

Pinterest Affiliate Income, Step by Step

A repeatable six-part process for turning Pinterest searches into affiliate commissions, using real keyword data, conversion-ready posts, and a pin rotation that compounds.

For years I made pins based on what looked good and hoped Pinterest would do the rest. A few took off. Most got buried. I had no idea which ones would work or why. So I flipped the order. Now I pull the keyword data before I make anything, and I write the blog post to match what people are already searching. The pins I make from that data keep pulling traffic for months, long after I publish them. This is the process I run on every post, and it takes me about twenty minutes.

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The first year I tried this, I wasted months making pretty pins that went nowhere. The tools below are the ones that finally made it work for me, so I link to them throughout this guide. I include affiliate links, which means I may earn a small commission if you use them, at no extra cost to you. I only point you to what I actually run my own business on.

B

BROWSE · STEP 1

Browse the data first

Never guess what to write. Pinterest is a **search engine**, so start where the searches are. You're hunting for terms with real volume that your post can honestly satisfy.

- 1 Open **Pinclicks** and search your broad topic. Think room type, a desire, or a problem people have.
- 2 Sort by **search volume**, highest first. Scan for terms your post will actually deliver on.
- 3 Skip retailer and brand names. People search desires, so store names return almost nothing.
- 4 Pick **one primary keyword** with strong volume and lower competition, plus three or four support terms.
- 5 Write that primary keyword at the top of a blank doc. It governs the whole post.

TOOL

I use Pinclicks for every post. It shows real Pinterest volume and competition, so you're never guessing.

loriballen.com/go/pinclicks

A

ANCHOR · STEP 2

Anchor a post to one keyword

The blog post is your **conversion engine**, not the pin. The pin's only job is to send the right reader here, so the page has to match search intent exactly.

- 1 Build the post around your one primary keyword. One post, one cluster. Don't dilute it.
- 2 Put the keyword in the **title, first paragraph, and an H2** so the page reads as a clear answer.
- 3 Structure the body around what the searcher wants next. The look, the products, the how-to.
- 4 Use your support keywords as section headings to cover the full intent.
- 5 Add real lifestyle images throughout. The landing page should be as visual as the pin.

WHY IT WORKS

When the page answers the exact search, the reader arrives warm and stays. That's what turns a click into a commission later in the post.

L

LINK · STEP 3

Link your affiliate offers inside the content

Affiliate links belong **inside the post**, never naked on the pin. The reader reads the context first, then clicks from inside content that's already sold them.

- 1 Place links where a product is mentioned. The product name, a "shop the look" line, a comparison box.
- 2 Lead with the reader's problem and the solution. The link is the answer to what they already want.
- 3 Use two to four well-placed links per section. Don't bury the post in dozens of them.
- 4 Link to the **destination that converts**. The product, collection, or tool, never a generic homepage.
- 5 Keep your disclosure above the first link so you're compliant before anyone clicks.

PIN RULE

Never put a raw affiliate link on a pin. Many programs and Pinterest itself restrict it. The blog-first path converts far better anyway.

L

LABEL · STEP 4

Label it. Disclose before the links

A clear affiliate disclosure is **required by the FTC** and protects both your account and your reader's trust. It takes one line and goes near the top.

- 1 Place it **above the first affiliate link**, where a reader sees it before clicking.
- 2 Write it in plain language. "Some links are affiliate links and I may earn a commission."
- 3 Make it visible, not hidden in a footer. "Clear and conspicuous" is the standard.
- 4 Put it on **every post** with affiliate links, not just once on an about page.
- 5 Copy the ready-made disclosures on the last page and adapt them to your voice.

WHY THIS MATTERS

Disclosure keeps you compliant, keeps your affiliate accounts in good standing, and signals honesty that readers reward with clicks.

E

ENGINEER · STEP 5

Engineer a Smart Pin with five images

One Smart Pin, one URL, **five images**. That variety gives your scheduler a deep pool to rotate from instead of recycling the same pin over and over.

- 1 Create a new pin in Pinterest and paste your blog post URL as the destination.
- 2 Add **five different images** so each pin looks distinct in the feed.
- 3 Mix sources. Your own photos, Canva text overlays, and fresh **Ideogram** lifestyle images.
- 4 Put your **primary keyword** in the pin title and description on every variation.
- 5 Keep images vertical (2:3 or 9:16). That's the ratio Pinterest favors and the one that fills the feed.

TOOL

I generate clean, on-brand lifestyle images with Ideogram when I need variety fast. loriballen.com/go/ideogram

N

NEVER POST ONCE · STEP 6

Never post once. Schedule the rotation

A single pin does almost nothing. The **rotation** is what compounds. Batch your pins and let a scheduler drip them out consistently for you.

- 1 Load all five image variations into **Tailwind**, each pointing to the same post URL.
- 2 Space them over days and weeks instead of dumping them all at once.
- 3 Distribute across **relevant boards** so each variation reaches a slightly different audience.
- 4 Set the schedule and let it run. You get consistency without posting by hand every day.
- 5 Every few months, add fresh images to the same post and feed them back in.

TOOL

Tailwind keeps pins flowing on autopilot. Batch once, drip for weeks. loriballen.com/go/tailwind

COPY & ADAPT

Your affiliate disclosure

Paste this near the top of any post that contains affiliate links, above the first link. Adjust the wording to your voice, but keep it clear and visible.

Short version

This post contains affiliate links. If you buy through one of them, I may earn a small commission at no extra cost to you.

Fuller version

This website contains affiliate links. As an Amazon Associate and a partner in other affiliate programs, I earn from qualifying purchases. Some products may be gifted by the brand to test. There is no extra cost to you, and I only recommend products I believe in.

BEFORE YOU HIT PUBLISH

The 6-point check

- | | |
|--|--|
| ☒ Browse. Keyword pulled from real Pinclicks volume | ☒ Anchor. Keyword in title, intro, and an H2 |
| ☒ Link. Affiliate links placed naturally in content | ☒ Label. Disclosure sits above the first link |
| ☒ Engineer. Smart Pin built with five images | ☒ Never post once. All variations scheduled |

MY TOOLKIT

Keyword research: loriballen.com/go/pinclicks

Image variety: loriballen.com/go/ideogram

Pin scheduling: loriballen.com/go/tailwind

WANT HELP BUILDING THIS?

This is one piece of what I teach inside Ballen Academy.

Inside the Academy I share the full systems behind my solo creator business, from Pinterest and affiliate income to digital products and email. If you want the frameworks, the swipe files, and a real-time look at how I run it, come join me. BallenAcademy.com