

Presents:

Podcast Episode 103: How to Use Pinterest to Grow Your Blog – With Cynthia Sanchez



By: Leslie Samuel



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Introductions

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

LESLIE: Hello, 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 a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I am talking about one that will thrive no matter what gets thrown at it.

I'm your host, Leslie Samuel, from becomeablogger.com where we're changing the world one blog, YOUR blog, at a time.

As usual, I have another exciting episode for you today... Today's episode is an interview. I haven't done one of those in a while. I'm on the line with Cynthia Sanchez from ohsopinteresting.com and the [Oh So Pinteresting Podcast](#).



I first met her at Blog World and New Media Expo in New York City, connected with her again in Vegas. I tell you this, she loves [Pinterest](#) and she's built a blog on the topic of Pinterest where she provides tactical steps to having success with that social network.

In today's episode, it's something that I've been wondering. We're going to talk about how to use Pinterest to grow your blog. That's what we're going to talk about today.

Cynthia, thank you so much for joining me today. How are you doing?

CYNTHIA: I'm doing wonderful Leslie. Thank you so much for having me on.

Is Pinterest Really Only for Women?

LESLIE: Not a problem. It's a privilege to have you on.

This Pinterest thing, this is something, it seems like everybody is talking about it right now but, I remember when I first heard about Pinterest, I saw this network that everyone was saying it was growing so quickly. I went and I showed it to my wife because I thought it was something that she'd be interested in.

She was like, "Oh, Pinterest? I know about that. Yes, yes." She showed me her account and all of her boards with her pins [*laughs*] and all that stuff.

CYNTHIA: She was ahead of you, huh?

LESLIE: For the first time, she was ahead of me when it came to anything online and I was like, "What in the world is this?" And, I noticed that especially in the beginning, a lot of women were on Pinterest. My first question, is Pinterest for women?

CYNTHIA: Pinterest is NOT just for women. Pinterest can be for anybody that wants to save an online site or an online image and then, want to go back and look at it or, they want to share it with their followers, with their community, with their family.

It can be for anyone. If you have an online business, it's a great way to market. If you have a hobby that you're interested in, it's a great way to get more information about that.

Most importantly, what we want to talk about today is for online marketers or online bloggers who want to use Pinterest for marketing. And, just because the main dominant audience right now is primarily women, you know your wife is a step ahead of you, and lots of women have jumped on that bandwagon here in the US, overseas and Pinterest is international. I have some international followers on [my Pinterest account](#). It's about 50-50. It's about half man half women.

It's not just for women. Remember, women do have the most buying power when it comes to your typical family situation and they do make the most purchasing decisions.

Let's say, if you do have a male-dominated business, there are still women that will refer it to their husbands. There are still men on Pinterest. The men, as far as users, are growing in numbers. So, it's not just for women.

LESLIE: Okay, that's good to know, that's good to know because we have women and men that listen to this podcast.

CYNTHIA: That's good.

LESLIE: We can't feel left out. That's good stuff. Can you give me an example of someone who, maybe they have a blog and they've had some success using Pinterest to get eyes on whatever it is they are doing at their blog?

Driving Traffic to Your Blog with Pinterest

CYNTHIA: Sure, sure. Here's a really great example. There's a blogger named Kate and she blogs at theSmallThingsBlog.com, and for the first year back in 2010 when she was blogging, it said that she had about seven subscribers, seven visitors, seven really loyal readers to her blog.



And then, all of a sudden, Pinterest started growing and Pinterest crept on the scene about the same time that she started her blog and after a year, nothing really had changed with her blog but then, she had Pinterest and people from Pinterest found her.

She did a blog post about her hairstyle and it was just some images where she kind of gave a tutorial how she had this cute little hairstyle, very easy to do at home, not something that you need a professional to do and within five months, she had over ten million page views because of Pinterest!

LESLIE: Wow! Ten million page views to her blog.

CYNTHIA: Ten million page views to her blog, yes.

LESLIE: Oh man, that's significant.

