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Introductions

[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]

Hello, hello and welcome to another episode of Learning with Leslie, the podcast where you learn, I learn, we all learn about how to build an online business with an authority blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I'm talking about one that will thrive no matter what gets thrown at it. I'm your host, Leslie Samuel, the authority blogger from LearningWithLeslie.com. And, I have an exciting episode for you today, an exciting interview.

I'm on the line with Kimberly Gauthier. She's going to correct me afterwards, I just messed it up, a fur mom blogger who started blogging and giving life to her passion — photography and writing. She's always loved to write since high school, and thus blogging became a dream come true, so much so that she's having some quick success with it. She started a blog at Keep the Tail Wagging, in just two months gaining over 1000 Facebook INTERACTIVE fans in such a short period of time! How did she do it? Pure passion and belief that she'll get to where she right today.

Today, I want to find out how we can put ourselves out there to get traffic to even new blogs.



LESLIE: Kimberly, thank you so much for joining me. How are you doing?

KIMBERLY: I'm doing great! How are you, Leslie?

LESLIE: Well, I was doing great until I just botched your name. We even practiced it beforehand, and I had it. You even told me that it was good, but then, all of a sudden, I don't know what, you know what

happened? Actually, this is the truth. I'm interviewing you right now on Skype, and while I was doing the introduction, my mom started Skyping me (laughs), so, I got distracted.

But, that's not the point. How are you doing? Everything good?

KIMBERLY: I am doing fantastic!

LESLIE: Okay good. So now, for those people that don't know how to say your name correctly, can you say it for us?

KIMBERLY: Yes. It's "Go-ti-AY."

LESLIE: "Go-ti-Ay"

KIMBERLY: You were very close.

LESLIE: I was very close. But then, anyhow, it doesn't matter what happened.

So, I'm looking at your story here, and I see KimberlyGauthier.com, AdventuresinBlogging.net, KeeptheTailWagging.com, and before you were telling me that you were an accountant, and I just start thinking to myself, this girl is as crazy as I am. You're running three blogs right now, aren't you?

KIMBERLY: Yes, and I'm the featured blogger on two more.

LESLIE: What? You didn't tell me that in the pre-interview.

KIMBERLY: I know.

LESLIE: I mean, you're keeping all the juicy details.

KIMBERLY: (Laughs)

LESLIE: Man, on two blogs?

KIMBERLY: Yes.

Juggling Through Multiple Blogs and a Full-Time Job

LESLIE: Okay, all right. Let's get this straight before we move on. So, you are working right now on five blogs, and you have a full-time job. How in the world do you do it?

KIMBERLY: You know, I have no idea. I don't question it. I just go with it because I think if I think too deeply on it, I won't be able to do it anymore,

LESLIE: (Laughs) Now, which ones are the main ones, or is there a main one that you're working on, and not as much on others? How do you distribute all of that?

KIMBERLY: Well, Keep the Tail Wagging is my main blog. And, the reason why is because I'm actually building a business. I market pet food, it's a premium pet food line through that blog, and I also use the blog to support dog rescue, and responsible breeding, which is a passion of mine. So, that definitely is the one that I spend most of my time and energy on.

LESLIE: Got you. And, the others? KimberlyGauthier.com, what about that?

KIMBERLY: That one is sort of a photography personal blog. So, like for example, I got a gecko in the mail from Klout Perks, and so, I went around town taking pictures of him. And so—

LESLIE: Wait, this is a real gecko?

KIMBERLY: No, it's a little statue.

LESLIE: Okay, good. (Laughs)

KIMBERLY: (Laughs) Yes. That's what my stepson asked. Because he was like, I don't think you can put an animal in a box, and not put wholes in it. (Laughs).

LESLIE: (Laughs) Okay, so that blog is about photography, and personal stuff.

KIMBERLY: Yes.

LESLIE: And, AdventuresinBlogging.net, what's up with that?

KIMBERLY: That one is every single time I learn something, I want to share it. And, the reason why I do that is simply because so many helped me get to where I am today without charging me. So, I feel that that's my site where I can pay that forward.

