

# The 30 Day Pinterest Traffic Takeover Challenge



# The 30 Day Pinterest Traffic Takeover Challenge

*Turn Pinterest into a Traffic Generating Machine in Just 30 Days!*

## Welcome to The 30 Day Pinterest Traffic Takeover Challenge!

If you're here, it means you're ready to stop spinning your wheels with platforms that demand your time and energy all day long and start using **Pinterest** to bring in traffic on autopilot.

That's exactly what we're going to do over the next 30 days...

Pinterest is different from other platforms because:

- ✗ You don't have to constantly engage to stay relevant.
- ✗ You don't have to post every single day.
- ✗ You don't have to show your face or dance around like a fool.

You just need a smart strategy and that's what this challenge gives you.

### How This Challenge Works:

✓ **Complete One Task Per Day** – Each day builds on the last. No skipping. No “I’ll do it later.” Just small, simple, effective steps that lead to massive results.

✓ **Track Your Progress** – If you're not tracking, you're guessing. Take notes, track your growth, and see how far you've come.

✓ **Stay Accountable** – Post your progress, insights, and questions in the challenge group: <https://myimmastermind.circle.so/c/the-30-Day-pinterest-traffic-takeover-challenge>

✓ **Celebrate Your Wins!** – At the end of each week, review your progress and pat yourself on the back (or treat yourself to tacos... **You earned it!** 🌮).

## 🔥 Challenge Kickoff: Set Your Pinterest Traffic Goals

Before we start, let's get crystal clear on what you want out of this challenge.

✍️ Write down:

- ✓ How much traffic do you want from Pinterest in 30 days? (*X visitors per day/week*)
- ✓ How many email subscribers or customers do you want Pinterest to bring you?
- ✓ What specific content or offers will you promote through Pinterest?
- ✓ Any other goals you want to set for your business.

📌 **Pinterest Tip:** If you don't have any Pinterest traffic yet, that's fine. Just track your numbers now so you can see your growth at the end.

👉 Come to the challenge group and post your Pinterest goal!

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## WEEK 1: Build Your Pinterest Foundation

### Welcome to Day 1 of The 30 Day Pinterest Traffic Takeover Challenge!

Before we start creating Pins, let's set up your Pinterest Business Account the RIGHT way.

#### What You'll Do Today:

- ⇒ Create a Pinterest Business Account (*or convert your personal account*).
- ⇒ Claim your website (this tells Pinterest you actually own your content).
- ⇒ Upload a professional profile image (*stop using that blurry selfie from 2015*).

📌 **Pinterest Tip:** Not claiming your website is like showing up at a networking event and refusing to give out your business card. Fix that today.

👉 Come to the challenge group and post a screenshot of your Pinterest profile!  
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## Welcome to Day 2 of The 30 Day Pinterest Traffic Takeover Challenge!

Your Pinterest profile should instantly tell people who you are and why they should care. Today, we're fixing that.

### What You'll Do Today:

- ⇒ Write a keyword-rich bio (*this helps Pinterest show your profile to the right people*).
- ⇒ Include a call-to-action (*like "Click below to grab your free guide!"*).
- ⇒ Make sure your profile image actually looks professional.

🚫 **Pinterest Tip:** If your bio says, *"Helping people live their best lives"* – **DELETE IT!** Nobody is searching for *"best lives"* on Pinterest. Be specific about what you do!

👉 Come to the challenge group and share your new Pinterest bio!  
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## Welcome to Day 3 of The 30 Day Pinterest Traffic Takeover Challenge!

Pinterest is a search engine, which means keywords matter. Let's find out exactly what people are searching for so we can use those terms in our Pins.

### What You'll Do Today:

Use Pinterest's search bar to find keyword suggestions.

- ⇒ Look at *"related searches"* for more keyword ideas.
- ⇒ Create a list of at least 10-15 keywords related to your niche.

⇒ Save these keywords for future Pin descriptions and board titles.

✦ **Pinterest Tip:** The best keywords appear first in the Pinterest search dropdown. Write those down! They're your golden keywords.

👉 Come to the challenge group and share three of your best keyword phrases!  
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## Welcome to Day 4 of The 30 Day Pinterest Traffic Takeover Challenge!

Your boards tell Pinterest what your content is about. If your boards aren't optimized, Pinterest won't know where to show your Pins.

