



EFFECTIVE DIYs & PINTEREST PANEL

DIY 101

The point of a DIY post is
not to show your readers
how to do something...



Your step-by-step
photos are more
important than
your feature photo



PHOTO BY CAPREE KIMBALL

Your step-by-step
photos are not as
important as your
feature photo



Yes, you have to keep a notebook.

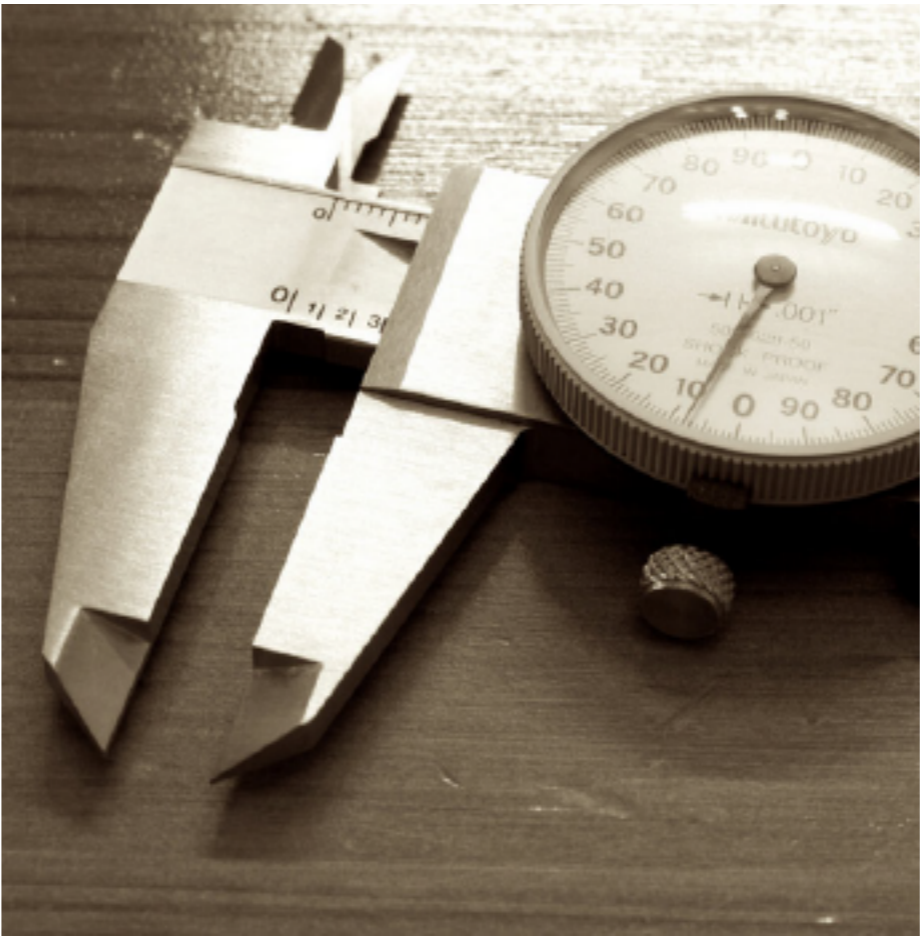
— use your camera to document —



— EVERYTHING —

**BE 100% TRANSPARENT ABOUT
YOUR MATERIALS & PROCESSES**

DIY IN BULK



ESSENTIAL DIY BLOGGER
TOOL KIT





ART BY MARTIN REFSAL

STYLING 101

Let your DIY shine.



