

Turn Procrastination into Productivity by Way of Pinterest



By Elizabeth Pagel-Hogan

It is magical when writers are visited by their muse and the words come pouring out on the page. But the demon of procrastination frequently tempts writers, who end up wasting time on social media sites. Next time the demon taunts, transform procrastination into productivity while spending time on Pinterest. The site does not have to be just eye candy. It can offer serious nutrition for your writing.

Research

Book promotion is one of the more obvious and common uses of Pinterest, but before you have a book to promote, you need to write one, and the social media site can help there too.

Author Margo Dill used Pinterest to gather material related to her book *Caught Between Two Curses*, which is under contract to Rocking Horse Publishing. “I have a pinboard for *Caught Between Two Curses*, and I have pinned things about the setting, the curse the book is based on, and some of the character traits,” said Dill. “For my book that is already out, *Finding My Place* (White Mane Publishing), I have pinned blog posts to it, pictures of the Civil War, book covers, awards, and more.”

Editors and readers crave rich detail, and you can use Pinterest to help you with specifics. If you are writing a book set in a real city, for instance, you can study photos of the city on Pinterest to describe your setting accurately. If you are working on a story set in another time, Pinterest offers excellent possibilities for visuals and insight into fashion, clothing, and accessories of the time period. As with any research, remember that it important to verify the accuracy of your source of information or image.

Daniel Nayeri, Digital Editorial Director at Houghton Mifflin Harcourt, acknowledges that Pinterest can ignite the imagination. “The purpose of Pinterest is to create collections of meaningfully connected stuff, so I suppose someone could have made a collection of images that spark the author’s imagination,” says Nayeri. He points out that Google searches can do the same. “Research is highly important to an author, and I would simply have them use all the resources available online, such as image searches, the Library of Congress archive, etc.”

If your story is in a fantasy land or you need an inspired starting place, use Pinterest to explore places you have never been. Be prepared to ignite your imagination too, when you search terms such as *cityscape* or *underground* or the massively inspirational *abandoned*.”

Platform

For writers building a platform or freelance writing business, showcasing your creative work on Pinterest could catch an agent’s or editor’s eye. Showcase a portfolio, categorize clips, and share them easily.

“I have my staff scout Pinterest for potential authors,” says Regina Brooks, owner of Serendipity Literary Agency, “especially for lifestyle books, cookbooks, and craft. Also, we are always on the look out for food photography that can potentially be used in cookbooks, or to dress up proposals.”

“I rarely have time to update my list of clips,” says science writer Beth Skwarecki. “But I always have time to hit the Pin It button. I always have a list of my freshest clips available with an easily accessed link to send to editors.”

If you are considering self-publishing your book but lack an artistic eye, Pinterest offers excellent resources for cover design. Find images that reflect your story’s theme or mood. A photo of a city, a landscape, or a person with a certain look could become your book cover. Just make sure you obtain rights; never violate the copyright. Writers can also identify skilled graphic designers via Pinterest to help them put together a beautiful book.

After your book is written and published, plan a launch party. Almost no site offers more party planning resources than Pinterest. Launching a children’s book can mean including crafts, food, and activities associated with your book that appeal to the audience age. The site offers tons of themed decorations, recipes for small and large gatherings, and party favors that will help make your launch a success.

New Paths

When you find a pin you love, try investigating who else has pinned the image. It can lead to finding more useful information, and new inspirational directions. Many boards include collections of writer’s resources target magazines or journals. Search Pinterest for *Magazine Markets for Children’s Writers*, for example, and you will see that has been re-pinned by LibraryUserGroup, a pinner who also curates an extensive list of magazines and several potential markets for children’s writers.

Pinterest helps writers find tips on writing, quotes from great writers, and images that spark the imagination. But the site has so much more. Seek out boards that meet your writing needs and transform Pinterest from a distraction into a resource that supports your work and turn a time-waster into an effective writing tool.