### What You'll Do Today:

⇒ Create 5-10 boards based on your keyword research.

⇒ Give each board a keyword-rich name.

⇒ Write detailed board descriptions with relevant search terms.

⇒ Start filling each board with at least 5-10 relevant Pins.

✦ **Pinterest Tip:** Empty boards tell Pinterest you don't know what you're doing. Fill them with quality Pins from others while you work on your own content.

👉 Come to the challenge group and post a screenshot of your first Pinterest board! [https://myimmastermind.circle.so/c/the-30 Day-pinterest-traffic-takeover-challenge](https://myimmastermind.circle.so/c/the-30-Day-pinterest-traffic-takeover-challenge)

## Welcome to Day 5 of The 30 Day Pinterest Traffic Takeover Challenge!

Set Up Your Pinterest Analytics (*Because Guessing Won't Cut It!*)

Today, we're setting up Pinterest Analytics because if you're not tracking, you're just guessing.

## What You'll Do Today:

- ⇒ Go to Pinterest Business Hub > Analytics and check out your dashboard.
- ⇒ Get familiar with Impressions, Clicks, Saves, and Engagement.
- ⇒ Bookmark this page. You'll be checking it every week during this challenge.
- ⇒ If you haven't already, set up Google Analytics to track Pinterest traffic to your website.

📌 **Pinterest Tip:** Set a weekly reminder to check your stats. Pinterest is a slow burn, and you won't see results overnight, but consistency wins.

👉 Come to the challenge group and share one thing you learned from Pinterest Analytics today! [https://myimmastermind.circle.so/c/the-30 Day-pinterest-traffic-takeover-challenge](https://myimmastermind.circle.so/c/the-30-Day-pinterest-traffic-takeover-challenge)

## Welcome to Day 6 of The 30 Day Pinterest Traffic Takeover Challenge!

Decide What You're Promoting on Pinterest

Every Pin needs a purpose. Today, you're deciding what you'll drive traffic to.

## What You'll Do Today:

- ⇒ Choose **ONE** primary thing to promote first (*blog post, lead magnet, product, affiliate offer, etc.*).
- ⇒ Make sure your landing page is optimized and mobile-friendly.
- ⇒ Test your links! Nothing kills traffic faster than broken pages.
- ⇒ Ensure your page has a clear call-to-action (CTA) *What do you want visitors to do next?*

📌 **Pinterest Tip:** A squeeze page for email signups is the best long-term traffic strategy. Build your list, then sell! But... You can literally promote anything you want on Pinterest.

👉 Come to the challenge group and tell us what you're promoting on Pinterest!  
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## Welcome to Day 7 of The 30 Day Pinterest Traffic Takeover Challenge!

Week 1 Recap – What Have You Set Up?

Congrats! You've laid the foundation. Now, before we move on, let's make sure everything is in place.

### What You'll Do Today:

- ⇒ Review your Pinterest profile, boards, and keyword research.
- ⇒ Check that your Pinterest Analytics is tracking properly.
- ⇒ Confirm that your landing page is working and looks good on mobile.
- ⇒ Identify any areas that need fixing or improvement.

📌 **Pinterest Tip:** Pinterest rewards the long game. A solid setup now means consistent traffic later.

👉 Come to the challenge group and share one big win from this week!  
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## WEEK 2: Create and Publish Your First Pins

### Welcome to Day 8 of The 30 Day Pinterest Traffic Takeover Challenge!

Design Your First Pinterest Pin Template

Time to get creative but don't worry, you don't need design skills. Canva makes this easy.

### **What You'll Do Today:**

- ⇒ Go to Canva.com and create a Pinterest Pin design (1000x1500 px).
- ⇒ Choose eye-catching colors that pop (*reds, oranges, and blues work well*).
- ⇒ Use bold, readable fonts. Fancy script fonts don't convert.
- ⇒ Leave space for your website URL or logo.

✦ **Pinterest Tip:** Text overlays matter. People need to know what your Pin is about at a glance.

👉 Come to the challenge group and share your first Pinterest Pin design!  
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### **Welcome to Day 9 of The 30 Day Pinterest Traffic Takeover Challenge!**

Create 5 Pin Variations (*Because One Won't Cut It!*)

One Pin isn't enough. You need to test different styles to see what Pinterest favors.