BRANDING *your* DIYs

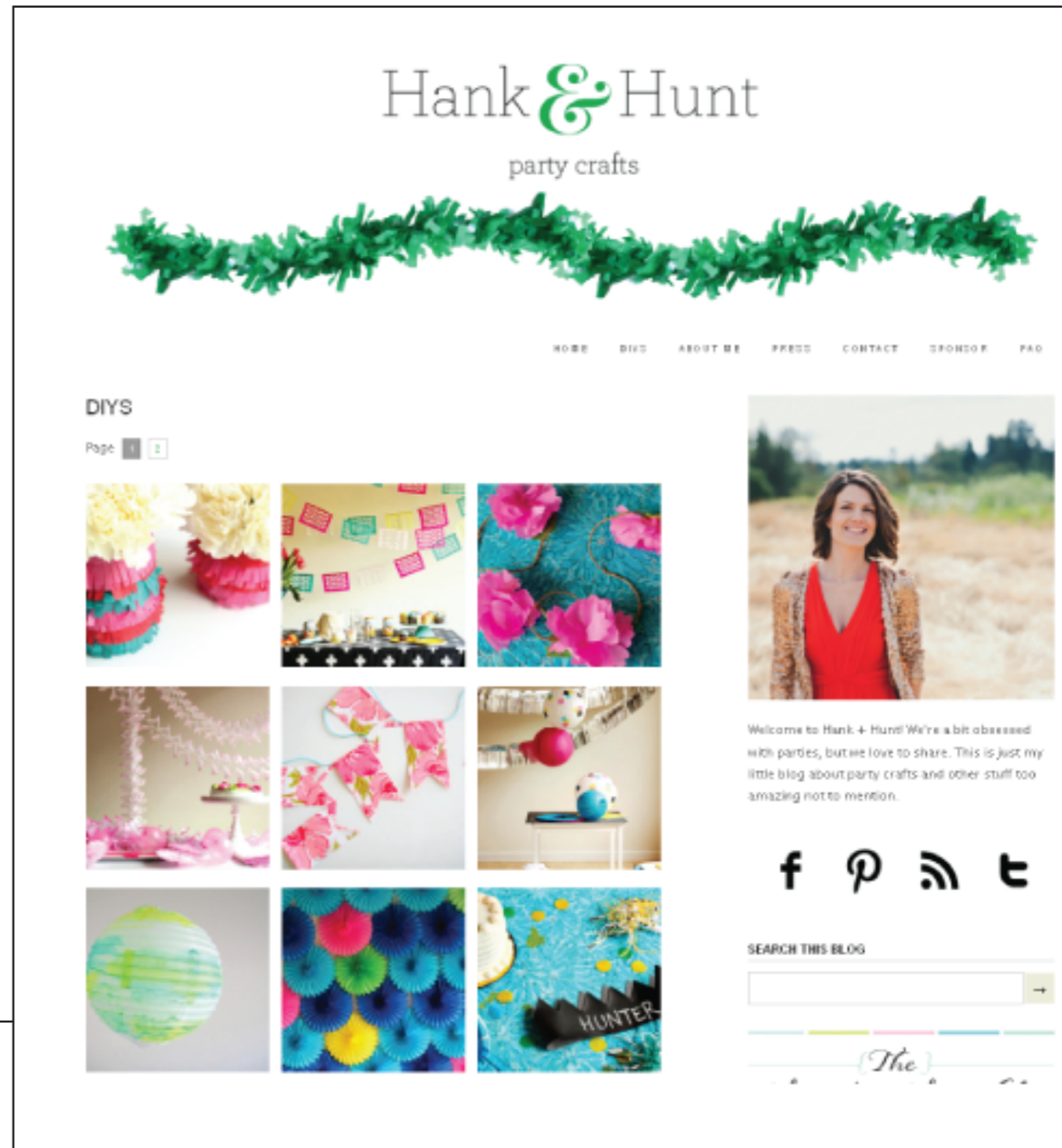


choose
a style that fits
your brand



BRANDING *your* DIYs

- Be consistent
- Use the same style
in all DIYs



MAKING *it* PRETTY



Every shot
is a beauty shot



Simple is better • Let your DIY shine • Use a tripod

the FINALE



- Beauty shots are *the* most important
- Try different scenarios
- Add text to the first beauty shot in the post
- Save your photo as a searchable keyword





DON'T WORRY, IT'S MESSY . . . BUT FUN.

