

Congrats!

It's a Keyword!



Now What?

**A short tutorial on what to DO
with your InstaCashKeywords**

A Gift To You From PotPieGirl

Tips, Tricks, Cheat Sheets and a Real Example Included!

Before I jump into all this, I want to say CONGRATS for signing up for InstaCashKeywords from Travis and Matt.

When I got my keyword lists and started taking a look, I couldn't resist sending Travis an email telling him that these lists are GOLDEN.

While it's easy to find thousands of ways to market online, it is really hard – especially when you're new – to find WHAT to market. Worse yet, WHAT KEYWORDS to focus on.

Travis and Matt are literally *handing* this to you.

Yup, there is a monthly fee (thankfully less than others are paying), but it's still money going out...and I get that. However, after nailing a corner of a BIG market with just ONE keyword from a daily InstaCashKeyword list, I have no doubt that I will make so much more from this service than just a simple return of a monthly membership fee.

I urge you to PLEASE commit to two things -

1. Stay with the InstaCashKeywords membership for at least 3 months, and
2. COMMIT to working at least one keyword from your list every single day.

There is power in these lists. You do NOT have to work them to death. A few hours each day and get at least one web page out there targeted for one of the keywords – get it indexed – get a few back links... and let it go.

If you stick with this... like really commit to it...for three months, there is no telling what could happen for you.

I find it hard to believe you won't make sales. What's best yet (in my humble opinion) is that you will hit on a market that:

- a. Converts into sales, and
- b. that YOU can convert into sales

These keyword lists are going to have you trying out all kinds of markets....markets you have never even thought of...and you're going to try them. Something will stick – and you'll be able to run with it wide-open and work it for all its worth.

"But.. but... EVERYBODY is using these keyword lists!"

Yeah, right. Sorry to sound so cynical, but in all reality, thousands upon thousands of people could receive these lists each day and maybe...*maybe* 1 % of them will actually take ACTION with those lists.

"Everybody" might get keyword lists (but only a set amount actually get THESE keyword lists)....but how many do you think will actually *do* something with these lists every day for the next 3 months?

Will YOU?

Remember what I always say, "If you're willing to do what others WON'T...."

Be that person... do what others won't do so you can have what others can't have.

The power is in the compounded effect of all your work. One thing will make you rich. One NOTHING will enable you to quit your job, or get out of debt,...or whatever your "why" is for working online.

It takes a LOT of things. When you're new, you need to get a LOT of different things out there to find that one thing that you can convert and you actually enjoy working on.

Work doesn't have to be WORK – but you will have to work to *earn* that luxury.

Don't Obsess

Yes, I also say this over and over and over... do NOT obsess about all this. Go thru your steps, and keep moving forward. It takes some time for things to simmer together. While things are simmering, work on something else.

Throughout my time working online, I have developed one thing that I wish I could somehow share with others.

Patience.

I KNOW Google will find my web page. I KNOW that if I follow a few basic steps that my web page WILL get Page Rank. I KNOW that if I choose my keywords carefully, I WILL rank for those words.

I also know the harder I work, and the less I obsess, the better things turn out.

I WILL hit a market now and then that **I** can convert...and that will make me money for a long time to come.

I know this. Not just about ME, but about YOU, too (IF you commit to working this).

Just keep moving forward.

You know, today [I posted in the Wealthy Affiliate forum](#) about my thoughts on internet marketing....

How about I just let you read it?

Re: **Something Really Special About This Place** *EDIT ! QUOTE

by **PotPieGirl** on Tue Jul 14, 2009 12:25 pm

“

Everybody who's made anything of themselves through this stuff makes it explicitly clear: you are not going to strike it rich overnight.

However, if you really devote yourself to this stuff for even one or two years, you are looking at the potential to earn six-figures.

”

PotPieGirl
Advanced We
Posts: 1141
Joined: Thu J
Location: NE A
PM

Ding ding ding! We have a winner!

Yes! You got it!

You know how women sometimes like to pick a fight with their husbands? Well, not that *I* would ever do that, but....

If I were to do that, I would keep tossing things at him...trying to get a rise out of him. Now, he's a tough, strong man who is EXTREMELY patient with me, so it takes a while to get him going...

But, after a while of picking.... I'll hit something. BOOM! We're on!

To me, internet marketing - especially free marketing (ie, article marketing, squidoo, stuff like that) is like picking a fight with my husband (if I were to ever do that).

I know that as long as I keep trying things, keep attempting different markets, keep tossing things out there, that eventually, BOOM, I will hit something...and then it's on!

Everything I try that does NOT work gets me one step closer to the thing(s) that WILL work. To me, the "failures" are not defeating... they are inspiring and keep me moving me forward because I know I am that much closer.

You CAN do this! And you are in the perfect place to learn, grow, and succeed!

All the best to you!