CYNTHIA: Even to this day, and that was over a year ago, or right about a year ago that that really hit. I still see that image shared on Pinterest. So, it's still continuing to work for her.

LESLIE: Wow, that's awesome. So, that's a very good example of someone that's using Pinterest to drive traffic.

CYNTHIA: Yes.

LESLIE: Now, just kind of a full disclosure for the people that are listening. This is actually, you're my first interview where we actually did a pre-interview and went over the questions and went over your stories so that we can grasp a story that is going to be as effective as possible to my audience.

I want to get your feedback, you that is listening to this right now, this is going to be Episode 103, come to becomeablogger.com/episode103 and give me a feedback as to whether you think this format for an interview is a good format. And, thank you Cynthia for being the first and taking that extra time to try to make this the best interview that it can be.

CYNTHIA: Oh my pleasure! I like being the guinea pig.

Getting To Know Cynthia



LESLIE: Awesome, awesome. All right, so before this whole Pinterest thing, before you were blogging, you were an Oncology nurse. Tell me a little bit about that.

CYNTHIA: That's correct. Actually, I was an Oncology nurse for a few years. Prior to that I was a labor and delivery nurse, went to nursing school after I had kids.

It took quite a while for me to get through Nursing school, graduate college and all that but, it was a goal of mine. I was determined to get it done while at the same time, being a good mom, a good wife, that type of thing.

I managed to get it all done and really enjoyed my nursing career. But, I felt for me to do something else to drive me in a different direction.

I started the blog and while I was still an Oncology nurse and it just started to grow and I found that I was really, really enjoying it. As much as I enjoyed my patients, bonding with them and especially in Oncology, you really spend a lot of time with them and with their families over years. Once they're your patient, they're your patient for a long time and you get to know them and things going on with their children and their latest little happy occasion, sad occasion, you get really involved with their lives and I really enjoyed that one-on-one connection.

But, the medical system is changing. There are a lot of big changes going on and I just felt maybe try something else and at the same time I had the blog going. And, that's started to grow. It evolved into a business. I wasn't sure if from the beginning if that's the way it would go or if this business, if Pinterest would be the way that it would evolve into or maybe I would do something more in the healthcare field.

But, it just seemed to take off on its own. It developed a life of its own and I followed it.

LESLIE: This is something to me that's huge because you got your degree fifteen years after having kids, right?

CYNTHIA: Yes, I did. It took me 15 years.

LESLIE: Fifteen years!

CYNTHIA: It took a lot [*laughs*].

LESLIE: Have you spent a lot of money on that degree?

CYNTHIA: Yes, I did.

LESLIE: So, making that decision to leave, that could not have been an easy decision. Or, was it an easy decision?

CYNTHIA: No. Even today, I still struggle with it. I did invest a lot of money and invest a lot of time. There's still a student loan out there that I'm paying on. But, the benefit of being a nurse is that, I still have my license. I can still go back to work. I still volunteer as a nurse. I'm still a nurse. I think once you're a nurse, you're always a nurse.

My husband and I had to have some really deep heart-to-heart conversation. Is this the best decision for our family? Is this the best decision for me? Because so much time and sacrifice was put into it.

There were band performances I missed, homework that I didn't get to help my children with. My husband had to help my children with because I was busy studying. It did take a lot! It was not an easy decision at all to change paths so dramatically and you always have that little bit of a doubt. Am I making the right decision? Did I do the right thing? A little bit of faith just to kind of go with where the doors are opening and where the pack is leading you and just follow it.

LESLIE: That's awesome. Knowing that at any point, if it doesn't work out, you can go back and get a job as a nurse and take that back up. I guess that also gives some comfort to the decision in terms of it not just being, if it doesn't work, that is the end, right?

CYNTHIA: It does, it does. And, you know, nursing is a beautiful career for many reasons but, that is a great perk that you can just pick up a shift every now and then called p.r.m. nursing where you can just fill in as needed or do something part-time. Or, if I decide that tomorrow, that's it for this blogging thing. Pinterest is dead. I'm not going to try any other type of online business. It's time to get back into the hospital or back into the clinic...

