

MYRA JEAN
— Creative —

MYRA JEAN PERSON

Pinterest Marketing Strategist

Helping brands get seen, saved, and searched



ABOUT ME

I'm Myra, the founder of Myra Jean Creative — and my path here was anything but a straight line.

With over 30 years of business experience and several successful companies under my belt, I've seen what works, what doesn't, and what happens when the bottom falls out. In 2009, my family went through bankruptcy. It was one of the hardest things I've ever lived through — and one of the most clarifying. That experience, combined with years working inside the banking world afterward, completely rewired how I think about money, systems, and sustainable growth.

Today I help creative entrepreneurs and coaches get found on Pinterest — not by chasing trends, but by building smart, searchable systems that keep working long after you hit publish. I bring the same organized, strategic thinking to your Pinterest account that I've used to build and rebuild businesses of my own.

I'm also building something bigger. Sage Fiscal Coaching grew out of a deep belief that financial clarity shouldn't be complicated or intimidating — it should feel like finally exhaling.

When I'm not strategizing for my clients, I'm strategizing where to head next in my 14-foot camper with Harley & Knox, my two dogs, taking the long way back to the life I actually want.

MY APPROACH

Most Pinterest managers will take your money and start creating pins on day one. I don't.

Before I touch your account, I want to understand it. What's working, what's invisible, and why. Because pinning beautiful content onto a broken foundation doesn't grow your business — it just looks busy.

That's why I start with a Pinterest Account Audit.

An audit isn't just a review — it's a strategic diagnosis. I look at how your brand language translates to actual search terms your audience is using. I look at whether your boards are structured to get found or just to look organized. I look at the gap between what you're saying and what Pinterest users are searching for — because that gap is almost always where the opportunity is hiding.

From there, everything I recommend is built on what I actually found in your account — not a generic template, not a one-size-fits-all strategy.

No guessing. No generic templates. Just an honest look at where you are and a clear path to where you want to be. Pretty pins don't pay the bills. Strategy does.

CASE STUDY

Her Midway: *Pinterest Account Audit & Strategic Direction*

The Client

Her Midway coaches women in midlife who are waking up to the realization that there's more out there for them. Her coaching is warm and empowering. Her Pinterest presence wasn't reaching the women who needed her most.

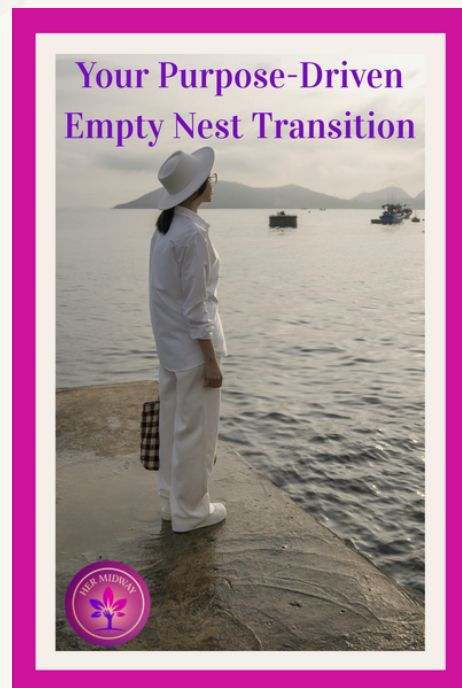
What I Found

Her content used language that made sense to her — "menopause," "midlife," brand phrases from her website and Facebook. None of it was showing up in Pinterest searches.

Pinterest isn't Facebook. It's a search engine where brand new audiences discover you. And they search by how they feel, not clinical terms. She's not typing "menopause coach" — she's typing "empty nest," "life after 50," or "how to stop feeling lost."

The Strategic Direction

Meet her audience where they are, then bring them home to her world. Lead with high-volume search terms like "Empty Nest," layer in her brand voice once she has their attention. I also flagged inconsistent fonts and colors — on Pinterest, brand consistency isn't just aesthetic, it's trust.

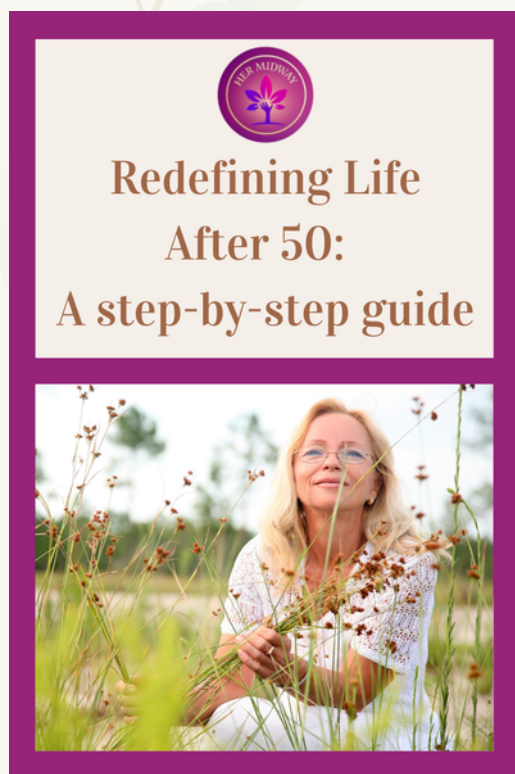


Case Study, cont.

Her Midway: *Pinterest Account Audit & Strategic Direction*

The Work

These pins were developed during the audit to show exactly how her brand language could be repositioned for Pinterest search — intentional, aligned, and built to be found.