Jennifer
~PotPieGirl

I know that is probably a horrible thing – comparing free internet marketing to picking a fight with my hubby – shame on me! But, *well*, it is kinda the same for me.

I am equally determined on both fronts!

I keep throwing things out there. Each time one doesn't work, I know I am one closer to the one that WILL work.

And then, BOOM, it's ON!

I know many other marketers will tell you to pick a market and work it to death...as if you can FORCE it to work for you.

I don't feel that is the best way. In fact, if I had continued following that advice, I would still be out there somewhere working on my first "good idea" for a website....which I *now* know was totally NOT a good idea at ALL.

I didn't know how to pick a market, or a niche of a market, or the keywords to use, or any of that.

I decided to stop the madness and get out there and try all different types of markets. Hey, I was using free marketing techniques like I teach in [One Week Marketing](#), why not?

I ended up finding the strangest niche of a niche markets. Things I would never have DREAMED of trying, I tried anyway... and things sold.

And they STILL make good sales.

Many of these things went beyond free marketing and made it all the way through adding free blogs and my own sites and squeeze pages and PPC campaigns and building lists.

And they work like well-oiled machines now. They still make money (in fact MORE money) – and my work is long done.

And... ready for this?

These things are NOT in the "make money online" or "weight loss" market.

People spend an ASTOUNDING amount of money online buying REAL products. I know how to find what really IS selling online (yes, I'll show you how to do that) and I go where the money is and offer it to people who want it, people who need it, and/or people that it helps.

It's a beautiful thing...and it all starts with getting that first keyword all set up on a web page. Then you keep doing it with different keywords. Couple of hours a day – and as you keep doing this, it will probably take you less than two hours a day since you have a routine and you stopped stressing over every little thing.

It took me exactly one hour and 42 minutes to do what I am about to show you. I did some additional things (which yes, I will tell you) and that took about another 30 minutes.

Now, it's done. It's working FOR me...and I move on to something else. If that little web page starts to make me some cash, I can promise you that I WILL be going after the market for this keyword I picked from the list Travis and Matt sent me.

It's an AWESOME keyword. And now that I've said that, I imagine this keyword will get over-used by others...but that's all good with me. GO, make some money with it!

So let's start.

I opened up my keyword list today and was REALLY happy at the topic I found.

Golf.

Oh yeah, that's totally up my alley. I'm a big golfer and was in the golf business for years, so this list really grabbed my attention.

What's funny tho is that with all my background and experience with the golf market, I do very little online about it.

I know golfers spend an INSANE amount of money on this sport...and they are big online buyers, too.

But Lordy, Lordy... I had no idea of what I was about to discover with this one little keyword on the list today.

My chosen keyword: Used Callaway Irons

At first glance, that keyword looks as if it would be a very hard market to enter, doesn't it? But I don't think it will be. In fact, Travis and Matt feel very confident that it WON'T be a tough one to enter.

So, let me walk you thru the steps I took once I chose that keyword to research.

Always start at Google. A simple google search for the keyword phrase (without quotes) really surprised me. Only a little over 88k without quotes (but yet, a big ol' authority site sitting right at #1) and 1330 or so results for the quoted phrase search.

Interesting. My initial impression was wrong. This keyword market is NOT too tough on first glance.

Next, still on Google, I'm going to look and see if this keyword market is already saturated on my favorite free online testing website... Squidoo.com

Simply search – site:squidoo.com “used callaway irons”

And that showed me that I totally can squeeze in there. There was only one other lens (not group or lensmaster page, but actual lens) that was related to used Callaway irons. The lens was new, not totally targeted to the specific keyword phrase, and wasn't as well-optimized as the lenses I can make and teach others to make.

If I couldn't “beat” that lens, I knew I could join it in time. This keyword is still a go for me.

Now, the real kicker for me.

Sure, it looks to be a good keyword. Sure I can most likely get a Squidoo lens to rank without too much effort... but can I make money with it? Are people actually buying used Callaway irons online?

Holy Toledo! What I discovered next totally shocked me. They really ARE buying used Callaway irons online... and they buy a LOT of them.

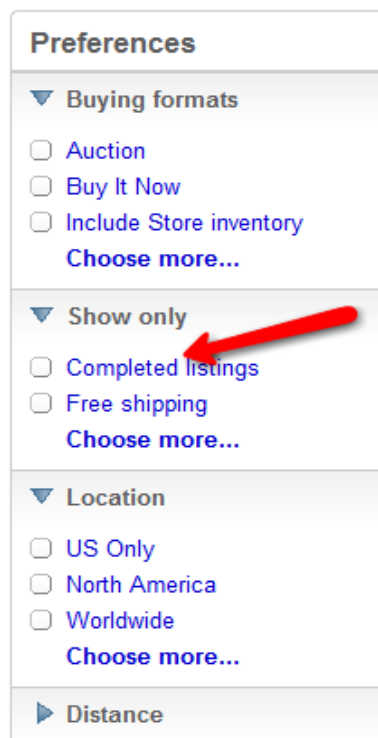
Let me show you a little trick I learned in all my time being an eBay affiliate. No, you do not need to be an eBay affiliate to do this, but you will need a free eBay account. If you don't have one, get one. If you have one, go ahead and sign into your eBay account and lets go to the search tool.