CREATING *pin-worthy* PHOTOGRAPHY

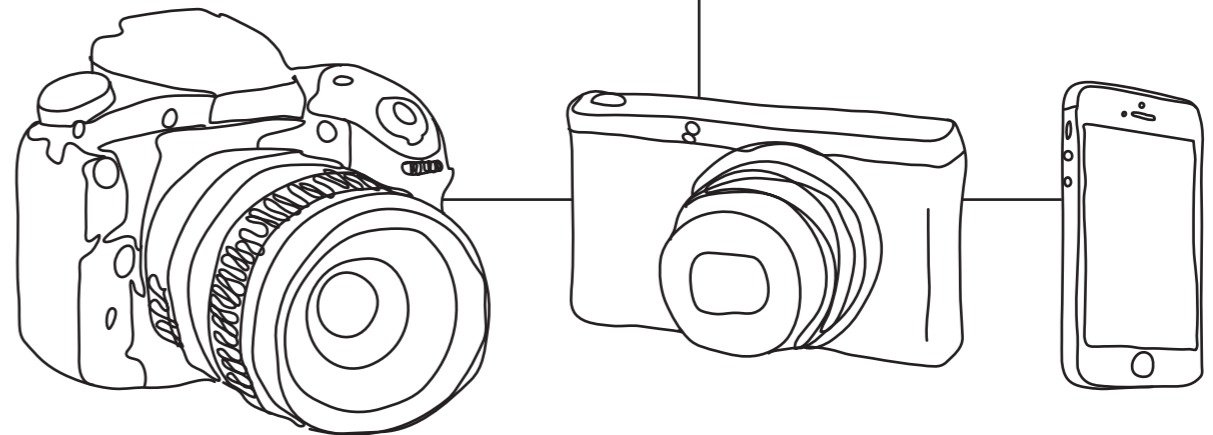
- attention to quality & resolution
- well-lit
- quality backdrop
- orientation and framing
- post-production fixes
- beautifully styled

**EYE CANDY,
not OPTIONAL**



- DSLR, point & shoot or cell phone camera
- camera settings
- resolution settings