LESLIE: You can do that.

CYNTHIA: ... I can do that.

LESLIE: Awesome.

CYNTHIA: Now, it's not that easy but, you know after a little bit of job searching, it could be done.

The Beginnings of Oh So Pinteresting!

LESLIE: Of course! Got you. So, you started your blog.

CYNTHIA: I did.

LESLIE: How did it go in the beginning? Did you overnight have ten million visitors?

CYNTHIA: Oh, I wish! I wish.

LESLIE: Oh, that would be awesome. How did it go? What were your challenges? Were there any challenges?

CYNTHIA: There were tons of challenges. Oh my goodness! I had never had a blog before. My daughter had a Blogger blog but, I had never had a blog before and I thought, well if she can do it and I follow all these other bloggers and they can do it and they don't have PhDs in Computer Science, I should be able to do it.

I've been online since 1993 when the Internet was a baby. And, I've evolved with it, learned with it. So, I figured, "This should be a snap."

But, boy was I wrong. I got overwhelmed by Wordpress and what's a widget? What's a plugin? I thought that was from a cartoon show! Those aren't real words.

It was a challenge getting started and when I finally got the technical stuff and thankfully, my husband does have an IT background so, there were some of the stuff that he could help me with. He doesn't know coding or HTML or CSS or anything like that but, he was able to get my Wordpress blog going and my hosting and that kind of stuff.

But, when I first started writing, oh my gosh, I had just finished writing, and I was still writing professionally. I was writing nursing notes and things like that. I had just finished 15 years of writing paper in college.

So, my very first blog post, and they're still out there, please, please if you read them don't laugh too hard.

LESLIE: [*Laughs*]

CYNTHIA: [*Laughs*] I've debated taking them down but everybody says you need a little bit of humbling every now and then. They were written like research papers. They were very cut and dry. I tried to put some personality but, I think you could tell it was really forced.

But, it was hard getting this relaxed flow. And, I'm still working on it. I think it's always going to be a work in progress to really find, people call, "your voice in writing."

Interjecting Her Own Personality in the Blog

LESLIE: Got you. What brought the change? Because I know now, you bring a lot more of your personality into your blogging. What brought that about?

CYNTHIA: I think it was reading a lot more blogs and seeing how they do it and reading the blogs that I was interested in. What kept me interested in, I thought, this was fun. They are just themselves and they just write about things that are happening in their lives or it interjects something about it that was a more of not quite a personal blog.

So, it was just relax and have fun with it. And, just be who you are and bring your point of view and your sense of humor into it.

How Offering Services to Manage Pinterest Accounts for Small Businesses Started

LESLIE: Got you. I love it, I love it, I love it! So, you're blogging for a while and then, you get an offer from a small business to manage their social media and Pinterest account. How did that come about?

CYNTHIA: It did. Like I said earlier, it was just one of those doors that just opened. You got to walk through it sometimes. Even though if it's a very scary thing. I had written a blog post because on Pinterest hairstyles, as we talked about earlier, a big thing.

I had written a post about using Pinterest for hairstyle. I took pins on my phone on a Pinterest mobile app into the salon and showed my stylist, I like this, I like this and I did a blog post about it.

I took pictures of me getting my haircut of her and I posted it and the salon owner was nice to let me leave my business cards there. And, I mentioned the salon in my blog post and another client came in and she saw my business card and she just happened to be opening a small business of her own and knew that social media could play a really big role with it.

She called me up and said, "I need help with Pinterest. I really want my business to be on Pinterest. Can you help me?"

I said, "Sure! I can do that. I do have a lot of time." [*Laughs*] That's how it happened and since then, I've added more clients and the blog has grown and things are just getting bigger and better each day it seems like.

LESLIE: That's awesome. I love it when blogs can open up opportunities that are even outside of what we do on our computers at home but, you can get out there and connect with people in real life and do some great things. So, that's awesome.

