

# Introduction

## A<sup>4</sup> KEYWORD RESEARCH **SYSTEM**

V1

*Advanced Keyword Research Strategies  
For Marketing Professionals*

**MarketBOLD**

## **A<sup>4</sup> Keyword Research System**

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# Introducing The A<sup>4</sup> Keyword Research System

## ***In this Lesson...***

- ***The Most Important Keyword Research Strategy (Hint: Use a S\_ \_ t\_ \_ m and NOT just a T\_ \_ l!) ...***
- ***The little-known, A<sup>4</sup> Keyword Research System secret that turns ordinary keyword research upside down, revealing the biggest money making keywords in ANY market...***
- ***A secret method to tap into the world's largest bookseller to get 10x more keywords than you ever imagined possible (even the biggest goo-roos have missed this one!)...***

## **Warning!**

**If You Perform Keyword Research Without Following The A4 Keyword Research System, You Will Likely Suffer The Following Consequences:**

- 1) **You'll spend 10x more time digging up just 1/100<sup>th</sup> of the *best* keywords!**  
Which means, using this methodical process, mastered over years "in the trenches", results in more profitable keywords in the shortest time possible. Not using this keyword research process is a waste of your time, money, and talent.
- 2) **You'll be leaving thousands of dollars on the table and waste thousands of hours going after keywords that won't really make you any money.** This is one of the biggest marketing mistakes that even the "goo-roos" make today. By focusing on the wrong keywords, you're really missing BIG business opportunities every day.
- 3) **You'll never really know which keywords to go after, with any level of certainty** (*and you'll always be tricked into rolling in the HIGH STAKES Game of "keyword guessing" that leaves so many businesses hurting, each and every year.*)

***But, if you follow the methodical details revealed clearly in this system...***

**You will NEVER have to worry about keyword problems again!**

- You'll know **HOW TO** find *HOT* new keywords at any time...and you'll finally have a solid plan to build your business with each and every day...
- You'll know **PRECISELY** which keywords are worth your time and effort, and which keywords are huge wastes of it all...
- You'll know **EXACTLY** which keywords are making you the most money...and how to find even more just like them...

***So let's get started...***

## The Most Important Keyword Research Strategy

There is ***ONE*** central concept, *one key strategy*, which you absolutely must understand and utilize if you want to dig up the best keywords and put them to work in your business...

...If you get this right, you'll never have to worry about finding more customers and locating buyers for **any** product you ever want to sell.

***Never.***

*BUT*, if you don't get this right, *you'll spend hours creating huge lists of pointless keywords, your competitors will quickly pass you up, and you'll never have buyers beating a path to your door.*

***Here's the important, key strategy:***

### **"You Must Use A Dynamic, Comprehensive Keyword Research System"**

Notice that I said "**System**" and not "*Tool*".

Big difference.

Really big.

In fact, from this point forward, you might call this System your very own "gold detector".

It's a powerful way to find the buyers in any market. (And skip over those tire kickers!)

But it has nothing to do with just firing up a keyword tool for a couple of minutes, and then dumping a bunch of keywords into a text file to work with. Hardly.

*Instead*, what I'm going to show you is a proven, dynamic research system that makes sure you discover the gold that most people never know how to locate in all those piles of dirt.

This will make complete sense once you understand a bit about how a proper keyword research system works....and you won't be the first to have an "Ah-Hah" moment when you see this System unfold...

**But, I'm getting a little bit ahead of myself. 😊**

Let me first tell you a personal story...

## **eBay™ Powerseller & My First \$1,000 Week Online...**

Back in the early 2000's, I decided to start my first retail store and I began selling physical items online.

That was when eBay was all the rage and you couldn't turn on the TV or radio without hearing about them...***and everyone was going to become a millionaire selling junk from their garage on eBay.***

Remember those good 'ole days? ☺

Anyhow, I started my little business and things were going well.

I'll never forget the first week we broke \$1,000 online and then became eBay Powersellers...was I ever excited!

Since this was a "one-man-show", I would study everything I could about running an eBay business at night, and then manufacture my products out of my home during the day.