LESLIE: Got you, and these other two blogs that you're contributing to?

KIMBERLY: Those are related to dogs. So, the purpose of those is basically to continue building my authority in the pet world.

LESLIE: Okay, all right. So, I think we have a brief concise summary of all the stuff that you're doing in the blogging world.

How in the world did you get into blogging? Where did it start?

How the Blogs All Started

KIMBERLY: What's funny is that, I knew what blogging was because I knew of Paris Hilton.

LESLIE: Okay.

KIMBERLY: But, it never occurred to me that I could be a blogger until someone said, "Oh, you should start a blog," and told me about Google Blogger. So, I did. And, I basically spent the year 2009 writing about various things, and starting and stopping blogs, and when I realized you could actually make money blogging, that's when all of a sudden, I was at the bookstore, buying every book you can imagine, trying to understand how you're supposed to do this, following every business blog I could.

When 2010 came about, that's when I launched KimberlyGauthier.com, and decided to give it a go.

LESLIE: Okay, so you were blogging on Google's Blogger, or Blogspot for a while. Was it one blog that you were doing, or what?

KIMBERLY: Yes, it was just one blog. I just changed it, probably every week. (Laughs)

LESLIE: (Laughs) So, you changed the topic every week you mean?

KIMBERLY: Yes, exactly.

LESLIE: I see. So, whatever you felt like writing about, then, you would just write about it.

KIMBERLY: Mm-hmm.

LESLIE: So, you started KimberlyGauthier.com in 2010.

KIMBERLY: Yes.

LESLIE: Okay, so that's about two years ago. What was it about in the beginning?

KIMBERLY: It was about photography. The whole point of it was going to be to share photography tips because I'm a self-taught photographer. I spent the first year trying to learn my camera, and I wanted to save people that headache.

LESLIE: Okay. So, you started writing about photography. And, how did that one go?

KIMBERLY: It actually went really well because people liked my voice. I created an eBook sharing with people how I learn, how to shoot my camera, and I connected with a lot of great photographers both professional and amateur like myself. And, it was a fun blog to write. And then, I just, I ran out of tips.

LESLIE: (Laughs) You ran out of... How can you run out of tips with photography? There's always so many tips. Is it that you lost a passion for it, or...?

KIMBERLY: It is... I didn't know what else to write about. So, I went to my blog, and I actually, around the same time, I found another blog, post of someone who had written about when you want to change direction of your blog, and how best to do that without losing your audience.

So, I wrote a post that just explained that I don't really know what else I could share, and I don't want to stop, so I'm going to keep it with photography, and if I pick something up, I'll share them with you. But, mostly, it's going to be sharing my photography, and my life with you if that's okay.

And, everyone was like, "Absolutely! Bring it." And so, I didn't lose any followers.

LESLIE: Oh wow!

KIMBERLY: Yes.

LESLIE: Okay, so they transitioned with you even though you changed the topic, or the main focus of what your blog was about.

KIMBERLY: Yes.

LESLIE: Okay. Why do you think they were willing to do that? I mean, you hear a lot about, people come to a blog for one particular reason. And, you don't want to stray from that. And, if you stray from that too much, you can lose the following. Why do you think they stuck with you through that big change?

KIMBERLY: I think the reason why is because I put myself out there. People, they were following me, Kimberly Gauthier. They weren't following a photography blog. So, people as they watched, they've all, all the people who are followers of that blog, and are fans of mine on Facebook, a lot of them became my friends on Facebook.

They've watched me go from stumbling around on Google Bloggers, my transition to WordPress, to learning photography, and they had done this right along with me. And, because I had no idea what I was doing, I didn't use the correct terminology. They totally related with that. And also, I incorporated a video. So, I would do video whenever I got something new, something like that. I do a video to show everybody, and people started really connecting with me, and the biggest feedback that I got from a lot of people was they didn't care what I did. They would follow me simply because they were curious to see where I would go.

LESLIE: That is awesome. So, it's not that they're just interested in the content, but they're interested in the person behind the content.

KIMBERLY: Exactly.

