

- SPEC WORK -

EMAIL #1: Workshop announcement

Subject Line: Announcing P101: The Basics of Pinterest!

Preview text: The workshop you've been *just dying for*

Hi ___!

Has "learn Pinterest" been on your to-do list for longer than you'd like to admit? If so, you are not alone, my friend!

I hear from creative entrepreneurs *all of the time* that they're either curious about Pinterest or have been thinking about incorporating it into their marketing plan for a while, but are either overwhelmed or don't know where to start.

The great thing though, is that Pinterest is actually pretty straightforward to use once you get the basics down. With the right Pinterest strategy, you can increase your website traffic in just about an hour a week.

So, I created my workshop, P101: The Basics of Pinterest, to help entrepreneurs in this predicament kickstart their Pinterest strategy!

In this fun and interactive workshop, you can expect to:

- Learn how to fully set up and optimize your Pinterest for business account
- Create industry-specific boards
- Design your first pin with proper techniques and learn how to optimize them for SEO
- Discover the best keywords to use in your pins and throughout your profile
- Learn the basics about Pinterest best practices

If learning Pinterest marketing has been on your "to-get-to" list for some time now, then join me for P101 and get pinning today!

THURSDAY, MAY 11TH

6:30 - 8:30

The Collective

239 North Broadway

Edmond, OK

GRAB YOUR SPOT!

Will I see you there?

~SIGN OFF

PS - Use promo code PINTEREST to save \$10 on your ticket price!

EMAIL #2: Share further details about the workshop and identify who it is for

Subject line: Has “learn Pinterest” been on your to-do list for longer than you’d like to admit?

Preview text: Spoiler alert: you’re not alone.

Hey ____,

You may have seen my email the other day announcing my upcoming workshop, P101: The Basics of Pinterest and wondered, is this for me?

Well let me answer that question for you today!

P101 is for you if:

- You have been wanting to learn how to use Pinterest to get more website traffic for a while now
- You have started up on Pinterest but got confused and/or are wondering if you’re doing it right
- You’ve heard that Pinterest can be a powerful marketing tool but don’t know much beyond that
- Or you fall somewhere in between!

In [P101](#) we are going to start from scratch, and teach you ALL of the basics you need to get started on Pinterest. And the best part is that the workshop is interactive, so you will set up your account as we go!

You’ll leave with a fully setup Pinterest account that is optimized for success and a strong understanding of great pinning strategies.

Stop trying to DIY your way through it and get started on Pinterest (*the right way!*) in just one evening.

THURSDAY, MAY 11TH
6:30 - 8:30
The Collective
239 North Broadway
Edmond, OK

Spots are limited though, so be sure to grab your [ticket](#) today!

Hope to see you there :)

~SIGN OFF

PS - The promo code PINTEREST is still active and will get you \$10 off your ticket!

TICKETS

EMAIL #3: Final push before workshop

Subject line: Will I see you for P101: The Basics of Pinterest??

Preview text: Spots are running low, grab yours today!

Hey ___!

My Pinterest workshop, P101: The Basics of Pinterest, is just a few days away! I'm getting so excited! Are you?

To refresh you, here are the deets:

P101: The Basics of Pinterest
THURSDAY, MAY 11TH
6:30 - 8:30
The Collective
239 North Broadway
Edmond, OK

We're covering everything you need to know to get your account set up, and to start using Pinterest *right away* to drive more traffic to your website.

We'll go through all of the steps together live, so by the time you leave your account will be ready to use, and will even have a few pins created to get you started!

There are over 400 million users on Pinterest currently, so you can't afford not to use this powerful platform in your marketing strategy.

I have a few spots left, so [grab yours](#) today!

GRAB YOUR SPOT!

Can't wait :)
~SIGN OFF

PS - This event is a *great* value, but if you'd like to save even more, use my code PINTEREST to get \$10 off your ticket!

PPS - It's going to be so fun. Promise!