While I was studying for eBay success, I came across a ton of information about Keyword Research.

Problem was, everybody was primarily just pitching one or two keyword research services and a couple of keyword research tools back then.

And nobody, and I mean nobody, was talking about the right way to do comprehensive keyword research.

**(Note:** Not too much has changed either, which is why this is even more important today.)

Everybody said that if you could Rank #1 in Google.com for "keyword xyz" then you could make big money in my market.

Well, how hard could that really be? ☺

***Sadly, 2 years later, I was #1, for over 50 of those "big money" keywords everybody was chasing after (and had been #1 for over a year!), and it didn't matter "a hill of beans"...***

Sure, I had traffic.

Lot's of it.

***But at most I was only making a couple hundred dollars a month from Google...after 2 years of hard work!***

*Shame.*

It wasn't until I had wasted thousands of hours of my time, and even more money, that I realized that they were all wrong in their keyword research approach.

***Dead wrong, in fact.***

**Everybody** had focused on traffic, and getting more of it...and no one clearly understood the only thing that really mattered: **Keyword research must be focused on profits!**

Did you catch that?

**Keyword Research Must Be Focused On Profits,  
Not Focused On Traffic Volume, Competition, Or Anything Else!**

Looking back, it's really remarkable that any of us actually made any money back then.

We were all using the exact same tools, keyword research services, and methods--climbing all over each other to get more traffic. We were fighting like pit bulls over who could get all the *non-converting traffic*.

**Somebody was laughing their head off watching us fight over those high traffic keywords, only to realize we had all been "snookered" when we reached the top of the pack! ☺**

Let me just tell you that there is a much better Keyword Research System.

## **Introducing "The A<sup>4</sup> Keyword Research System"**

It's taken me years to perfect, but today, I'm proud to be able to say that I can literally jump into any market and quickly turn a profit using a system called "The A<sup>4</sup> Keyword Research System".

**It's really simple too. (And I'm going to show you exactly how easy it is...)**

But first, let me walk you through the **4 System Stages**:

**AMASS** – In this stage of the system, you'll be collecting as many keywords as possible using some pretty clever and unique keyword research sources. No, I'm NOT just talking about using the "*keyword tool of the week*", either. I'm talking about some incredible, "out-of-the-box" thinking that will blow your competitor's away. We'll dig into this in Lesson 2.

**AIM** - In this phase of the system, you're going to decide which keywords are really good candidates for testing. (**Yes**, I just said "testing"...After you learn how easy it is to do this, you'll never waste time targeting keywords before you even know if they represent buyers!)

**ANALYZE** - When you get to this phase, you'll be setting up your tests, and then digging into the results to mine out all the gold (profitable keywords). I'll show you some super simple tricks that are extremely powerful too.

**ADJUST** - In order for your keyword research system to work for you in the long run, you have to make sure it is continuous - you have to be continually adjusting to new keywords, market research, and information sources. This part of the system makes sure you never "fall asleep at the wheel" and that you'll always have the freshest and most profitable keyword data. (**And it's this final step that puts the nail in your competitor's coffin! ☺**)

Ok...that's the 30,000 foot view.

Don't worry if it sounds complicated or is even a bit confusing right now.

In just a short while, you'll be using this very system to find the biggest money-making keywords in your market...and you'll do it without breaking a sweat.

## **AMASS + AIM + ANALYZE + ADJUST = A<sup>4</sup> Keyword Research System**

It's taken years to whittle complex, money making keyword research down to just these 4 critical stages, but I'm confident that I can teach you how easy this all really is pretty quickly.

And you'll finally feel confident that you can find buyers in any market with this powerful, step-by-step keyword research plan.

**But, I do realize that this is quite a bit of information to take in all at once...**

That's why I decided to break down this information into simple, modular lessons that you can complete as fast as you'd like- And just work through them at your own pace.

That's why you should go ahead and just print each lesson out to keep on your desk.

