CERTIFIED MONEY SYSTEMS

CMS Pinterest Pin Generator

USER GUIDE - by LaTisha Nixon

1. WHAT THIS TOOL DOES

Pinterest is a search engine. People go there and type in the services they need - tax preparation, bookkeeping help, credit repair, how to start a tax business. The CMS Pinterest Pin Generator helps your business show up in those searches. You describe your business once, and the tool writes a complete, search-ready pin for you:

- A pin title with your main keyword first (kept within Pinterest's 100-character limit).
- A pin description of about 400-500 characters with keywords woven in naturally, ending with your call to action and your link.
- 12-18 search keywords you can reuse in your title, description, boards, and profile.
- 3-5 SEO board name suggestions.
- On-image text (headline, subheadline, CTA strip) plus two A/B hook alternatives for testing.
- A designed pin image, 1000 x 1500 pixels (the 2:3 size Pinterest prefers), in Certified Money Systems black, gold, and white.

The generator runs entirely in your web browser. There is no account to create, no API key, no subscription, and no internet connection needed after you download it. Nothing you type is sent anywhere - it all stays on your device.

2. BEFORE YOU START

- A Pinterest business account (free at pinterest.com - a business account gives you analytics and Rich Pins).
- One working destination link. Never post a pin without a working destination: your booking page, your free checklist page, your application form, or your website. Test the link yourself first.
- Your business name exactly as you want it to appear on your pins.
- Optional: one good photo of you, your office, or your workspace if you want a photo background on your pin image.

3. HOW TO OPEN THE TOOL

1. Download the package and unzip it if it arrives as a .zip file.
2. Find the file named CMS_Pinterest_Pin_Generator.html.
3. Double-click it. It opens in your normal web browser (Chrome, Edge, Safari, Firefox - any of them).
4. That is the whole setup. Bookmark the page or keep the file on your desktop or phone

so you can open it any time.

Phone and tablet work too: open the same file in your mobile browser. If your phone opens it in a preview instead of a browser, use the Share/Open In option and choose your browser.

4. STEP BY STEP: CREATE YOUR PIN COPY

1. Business Type: pick the preset closest to your business - Tax Preparation Office, Tax Preparer (Solo), ERO / Service Bureau, Bookkeeping, Credit Repair, or Custom (type your own). The preset loads the right keyword library, board ideas, and checklists for that business.
2. Business Name: type the name you want printed on your pin images.
3. Service / Topic: this is your main keyword phrase - the words your ideal client would type into Pinterest. Be specific: 'Tax Preparation Services' beats 'Taxes.' 'Start a Tax Business' beats 'Business.'
4. Target Audience: who the pin is for, in their own words - 'small business owners,' 'new tax preparers,' 'people rebuilding their credit.'
5. City / Local Angle (optional): add your city if you serve a local area. The generator will weave it into the title, description, and keywords (example: 'tax preparation in Springfield'). Leave blank for nationwide/virtual services.
6. Offer / Lead Magnet (optional): your free first step - a free checklist, free consultation, free guide. Pins with a clear free offer earn more clicks.
7. Call to Action: pick the action you want, or choose Custom CTA and write your own.
8. Destination URL: paste the full link the pin should send people to, including the https:// part.
9. Tone: Professional (clean and credible), Friendly (warm and encouraging), or Bold (direct, no-fluff).
10. Click GENERATE MY PIN. Your full SEO pack appears on the right.
11. Do not love a line? Click SHUFFLE ALTERNATIVES. Every click writes a fresh variation - different title formula, different wording, different hooks.
12. Use the COPY buttons to copy each piece: title, description, keywords, boards, on-image text, hooks.
13. Click DOWNLOAD PIN PACK (.TXT) to save everything for this pin in one file - perfect for handing to a team member or keeping a record of what you posted.

WORKED EXAMPLE - MEET SUNRISE TAX SERVICES (A FICTIONAL BUSINESS). The examples in this guide follow one made-up business so you can watch the whole process start to finish: Sunrise Tax Services, a fictional tax office in Springfield, run by its fictional owner, Angela Brooks. Wherever Sunrise appears, picture your own business in its place.

Angela fills in the form like this: Business Type: Tax Preparation Office. Business Name: Sunrise Tax Services. Service / Topic: Tax Preparation Services. Target Audience: busy families and side hustlers. City / Local Angle: Springfield. Offer / Lead Magnet: Free Tax Season Checklist. Call to Action: Book a Free Consultation. Destination URL: https://sunrisetaxservices.com/checklist (her checklist page). Tone: Friendly.

One click on GENERATE MY PIN gives her this pin:

- Title: Tax Preparation Services in Springfield: What to Know Before You Start
- Description: New to tax preparation services? You've got this. This pin breaks it down into steps that actually make sense. Inside: clear answers before you file, a smooth, organized filing process, and every deduction and credit you qualify for. Simple, clear, and doable. Proudly serving busy families and side hustlers in Springfield and beyond - Sunrise Tax Services makes the process clear from start to finish. Book a Free Consultation here: https://sunrisetaxservices.com/checklist
- Keywords (16 generated): tax preparation services, tax preparation services tips, tax preparation services checklist, tax preparation services guide, professional tax preparer, tax filing services, local tax office, tax season tips, and more.
- Boards suggested: Tax Filing Tips & Step-by-Step Guides; Tax Preparation in Springfield; Client Tax Education Hub.
- On the pin image: the headline reads 'Tax Season, Handled.' with a 'Book a Free Consultation' strip and Sunrise Tax Services printed in the footer - the same spots where your headline, your call to action, and your business name will go.