How to Take Full Advantage of Pinterest

LESLIE: Let's now switch to the How-to because that's really the meat of what we're going to be talking about. I want my audience to understand what this Pinterest thing is all about and how they can use it for their blogs.

So, I'm a blogger. My audience is full of bloggers. What are some of the basic things, the basic steps that bloggers need to be aware of? What do they need to do in order to really take full advantage of this Pinterest?

#1: Add a Pin It Button

CYNTHIA: Okay, I think the best place to start even if you personally, for yourself or to use Pinterest for you blog, it's not something you really want to do but, the best thing you could do for yourself as a blogger is to **add a Pin It button** to your blog.

You can get the Pin It button from business.pinterest.com. There's an option there to install. There's an HTML code that you can install in each post. But, if you'd rather go the plugin route, you can do that. Wordpress.org has some plugins. And I believe there are some for Blogger as well.

That is the best place to start even if you're not ready to jump on a Pinterest yourself. Make it available to your readers to be able to pin that and make it as easy as possible as you can for them.



#2: Include an Image in Each Blog Post

CYNTHIA: Another thing you can do is make sure to **include an image** in each blog post, a really good image that represents the topic that you're talking about within that post and sometimes, I know it's a little bit hard to put an image to every blog post especially if it's more of an abstract concept but, try to find something, even if you just take a piece of text and save it in a bolder font and save that as an image. People can pin that image just as long as it's a JPEG or PNG file.

LESLIE: Okay.

CYNTHIA: It can be pinned. Flash images, although they're pretty, they can do funny things. Those don't pin well.

#3: Browse through Images and See What Stands Out

Also if you look at Pinterest, take a look around and see what images stands out. See what images captures attention and even if you do a search in your own category, and there's the pins that are being shared on Pinterest. Try to see what those images have whether they have borders or they have text in them, all sorts of different things.

#4: Take Up as Much Pinterest Real Estate

You can also want to try to **take up as much Pinterest real estate** as you can. You want to make tall images because every image gets the same click on Pinterest. Make those images nice and tall. The pictures on Pinterest can be infinitely tall.

So, you have a long infographic that goes on for ten thousand pixels, you can pin it on Pinterest. Now, that's extreme. Please don't make it 10,000 pixel image because that would take up a lot of space but, it can be infinitely long. As wide as the image comes up to about 194 pixels wide on Pinterest so, you want it when it gets shrunken down or manipulated, you want it to be at least, so it looks good with that size.

I make mine about 550 pixels wide on my blog post just because when they may shrink down, they hold a lot of the detail. They don't get distorted just so they look good. That's really where the good places are to start if you have a blog and you want to get started on Pinterest for your followers to be able to pin your items.

LESLIE: Okay, just to recap on those things before moving on...

CYNTHIA: Sure.

LESLIE: Make sure to add the Pin It button whether you're using a plugin which is most likely what my audience will be using since they are pretty much all using Wordpress. Make sure you have that button.

Always, or as much as possible, include a really good image in your post. Look on Pinterest especially in your category, see what types of images are standing out. That gives you a good idea of what types of images to include in your post and take up a lot of real estate or not too much real estate but, a decent amount of real estate and you can do that by making your images longer so that, it will take up more space on Pinterest and people are more likely to see it, right?

CYNTHIA: That is correct.

Growing Your Pinterest

LESLIE: Okay, all right. Where do we go from there?

CYNTHIA: From there, to get started, you want to grow your following on Pinterest. So, you want to open a Pinterest account. And, if you have a couple of different options, you can stick with your original personal account. Business accounts did not come on the scene until November of last year of 2012.

You start an account and you make a choice. Either way, if you want to start a personal account, you can still attach your blog or your website to it or you can start a business account and start that way right off the tracks.

If you have a personal account already that you played around with on Pinterest before, if you go to business.pinterest.com, there's a button to click. It's as easy as pie, just click it and fill in a couple of fields and you can convert your existing personal account into a business account.

