



Creating Pinterest Boards that tell a brand story

By Amber Kane

As with most things, the hardest part is getting started. This exercise is to help you come up with a list of boards that you can start pinning to.

Even if you've already starting pinning, and have created several boards, still take the time to go through this exercise.

1. What is your product or service?

2. What questions do your customers regularly ask you? Think about when you do shows. *For example I make woven scarves and am often asked the following: How do I wear a scarf? What colors does this go with? How are they made?*

3. What products compliment your product or service? If you make jewelry you might think about jewelry boxes, or other ways of storing jewelry, clothes, shoes, and other beauty products.

4. What can you teach people about your product?

Can you teach how it was made?

How to clean and or care for it?

How to wear it?

It's time to create a list of possible boards. Look over your answers and create a list of at least 10 boards that you can create and start pinning to.

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Sample of boards that tell the story of Amber Kane Scarves

amber kane TV

shows people how to wear scarves

outfit inspiration

puts together outfits that go with my scarves

handmade goodness

a collection of handmade items

mens fashion

shares great style and fashion for men, along with my mens scarf line

women with beauty and confidence

my work is about confident women

rock that scarf

a collection of images of women wearing great scarves

the perfect accessory

a collection of great accessories

coffe and tea

my client loves coffee and tea