### **What You'll Do Today:**

- ⇒ Create 5 different Pin designs for the same content.
- ⇒ Change up images, colors, and headlines.
- ⇒ Keep your branding consistent across all designs.
- ⇒ Save all designs for uploading this week.

✦ **Pinterest Tip:** Different Pin styles attract different types of people. The more variations, the higher the chance of success.

👉 Come to the challenge group and post one of your Pin variations!  
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## Welcome to Day 10 of The 30 Day Pinterest Traffic Takeover Challenge!

Write High-Converting Pin Titles And Descriptions

A great Pin design gets attention, but a strong title and description get clicks. Today, we're making sure your Pins stand out in search results.

### What You'll Do Today:

- ⇒ Write 5 compelling Pin titles using your keywords.
- ⇒ Write 5 keyword-rich Pin descriptions (*make them natural, not robotic*).

Include a clear CTA (*Call to Action*). Tell people exactly what to do next. Save these for tomorrow's Pin uploads.

✦ **Pinterest Tip:** Your Pin title should create curiosity or promise a benefit. "10 Ways to Lose Weight" is boring. "10 Weight Loss Hacks That Work (No Gym Required)" is click-worthy.

👉 Come to the challenge group and share one of your Pin titles!  
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## Welcome to Day 11 of The 30 Day Pinterest Traffic Takeover Challenge!

Upload Your First 5 Pins (*Time to Go Live!*)

It's time to get your Pins on Pinterest! Today, we're officially publishing your first batch of Pins.

### What You'll Do Today:

- ⇒ Log into Pinterest and click "Create" to upload your first Pin.

- ⇒ Add your high-converting title and keyword-rich description.
- ⇒ Insert your destination URL (*double-check it works!*).
- ⇒ Choose the most relevant board for your Pin.
- ⇒ Repeat for all 5 Pins.

✦ **Pinterest Tip:** Don't dump all your Pins at once. Spacing them out helps Pinterest understand your content better.

👉 Come to the challenge group and share your first published Pin!  
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## Welcome to Day 12 of The 30 Day Pinterest Traffic Takeover Challenge!

Fill Your Boards with More High-Quality Pins

Your boards need more content to look active and valuable. Today, we're adding more high-quality Pins.

### What You'll Do Today:

- ⇒ Add at least 10-15 relevant Pins to each board.
- ⇒ Mix your own Pins with high-quality Pins from others in your niche.
- ⇒ Follow 5-10 Pinterest accounts that are creating great content.
- ⇒ Check your boards! *Do they look active and valuable?*

✦ **Pinterest Tip:** Pinterest rewards engaged accounts. The more quality content you Pin, the better your reach will be.

👉 Come to the challenge group and tell us how many Pins you added today!  
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## Welcome to Day 13 of The 30 Day Pinterest Traffic Takeover Challenge!

### Create Your Pinterest Pinning Schedule

Consistency is everything on Pinterest. Today, we're setting a schedule to keep you Pinning regularly.

#### What You'll Do Today:

- ⇒ Decide how many Pins you'll create each week.
- ⇒ Set specific days/times for pinning.
- ⇒ Use Pinterest's built-in scheduler or set reminders.
- ⇒ Create a simple content calendar for the next 30 days.

✦ **Pinterest Tip:** It's better to Pin 1-3 times per day consistently than to Pin 20 times in one day and disappear for a week. Consistency is a HUGE key to success on Pinterest.

👉 Come to the challenge group and share your Pinterest posting schedule!  
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## Welcome to Day 14 of The 30 Day Pinterest Traffic Takeover Challenge!

### Analyze Your First Pinterest Results

You've been Pinning and now, let's see what's happening behind the scenes. Today, we're diving into Pinterest Analytics.

#### What You'll Do Today:

- ⇒ Log into Pinterest Analytics and check your Impressions, Clicks, and Saves.
- ⇒ Identify your top-performing Pins (*which ones got the most engagement?*).
- ⇒ Look at which boards are performing best.

⇒ Make notes about patterns you're seeing (*colors, fonts, styles that are working*).

✦ **Pinterest Tip:** Don't freak out if you're not seeing big results yet. Pinterest takes time. This is about identifying what's starting to work.