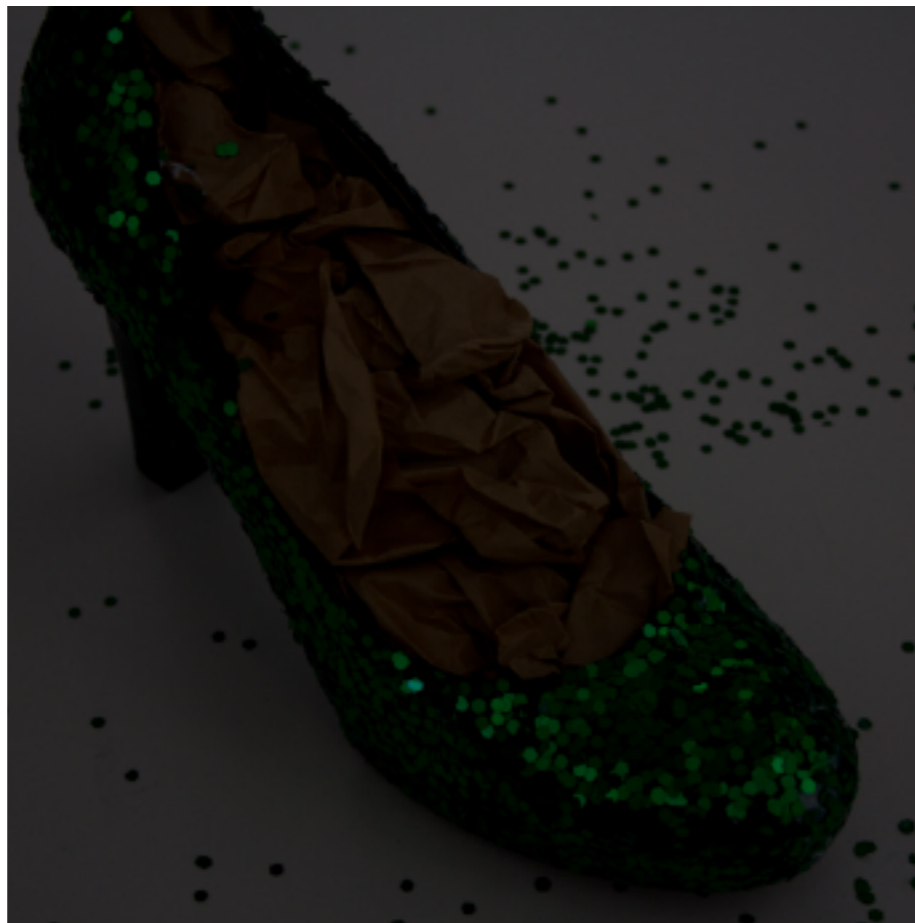
QUALITY & RESOLUTION





- natural vs. artificial light
- bouncing light
- using a flash

TIME OF DAY



PROFESSIONAL SET UPS

vs.

DIY BACKDROPS



- large-scale materials
- small-scale materials



ORIENTATION & FRAMING



POST-PRODUCTION



- cropping
- color balance
- exposure
- filters & actions

PINTEREST 101

Let's pave the road to
traffic, links, fame and
fortune!



THE *power* OF PINTEREST

Dashboard

Snapshot from January 3–10, 2013









Visitors who arrived via [Social media](#)

Add a filter ▼

Saved filters ▼

[Save this filter](#)

Summary of filtered visitors

	These visitors	 All visitors	Difference
 Visitors	510,919	932,803	-45%
 Unique visitors	510,919	851,943	-40%
 Actions	637,116	1,370,421	-54%
 Average actions	1.2	7.0	-83%
 Total time	938d 12h	2166d 8h	-57%
 Average time per visit	2m 39s	3m 24s	-22%
 Bounce rate	27.5%	23.6%	+17%

45% of all visitors
referred from social media

96% of social media referrals
were from Pinterest

Referring domains ▼

pinterest.com	472,601	<div></div>
m.pinterest.com	18,905	<div></div>
facebook.com	10,730	<div></div>

WHO?

You, of course!

WHAT?

Every post, however often that is.

WHERE?

Blog board (make one).
Other boards *that apply*.

WHEN?

5–7 am and 5–7 pm EST, Pinterest traffic peaks.

WHY?

Promotion, traffic, links, fame, fortune!

HOW?

Choose picture wisely

Five Cs: clear, concise, cropped, colorful, close
Pin judiciously but confidently – make no apologies!