Comparing Pinterest Personal and Business Accounts

LESLIE: Who should do a business versus personal? What's the benefit of either?

CYNTHIA: Right now, as far as features, there aren't very many differences. Business accounts just started in November and they really didn't offer very many options as far as differences. You can still verify your website which proves that you are the owner of that URL in personal and business accounts.

Pinterest does recommend that if you are going to use it for business purposes that you do use a business account.

LESLIE: Okay.

CYNTHIA: So, let's say if you have some affiliate products that you're selling or things on your blog, and your blog is for business purposes, you should really have a business account to really go with their of terms of service, I guess.

And, once you do that, you want to make sure that you remember when you're filling in all of the fields, all of the options, that you remember your keywords for your field, for your niche, whatever it is that you blog about.

There are places to put in your account descriptions or you have some space to really describe who you are, what you're going to be pinning about, what it is that your blog is about basically, what you're about and use those keywords that you want to be found for because overall, Pinterest is a search engine.

There are search options. People can find you, your pins, your boards, all the parts of Pinterest within the search box. So, whether you're making a pin description, you're making a board description or an account description, remember to use those keywords.

LESLIE: Got you. That's good to know. I need to adjust my description a little better so that, my keywords can be in there. Point taken and I will be doing that.

CYNTHIA: Very good.

Naming Your Images Appropriately

LESLIE: What about the images? I know we spoke about certain specific aspects of the images in terms of naming and so on. What do we need to take in into consideration with that?

CYNTHIA: As far as the images go, on your blog itself, when you click the Pin It button, those different options for Pin It buttons, the name of the image will show up as the

description. So, when visitors come to your blog, you would really like to have a little bit of control over that description if you can.

On Pinterest, a lot of times, you'll see where people pin something and they write "pretty" or "that's nice" or "I want this." It's really hard to be found in search results when people name your pins that.

So, a good little trick is to make sure that you name your image file what you want the description to be or something that has keywords in it. So, for example, let's say, you have an image of a recipe or something and the recipe is how to make chocolate chip cookies. You would name the main image of your blog post, if you have multiple images, and probably the title of your blog post or How to Make Chocolate Chip Cookies by Suzy blah, blah, blah.

That way, when it gets pinned, that file name, that image name gets taken on to Pinterest and is used in the description. Now, of course, people can change the descriptions to be whatever they want but, that takes a little extra work and people don't like to do extra work [*laughs*]. So, that's a good little trick.

LESLIE: Just to clarify that. We're talking about the filename and if you're uploading that image and it's a JPEG image, you would actually name it, "HowtoMakeChocolateCookies.jpeg," for example, right?

CYNTHIA: That is correct.

LESLIE: And, you will leave the spaces in between the individual words?

CYNTHIA: Leave the spaces in between the individual words, also in the alt text option on Wordpress, I'm not sure about other blogging platforms, I also included in there too and it gets taken over. Just all the places that you can put those keywords and I'm finding a lot recently, when I do a Google image search, I'm finding Pinterest pins come out because they are being named that way now.

Before, when Pinterest wasn't as popular, you do a Google image search and you'd search for "chocolate chip cookies" and you'd get some weird results!

LESLIE: Got you, got you.

CYNTHIA: And now, that I think Pinterest is coming along and people are finding out how important naming those images really is, it's affecting Google.

LESLIE: Got you, got you. Okay, any other thing we need to keep in mind when using Pinterest to grow our blog or is that pretty much the essence of it?

Make it "Pinnable"

CYNTHIA: Those are the main things. Make it, what I like to call, "pinnable" and make sure your images are bright and clear and as best as you can, even use your own camera to take images to represent things. Just get some good light. Take a picture by a window and it makes all the difference in the world.

It's really about the images. And, make sure that like everybody says, have good content to back it up.

LESLIE: Awesome, so just to recap on that and we're going to have some details about this in the show notes but, add the Pin It button, include a good image, see what images are standing out in your category, and model what you're doing after that to a certain extent, tall images are good because it takes up more real estate.

