



## Oh the joys of technology . . . :/

So, I had great plans of setting up an interview via Skype so that you guys could see first-hand what down-to-earth and wonderful people Gina and Kristen (from Become a Pinterest VA) are. I set up a time with them while they were filming new parts of the class in Vegas, and even had my tech-genius of a son (he's only 14!) get everything ready. It was awesome.

We got on the call, I could see them, I could hear them, it was recording . . . *then the internet came to a slow crawl.*

The result? A pixelated and garbled mess. (Don't bother clicking the pic, I couldn't bear to make you suffer with the real result.)

**But**, I got the interview taped and didn't want you to miss out on a single word. I also didn't want you to have to suffer through trying to understand it through the technical issues. So, I translated it for you here instead. I hope you'll take the time to read more about the opportunity. I just know it's going to help at least one mom find financial leeway.

So here it is . . .

**L: Today I have Gina Horkey of the [Horkey Handbook](#) and Kristen Larsen of [Believe in a Budget](#) with me, and they're going to answer some questions about a Single Mom Side Hustle that I thought would be great for you guys. It's something that I think most of us would love to do, and that is becoming a Pinterest Virtual Assistant.**

**I first ran across them when I was online trying to learn a little more about Pinterest for my blog, and they have some free online resources that I tried. But then I became fascinated with these emails that they were sending me about becoming a Pinterest VA. And it's something that I think would not only be really fun, but I think I could personally use a Pinterest VA to help me with my blog and my ministry. So, I just wanted to ask you guys a few questions so they can get a better idea of what it's all about.**

**The first thing I'm curious about is: What does a day look like for someone that's doing this job?**

**K: Ok, so this is exciting because as a Pinterest VA, you have so many options as to what you can make your day look like. SO let's say you have one client, that may mean you're working with them for an hour a day or maybe two hours a day and you could be doing things like designing images for pins, scheduling pins to put on boards, you could be doing research to see what other pins are performing well on Pinterest, or maybe you're looking at analytics. So, as long as you like Pinterest and enjoy being on that platform, you can have a lot of fun working with clients.**

**G: The other thing about scheduling tools is that it makes you look like you're on Pinterest all the time but you're not. You can sit and do that at three o'clock in the morning if that's the time that you have available or you can sleep and want to get up and do some work or whatever the case may be. You can spend one day a week getting everything done. Or you could spread it out so that you are doing a**

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half hour or couple of hours every day if you have a few clients.

K: Yes, so it's pretty much at your leisure or whenever you want to work. So, if you have the kids in school all day, maybe you have time during the day to do it. Or, maybe after they go to bed you can do it at night. So, you have a lot of possibilities.

**L: What is a typical client and how easy or how hard is it to find them once you finish the course?**

G: You want to focus on people that see the return on investment from using a Pinterest Virtual Assistant. Typically, you're not going to want to go after a hobby blogger that's not making any money from their website because they're not going to have the funds to pay you. But you could be working with bloggers, brick and mortar stores, other people that have some kind of online presence so you have something to track back to. And those clients are either going to be selling physical product, or digital products, or services. And part of your job could be helping them build by generating leads from Pinterest. As far as how hard it is to find clients, it's more about who you are picking. If you are pounding the pavement to find clients, there's no reason you shouldn't be able to earn back the money you put into the course within a 30 day period of time. As you're getting started, you want to go through the material but then spend the majority of your time prospecting to find new clients.

K: And the good thing is that in the course we give you lots of options and help in finding clients. We give you templates, we teach you how to pitch, so we're giving you all the tools you need. You just have to be proactive and use it.

**L: How much time in a week will the course take?**

K: It depends on how much time you can commit. I don't think you can finish it in one day because you have to put a lot of practice to the theories in the course. The more time you can devote to it, the sooner you're going to get results. So I would be realistic and maybe give yourself a month to go through everything. We're going to give you an idea on how to write case studies, how to help your blog grow (if you

have one), how to help you become known for your services, we're going to teach you how to pitch so it's really up to you and how motivated you are. It's not a get rich quick overnight. This is a career. So we want you to put in the proper time so you can turn this into a side hustle, a part time career, or even a full time career. It's really up to you.