*You'll be a keyword research master in no time at all. (Much faster than you think!)*

**Tomorrow**, we'll start digging into the AMASS section of the A<sup>4</sup> Keyword Research System...and there will be another lesson to devour in your inbox each day after that. ☺

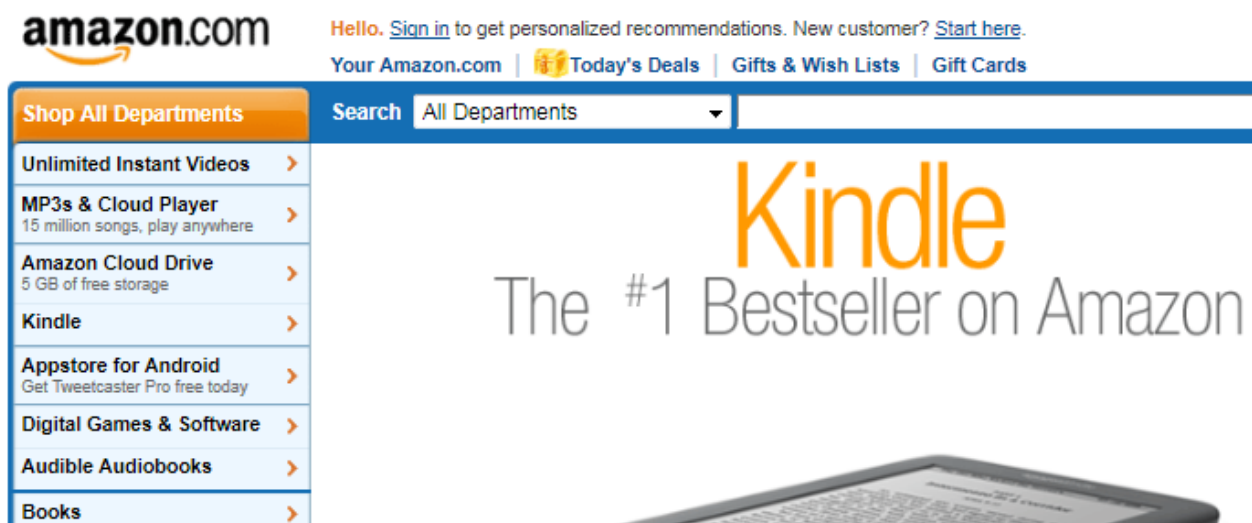
However, before I let you slip off, I want to give you just a little "taste" of some of the great ingredients served in tomorrow's lesson:

## A Hidden Keyword Source Nobody Talks About

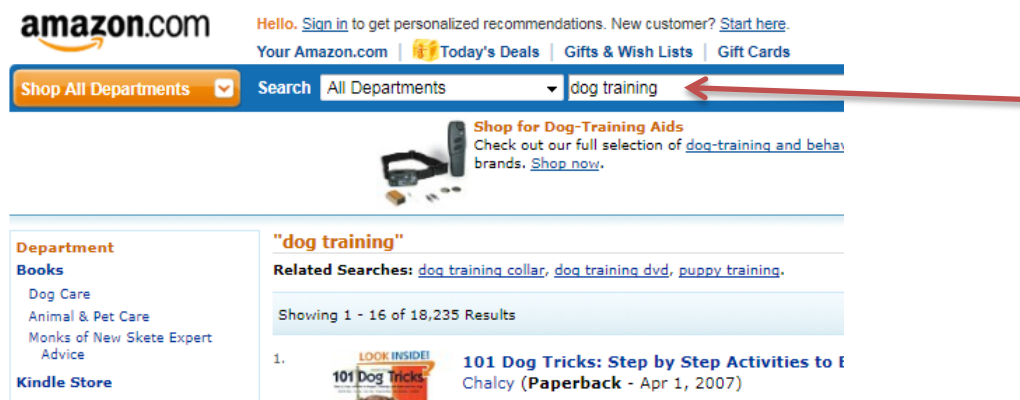
Here's a great keyword source for nearly every market that always produces amazing results. And since almost nobody talks about it, you'll immediately have an edge over your competition too! (Keep this between us, ok!)

You'll want to use this when you are in the AMASS stage of the system (tomorrow's lesson) so let me walk you visually through each step.