LESLIE: Awesome stuff. Then, eventually, you decided, okay, I'm not doing enough. This full-time job, and this job that's going well. It's just giving me too much time in my hands. I am going to start a new blog, Adventures in Blogging. Okay, maybe that's not the actual story, but how did that come about?

KIMBERLY: Yes, your story is pretty close (laughs).

LESLIE: (Laughs)

KIMBERLY: Because, I mean, as anyone listening to this will attest, if you're a blogger, you know that it becomes addictive. And, what happened was, I'm a niche blogger. I'm not a general blogger. I tried to be one. It's just really hard for me. And, too many people were emailing me, asking me questions about blogging. And, after I got probably like the twentieth email, I decided, "Okay, I'm going to start answering these questions on a separate blog," because I didn't want my photography blog to be about blogging. I wanted it to be about photography, and that's where Adventures in Blogging came from.

Actually, a friend of mine, she's the one that named it. I was telling her about all the emails. And she's like, I don't know why you haven't been blogging about that all along. You love it. And so, and she was like, "Just go and make that blog and call it Adventures in Blogging."

That night, I had it set up.

LESLIE: That is awesome. So, basically, based on the feedback that you were getting from people, based on the actual people that have come to your blog, as opposed to you're just thinking, "This would be a cool idea," you got feedback from them, and as you saw, what they needed, you decided to go in the direction to give them what they needed.

KIMBERLY: Yes.

LESLIE: Awesome. And, I have a note here that there's something about a most popular blog post about hiring a designer on [Fiverr](#) and following-up showing... Can you tell me a little bit about that? Because I'm not exactly sure what that is.

KIMBERLY: Yes, that was actually my, just the most amazing post. It was so much fun. I discovered Fiverr. I don't remember when this happened. This was in the past six months, but I discovered Fiverr. And, I was just like, what is this site where you can pay \$5 for something? So, I went to this site, and I ordered, I think, five random projects.

LESLIE: Okay.

KIMBERLY: One of them was a puppet that I could tell the puppet what to say, and it would do a puppet video. Oh my gosh! I had so much fun. One of the jobs was to create a logo. So, I was curious to see what a \$5-logo from Fiverr would look like. I posted that... At the time, that was when I was plan— yes, this was back probably November because I was planning Keep the Tail Wagging when I was doing my keyword research at the time.

So, I wanted a temporary logo because my designer... It was during the holidays. I didn't want to bother her. And, so, I figured I'll do this, and it will be a great blogpost. And, I posted it out there. And, I was just like, you know, it's not bad. For \$5, this is completely doable. This is something for someone who has a Blogger, not quite sure what they want to do with it, but they would like to give it their best go. They don't have a big budget. Yes, \$5, you can \$5 for a logo. It was reasonable.

One of my designer friend, someone who I greatly respect, and responded to that post, and she was so disappointed in me. Fiverr is a site that takes money away from professional designers, and I ought to be ashamed of myself for promoting it and... So, I responded that I respected her feedback, and explained that I'm not telling everyone to go to Fiverr. I'm not telling Dale to go to Fiverr to have their logo redone. But, I'm telling the little guy, the person that's on Google Blogger, who just wants to write about their kids, this is an option for you if you want a pretty logo.

She understood that. But, from that discussion, I thought, "Oh my God! Blogpost idea." And, it was basically telling, you have to have a thick skin if you're going to be a blogger. Because you're going to get people who passionately disagree with something that you wrote. You think it's completely innocent. You will touch a button and I shared tips on how I was able to not be offended, and I used that exchange for an example because I respected her, and I knew her, and I knew she wasn't trying to hurt me.

But, even if she were a stranger, it's never truly personal even though I can feel that way. And so, if we're going to take a step back and actually respond, and remember that your audience is watching you, and they're going to watch how you respond. And, if you take it into a nasty negative place, you know you're going to turn people off. If you ignore it, you're going to turn people off. It was just sort of a way of how to deal with something like that that really resonated with people.

But, also, it ended up driving tons of traffic to my friend's site because a lot of designers picked up on that blog series who just supported her thoughts, and stuff like that. So, it drove tons of traffic to both of our sites, and it ended up, she ended up emailing me, thanking me for writing that post because it ended up being such a great boom for her.