HOW *not* TO PIN



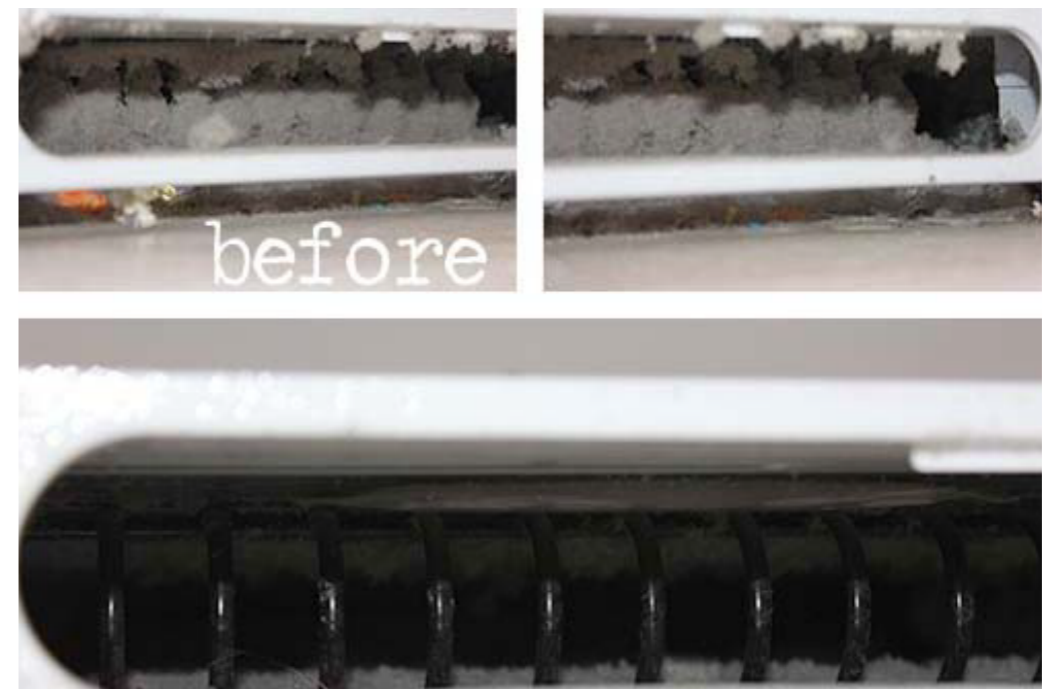
Too dark & too much text



Too many ingredients



Too many pictures



What *is* that anyway?

HOW *to* PIN



CROPPED



CLEAR



CONCISE



COLORFUL



CLOSE

SORTING THROUGH THE BEAUTIFUL CLUTTER OF LIFE TO FIND THAT

ONEGOODTHING

EACH DAY AND SHARING IT WITH YOU! *by Jillee*

SUBSCRIBE TO DAILY EMAILS
AND NEVER MISS ONE GOOD THING!

Type your email address and hit enter



STAY CONNECTED

HOME ABOUT ME CONTACT LINKS ADVERTISING CATEGORIES FORUM STORE

Looking for something? SEARCH

SEVENTH AVENUE
Always Unique, Always Within Your Reach

LAVENDER, LEMON, AND PEPPERMINT - THE NATURAL ANTIHISTAMINE

THURSDAY, JANUARY 17, 2013 · 24 COMMENTS [EDIT]



Hover Pin-It Button

Today **I wish I was a songwriter**....because I would totally write a song that sings the praises of **this wonder cure** I have been using lately.

Just a little background before I start my serenade. ;-)

For a couple of months now I have been dealing with the most random ailments. Things I've never dealt with before. But **the two most tormenting things** have been **itching** (all over) and **swelling** in my ankles. No matter WHAT I tried I couldn't find relief! I would find temporary relief with a few natural remedies for the itching...but since it wasn't dry skin related they really didn't last. The swollen ankles were impervious to anything I tried!

UNTIL my sister Rebecca (**Camp Wander**) recommended I try something new. Through her work and research with **essential oils** (she is a very knowledgeable and successful **independent distributor of doTerra Essential Oils**) she has become more and more convinced that many chronic medical issues stem from an **allergic response** our body is having to toxins. Toxins that our bodies are **bombarded with** every day from our drinking



BlogHer Publishing Network

NORDSTROM




KEEP TABS ON *what* PEOPLE ARE PINNING

← → ↻ pinterest.com/source/onegoodthingbyjillee.com/ ★ ✖ ☰

Google WP Webmail OGT OGT Forum FB Twitter pinterest OGT Pins Pin It AdSense BlogHer OGT formula » Other Bookmarks

Search


Pins from [Onegoodthingbyjillee.com](https://pinterest.com/source/onegoodthingbyjillee.com/) Insert URL here



17 Alternative Uses For Alka-Seltzer

uses for alka seltzer


Elizabeth Surton onto Organization



How To Clean Your Dishwasher

How to Clean Your Dishwasher | One Good Thing by Jillee


Margaret A. onto For the Home



How To Clean Your {Top-Loading} Washer


clean your washer - loving her blog!

Lindsey Marie onto cleaning




The Complete (Photo) Guide to Making Your Own Homemade Laundry Detergent

Diane McCollum onto everything else




"The Flour Game" - A FUN Holiday Tradition! | One Good Thing by Jillee

Lauren Lance onto Activities




deodorizing disks

Lindsey Marie onto cleaning




Cabinets Makeover . . .so going to try this!