G: Figure out how much time you do have, so if you have an overloaded schedule already, but you have a goal of increasing your income or changing careers so you can be at home with your family more, figure out that goal and how much time you do have available and then use that time to first go through the material and then prospect, and then use that time to earn from it. Set it aside as your work time. Your time to build the business so you can be proactive and consistent, and that's how you're going to become successful.

**L: What is a realistic expectation of an hourly rate, or maybe a rate per job in the beginning verses maybe six months down the road?**

K: Starting out with your first client, you're going to be pretty new, so during the course we show you different packages you can offer them. It might be a couple hundred dollars per month that you are making. We have students that have graduated the course and they earn upwards of \$50+ an hour, or even \$100+ for one client. So, the more experience you have, the more you can grow. You might have great results in the first six months and be able to raise your rates with your clients. It might not take six months. So, it's really how quickly you get the client, what kind of performance you're doing, and that will determine how much you can make. It's up to you what you can charge.

G: You can calculate an hourly rate and decide to charge an hourly rate. But, over time you probably want to go with package or tier pricing. And as you get more efficient and better at it, you make more money and give yourself a raise without even having to charge more at that point.

K: And the great thing about the course is that we are giving you so many packages to use. And they're based off of real-life examples of what we charge. So

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everything is qualified and you get to pick and choose. So if you don't like to design images, you just won't offer that service. But maybe you like being organized and want to schedule for clients. So, you'll have lots of options of what you can offer.

**L: In general do you think this would be a good side hustle for a single mom who's probably already working full time and taking care of their kids by themselves but need some extra money coming in? Are there any challenges you might foresee for someone in that situation?**

G: I think you have to be a self-starter and motivated. If you need extra money and are pressed for time it's probably not going to be lucrative to pick up a part-time job that you have to go to and punch a clock at retail or something like that. So this is a way to invest in yourself, build skills, start your own business and find clients and earn more than you could do in a regular part-time job. But the benefits are great if you see this as an investment in your lifestyle.

**L: It's a scary thing for a single mom to take money that maybe she set aside for other things but wants to invest it in something like this so she can have a bigger return on it. If there are moms that are interested but still nervous because of that, is there anything you would say to encourage them to take the chance?**

K: We definitely don't want you to spend your last dollar on the course. But if you do have extra money set aside and you're ready to invest in yourself and give yourself this opportunity, the course is going to teach you everything you need to know to start this career. We're going to provide technical training, how to pitch to clients, how to follow up, where to look for clients. So as long as you have an openness to want to learn and be open-minded and give yourself time, you can make this pretty lucrative. You just need a few hours a week with a client and maybe that's all you need to have a little extra income with your family. Or maybe you turn it into a career. It's really up to you how much you want to devote to being a Pinterest VA. And you have to like Pinterest. If you don't like Pinterest, this isn't the right career for you. But if you enjoy pinning and want to make money pinning on Pinterest this is a really fun and exciting career.

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**L: Thank you so much for spending time with me today. I know you're at a bloggers convention in Las Vegas, so I appreciate you taking time out. I appreciate your honesty and your passion for this and how easy you've made it for me to approach you and be able to talk to you about this. So, enjoy the rest of your time in Vegas and try to stay out of trouble.**

Gina and Kristen (laughing): We will. Thank you so much, we appreciate you talking to us.

So there you have it. My total failure will hopefully lead to your success. :)

Hugs,

A handwritten signature in black ink, appearing to read "James". The signature is fluid and cursive, with a long horizontal stroke at the end.

P.S. If you want to see a video Gina and Kristen made about how businesses make money through Pinterest, [you can do that here](#).

P.P.S. If you know you are interested and want to go ahead and get on their wait list, [you can do that here](#).

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