It turned out really great. I loved it, something that could have been seen as negative. Really, it was just an absolute fantastic opportunity for both of us.

LESLIE: That's awesome, because as you said, if you're a blogger, and you're doing it right, there will be people that disagree with your opinion. And, I like how you took that, and you spun it in a way that was positive, and not just positive, but it benefited both you and that individual. So, that's awesome.

KIMBERLY: Mm-hmm, yes, it was amazing.

LESLIE: Okay, so let's get to KeeptheTailWagging.com because this is the blog that you spend the most time on right now. That's the blog that you just started in January of this year, is that correct?

KIMBERLY: Yes, that is correct.

Gaining Blog Success in Two Months!

LESLIE: Okay. A lot of people think, "I've been blogging for a while and eventually this thing is going to take off. I'm going to start taking some traffic. Maybe, it might take a year," or whatever the case might be. But, you got a thousand fans, over a thousand fans on Facebook in two months! First of all, in a very concise way, can you tell me what that blog is about, and who it's for?

KIMBERLY: The blog is for dog lovers. The purpose of the blog is to promote dog rescue, responsible breeding; I share tips on training, grooming dog health, and I also promote the dog food that we feed our dogs, Life's Abundance. So, it's a little bit, it's a mixed bag but, all about dogs.

LESLIE: And, when I think if dog training, dog anything, I think to myself, okay that's one of those competitive niches, the ones that are really hard to get in, or at least like people say, are

really hard to get into. But, if you can really get into it, and do well, you can really do well. And, you had really quick success.

What was the key to you being able to get that type of engagement in such a short period of time. What were some of the keys?

KIMBERLY: The three things that helped me get the success that I did so quickly were keyword research, putting myself out there, and really connecting with my audience, and then, also choosing a topic that I'm passionate about. So, that passion comes through.

Keyword Research

LESLIE: Okay, so, I want to dissect that a little bit. Keyword research. How did you go about doing that?

KIMBERLY: That was fun. And, when I say "fun," I'm being completely sarcastic .

LESLIE: (Laughs) I was about to say it. I don't hear a lot of people saying that the keyword research was fun.

KIMBERLY: Yes, I even tried to outsource that to Fiverr. Just so you know, it does not work.

LESLIE: (Laughs).

KIMBERLY: I spent \$15, and I will never get that money back, but I use a combination of Market Samurai. I actually locked into a free trial version for a month.

LESLIE: Oh nice.

KIMBERLY: And so, I use Market Samurai, and then, just directly with Google Keyword, the Google Keyword Tool.

LESLIE: And what exactly, because that's something that I teach my audience. Market Samurai, I love it. It's great. But, what were you looking for in Market Samurai?

KIMBERLY: Well, I started, because I knew that I wanted to write about our dogs, and the reason why was because we have litter mates. And, when we adopted them, I was looking online about the pros and cons of adopting two puppies, and all I saw was negative.

LESLIE: Okay.

KIMBERLY: Everything that was negative wasn't really backed by any research. It was just that, oh I heard that. Or, someone did this, and this is what happened. So, I wanted to, for people who wanted to do the same thing, I wanted to throw my voice into the ring, to say, "Hey, you can do it. But, this is all the stuff that you need to do. And, it's not so much promoting adopting litter mates, but just educating it.

It sort of bloomed from there because it's like this is way bigger than our two dogs. As I started doing the keyword research, that's when I discovered that I would have more success by really promoting dog rescue, The final straw was a weekend of watching those ASPCA and humane society commercials, where there are some, they seem, it's not negative but, they are showing you such sad stories.

LESLIE: Yes.

KIMBERLY: And, I was like, I bet you people would love to see where those animals are now. And, that became the idea of my blog. So, I started looking for keywords along that line, and probably within a few weeks, I was able to come up with at least twenty good keywords that I can choose from and get some use out of.

LESLIE: Okay, awesome. So, you found those keywords. What did you do with those keywords? Did that tell you... I don't know if you took that into consideration when finding the name of the site, the URL, or was it more about just getting ideas for content? What did that mean for you?