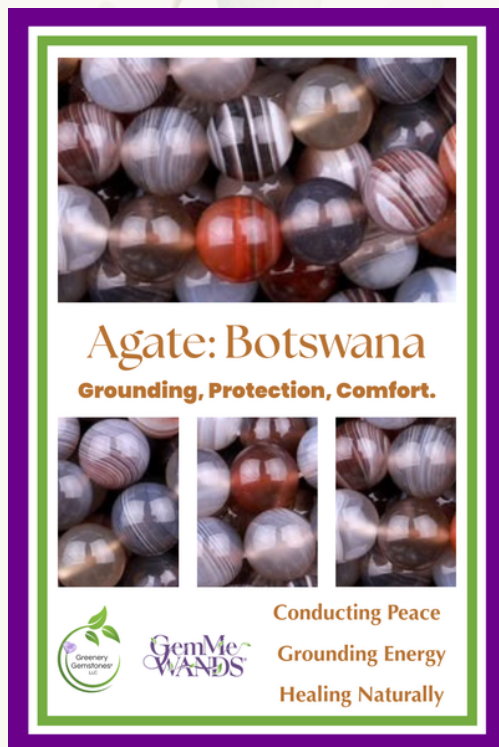


CASE STUDY

GemMe Wands: Pinterest Account Build & Strategic Foundation

The Client

GemMe Wands creates handcrafted crystal wands, gemstone jewelry, and intention-based pieces for the spiritual wellness community. The work is beautiful, meaningful, and deeply personal. Pinterest — one of the highest-traffic platforms for this exact audience — was completely untapped.



What I Found

GemMe Wands had zero Pinterest presence despite having a product line perfectly suited for the platform. Spiritual wellness, crystals, manifestation, and handcrafted jewelry are consistently among Pinterest's highest-performing search categories.

But before building a Pinterest strategy, I identified a critical first step: the website needed structural work. Sending Pinterest traffic to a site that doesn't clearly guide a new visitor toward a purchase is like opening a beautiful store with no signs, no clear entrance, and three different names on the door. The traffic won't convert — no matter how good the pins are.

Case Study, cont.

GemMe Wands: Pinterest Account Build & Strategic Foundation

The Strategic Direction

This is an active build, currently in progress. The foundation work includes clarifying the website structure so new visitors immediately understand what GemMe Wands offers and how to buy it. From there, the Pinterest strategy will focus on educational and lifestyle content — meeting potential customers where they already are, searching for the benefits of crystals rather than the products themselves.

Someone searching Pinterest isn't typing "crystal wand for sale." They're typing "crystals for anxiety," "how to use healing crystals," or "manifestation tools." The strategy bridges that gap — bringing the right audience in through what they're already looking for, then introducing them to GemMe Wands as the answer.

The Work

The sample pins shown here illustrate the strategic direction — educational content that builds trust and authority before asking for the sale.



SERVICES & PACKAGES

Pinterest Account Audit

Starting at \$350

Know exactly where you stand before you invest another dollar.

- In-depth review of your entire Pinterest account
- Keyword analysis — are your terms actually searchable?
- Brand consistency assessment
- Gap and opportunity identification
- 60-minute video walkthrough of findings and recommendations
- Follow-up PDF outlining your action steps
- 2 weeks email support
- Zoom recording of our session

Pinterest Account Set-up

Starting at \$450

Start strong with a Pinterest presence built for search from day one.

- In-depth keyword research for your brand and niche
- Keyword optimized profile name and bio
- Cover photo and profile picture setup
- 10-15 boards with optimized titles and descriptions
- 5 branded Pin templates
- 30 branded Pins scheduled for 30 days via Tailwind
- Domain confirmation and Rich Pins setup
- 1-2 video Pins weekly

Services & Packages, cont.

Pinterest Account Clean-Up

Starting at \$550

Transform a stagnant account into a searchable, strategic asset.

- In-depth keyword research for brand and niche
- Board optimization — titles, descriptions, and structure
- Profile, cover photo, and board cleanup
- 5 branded Pin templates
- 30 branded Pins and 8 video Pins
- 30 days scheduling via Tailwind

Full Account Management

Starting at \$850

A complete, done-for-you Pinterest strategy that runs while you focus on your business.

- Keyword research and ongoing optimization
- Branded Pin template creation
- 30+ fresh Pins designed and scheduled monthly
- 5-25 Pins posted daily via Tailwind
- 1-4 video Pins weekly
- Monthly analytics report comparing Pinterest and Google trends with recommendations

Need something custom?

Every business is different. Custom projects are available at \$50/hour — just reach out and let's talk about what you need.

CLIENT TESTIMONIALS



Myra's Account Audit was incredibly thorough. She didn't just review my profile; she asked deep, strategic questions that completely opened my eyes to what's possible for my brand's growth. She pointed out hidden gaps and opportunities I never would have thought of on my own.

If you want to unlock the true potential of your Pinterest account, Myra is the expert you need.

K.C. - Her Midway



Working with Myra has been an experience defined by ease, clarity, and momentum. She listens deeply, quickly identifies what matters most, and breaks it all down into clear, actionable steps.

What sets her apart is her collaborative approach — she makes sure I feel confident in the direction of every project, then goes further by building the systems and carrying the operational weight so I can stay focused on growing my business.

The difference she's made in my business has been truly transformative. I'm genuinely grateful for the structure, strategy, and energy she brings to everything we do together.

Cheri P. - GemMe Wands

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LET'S WORK TOGETHER!

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Strategy calls can be scheduled via my website

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