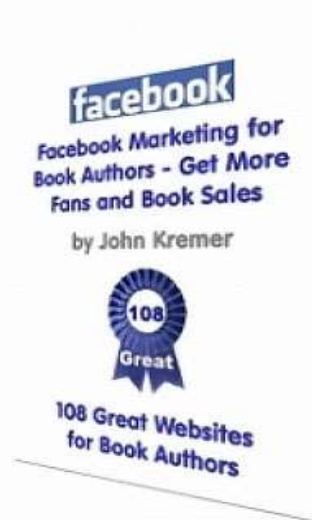


- ✓ **Members Only Private Facebook Group**

Grab this special deal at www.RealFastPinterest.com/ty

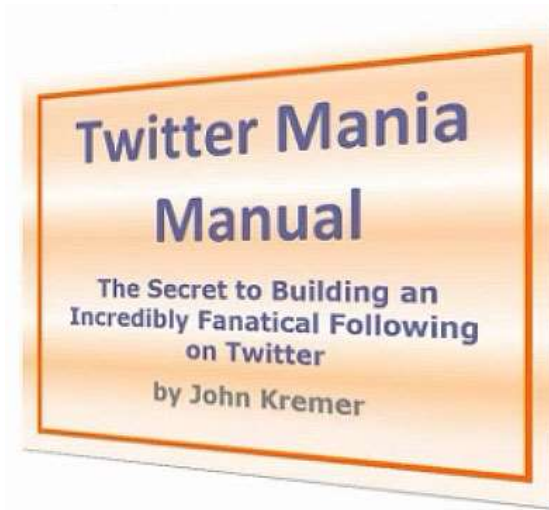


✓ **Facebook Marketing for Authors**

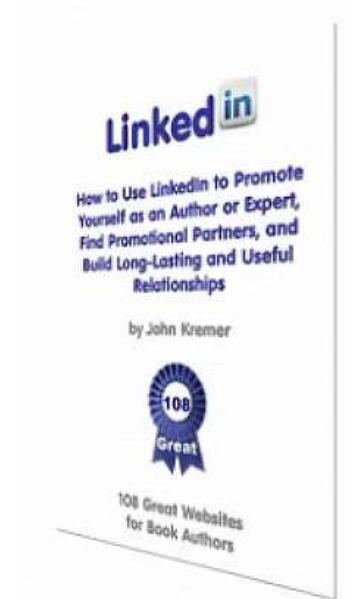


✓ **Twitter Mania Manual: The Secret to Building an Incredibly Fanatical Following on Twitter**

Grab this special deal at www.RealFastPinterest.com/ty



- ✓ **How to Use LinkedIn to Promote Yourself as an Author or Expert, Find Promotional Partners, and Build Long-Lasting and Useful Relationships**



- ✓ **Members Only Group Board "Tip-O-Graphics" for Posting Privileges and Share it to 18,569 Followers of John Kremer**

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What's the Investment?

Regular Price \$297

Webinar only investment of \$157

www.RealFastPinterest.com/ty



Guarantee

Don't decide right now... take the advantage of your Unconditional "Triple Guarantee".

Just try **Real Fast Pinterest** for 30 days...

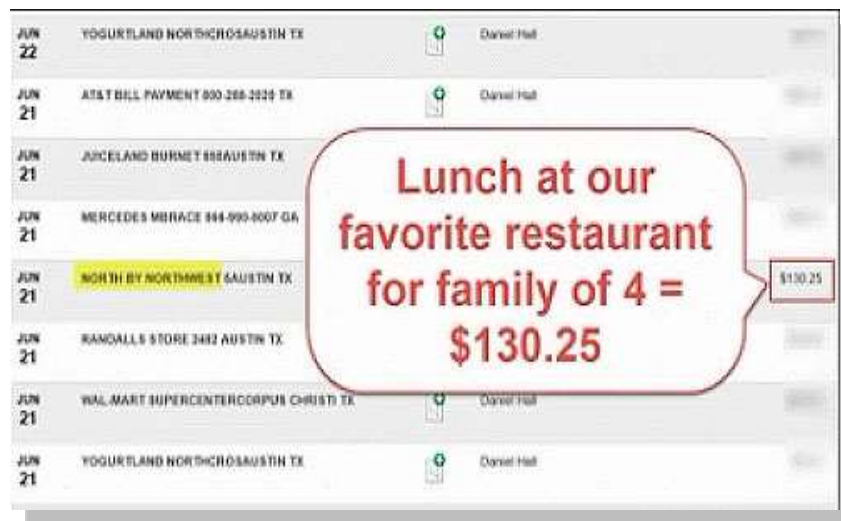
If you're not getting the massive traffic you want... OR don't like our radical enthusiasm... OR are unhappy for any reason – no worries! We'll refund every penny you invested today... No questions asked, no hassles, and no hard feelings.

Go here - www.RealFastPinterest.com/ty

Grab this special deal at **www.RealFastPinterest.com/ty**

In Perspective...

The investment in Real Fast Pinterest is \$127... to put the value in perspective. One lunch at my family's favorite restaurant is \$132.50. It's easy to give up one lunch to learn a skill that can **feed you** the rest of **your life!**



The image shows a screenshot of a credit card statement with a callout box. The callout box contains the text: "Lunch at our favorite restaurant for family of 4 = \$130.25". The callout box is pointing to a transaction on the statement for "NORTH BY NORTHWEST SAUSTIN TX" on JUN 21, with a value of \$130.25.

Date	Description	Amount
JUN 22	YOGURT LAND NORTHCHROSAUSTIN TX	
JUN 21	AT&T BILL PAYMENT 800-288-2828 TX	
JUN 21	JARCELAND BURMET 88AUSTIN TX	
JUN 21	MERCEDES MIRAGE 944-990-8007 GA	
JUN 21	NORTH BY NORTHWEST SAUSTIN TX	\$130.25
JUN 21	RANDALLS STORE 3482 AUSTIN TX	
JUN 21	WAL-MART SUPERCENTERCORPUS CHRISTI TX	
JUN 21	YOGURT LAND NORTHCHROSAUSTIN TX	

Grab it here... www.RealFastPinterest.com/ty

Still More Bonuses

- ✓ 2 Additional Live Webinar Trainings
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