KIMBERLY: It was an idea for content. The URL, it was something that a friend of mine helped me with. She's a designer in True Creative, and I basically called her up, and told her this is what my idea is, and she's like, let me think about it. And, two minutes later, she sent me a list of possible... Because I wanted something fun. And, I know that we're supposed to have a

keyword in our domain name, but, my thought was, who cares? Let's just have fun with. I wanted something that people will remember.

LESLIE: (Laughs). I like it. I like it. Because that is something that I would remember. Okay, it might not have the keywords in there, but I think, it has a certain personality with it.

KIMBERLY: Mm-hmm.

Put Yourself Out There

LESLIE: Awesome, awesome. Okay, so keyword research is the first thing to take into consideration, or at least that you took into consideration. But, the next point, you said, was to put yourself out there. What does that mean? How do I put myself out there as a new blogger? No contacts maybe. I'm just getting started in this big world of blogging. How do I do that?

KIMBERLY: I joined forums. And, depending upon your subject, there's tons of forums out there, but I started with the main site, so, I joined... My favorite as far as groups and forums is LinkedIn. So, I think I'm a member of five or six groups. The downside is that you end up being a member of groups with all the same members, but it's still just a really fun way to connect with people. And, what I learned was that, this is an opportunity for me to put myself out there. Not so much to promote my blog or my business, but to share what I know about dogs, until eventually, people start recognizing my picture because I use the exact same profile picture everywhere, and people recognize that picture. And, all of a sudden, I start becoming an authority. And, people want to check out my site, and want to see what I'm doing. And, that's such a valuable thing. I do many other things. I have YouTube videos. I –

LESLIE: Before you move on to the other things, two things I noticed there. Now, you say that you used forums. This is 2012. Forum marketing is something that I used to hear a whole lot about. But, you don't hear a lot about it anymore. Are you saying that forums are still an effective way, at least from your experience, to get traffic to your website?

KIMBERLY: Absolutely, absolutely. I actually wasn't convinced at first. And, the thing that I noticed is that, if I go into the forums constantly promoting like I sell Life's Abundance pet food. So, if I'm going in there, and every time someone says something about their dog, I go, "You should try Life's Abundance pet food." Eventually, they're going to get sick of me. But, if I go in

and say someone was complaining about their dog barking too much. And so, I shared what we did with our dog to get him to stop barking in the house.

She put that to use because I told her it works really fast. Two days later, she said they didn't have the problem anymore, and thanked me for it.

LESLIE: So, you're basically helping them solve problems that they had.

KIMBERLY: Exactly. And, not to mention, forums are a great place for topics. When someone has a question, that's your next blog post.

LESLIE: Let's talk about these forums in LinkedIn because I am a member of LinkedIn, but I have not used LinkedIn effectively. I really don't use it at all. I just have my information on there. How do you go about finding the places to post? How do you go about finding a good forum?

KIMBERLY: What I do is I just type in what I'm interested in. So, the first thing I did was look for dog lovers, and I found a forum called, "Dog Lovers." I go and look at it to see when was the last time someone posted. Because if it's been a month or longer then, it's not active, and I don't want to waste my time. And then, I also look to see if all people are doing or posting their blog post because if that's the case, everyone's talking all at once, but no one's listening, and I don't want to be there either.

I'm looking for forums of groups of people, I mean, it's a mixed bag. There are pet professionals, there are pet owners, there are pet bloggers. But, everyone is there talking about their pets. They still share their blogs and things like that. Most of the activity is sharing information and really interacting with each other because you want people who are going to support you because I believe that people don't quit people. They'll quit a blog, but they won't quit people.

So, when people start referring to me as Kim, and Kimberly, and they start knowing who I am, and they find me on another site, they're like, "Oh, hey Kim! I met you over here." Then, I know that I've made a good impact and I'm doing a good job.

LESLIE: I want to make this as practical as possible for my listeners. I'm in LinkedIn right now. I just logged in, and I see at the top, there's a search bar. I go there and I select groups, and

then, I search for topics that I'm interested in. Let's say for a nerd like me, I am looking for Biology. So, I do a search for Biology. Is this kind of the process that you went through?