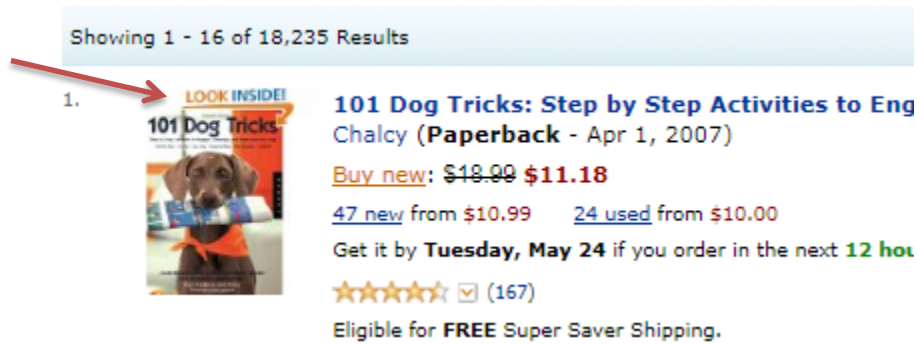
**Step 1: Go To Amazon.com.** (Yes, we're going to be using the world's largest bookstore for some incredible keyword research)



**Step 2: Decide on the parent topic you want to research.** Now, put that topic into the Search box. For this example, I'm going to use the sample topic *"dog training"*.



**Step 3:** Look for Book results that have the “Search Inside” feature.



**Step 4:** Click to open the book. Navigate to both the Table of Contents (TOC) and the Index and/or Appendix of the book.



**Step 5:** Make sure to have a pen and paper handy, because you’ll be uncovering hundreds of great keywords you’ve never thought of for your topic.



APPENDIX B: TRICKS BY SPORT					
<b>AGILITY</b>					
hoop jump	195		tidy up your toys	46	
jump over a bar	108		turn off the light	68	
teeter-totter	148				
touch a target	145				
tunnel	143				
under/over	141				
weave poles	150				
<b>DISC DOG</b>					
beginning disc dog	190		<b>HUNTING/RETRIEVING</b>		
disc vault off my leg	192		directed retrieve	184	
jump into my arms	119		dog on point	104	
jump over my back	110		drop it/give	26	
jump over my knee	109		fetch/take it	24	
jump through my arms	126				
summer vault/handstand vault	114				
<b>DOG DANCING/FREESTYLE</b>					
back up	161		<b>OBEDIENCE</b>		
chorus line kicks	176		come	19	
figure 8's	179		directed jumping	186	
head down	199		directed retrieve	184	
heel forward and backward	160		doggy push-ups	54	
jump for joy	175		down	16	
jump through my arms	126		drop it/give	26	
leg weave	170		fetch/take it	24	
moonwalk	174		find the object with my scent	190	
paws on my arm	198		heel forward and backward	160	
peekaboo!	52		jump over a bar	108	
place (circle to my left side)	166		place (circle to my left side)	166	
rollover	31		side (swing to my left side)	168	
side (swing to my left side)	168		sit	15	
sit pretty/beg	98		stay	18	
spin circles	162				
take a bow	164	<b>SEARCH AND RESCUE/POLICE DOG</b>			
wave good-bye	202	climb a ladder	152		
<b>HELPER DOG/SERVICE DOG</b>		contraband search	192		
bring me a beer from the fridge	74	crawl	144		
bring me a tissue	82	easter egg hunt	98		
carry my purse	44	food refusal	188		
discern objects names	182	hide and seek	94		
fetch my slippers	36	roll a barrel	154		
find the remote/car keys	78	track a person's scent trail	194		
get the phone when it rings	67				
get your leash	37	<b>THERAPY DOG</b>			
kennel up	43	cover your eyes	200		
mail carrier	76	head down	199		
newspaper delivery	40	kisses	197		
		paws on my arm	198		
		say your prayers	42		
		shake hands—left and right	22		
		speak	30		
		<b>TRACKING</b>			
		find the object with my scent	190		
		hide and seek	94		
		track a person's scent trail	194		

Write every new keyword or keyword theme down...there could be hundreds of them.

Also, sometimes this triggers a new niche marketing idea in your mind as well, and it's a great way to brainstorm for new marketing angles to test.