Angela copies each piece into Pinterest, downloads the PNG, and posts. That is the whole loop - your business, your city, your offer, your link, same steps.

5. STEP BY STEP: DESIGN YOUR PIN IMAGE

1. When you generate, the tool automatically loads your headline, subheadline, and CTA into the Pin Image Maker at the bottom of the page.
2. Pick a layout: BOLD HEADLINE (big centered headline - best for most pins), SPLIT PANEL (photo or gold panel on top, text below), or CHECKLIST (white layout with a ready-made checklist for your business type - strong for education pins).
3. Edit the words right in the Headline / Subheadline / CTA boxes. The preview updates as you type. Keep headlines short - 4 to 8 words reads best on a phone.
4. Optional photo: click Background Photo and choose a picture from your device. On the Bold Headline layout, use the Photo Dark Overlay slider so your text stays easy to read. Your photo never leaves your device.
5. Click DOWNLOAD PIN PNG. You get the full-size 1000 x 1500 image, ready to upload.

6. STEP BY STEP: POST YOUR PIN ON PINTEREST

1. Open Pinterest and click Create, then Create Pin (wording may vary slightly as Pinterest updates).
2. Upload the pin image you downloaded.
3. Paste your generated title into the title field - do not retype it; the keywords are placed on purpose.
4. Paste the full description. Your call to action and link are already at the end.
5. Paste your destination URL into the link field and double-check it opens the right page.
6. Choose a board. First choice: the board whose name matches your keywords (that is why the generator suggests board names). If the board does not exist yet, create it with the suggested name and write a one-sentence board description using your keywords.

7. Publish. Then save the same pin to a second relevant board a day or two later - Pinterest likes pins that live on more than one board.
8. Post your A/B version: a few days later, generate the same topic, use Hook A or Hook B as the headline, make a second image, and post it to a different board. Testing two headlines is how you learn what your audience clicks.

7. PINTEREST SEO: HOW PEOPLE FIND YOUR PINS

- Keywords first, always: your main keyword phrase belongs at the START of your pin title and in the FIRST one or two sentences of your description. Pinterest reads those lines first.
- Boards are search results too: name boards with the phrases people search ('Tax Filing Tips & Step-by-Step Guides'), not cute names only you understand.
- One topic per pin: a pin about deductions should not also talk about bookkeeping. Focused pins rank; stuffed pins do not.
- Fresh pins win: Pinterest favors new images. Use Shuffle to make multiple fresh versions of your best topics instead of re-posting the same image.
- Consistency beats volume spikes: a few pins a week, every week, outperforms fifty pins in one day followed by silence.
- Match the landing page: the page your pin links to should be about the same topic as the pin. Sending a tax-checklist pin to a generic home page wastes the click.
- Say it on the image: many people decide from the image alone. Your headline should state the benefit clearly enough that the pin makes sense with no description at all.
- Check your analytics monthly: note which titles and headlines earn saves and clicks, then generate more pins in that style.

8. COMPLIANCE: WHAT NOT TO PUT ON A PIN

This generator is built with a compliance guard: it will not write guaranteed-income, guaranteed-refund, or passive-income style claims, and it strips those phrases out of what you type before building your pin. Keep it that way when you edit:

- Never promise a specific refund amount, a specific income, or a specific credit-score result.
- Never use 'guaranteed,' 'passive income,' or 'make money while you sleep' style claims in titles, descriptions, or images.
- Only advertise services, prices, and offers that are real and current.
- If a pin promotes an affiliate product or a sponsored offer, follow Pinterest's and the FTC's current disclosure rules.
- You are responsible for your own Pinterest account compliance. Review every pin before posting and follow Pinterest's current policies.

9. TROUBLESHOOTING

- The file opens as code or a blank page: open it with a web browser (right-click the file, Open With, choose your browser). Do not open it in a text editor or word processor.

- Nothing happens when I click Generate: make sure you opened the .html file in a browser and that JavaScript is enabled (it is on by default). Try a second browser if the first still fails.
- The Copy button does not work: some browsers block automatic copying. Click inside the text box, select all (Ctrl+A or Cmd+A), and copy manually (Ctrl+C or Cmd+C).
- My headline is cut off on the image: shorten it. The maker automatically shrinks long headlines, but 4-8 words always looks best.
- My photo makes the text hard to read: raise the Photo Dark Overlay slider, or switch to the Checklist layout, which uses the photo softly in the background.
- The PNG will not download: check your browser's download settings and pop-up blocker, then try again. On phones, look in your Downloads or Files app.
- My description came out shorter than expected: very long topics, audiences, and URLs use up characters. That is normal - the generator protects your call to action and link first, because a pin without a working destination is a wasted pin.
- The tool looks different on my phone: the layout stacks for small screens. Everything still works - scroll down for the pin image maker.

10. QUICK-START CHECKLIST

- Open CMS_Pinterest_Pin_Generator.html in your browser.
- Pick your business type and type your main keyword phrase as the topic.
- Add your offer, call to action, and a tested destination link.
- Generate. Shuffle until the title makes you want to click it.
- Design the image: pick a layout, check the headline, download the PNG.
- Download the Pin Pack (.txt) for your records.
- Post the pin with the copied title, description, link, and keyword-matched board.
- Repeat with an A/B hook in a few days - and keep a simple list of what you posted and when.

Questions about the product line, done-for-you services, or building your tax business with software and systems? Look for Certified Money Systems (CMS) by LaTisha Nixon where you purchased this tool.