



Mind Body Education

Holistic Success Hub - Resources

Pinterest Pin Template Pack for Wellness Topics

Create scroll-stopping Pinterest pins that drive traffic to your website, blog, or free resources.

Pinterest is a powerful visual search engine ideal for holistic therapists who want to increase their visibility and attract wellness-seeking clients. This template pack will help you design eye-catching, informative pins that reflect your brand and expertise.



Ideal Pin Dimensions:

- **1000 x 1500 pixels** (2:3 ratio)
 - Vertical format performs best on Pinterest
 - Use Canva or another design tool with drag-and-drop features
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Template Styles Included

1. Blog Post Pin Template

Headline: Clear, benefit-driven title

Image: Calm, wellness-themed photo or light texture background

Overlay Text:

- “5 Self-Care Practices for Overwhelmed Empaths”
- “What Holistic Therapy Can Teach You About Anxiety Relief”

Footer:

- Your website or Instagram handle
 - Optional: Your logo
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2. Free Resource / Lead Magnet Pin

Headline: Showcase the offer

Subheading: Brief benefit statement

Visual Element: Graphic of the freebie (mock-up of a PDF, workbook, etc.)

Call to Action:

- “Download for Free”
- “Get Your Free Copy”

Footer:

- Website URL or social handle
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3. Quote or Affirmation Pin

Text: Inspirational quote, mantra, or affirmation

Design: Soft, minimalist background with space around the text

Examples:

- “You are allowed to rest.”
- “Healing is not linear, and that’s okay.”

Footer:

- @YourHandle or subtle logo placement
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4. Tip or Mini Guide Pin

Headline: “3 Ways to Ground Your Energy Today”

Bullet Points or Icons:

- Deep breathing
- Barefoot nature walks
- Journaling with intention

Design Note: Use icons, bold titles, and light, calming colour palettes

5. Testimonial or Success Story Pin

Headline: “This Changed My Life...”

Text Area: 1–2 lines from a client success story (anonymized if needed)

Design: Clean layout with room for a quote bubble or short story

Footer:

- Name or initials (if allowed), logo or URL
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Design Tips:

- Stick to 2–3 brand colours for consistency
 - Use clean, legible fonts (bold for headlines, light for body)
 - Include your website, logo, or handle on every pin
 - Keep text minimal and impactful
 - Use high-quality images related to wellness, calm, and nature
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Suggested Use Ideas:

- Link to blog posts, videos, or podcast episodes
- Promote free resources (eBooks, meditations, checklists)
- Drive traffic to your course or booking page
- Increase visibility for client testimonials or service highlights
- Repurpose Instagram content into pins for evergreen reach