(See above: *Hunting Dog Training* and *Therapy Dog Training* niche markets)

Get it all down on paper.

We'll talk about what to do with all this later. 😊

**Step 6:** Look at both the Amazon Concordance and Amazon Key Phrases if they are available for the book (newer titles).

**Inside This Book** [\(learn more\)](#)

**Key Phrases - Statistically Improbable Phrases (SIPs):** [\(learn more\)](#)  
[dog tricks](#), [instruct your dog](#), [cue your dog](#), [lure your dog](#), [leg weave](#), [reward your dog](#), [left hoop](#), [guide your dog](#), [encourage your dog](#), [send your dog](#), [right hoop](#), [set your dog](#), [treat ball](#), [tell your dog](#), [show your dog](#), [release the treat](#), [allow your dog](#), [hoop jump](#)

**Key Phrases - Capitalized Phrases (CAPs):** [\(learn more\)](#)  
[Let's Play](#), [The Thinking Man's Dog](#), [Modern Conveniences](#), [That Dog Can Dance](#), [Traditional Favorites](#), [Obstacle Course](#), [Funny Dog](#), [Love My Dog](#)

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Search Inside This Book:

**Concordance** [\(learn more\)](#)

These are the 100 most frequently used words in this book.

[101](#) [arm](#) [away](#) [ball](#) [bar](#) [behavior](#) [behind](#) [between](#) [catch](#) [come](#) [command](#) [cue](#)  
[dog](#) [door](#) [down](#) [drop](#) [encourage](#) [end](#) [fetch](#) [few](#) [find](#) [first](#) [floor](#) [foot](#) [forward](#)  
[front](#) [game](#) [get](#) [give](#) [go](#) [good](#) [ground](#) [hand](#) [head](#) [hold](#) [hoop](#) [instead](#) [jump](#)  
[jumping](#) [keep](#) [learn](#) [leash](#) [left](#) [legs](#) [let](#) [lure](#) [may](#) [mouth](#) [move](#) [nose](#) [now](#) [object](#)  
[once](#) [open](#) [page](#) [paper](#) [paw](#) [place](#) [play](#) [point](#) [pole](#) [position](#) [practice](#) [praise](#) [pull](#) [put](#)  
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[stand](#) [start](#) [stay](#) [step](#) [take](#) [target](#) [teach](#) [tell](#) [time](#) [toward](#) [toy](#) [treat](#) [trick](#) [try](#) [two](#)  
[use](#) [verbal](#) [walk](#) [weeks](#) [work](#)

Try it...

Really. I'll wait. ☺

Later, you can use these key words and phrases to find even more great keywords that all your competitors overlook.

**For example**, just taking two words from the Concordance of this book, “**dog**” & “**jumping**”, you can easily dig up great keywords to add during the AMASS phase:

The screenshot shows the Google Keyword Planner interface. The search term 'dog jumping' is entered in the 'Word or phrase' field. The 'Website' field is empty. The search is filtered by 'Locations: United States' and 'Languages: English'. The search results are sorted by 'Global'. The results table shows two keyword ideas:

Keyword	Competition	Global Monthly Searches
"dog jumping"	Low	9,900
"stop dog jumping"	Low	2,900

***Honestly, I'm no dog expert...***

...but even I'd be willing to bet that someone who is searching with “*stop dog jumping*” could be a pretty good candidate for a dog training course. Ya think? 😊

And it's just this type of creative and clever keyword research that will separate you from the “Average Joe” who just starts one keyword tool and simply types in “dog training” and assumes he has discovered all the keywords...

See how easy that was?

And that's just the tip of the iceberg too.

But if you've just done the exercise (*you did do it, didn't you?*), chances are you just found in the TOC and Index of these books dozens of keywords and related niche markets that you had overlooked until now.

It happens to me all the time too.

Just when I think I've exhausted all the keyword angles, I find another idea I had completely missed!

And there's a very good reason this works so well.

Think about this.

Most authors totally immerse themselves in current research before writing their book and some have even spent years of their life becoming an expert in their field.