I typed in – used callaway irons

Just a general eBay listings search from all categories.

You get a standard eBay search result.... 800+ listings or so...with the ability to drill it down to certain categories or whatever you want.

We don't want to do any of that. We want to scroll on down the left sidebar until we see:








The image shows a vertical sidebar titled "Preferences" with several sections. The "Buying formats" section includes options for Auction, Buy It Now, and Include Store inventory, with a "Choose more..." link. The "Show only" section includes options for Completed listings, Free shipping, and a "Choose more..." link. A red arrow points to the "Completed listings" option. The "Location" section includes options for US Only, North America, and Worldwide, with a "Choose more..." link. The "Distance" section is partially visible at the bottom.

See that? Completed Listings? Click that and a whole new world opens up for you!

Look:

1,920 results found for used callaway irons [Save this search]
Preferences: Completed listings [See only active listings | Edit preferences]
View as: List [Customize view] Sort by: End Date: recent first

Featured Items		Price	
	Callaway Big Bertha 2008 Iron Set 3-PW Graph R Flex BARELY BEEN USED condition, 3-5 are iBrids View similar active items Sell one like this Enlarge	35 Bids Sold	\$455.00 Free shipping
	CALLAWAY Complete Golf Clubs Mens Set Driver Irons Bag Regular Flex Shafts.... NO RESERVE AUCTION View similar active items Sell one like this	9 Bids Sold	\$710.00 Free shipping
	13PC CALLAWAY GOLF SET DRIVER HYBRID & IRONS NEW BAG POLISHED SET, 3 CAL WOODS, ODYSSEY PUTTER & BONUS View similar active items Sell one like this Enlarge	33 Bids Sold	\$405.00
	Callaway X-12 Big Bertha 5 Iron Senior Flex Graphite View similar active items Sell one like this	Best Offer Sold	\$20.00 Free shipping
	CALLAWAY X-16 2 IRON IN VGC.	4 Bids	\$30.00

1,920 COMPLETED listings recently on eBay alone. And see those numbers in green? Those are all the listings and Buy Now offers that have SOLD.

See those bids... 35 bids... 33 bids.... That is online customers FIGHTING over that auction.

Fighting to BUY that product (anyone heard Travis say, "Starving Crowd before"?)

Up there at the top right... you can sort that list by all sorts of things. I always look at

end date: recent first so I can see how recently the product *has* been selling, and

price:highest first to see how much people *are* paying online

Then, you can go down the left side bar options to refine your search in so many ways that you could get lost in here uncovering products that SELL online.

In fact, many times I DO get lost in here checking out the craziest products that sell on eBay and uncovering some great little markets.

Let's say you come and do the eBay trick for used callaway irons, and you see some green/sold listings, but not a lot. However, you notice that a certain type of callaway iron set

seems to be a common listing that sells. Isolate your eBay trick search to that certain type of iron set and see how it sells.

Or, go on the left side to refine your search and choose one of eBay's categories. Maybe left-handed used Callaway irons sell better, or you uncover that women's used Callaway irons are hot.

You can dig and dig and drill down and find the most amazing niche of a niche of a niche market that sells like crazy online.

And that, folks, is what we want.

I know I will get this question, so I will answer it now..

"How many green/sold listings do you like to see in order to consider selling that product online?"

I don't have a set number. When the first 'completed listing' screen shows, I like to see more than 50% of the recent listings in green (meaning they sold). I also like to change my search to highest price first to see just how much that product will sell for online.

Now, if I see more red (not sold) than green (sold), I won't give up there. As I said above, I'll look at the listings, see if there is a common theme for the listings that did sell, and try to drill down to isolate what more specific products in that category ARE selling.

Now, that *used Callaway irons* completed listings search made me sit up straight when I first saw it. I don't always hit "pay dirt" like that, so don't expect all eBay trick searches to look like that (tho I have stumbled across quite a few).

eBay is an amazing source of information. You want to sell things online, right? Well eBay tells you what SELLS.

They flat out TELL YOU.

This is a GREAT tool that is free and right there at your fingertips. Use it and love it. It can be quite addicting and pretty dog-gone profitable =)

Ok, let's get back to my keyword market research....

(Lord, I sure can ramble on and on and on.....)

As I scrolled through pages and pages of eBay listings, I was AMAZED at how many sold...just about all of them!

All of a sudden I was ALL ABOUT this keyword phrase...and I wanted to run to Travis and Matt's house to give them a big ol' hug.