When you open your account, verify your website. Make sure to have your keywords in your description and make sure to name your image files according to what the article is about. For example, how to bake cookies or whatever the case might be.

You want to make sure to do that so that, it can help with search results. Awesome stuff.

Let's go into some more advanced thing. Well, actually before we move on to that, do you recommend pinning all of your post?

To Pin or Not to Pin Everything

CYNTHIA: It depends on how often you post, I would probably say that, put it that way. If you're an everyday blog poster, maybe not. Maybe just save it for your special work. But, if you just blog a couple of times a week, I would say, yes. And, space them out.

Space them out to where you're not pinning that same image everyday. You don't want to do that. You don't want to spam your followers.

But, set up a board, or pin your stuff to the boards that it would apply to on your account.

LESLIE: Got you.

CYNTHIA: So, let's say you have a really popular board that's about travel images. You would not want to put your cookie recipe on the travel images just to get it out there. Just follow your gut. Don't be spammy. Be nice.

Pin, Repin, and Share

LESLIE: Got you, and I assume you're not just pinning your stuff. You want to be pinning other people's stuff also.

CYNTHIA: That is very correct. In the terms of service, in Pinterest guidelines, it states very clearly that it's not purely intended to be for self-promotion. They want it to be a community that's built around each account. So, pin other people's stuff. **Repin and repin** is when you look at somebody else's pins and you can see everybody else's pins and those pins are public on Pinterest and you take those pins and repin them to your board. So, it's like sharing them with your followers.

That's really where the power comes in in Pinterest. So, if my cookie recipe goes to my, let's say, I just have a brand new account and I have five followers. If those five followers have five followers and so on and so on, even with just small followings, you could see how your image in a link, that's at least one link, that's usually about three links back to your blog with each pin and how those links can drive that amount of traffic. That is how Kate got those 10 million page views in five months because they got shared and shared and it just spread out like a shockwave.

It can just grow and grow and bring traffic back so, that's where the power comes in on Pinterest.

Growing a Following on Pinterest

LESLIE: Okay, two more things that I do want to talk about. I do want to get to how do you make money with Pinterest? But, before we talk about that, okay, you're pinning. You've made your site pinnable. You've made it easy for people to come there and share your stuff on Pinterest. How do you actually grow a following then?

CYNTHIA: Well, just like every other social media network. It takes a little bit of time and a little bit of effort. There are some people that just have luck of the draw just like they do on Facebook and other social media networks that are just so fabulous that they are going to grow overnight.

But, really, for most everybody, it's going to take some effort. Get on there and start pinning and repining and sharing.

I found in this past year that having marathon sessions where I sit for an hour and pin doesn't really do as well for me as if I take several breaks throughout the day and pin. So, in the morning, I pin two, or three, or four, or five things, same thing in the afternoon, same thing in the evening, and I've been doing that and over the last, I guess, few weeks I've done that, I've increased by 200 followers just by doing that.

Not this, where prior where I was having, "Okay, I'm going to pin three times a week about an hour each time," or just whenever I was just sitting around just doing whatever because it is pretty passive that you could do. You don't have to be really focused.

I was kind of growing about the same rate that I was following and it was kind of neck and neck. But, when I started doing the other and really just spacing them out, bringing in pins from, if somebody comes to my blog and pins it to Pinterest from the outside, it goes to your blog, Leslie but, I think it shows up differently in Pinterest and then, if I repin stuff and I pin stuff on people I don't follow, and I pin stuff on people that I do follow, kind of make a variety of things.

I think Pinterest, I'm not sure if somewhere in their algorithm and this is all a speculation, if it shows your pins more because you are being more active. I'm not sure. But, it has definitely increased my followers.

Making Money with Pinterest

LESLIE: Okay, sounds good. Let's get to the last topic of making money. You're building a business online, how do you build a business? How do you make money using Pinterest?