👉 Come to the challenge group and share one key insight from your Pinterest Analytics! [https://myimmastermind.circle.so/c/the-30 Day-pinterest-traffic-takeover-challenge](https://myimmastermind.circle.so/c/the-30-Day-pinterest-traffic-takeover-challenge)

## Welcome to Day 15 of The 30 Day Pinterest Traffic Takeover Challenge!

Create Fresh Pin Variations for Your Best Content

Pinterest loves fresh content, and that doesn't mean you need brand-new blog posts or products... **It means new Pin designs!**

### What You'll Do Today:

⇒ Pick your top 3 performing Pins from Analytics.

⇒ Create 2-3 new Pin designs for each of them.

⇒ Change up colors, images, fonts, and wording while keeping the core message the same.

⇒ Schedule these Pins to go live over the next week.

✦ **Pinterest Tip:** You can Pin the same content multiple times as long as the image is different. This keeps your content fresh in Pinterest's eyes.

👉 Come to the challenge group and post one of your new Pin variations!  
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## Welcome to Day 16 of The 30 Day Pinterest Traffic Takeover Challenge!

Expand into a New Board Category

You've been Pinning to the same boards, but now it's time to broaden your reach.

### **What You'll Do Today:**

- ⇒ Identify a related topic that makes sense for your niche.
- ⇒ Create a new Pinterest board focused on this topic.
- ⇒ Write a keyword-rich board description.
- ⇒ Fill it with at least 10-15 high-quality Pins.

✦ **Pinterest Tip:** Expanding into related topics helps Pinterest understand your niche better. The more Pinterest trusts you, the more they push your content.

👉 Come to the challenge group and share the name of your new board!  
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## **WEEK 3: Optimize, Scale, And Get More Traffic**

### **Welcome to Day 17 of The 30 Day Pinterest Traffic Takeover Challenge!**

Check Your Website Traffic from Pinterest

We're halfway through... Is Pinterest actually sending you visitors?

### **What You'll Do Today:**

- ⇒ Log into Google Analytics (*or your website analytics tool*).
- ⇒ Check how much traffic is coming from Pinterest.
- ⇒ Note which pages or posts are getting the most Pinterest traffic.
- ⇒ Compare to your Day 1 baseline.

📌 **Pinterest Tip:** Even if you're only seeing a small increase, that means your strategy is working. **Keep Pinning!**

🧠 **Reminder:** If you don't see any results make sure you go through ***The Pinterest Survival Guide*** to troubleshoot problems you may be having.

👉 Come to the challenge group and share how much traffic Pinterest has sent you so far! [https://myimmastermind.circle.so/c/the-30 Day-pinterest-traffic-takeover-challenge](https://myimmastermind.circle.so/c/the-30-Day-pinterest-traffic-takeover-challenge)

## **Welcome to Day 18 of The 30 Day Pinterest Traffic Takeover Challenge!**

Create Pins for Your Most Popular Content

Your best-performing website content should be getting even more Pinterest love.

### **What You'll Do Today:**

- ⇒ Find your 3 most popular blog posts, pages, or offers.
- ⇒ Create 2-3 Pin designs for each one.
- ⇒ Write engaging titles And descriptions with strong keywords.
- ⇒ Schedule these Pins to go live this week.

📌 **Pinterest Tip:** If it's already performing well on your site, it'll likely do well on Pinterest too.

👉 Come to the challenge group and share one of your new Pins!  
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## **Welcome to Day 19 of The 30 Day Pinterest Traffic Takeover Challenge!**

Check Your Pinterest Click-Through Rate (CTR) And Adjust

Getting views is nice, but getting clicks is what really matters. Today, we're analyzing how many people are actually clicking on your Pins and making adjustments.

### **What You'll Do Today:**

- ⇒ Go to Pinterest Analytics > Outbound Clicks.
- ⇒ Identify which Pins are getting the most clicks.
- ⇒ Look for patterns in the high-performing Pins (*colors, headlines, topics*).
- ⇒ Identify low-performing Pins and tweak their design, title, or CTA.
- ⇒ Create at least 2 new Pins based on what's working best.

📌 **Pinterest Tip:** If your Pins are getting a lot of impressions but few clicks, you likely need stronger calls-to-action or more eye-catching designs.