I love... **LOVE** finding little markets like this.

So now, I know two things from my first two little tests...

1. Yup, I think I can rank for this keyword.
2. Yup, folks ARE buying these irons.

So, now I know I can be found online and I can monetize my content.

What I also know, as I said earlier, is that the golf market is HUGE. Being able to get my big toe in the door of this market is super exciting to me. The sky is the limit here.... and without even checking anything else, I know this and I am 99% committed to this keyword.

But I like to do more.

Next, the Google AdWords Keyword tool -

<https://adwords.google.com/select/KeywordToolExternal>

All I want to do is enter my keyword phrase – *used Callaway irons* – into the Google tool, uncheck “synonyms” and see what I get.

The screenshot shows the Google AdWords Keyword Tool interface. On the left, under the heading "How would you like to generate keyword ideas?", there are two radio button options: "Descriptive words or phrases (e.g. green tea)" which is selected, and "Website content (e.g. www.example.com/product?id=74893)". On the right, there is a text input field containing "used callaway irons". Below this field is a checkbox labeled "Use synonyms" which is unchecked. Underneath is a CAPTCHA section with the text "Type the characters you see in the picture below. ?" and a small image showing the characters "fdevqbj". Below the image is a text input field containing "fdevqbj". At the bottom right, there is a button labeled "Get keyword ideas". Red arrows point to the selected radio button, the "Use synonyms" checkbox, the CAPTCHA input field, and the "Get keyword ideas" button.

I click 'get keyword ideas' and let Google tell me some good stuff.

Keywords	Advertiser Competition	Local Search Volume: June	Global Monthly Search Volume	Match type: Broad
Keywords related to term(s) entered, sorted by relevance				
used callaway irons	<input type="checkbox"/>	4,400	1,900	Add <<
used callaway x 22 irons	<input type="checkbox"/>	Not enough data	46	Add <<
used callaway x22 irons	<input type="checkbox"/>	Not enough data	22	Add <<
callaway used golf irons	<input type="checkbox"/>	Not enough data	210	Add <<
used callaway big bertha irons	<input type="checkbox"/>	720	320	Add <<
used callaway iron	<input type="checkbox"/>	1,000	720	Add <<
used callaway x18 irons	<input type="checkbox"/>	Not enough data	28	Add <<
used callaway x 18 irons	<input type="checkbox"/>	Not enough data	140	Add <<
used callaway ft irons	<input type="checkbox"/>	Not enough data	58	Add <<
used callaway x 20 irons	<input type="checkbox"/>	Not enough data	110	Add <<
used callaway x20 irons	<input type="checkbox"/>	Not enough data	110	Add <<
used callaway x20 tour irons	<input type="checkbox"/>	Not enough data	16	Add <<
used callaway x forged irons	<input type="checkbox"/>	Not enough data	46	Add <<
				Add all 13 »
Additional keywords				Download all keywords: text, .csv (for excel), .csv
callaway irons	<input type="checkbox"/>	135 000	135 000	Add <<

I only want the keywords at the top – not the “additional keywords”.

Why? Because I want my lens to be ultra-targeted to this one keyword phrase. I'm not talking about golf or golf clubs or even Callaway clubs in general – I am talking about used callaway irons...and the types of used callaway irons folks really are looking for.

I want the exact phrase and it's long-tailed buddies... NOT other related keywords (even if they look good). We want to target one phrase with it's long-tailed buddies per web page.

Then, I click “text” next to “Download All Keywords” and let that txt file open up on my computer.

This little file will be very important for the rest of my work.

Not only does that keyword list tell me what keywords to use on my lens, what types of used callaway irons to list on my lens, but it will also be the tags for my lens.

Also on this one little txt file, I will add any research I come across in the next steps.

Before I move forward, I will look at these product keywords and go back to eBay to use my little completed listings trick and see if each type on that Google keyword list is selling, too.

And ohhhhh yeah, they're selling!

Now, we move on. We know we can rank. We know the product sells online. We know the more specific keyword phrases to list on our lens and additional keywords to use on our lens and when linking TO our lens.

We're good to go, right?

Wrong. We are now getting to the most important part of this research.

The People.

I get many emails and help tickets from folks asking me how the heck they can write a Squidoo lens when they have NO CLUE about the topic.

I am here to tell you that it is easy. Stop obsessing about it and thinking you have to be this advanced expert on the topic and start looking for:

what people **WANT**

what people **ASK**

what people **SAY**

I don't care how good you are at getting Google to find and love your content... if you aren't giving the reader what they are looking for, you will be hard-pressed to make any money online.

I can't remember the last time *Google* bought something from one of my web pages, but I do KNOW that people... real live people... buy things from my pages every day... every hour...maybe even every minute (but I haven't done the stats on that one...lol)

Also, you need to know what to write about, don't you?