Monique Myers onto Housework recipes




1 Gallon:
4 quarts
8 pints
16 cups
128 ounces
3.8 liters




"The Flour Game" - A FUN Holiday Tradition!

Ericka Gingerich onto Kid Fun!



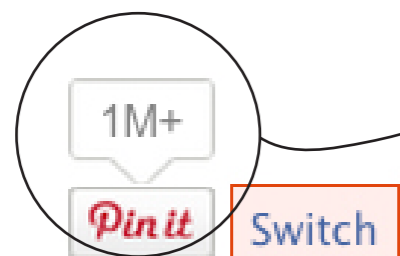
Bath Bombs For Stressed



Lavender Lemon Peppermint - The Natural Antihistamine

Gloria Nimon onto Essential Oils

AND SOMETIMES *none* OF THE RULES APPLY



Jillee

Yes, that says 1 million + pins!

TOUGH QUESTIONS

Nothing is original.





NATURALLY LIT
PHOTOGRAPHS



LOTS OF
STEP BY STEP PHOTOS



ILLUSTRATIONS
CLARIFYING
COMPLICATED STEPS



TEMPLATES
OR PATTERNS



LINKING TO RELATED
TUTORIALS OR PROJECTS



A REALLY UNIQUE IDEA



SIMPLICITY
OF THE PROJECT

TOUGH QUESTIONS: *what is original?*

DO YOU FIND A LOT OF BLOGS REPEAT THE SAME TUTORIAL OR RIFFS ON THE SAME IDEA?

yes

no

HOW DOES SEEING REPEATS ON THE SAME TUTORIAL MAKE YOU FEEL?

makes me question why I read blogs
that post the same content

I'm more likely to
do the project

It makes me think about
the project, but I don't
do anything about it

I stop reading
that blog

WHAT IF THAT BLOGGER SHARED ANOTHER WAY TO DO THE PROJECT?

There's more than one way to skin a cat.

Doesn't matter.
Duplication is Duplication

NOTHING IS ORIGINAL. PERIOD.

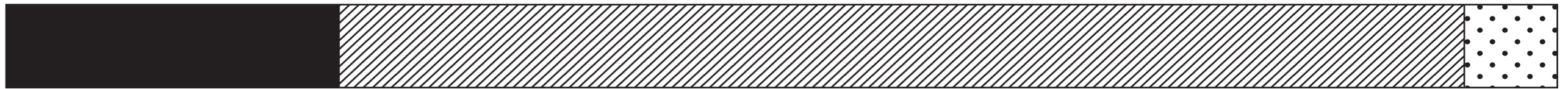
- It's *not* creating another skinny jean tutorial
- It's *not* doing regurgated round-up

WHAT IS ORIGINAL CONTENT?

- It's solving unique problems
- It's using unique materials
- It's *making* and featuring other tutorial(s)
- It's doing something for *you*

TOUGH QUESTIONS: *do you copy retail?*

IS IT OKAY FOR BLOGGERS TO SHARE DIYs ON RETAIL PRODUCTS?



It's only okay if that item is way out of a normal price range or sold by a large company.

It wouldn't take away from business.
DIYers are never going to purchase it anyway.

Absolutely not!!
You're taking business away!

- Find a way to support business both large and small
- We are creatives, we can think outside the box

TOUGH QUESTIONS: *do you self-promote?*

IS IT OKAY FOR BLOGGERS TO PIN THEIR OWN POSTS?



Listen to your gut and think about
what works best for you

TOUGH QUESTIONS: *do you research?*

- If you find a tutorial that's identical to what you had originally planned – do you still do it?
- Do you create or do you try to become an expert in that particular DIY or technique prior to creating?
- Do you search before you post? Do you link to similar items?

LEARN FROM
my mistakes.



thanks

DOWNLOAD THE PRESENTATION:

<http://mnma.de/Alt2013>

ACCESS THE QUESTIONNAIRE RESULTS:

<http://goo.gl/jeBZ2>