KIMBERLY: Yes.

LESLIE: Okay, and I see a number of different groups. I see Molecular Lab Systems, Biology, it tells you the number of discussions per month, the number of members. Are there certain values that you are looking for when trying to find a group on LinkedIn?

KIMBERLY: I don't want to be in a group with fewer than ten only because it seems like a group of friends.

LESLIE: Fewer than ten what?

KIMBERLY: Fewer than ten members.

LESLIE: So, when I'm looking here and I see 9000 members, 6000 members, 7000 members, I'm looking in the right place.

KIMBERLY: Yes, that's fine. Because I bet you not all 6000 of those people are active, but it may be active. Yes, if this group, from that main screen, I discount anything that just has ten people in it only because it seems like it's just a group of friends that got together and started a group, and it may be a little hard to get in there. I want a more established group. It's not that these groups are bad, but given what I'm trying to accomplish, success in a fast way, I'm going to go the quickest route to that. So, I'm looking for an established group.

LESLIE: Okay, so, I go in. I find a group, and say, "Hey, this looks like something that is interesting." Like this, this one on Systems Biology. Let's say I'm interested in that. I clicked on it, and then, I see there a number of discussions. I join the group?

KIMBERLY: No.

LESLIE: No, I do not join the group. What do I do?

KIMBERLY: If the group is private, you can't see anything. But, if the group is... I think you can't see anything. I'm not 100% sure right now. I can't remember. But, if you can see the

discussions, look to see when the last one was. Because if it was a month or older, then, that group might be going dark.

LESLIE: Okay, so there's one that was left a day ago. Another one that was a day ago, and another one that was two days ago. This is a good thing for me.

KIMBERLY: That's great.

LESLIE: So then, I join the group. And then, I look through the discussions, and if someone has a question, I might respond to that question. If someone mentions something interesting, I could add to that thing something, even more interesting or whatever the case might be. This is what you're talking about.

KIMBERLY: Exactly. And, the thing about you also want to introduce yourself. I always introduce myself to my group. I make my introductions fun because that's just my personality. I don't go in there with the, "I sell this and buy this from me, and check out my blog." I'm just like, "Hey, I'm a blogger. This is what I write. This is what I believe. Check out me out."

And, whenever I respond to a discussion, it's the same philosophy as when you respond to blogs. If you want people to pay attention, leave a thoughtful comment.

LESLIE: Got you. Now, in your introduction, you also include a link to your website?

KIMBERLY: Absolutely.

LESLIE: When you reply to comments, do you include a link to your website?

KIMBERLY: Most of the time. I don't do it every single time, but I do it most of the time because LinkedIn doesn't give you a signature, and so, I learned from another blog post that said when you leave blog comments, even though your name and profile picture is there, maybe like you would in if you were sending an email or a letter, you would end it with your name. So, I finalize it with Kimberly, and then, the URL, the keepthetailwagging.com, so people can click on that if they want to.

LESLIE: Got you. I'm loving this. This is actionable.

KIMBERLY: It's really nice because if you really think about it, if you say something brilliant, and someone is like, "Oh my gosh! Who is this person?" They have to click on your profile, go over to your profile, and then, expand your profile to find your site. All the stuff that I just mentioned, they've already moved on to something else. It's like you want to give everyone the easiest way to get to you.

LESLIE: Exactly.

KIMBERLY: You don't want to do it every single time only because it becomes a little repetitive especially if you're involved in a discussion that goes on. So, if that's the case, I'll wait. And, maybe five things down, I'll add it again.

LESLIE: Okay. You're in these groups, how many groups for someone that did this and got about a thousand fans in Facebook in two months. How many groups were you active in?

KIMBERLY: (Shrugs) I don't know. I know that I'm active in probably at least five groups on LinkedIn. They don't all have to be within your niche. It could just be stuff that you're interested in. I think one thing that we as bloggers do is we give ourselves a disservice by sticking within what we talk about. But, there is a whole entire audience, someone who... I love cats, or I love iguanas, or I love Vampire Diaries. But, guess what? I love dogs, too.