So, let's take a quick look and see what real people are wanting, asking, and saying about used Callaway irons.

Here we go, back to Google.

Google is awesome. You can learn SO much just by using the Google search engine.

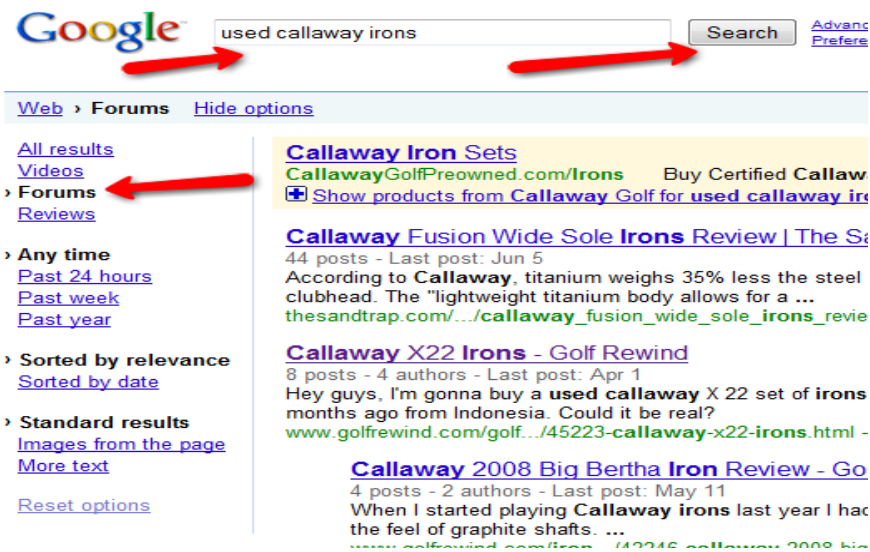
For this research, I will type in *used Callaway irons* and then click search. Then I will click "show options" there at the top right...and then click "forums".

I'm here to tell you, between the eBay trick and online forums, you can rack up online.

People talk openly in forums. They give genuine feedback (most of the time), they ask genuine questions (most of the time), and I find it very easy to learn what people want from just reading in related forums.

Now, Google makes it easy to find forums with their search options. Play around with all the options. There is real power in there!

So, ok, we search Google for *used callaway irons* references in forums:



And I start reading in forums to see what folks want, what they ask, and what they say.

I lucked out and found a GREAT forum thread pretty easily.

I found this thread:

<http://www.golfwrx.com/forums/index.php?showtopic=85780>

In it, a golfer asks what type of irons others in the forum think he should get. I'm looking for feedback from others, WHY they recommend the irons they do, and... most importantly, the objections the original poster (or other posters) make.

I copy/paste the things I find to be relevant into my keyword txt file as I read.

I was really impressed with this thread I found. In my opinion, it gave enough real people feedback and insight to create this lens whether you know anything about golf or not.

I happened to have Callaway irons and have been a big fan for years, but what if you DON'T know about Callaway irons.

Read in forums.

Let me say that again...

READ IN FORUMS.

So, my copy/pasted notes ended up looking like this:

I want to keep my price low
get a game improvement set of irons since I am a newbie

Get a set of used Callaway irons (X12, 14 or 16 I actually prefer the 12s and I've owned all of them) for half of what you are willing to spend and then get a couple of hybrids to replace the long irons. You will have the easiest to hit clubs available all for \$400-450.

2004 big bertha irons! Most forgiving clubs I have ever played (Took me from a 12hcp to a 2)

I would go with something used. You can get practically anything used in good condition for \$450. Let someone else take the depreciation hit on the irons. I'll never buy new irons again after I saw the same ones I got for 1/3 the price on ebay a few months later in excellent condition

OBJECTION:

But I dont really plan on buying online.....

OVERCOME:

I understand the hesitancy with buying online but the money saved is way worth any minimal risk there is. Especially with irons because there is less to worry about going wrong and warranty related issues. But that is my \$.02

At your local golf store, your money won't go as far as it will online, though.

Why Not CallawayPreOwned.com?

If you are hinting towards the callys, and do decide that you want to purchase online, check www.callawaypreowned.com. Some decent pricing, prices are slightly higher than the market value dictated by ebay.

Please don't buy new, you'll be making a mistake.

All were in fantastic shape. They won't be sparkling new, but irons won't look new for long.

Callaway Big Bertha 2004's - These are so easy they are like cheating... Seriously

With irons, Callaway's performance goals center on feel and consistency, along with getting the ball airborne from any lie, in any conditions.

I've since had the irons out on the course. They hit long and straight. Very forgiving, that's for sure. Excellent feel, weight, and play. Extremely happy with these irons given the price tag.

To me, that is all GREAT info. I know one of the objections (and a main objection) is not wanting to buy online. And how cool is it that another forum member came in and handled that objection FOR me. I didn't even have to think!