👉 Come to the challenge group and share one adjustment you're making based on your CTR data! <https://myimmastermind.circle.so/c/the-30-Day-pinterest-traffic-takeover-challenge>

## **Welcome to Day 20 of The 30 Day Pinterest Traffic Takeover Challenge!**

Optimize Your Pinning Strategy for More Engagement

Engagement (*saves, clicks, comments*) tells Pinterest your content is valuable. The more engagement your Pins get, the more Pinterest promotes them.

### **What You'll Do Today:**

- ⇒ Look at your top-performing Pins in Analytics.
- ⇒ Note which topics, colors, or headlines are resonating.
- ⇒ Create 3 new Pin variations based on your most engaging content.
- ⇒ Save more of your own Pins to relevant boards.

⇒ Save and engage with high-quality Pins from others in your niche.

✦ **Pinterest Tip:** Pinterest is not Instagram! Engagement isn't about likes And comments. Saves and clicks matter most!

👉 Come to the challenge group and tell us what type of Pins are getting the most engagement for you! [https://myimmastermind.circle.so/c/the-30 Day-pinterest-traffic-takeover-challenge](https://myimmastermind.circle.so/c/the-30-Day-pinterest-traffic-takeover-challenge)

## Welcome to Day 21 of The 30 Day Pinterest Traffic Takeover Challenge!

Analyze And Adjust Your Pinterest Keywords for Better Reach

Your keyword strategy plays a huge role in whether Pinterest shows your content or not. Today, we're checking to see if your Pins are using the right keywords.

### What You'll Do Today:

⇒ Go to Pinterest Analytics > Search Terms.

⇒ Look at which keywords are driving traffic to your content.

⇒ If your Pins aren't ranking for high-traffic search terms, adjust your titles And descriptions.

⇒ Identify 3 new keyword variations to start using.

⇒ Update at least 5 existing Pins with better keywords.

✦ **Pinterest Tip:** Pinterest search is just like Google SEO (except it actually works) so using the right words helps you get found more often.

👉 Come to the challenge group and share one new keyword you're testing!  
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## WEEK 4: Long-Term Pinterest Growth And Strategy

## Welcome to Day 22 of The 30 Day Pinterest Traffic Takeover Challenge!

Create a Lead Magnet Pin Series

*Want Pinterest traffic that actually converts? You need a lead magnet strategy!*

### What You'll Do Today:

- ⇒ Create 5 different Pins for your email opt-in/freebie.
- ⇒ Use a variety of headlines And visuals.
- ⇒ Upload 2 Pins today and schedule the rest for later.
- ⇒ Make sure your landing page is optimized for conversions.

📌 **Pinterest Tip:** Lead magnets convert better than blog posts. **More subscribers = more \$\$\$ down the road.**

👉 Come to the challenge group and post one of your opt-in Pins!  
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## Welcome to Day 23 of The 30 Day Pinterest Traffic Takeover Challenge!

Test a New Pin Format (*Infographic, Carousel, or Video Pin*)

**Not all Pins are created equal!** Different formats perform better for different audiences. Today, we're testing a new type of Pin to see what gets the best engagement.

### What You'll Do Today:

- ⇒ Choose a new Pin format to test:
  - Infographic Pin – Longer, more detailed, and packed with value.

- Carousel Pin – Multiple images in one Pin (*great for step-by-step content*).
- Video Pin – Short, animated Pins get more engagement.

⇒ Create at least one new Pin using the format you chose.

⇒ Upload it and track its performance over the next week.

✦ **Pinterest Tip:** Video Pins get a big visibility boost from Pinterest so if you've never tried them, now's the time!

👉 Come to the challenge group and share which Pin format you tested!  
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## Welcome to Day 24 of The 30 Day Pinterest Traffic Takeover Challenge!

Repurpose Your Best Pins into Instagram And Facebook Posts

We're all about working smarter, not harder. Today, you're turning your high-performing Pins into content for other platforms.

### What You'll Do Today:

- ⇒ Take your top 3 best-performing Pins.
- ⇒ Repurpose them into Instagram posts, Stories, or Reels.
- ⇒ Turn them into Facebook posts with a strong CTA.
- ⇒ Schedule them to go live this week.

✦ **Pinterest Tip:** *If a Pin is already performing well, why not double your exposure by using it on other platforms?*

👉 Come to the challenge group and share where you repurposed your Pins!  
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## Welcome to Day 25 of The 30 Day Pinterest Traffic Takeover Challenge!

