



System: Pinterest Tip Technique

Write a tip about your topic, 1-2 sentences

Me



Convert that tip into a picture using PowerPoint, Keynote or Photoshop

Virtual Assistant



Write and post a blog post explaining the tip in more detail

Virtual Assistant



Embed the tip picture into the blog post

Virtual Assistant



Navigate to the blog post in browser, click the Pin It button, & pin the picture. Link to blog post

Virtual Assistant



Post image to Facebook, linking to the blog post

Virtual Assistant



Post link to blog post to Twitter

Virtual Assistant

Post link to blog post to LinkedIn

Virtual Assistant



Click Google+ button on blog post page to post to Google+

Virtual Assistant



System Objectives:

1. Build expertise while building traffic to site through social media

Improvement Options:

1. Add visuals to each quote to make more graphically interesting
2. Test several layouts to see which gets highest clickthroughs and reposts in social media

Key Requirements Of A Successful System

1. Does it work (i.e. achieve the system's objectives)
2. Is it replicable and predictable?
3. Is it be broken into simple, repeatable steps?
4. Can those steps be accomplished by someone with minimal training?
5. Has it been refined so it can it be executed in minimal amounts of time?