Another potential objection is why not just buy NEW irons? And better yet, I saw that CallawayPreOwned site at the top of the search results and in this thread I found a reason to *not* buy used irons from that site. More expensive.

I'm really fired up now!

I know I don't have to turn this one lens into an award-winning novel about used Callaway irons. What I DO need to do is continue with the conversation the reader is ALREADY having in his/her head.

This thread gave me the ability to do just that.

Now, if you still need to know more about the product or what people ask/think about it, go to Amazon.com.

I'm telling you, there is another whole world of info inside the Amazon site. Look up your product. See the product descriptions - and better yet, read the customer reviews!

Know what else Amazon will tell you? What OTHER products people who have bought used Callaway irons ended up buying or looking at.

This is PRICELESS and virtually untainted info gathering at its finest.

Writing online content for a single web page should not be a struggle once you get the hang of it. I used to obsess (there's that word again) about what I was writing and would write ALLLLL this content.

Guess what? Folks don't want to read. People want to scan. People want to click. But they sure as heck don't want to read a 3000 word article on why you love used Callaway irons.

Give folks stuff to click – that is EASY to find. Give them stuff to watch (yes, videos)...and give them choices on the product they are looking for. These folks are looking for used Callaway irons (the types we learned about from the Google AdWords Keyword tool) so we are going to give it to them. We are also going to give them some useful information that helps their buying process and help them overcome their objections to the product (or at least help them decide if that product is really what they are looking for).

Don't try and turn this into rocket science or anything. You're a consumer, right? Think about your habits when buying online... what do YOU want to find?

Always remember that when you are marketing. It's all about the consumer....not Google, or back links, or how many articles, or how many competing pages, or what affiliate program, or Page Rank, or ANY OF THAT.

I like to make lenses that are "scan-able". You know, the page loads and instantly you are using your mouse to scroll thru the page to see if anything catches your eye.

Create eye-catchers.

Make sure there is something to click (ie, a call to action) first thing when that page loads WITHOUT them having to scroll to find it. Odds are really good in this impatient world we live in that people will click TO your lens and then click back OUT in seconds if they don't immediately find something that catches their eye.

It's just human nature... all there is to it.

Perhaps you've already got some lenses that you've got great content on, but you're not getting clickouts thru your affiliate link or getting any sales... open that lens up and take an immediate look at it.

Can the reader immediately find something to do OTHER than read on your lens? If they have to read all the way to the bottom to find a link – you might have a problem.

Heck, I write LONG posts on PotPieGirl.com and I do it on purpose. I think readers come to my blog looking for information, so my words should have a much higher chance of being read. HOWEVER, people STILL scan.

As a general rule, people don't want to read unless you have flat out hit the nail on the head

and are completely talking about what they really want/need to know.

Also, the main source of traffic to your Squidoo lens should be from Google.

Ie, "Cold Callers".

These folks find your web page randomly via a keyword search. They don't know you – there is no pre-built trust factor going on. All they know is that a web page is loading in their browser...and you, the page MAKER have about 7 seconds to get them to stick around (and click out where YOU would like them to go next).

So, ok... I got off on a tangent there (gee, how unlike me! Hahaha!) Let's get back to work.

- We have our keyword
- We are pretty comfortable knowing we can get found in Google for this keyword (Besides, Travis and Matt say we can rank so we really don't need to stress about this at all)
- We have our related keywords/tags
- We know folks are BUYING the product (and more specific forms of it)
- We know what folks are saying, asking, and wanting

Welcome to your new test niche!

All you have to do now is put it all together on your lens (or whatever web page/site you choose to use).

Trust me, this is the easy part. In fact, I enjoy it. When I get see all my research coming to life, it's kinda cool for me.

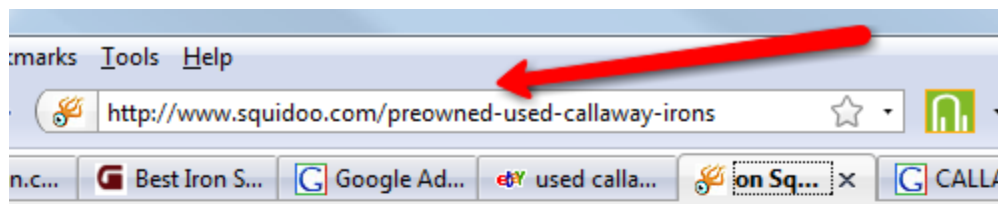
I know, I'm weird.

Off I went to Squidoo to make my new test lens. The url – squidoo.com/used-callaway-irons was already taken (that other lens I mentioned earlier) so I needed to come up with something else.