Create a “Best Of” Board to Showcase Your Top Content

New visitors should immediately see your best work. That’s why today, we’re creating a “Best Of” Pinterest board.

### What You’ll Do Today:

- ⇒ Create a new Pinterest board titled “Best Of [Your Business Name]”
- ⇒ Add your most valuable content (*top blog posts, freebies, offers*).
- ⇒ Write a keyword-rich board description.
- ⇒ Pin at least 10 of your best-performing Pins to this board.

 **Pinterest Tip:** Your “Best Of” board is the first thing new followers will check so make it count!

 Come to the challenge group and drop a link to your “Best Of” board!  
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## Welcome to Day 26 of The 30 Day Pinterest Traffic Takeover Challenge!

Plan Your Pinterest Strategy for the Next 90 Days

Now that you’ve built a Pinterest system that works, we need to make sure it keeps working long-term.

### What You’ll Do Today:

- ⇒ Set a goal for Pinterest growth over the next 90 days.
- ⇒ Decide how many Pins you’ll create And post each week.
- ⇒ Outline which topics And types of content you’ll focus on.

⇒ Create a Pinterest content calendar so you stay on track.

✦ **Pinterest Tip:** What you've built will continue bringing you traffic for months. But consistency is what turns a traffic trickle into a flood.

👉 Come to the challenge group and post your next 90-day Pinterest goal!  
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## Welcome to Day 27 of The 30 Day Pinterest Traffic Takeover Challenge!

Analyze Your Pinterest ROI (*Is This Making You Money?*)

Traffic is great, but let's be real... You're here to make money. Today, we're looking at your ROI (*Return on Investment*).

### What You'll Do Today:

*Check your website analytics. How much traffic is Pinterest sending you?*

*Track how many email subscribers or customers have come from Pinterest.*

*Compare your time invested vs. the results you're getting.*

*Identify what's working best and double down on it.*

✦ **Pinterest Tip:** If Pinterest is sending high-converting traffic, keep optimizing your strategy to increase those conversions.

🧠 **Reminder:** If you don't see any results make sure you go through ***The Pinterest Survival Guide*** to troubleshoot problems you may be having.

👉 Come to the challenge group and share your Pinterest ROI insights!  
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## Welcome to Day 28 of The 30 Day Pinterest Traffic Takeover Challenge!

## Double Down on Your Best Traffic Sources

At this point, you know what's working. Now, let's scale up and get even more traffic.

### **What You'll Do Today:**

- ⇒ Identify your best-performing Pins, boards, and topics.
- ⇒ Create 5 more Pins around your best-performing content.
- ⇒ Write new, keyword-rich descriptions to increase reach.
- ⇒ Schedule these Pins to go live over the next two weeks.

📌 **Pinterest Tip:** You don't need to reinvent the wheel. Just keep creating more of what's already working.

👉 Come to the challenge group and share which traffic source you're doubling down on! [https://myimmastermind.circle.so/c/the-30 Day-pinterest-traffic-takeover-challenge](https://myimmastermind.circle.so/c/the-30-Day-pinterest-traffic-takeover-challenge)

## **Welcome to Day 29 of The 30 Day Pinterest Traffic Takeover Challenge!**

### Set Your Pinterest Goals for the Next 90 Days

You're almost at the finish line! Today, we're planning ahead.

### **What You'll Do Today:**

- ⇒ Set specific, measurable Pinterest goals for the next 3 months.
- ⇒ Decide how many Pins you'll create weekly moving forward.
- ⇒ Identify which topics And content types you'll focus on.
- ⇒ Create a simple system to stay consistent.

📌 **Pinterest Tip:** What you've built in these 30 days will keep bringing you traffic for months. Keep going!

👉 Come to the challenge group and share your 90-day Pinterest goal!  
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## Welcome to Day 30 of The 30 Day Pinterest Traffic Takeover Challenge!

Celebrate Your Success And Final Review!

🎉 **You did it!** You completed the full 30 days.

What You'll Do Today:

- ⇒ Compare your Pinterest Analytics from Day 1 to Day 30.
- ⇒ Note which Pins And strategies worked best.
- ⇒ Celebrate your progress And commit to continuing your momentum.

📌 **Pinterest Tip:** Pinterest is a long-term strategy. What you've built in these 30 days will keep working for months to come.

👉 Come to the challenge group and post your biggest win from this challenge!  
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