LESLIE: Yes.

KIMBERLY: And, just test out. If you have other interests, things that you could still get passionate about because that's the whole thing, it's something that you can get passionate about, and will inspire you to make really great comments, get in there, and start talking to people. And, it's fun! It will be fun. And then, those people can still be directed back to your Biology site because he's like, "You know, I like Biology, too." And, he says something fantastic about Vampire Diaries.

LESLIE: (Laughs) I love it, I love it. And, another thing that you said is you use the same picture everywhere. How important is that?

KIMBERLY: Personally, I think that that is so key simply because right now, I guess, majority of my social life is online because we spend so much time out there, and we see so many faces

that I think it's important to have one profile pic that people can relate to like, "Oh, okay that's her."

I knew I was right when someone was googling blogging tips, and my picture came out in the search results, and they recognize, they're like, "Oh, I know Kimberly." They don't know me, know me, but they know me. And, they clicked on it, and came to my site and sent me an email. I was like, "Thank you for letting me know. It's nice to know that that's working."

LESLIE: That is awesome.

KIMBERLY: Oh, and another thing.

LESLIE: Yes, go ahead.

KIMBERLY: The reason why it's helpful for me is because, as we discovered in the beginning, my last name isn't common, or easy to pronounce or easy to spell. Try spelling it. But, people will recognize my picture.

LESLIE: Definitely. Love it. I love it. Okay, let's summarize this LinkedIn section. First of all, sign up for LinkedIn if this is something that you want to use in terms of a strategy for traffic generation. Do a search for a group that's in your topic, maybe some other groups around your topic, or even just groups that you're interested in. Give a value, provide value in those groups. If it's a group that's active, you want to join it. If not, then, don't worry about it. But, find an active group, participate in the discussion, introduce yourself, help people, include a link back to your site in your comments when you're helping people, and that will drive traffic back to your site.

What you were doing is driving traffic back to your site. People checked out your blog. They like the stuff that you're doing. They check you out on Facebook, and they like your fan page over there.

KIMBERLY: Yes.

LESLIE: Awesome. Did you do anything on LinkedIn to promote your Facebook, or was all those fans coming from your blog to Facebook?

KIMBERLY: My fans are actually coming, most of them came from either my blog to Facebook, or from Facebook to Facebook.

LESLIE: Awesome. We keep mentioning this, 1000 in two months. But, this was a few months ago, and now I see, that you're up to 4280.

KIMBERLY: Oh, yes.

LESLIE: Awesome. So, that's growing. Things are still working. I see that many likes and 1195 people are talking about this page. So, it's still working.

KIMBERLY: Yes.

LESLIE: Awesome. I love it. Okay, so number one was the keyword research. Number two was putting yourself out there, and number three, was...

Be Passionate

KIMBERLY: Being passionate. I mean, I love what I'm doing and I love what I'm talking about, and it comes through.

LESLIE: How does it come through?

KIMBERLY: I will go on to my Facebook. I don't use it as just as a forum for my blog post. I'll go on there. Like for instance, we had our first foster dog last month. His name's Morgan, and I didn't want to give him up. I was on there. I did a video. He found a home. I shared pictures of him, videos of him, and he found a home really quickly. And, I shared a video just saying goodbye to Morgan. Here he is, and actually, I didn't mean to do this, but at the end of the video, I started crying.

LESLIE: Aw.

KIMBERLY: It's just that I was so sad that I was losing, because I wanted to keep him, and I was just so heart-broken, but I knew that it was a good thing because my thought is that, I can either rescue one more dog, or I can rescue a hundred more dogs. So, he was going to a great

family. I got to choose the family. So, it was a great happy ending, but it was heartfelt and it broke my heart, and everyone that watched that video loved it.

Those are the type of things as far as that passion that comes through. People can feel that when you get excited... It can be, no matter what the topic, if people see that you're excited about it, and they're excited, too, it's one of those things where it's so nice to know I'm not alone.