I didn't want to use any of the more specific keywords (like X22 or Big Bertha, etc) – I wanted something that would keep my lens url generally about used callaway irons. So, I took another peek at my Google keyword tool results down in the related keywords part at the bottom. I saw the word – preowned- and thought that might be a good one to work with.

Pre-owned IS "used" right? Just another way of saying it. So I still wanted my main phrase in the url, but needed to add the pre-owned word too.

I came up with something, typed in my browser and voila! It was available:



So you guessed it, I "clicked here to take it over"!

Here is my "finished" lens:

<http://www.squidoo.com/preowned-used-callaway-irons>

I say "finished" - but I use that term loosely. I will keep an eye on that lens. Watch what keywords people use to find it and make sure those keywords can be found on my lens. I also still have a ton of notes from my short online travels that I may come back and add to or edit the existing lens.

But for now, it's "finished".

As you can see, as soon as the page loads, there are links to click that pertain to what the reader wants right there in front of them. I also remembered as I was making the lens that I am an affiliate for Callaway PreOwned via Commission Junction so I got some of that in there.

I also LOVE videos on a lens. I found that great series on YouTube and its a really super in-depth look at Callaway irons that I thought someone in that market would really like.

Ok, truth...

I really liked the videos....lol! But hey, I own Callaway clubs so my opinion does count, right?

I used sticky notes and a poll and big arrow links to hopefully keep the reader moving down the page to find something that catches their eye.

I also used my eBay affiliate tools to create RSS feeds for each type of Callaway iron I was talking about (that I got via my keyword research from Google). Those RSS feeds have my affiliate id embedded in them (this is one of my favorite ways to make money with Squidoo lenses).

If you are NOT an eBay affiliate...

First off, think about joining. We all love additional streams of income and eBay is a good one.

If you don't want to, or you can't, become an eBay affiliate, no problem! Squidoo makes it easy to sell eBay products from your lens. Just use their eBay module and Squidoo will share the commissions with you.

I recommend all new online marketers to get free affiliate accounts with eBay, Amazon.com, and Commission Junction as well as Clickbank. Between those three "other" sites, you can do very well online and have a massive amount of products and services to market right at your fingertips.

Real products really do sell online. Do not over-look them or think it's too hard to get into or not worth your time.

Back to my lens...

I also used the keywords I got from Google as my tags... just a simple copy/paste since it was all right there in my txt file. I also added some more "broad" terms like 'golf' and 'golf clubs' etc.

As time goes by and I see on my lens stats words/phrases that people are using to find my lens, I will check Google to see where I rank for that phrase. If it isn't as high as I'd like to rank, I will make sure that exact keyword phrase can be found within my lens content and in my lens tags. I also might build a back link TO my lens with that keyword phrase as the anchor text.

But I do NOT obsess about it.

I know that the golf market is pretty seasonal – early spring to late fall – so this lens might not do as well this golf season as I'd like. That's fine by me. The lens is done, the web page is aging and gaining authority and Page Rank with Google. Come next golf season, this should be great.... and it just might turn into more than one lens....or an entire niche site....or more.

I'm tellin' ya, I am super impressed with this keyword. I don't know where Matt and Travis come up with this stuff, but I'm loving it!

Now, I need to tell you something else that I did.

From my experience online, I got the feeling that this keyword might take a little more effort from me to rank than many other long-tail/low-competition keywords.

When I was initially looking at the Google search results I saw not only that one big authority site at #1, I also noticed that the other top listings have some pretty strong Page Rank.

I usually don't mess with organic results that have PR4's in the top returns.... and I usually don't work so hard to get a page on a site I don't own to rank....but - after doing my eBay trick and seeing with my own eyes just how well this market sells, I wanted to go forth with it.

I really think this is a niche market I would like to expand and grow somewhere down the line IF the lens shows me positive feedback.

So I used [my article wizard](#) to set up an article distribution series of 50 articles a day out to their article directories and blogs. I chose to rotate the author resource box so that there were different variations of anchor text pointing back to my lens (remember the keywords we downloaded from the Google keyword tool?).

[This article wizard](#) is a nifty little tool. It took me about 30-40 minutes to get it all set, and starting tomorrow, 50 unique articles per day will be sent out. Why 50? The info at the article wizard tells you why they recommend 50 – but to me, I know that only a small percentage of them will get found by Google... and even less will LAST with Google – so I go with 50 when creating links to a lens.

But I do NOT do that when creating links to my own site – especially if it is a new site. I build those links slowly in hopes of not upsetting the Google gods and getting slapped. In fact, for a new site, I might even wait until a tool bar Page Rank update has happened before starting the wizard.

New sites are precious. Google doesn't know them. You have to earn trust before you go blasting back links at it in an unnatural way.

However, Squidoo.com is NOT a new site so I am a little more lax with the wizard for my lenses.

Just my two cents on all that. No one REALLY knows what Google does or Google wants or what Google counts. We can only learn from our own experience.

