



Livestream Notes & Worksheet - October 2, 2016

Furniture Shipping Options

[Greyhound](#)

Good for pieces of furnitures under \$400. They only insure to \$300. It's cheap enough to risk. A \$2000 dollar sofa, not so much. Think one chair.

[uShip](#)

You bid on people to drive your stuff where you need it to go. Err on the side of caution you get what you pay for here. You have to bid higher unless you want your item picked up in a 1980 Chevette and promised to be delivered safely.

If price isn't so much of a concern as getting a valuable piece somewhere safely, use a professional, long distance shipping option. Make sure you do your due diligence with the BBB or Yelp. There is a big difference between moving contemporary furniture and Antique or Vintage furniture. Make sure everybody is on the same page with the delivery.

[Plycon](#)

Seems to get good reviews. It's more like you connect the buyer with Plycon and they take it from there. A door to do service you can trust something important to them. I've known quite a few who have used them without issue.

[2016 Internet Trends Report](#)

Use of images online is rising

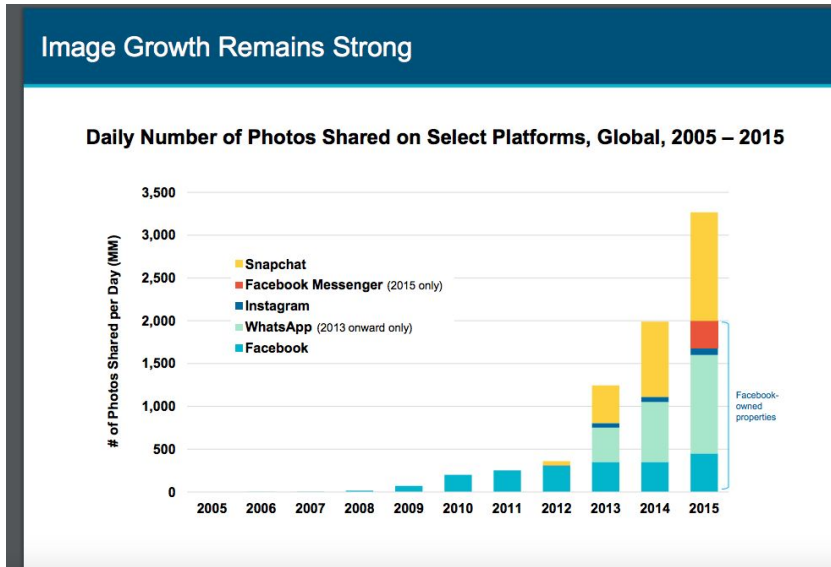
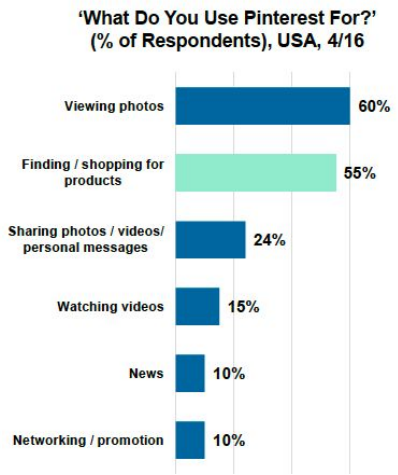
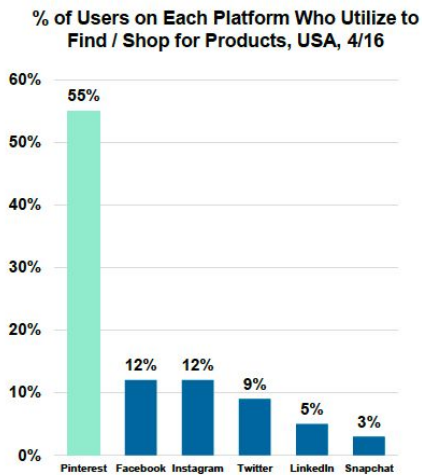


Image-Based Platforms Like Pinterest = Often Used for Finding Products / Shopping...



_____ % of the info transmitted to the brain is visual. - 3m Corporation

Average order value on **Pinterest**: _____

Average order value on **Facebook**: _____

Average order value on **Facebook**: _____

Over _____ % of people use Pinterest for get inspiration on what to buy, compared to just 17% of people who use Facebook for the same thing. -- Bizrate

Pinterest is currently responsible for _____ % of e-commerce traffic and drives more than twice the traffic as Facebook. - INC

_____ % of pinners buy within 3 weeks of pinning. -- Forbes

Over _____ % of pins on Pinterest are **repins**.

_____ % are **original content**

Pinterest is about Inspiration

People want to be **inspired**

People want to be **educated**

But-- _____

Core boards you need to have-

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

3 important things to do to all of your pins

Repinning or content curation

Tools for Pinterest