CYNTHIA: Well, it goes back to the **traffic** that it can drive back to your site. If you have affiliate products that you are selling, and you do a blog post about them, pin that. You can pin that and it should go back to your site. Now, you cannot put affiliate links into your Pinterest pins. That doesn't work. It will get kicked out as SPAM.

Just use a regular blog post image. Make sure you put the description of what it is, the product you're talking about, just like you would build up any type of post for an affiliate product. Use as much as you can. You have up to 500 hundred characters to use in your pin description. But, I wouldn't recommend using all of them and don't just jam pack them with keywords.

Make it flow natural. Nobody wants to be sold to so, just keep it natural. Say why you really enjoy this product or whatever and then, it will bring that link back to your blog and as with every other image, it will be shared so that blog post of yours is about your affiliate product could be shared upon millions upon millions of people.

LESLIE: Yes, so it's more about driving traffic back to your site and then, monetizing that traffic at your blog.

CYNTHIA: Exactly, exactly. And, for me, I happen to offer service. So, whether it would be a service or a physical product, there are very different ways that you can incorporate Pinterest to help you grow your business.

Oh So Pinteresting's New Project

LESLIE: Awesome, awesome. Loving it, loving it. Now, you started something recently that has me a bit excited. You started your podcast. Tell us about that podcast.

CYNTHIA: I did start a [podcast](#) and it was actually podcasting that really launched this whole blogging Internet world thing and ultimately led to where we are here today talking to you.

I had listened to podcasts in the past more for entertainment kind of things and then, I found a couple of online business podcasts and I was like, "Wow, that's pretty cool," and I learned a lot especially from Learning with Leslie. That podcast has really been helpful. That's how I learned a lot about building my blog and got tips from the experts and things.



When I went to New Media Expo, or Blog World as it was called last June, and I went to your podcasting session, your panel discussion there about getting your dream job with your podcast being online and that, actually that session there really led to a lot of things, that led to this podcast, it led it to be, for me okay that my blog wasn't monetized right way. But, I did eventually get a job and got hired by people just by dropping.

Anyway, off track side...

LESLIE: That's all right. That's what we do here once in a while.

CYNTHIA: Yes, it kind of gets a little side tracked and the podcast has been another hurdle and learning more technical stuff, more challenges but, it has been so much fun. I'm interviewing people who had found success with Pinterest, companies and bloggers who are growing their businesses and their presence just because of Pinterest.

I hope to share with the listeners or I am sharing with the listeners how they did that so, they can maybe get some tips that they could apply on to their businesses.

LESLIE: Aweosme, awesome and I listened to the first one. Your husband was on it. I enjoyed that episode. You guys had a nice dialogue back and forth. It was very entertaining to me.

CYNTHIA: Thank you, thank you.

LESLIE: Good job with that.

So, if anyone wants to check you out they go to...

CYNTHIA: OhSoPinteresting.com.

LESLIE: OhSoPinteresting.com and of course, I will have a link in the show notes for this episode, Episode 103.

Cynthia, thank you so much for joining me on this podcast.

CYNTHIA: Oh, thank you very much, Leslie. It was a blast.

LESLIE: Awesome. Hey, that's it for this episode, everyone. I hope you got tons of — no, I know you got tons of value from it. If you're not on Pinterest, get on Pinterest. Check it out. Check out what Cynthia is doing, OhSoPinteresting.com and start pinning and let me know how it's going.

As usual, this episode is brought to you by my ten free videos on how to become a blogger over at freebloggingvideos.com where you get to watch me as I show you step by step how to get your domain name, how to get your web host, how to install Wordpress? Optimize your settings, install a plugin, setup a Feedburner? All that kind of stuff, you know the technical stuff that Cynthia was talking about earlier in this interview,

how to do all of that jazz so that you can start creating content that inspires others and even change the world. And, while you're at it, setting a foundation for a successful online business.

That's freebloggingvideos.com. If you have any blogging questions, you can ask them right there in the free member's area and you will get an answer directly from me.

So, this is Leslie Samuel from becomeablogger.com. Until next time, take care and God bless!