Google found my new lens very quickly. Between the Digg (which I rarely use) and [my One Week Marketing steps](#), I could find my lens in the index within a few hours.

However, it's not ranking great and that's fine with me. A new web page won't usually come out of the gate leading by a mile. This is a process and now we let Google do it's thing and bounce us all over the place as it finds links and all that Google gobbelty-gook.

Don't obsess.

Do NOT obsess (*please*).

If this is all you do each and every day, you are WAY ahead of other online marketers. We all love to *read* how to do things and *talk* about how to do things, but it's a rare breed that actually DOES things.

Each day, you will get a keyword list. Go thru your steps here and pick one and get a lens or web page online. Then you can go back to reading, and to forums, and to tweeting, and all that other good stuff knowing you got at least ONE web page online that day.

If I knew that each of my readers was doing *just* that every day, I'd be a very proud woman!

It's all a numbers game.... and a COMPOUNDING numbers game at that.

Your few hours of work today could end up paying big dividends for a long time to come.

If that's not inspiration, I don't know what is!

Let me tell you something else about these golden keyword lists you will be getting...

Many of you know that I have a free tutorial site that teaches how to create small, targeted niche sites with WordPress ([6StepNicheSites.com](#)).

Owning your own websites is a BIG key to long-term success online.

No, not *one* little niche website, but MANY.

Getting ideas and doing the keyword research for these niche sites can be a real booger, too.

But lookie here, you are now getting keyword lists each and every day that each focus on a single/targeted niche.

How awesome would it be to simply open your email and know what niche site you will make that week (or that day... I make 'em fast...lol) and to know exactly what keywords you will use for each post and topic?

That's money, honey!

I'm tellin' ya, when I looked at the list that I found my *used Callaway irons* phrase on, I was ready to use them ALL and make an entire site with it.

But, I use free sites to test. When/If it shows promise, THEN I invest more time and money into it. And... I already have a lens with Page Rank and authority to help my new site out.

To me, these little lenses are like little sales people I send out to work a market. If they make sales for ME, I spend more time and some money on *them*.

The most I will do is submit some articles to help the lenses get going and maybe a few social bookmarks here and there... but I don't over-work what isn't working for me. And I don't over-work and put my best effort on sites that I don't own.

I give them good content and traffic, they give me some site authority and on site inter-linking that helps my web page get Page Rank easily.

Through all that, I get some good stats and some good feedback on the market I am testing.

I certainly don't want to find out after spending money and lots of my time on my own new involved website that I can't convert the market.

And really y'all, thats what this is all about.

There are tons of markets and products that convert like crazy online. But, can YOU convert them?

Me and the weight loss market, we don't get along. Yes, I have content in that market, but I have one heck of a time getting it to convert into consistent sales.

I don't know what it is. Because I've never had a weight issue or I don't know how to "talk" to the readers....or what, I dunno, but I have a tough time in that market when I know full-well that other marketers are making a killing in it.

There are other markets I work in online that I have very limited knowledge about, and I can get them to convert fine (not all, but some....not everything is a winner).

Commit to these keywords and get one out there each and every day. Find the markets YOU can convert....better yet, find ones you LIKE working in that convert for you.

You no longer have to stress over keyword research – it's coming TO you each and every day. All you need to do is take action.

Jennifer
~PotPieGirl

CHEAT SHEETS 10 Steps for InstaCashKeywords

1. Commit.
2. Do NOT Obsess!
3. Open Daily InstaCashKeyword list
4. Pick One
5. Check in Google – search without quotes – take a glance
6. Using Squidoo? Do a site:squidoo.com “your keyword phrase” search

QUICK CHECK – Think your web page or lens can get found?

7. Real product? Do the eBay completed listings trick

QUICK CHECK – Does this product sell online?

8. Get long-tail and more detailed versions of your keyword phrase from Google keyword tool. Download as a .txt file and have it open on your computer.

QUICK CHECK – Do the more specific product keywords sell on eBay, too?

9. People and forums – used Google's forum search to find what people want, ask, and say about that product or topic. Copy/paste key points into your keyword .txt file for content ideas.
10. Create your lens or web page.

For my One Week Marketers... [follow your indexing steps](#) to get your lens or web page indexed.

PROMOTE – Willing to spend another hour or so each day to create your empire? Good! Create an article or two at EzineArticles to a) push traffic to your lens or web page, and b) to create optimized anchor text links back to your web page.

What keywords should you use for your articles? Open your InstaCashKeyword list and pick one... *any* one. They are all related, you will be able to rank for any of them.... they all will work.

CHEAT SHEET #2 – The Fast Steps

1. Pick a keyword
2. Can you be found with that keyword?
3. Can you monetize that keyword?
4. What do people want, ask, and say about that keyword?
5. Make a web page

REPEAT over and over each and every day. Commit and do NOT obsess.