LESLIE: Yes, that is awesome. Be passionate about what you're doing. And, it makes it much easier to do what you're doing, right?

KIMBERLY: Exactly.

LESLIE: And, for someone that has a full-time, and I feel your pain, someone that has a full-time job, running multiple blogs, doing a bunch of stuff online, if you're not passionate about it, how in the world do you motivate yourself to continue?

KIMBERLY: Exactly.

LESLIE: I don't know, and hopefully, I'll never find out. Hey, any last tips you want to share with my audience in terms of, if there's someone listening to this right now, they've been thinking about starting a blog, or they're starting a blog. They're not exactly sure how to move forward, or if they're doing the right thing. Any last words you want to share with them?

KIMBERLY: I think it's important to find the social networking sites that work for you, and to try things and find what will work for you. One of the things that first happened to me when I first started blogging is everyone tells you you need to do this, this, this, this, and this, and with all the sites out there, Twitter, Pinterest, LinkedIn, Facebook, Google+, and there's so, Stumble Upon... What am I supposed to do? I don't have time to go to each and every good site, and get proper exposure to myself because people want to you see regularly.

So, don't feel bad that you're not on Google+. It's a great site to be on. I encourage you to give it a try. But, if that just doesn't fit in your schedule, and you have something that you're comfortable with, then, that's what you should go with, and just slowly build. My success is not just me being lucky or doing the research.

My success is basically two years of research that helped me have the success I have on Keep The Tail Wagging. It feels overnight, but I was able to put every single thing that I've learned since 2009 into effect to really hit the ground running, and I hope that more people can hear this and do the same thing. But, you don't, if four months goes by, and you're still hearing crickets on your site, don't worry about it. Just keep doing what you're doing, if you love it.

Then, get out there, and start giving other people props to blog commenting, through liking other people's Facebook pages, and telling people more about you. Clean up your about page. Clean up your profiles. Standardize that profile, but take this time when no one is coming to your site to make it absolutely fantastic, so that, when the audience does arrive, it's the best you got.

LESLIE: Awesome. If people want to connect with you, based on this interview, they want to see more of what you're doing, they want to learn from the years of experience that you've had, so that they can be even more successful with what they are doing right now, where should they go?

KIMBERLY: Definitely go over the KeepTheTailWagging.com. I'm there all the time. There's a contact form underneath the, I think it's called, "Let's Connect," and you can go ahead and shoot me an email about anything. I respond to everyone within 24 hours. I have a lot going on.

I'm always interested in hearing people's dog stories, learning about the stuff that they cook for their dogs. Seeing people's dog pictures. You can find me on Facebook. I'm very active over there, as well. And, if you're a dog lover, a blogger, a photography lover, whatever you're into, reach out and say, "Hey." I'm always interested in making new friends.

LESLIE: Awesome, awesome. And, guys, she's just as crazy as I am. So, if you like me, I think you're going to like her. (Laughs) No, I know you're going to like her. Hey, thank you so much for joining in in this interview.

KIMBERLY: Thank you for having me.

LESLIE: All right guys, you know the deal. You can go and check her out at KeepTheTailWagging.com. See what she's doing over there for the dog-loving community. I checked it out, and I'm impressed. I love it. Just good stuff. So, check it out.

I just want to let you know that this program is brought to you by BecomeABlogger.com. Not much to say about it, but it's a project that I'm working on with Yaro Starak and Gideon Shalwick teaching you how to start a blog, how to get your blog going, how to keep it going, and how to have success with your blogging efforts. We're doing a lot over there. The community is growing, and it's exciting to see the members interacting. So, if you're interested in that kind of stuff, you know what to do.

Head on over to BecomeABlogger.com. Get your ten free videos to show you how to start a blog.

So, that's really all I have to share from this episode. I enjoyed it immensely, and I know that you did, too because I know you (evil laugh).

This is Leslie Samuel, the Internet Marketing teacher from LearningwithLeslie.com. Head on over to iTunes, leslieonitunes.com, and leave a rating if you like me. If you don't like me, still leave a rating. But, if you don't like me, hey, then don't listen.

Until next time, this is Leslie Samuel, take care and God bless.