And the largest book publishing companies spend millions of dollars on research for their books each year...making sure they include the most important and relevant topics in their new bestseller. *(And for good reason – Books are a multi-billion dollar industry in the U.S. alone!)*

**So all of that blood, sweat, and tears (and money) is conveniently compressed into the Index and Table of Contents of most books.** You just have to do a little digging.

And speaking of Bestsellers, here's another trick I want to show you using the Advanced Search feature at Amazon.com.

The screenshot shows the Amazon.com search interface. At the top, there is a search bar with a dropdown menu currently set to 'Books'. Below the search bar is a navigation bar with links for 'Advanced Search', 'Browse Subjects', 'New Releases', 'Bestsellers', and 'The New York Times® Be'. The 'Advanced Search' link is highlighted with a red arrow. Below this is the 'Books Search' section. It contains several input fields: 'Keywords', 'Author', 'Title' (with 'dog' entered and a red arrow pointing to it), 'ISBN(s)', 'Publisher', and 'Subject' (set to 'All Subjects'). To the right of these fields are several dropdown menus: 'Condition' (All Conditions), 'Format' (All Formats), 'Binding' (All Bindings), 'Reader Age' (All Ages), 'Language' (All Languages), and 'Pub. Date' (All Dates). Below these is a 'Sort Results by:' dropdown set to 'Bestselling', also highlighted with a red arrow. At the bottom of the form is a yellow 'Search' button.

Make sure to include a **very broad, related word** in the Title field. (For this example, I used, “dog”).

Then sort results by Bestselling.

Here's an example of what you'll find:

6.



**How to Raise the Perfect Dog: Through PUP**  
Jo Peltier (Sep 14, 2010)

★★★★☆ (114 customer reviews)

Formats	Buy new	New
<b>Paperback</b>	Order in the next <b>12 hours</b> to get it by <del>\$15.00</del> <b>\$8.92</b>	\$
Tuesday, May 24.		
<b>Kindle Edition</b>	<b>\$8.68</b>	
Auto-delivered wirelessly		

Now, pay close attention to the Title of the Bestseller.

It's often the case that there are great keywords in the title (*big money is spent on performing title tests for these book publishers*) and also the Title itself is often a highly searched keyword term if the book was a real hit!

And you can dig up even more keywords by taking individual words and phrases from the Bestselling Titles and placing them into any good keyword tool:

Keyword	Competition	Global Monthly Searches
"perfect dog"	High	22,200
"raised dog bowls"	Medium	2,400
"raised dog beds"	Medium	2,400
"dog whisperer tips"	Medium	1,600
"raised dog bed"	Medium	1,600
"how to raise a puppy"	Medium	1,600

Pretty simple and amazing brainstorming trick...! ☺

Almost every time I do this little exercise during the AMASS stage of the system, I come up with pages of potentially HOT new keywords and related niche markets that I hadn't begun to think of on my own. (And then I test them for profitability during the ANALYZE stage!)

Try it.

Use these simple steps with 5-10 books and you'll be blown away by all the new keywords and niche ideas you end up discovering.

It's quite an amazing little gem, and like I said before, almost nobody teaches this.

So now you've got another edge over your *lazy* competitors.

**And tomorrow**, we'll really be digging deep into the AMASS phase where you'll learn:

- ***The completely un-scientific (yet 100% accurate) statement that instantly reveals why you're missing the BEST Keywords (It's so simple, you'll kick yourself for not thinking of this first!) (See pg. 6)***
- ***Why Charlie Brown's Christmas Tree is so important to understanding money making keyword research (and what a Weeping Willow tells you about your keyword research process too...) (See pages 7-8)***
- ***A "stealth" way to harvest resource materials that look like ordinary school books...but actually contain the keys to thousands of profitable keywords...***
- ***12 Step-by-Step examples of how to mine ordinary, "boring" sources for thousands of the most profitable "buyer keywords" and "marketing angles". (In fact, I'm going to show you a source on page 11 that you probably thought was only for students...but you'll soon discover how to harvest almost any "word source" for profitable keywords which your competitors never see!) (See pages 11-32)***

Enjoy and Prosper,

**JACK DUNCAN**

Jack Ducan

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