

From:
Date: Tue, 3 Sep 2013 11:09:03 -0500
Subject: Assignment 1: Keyword Brainstorm
To: spencer@nichepursuits.com

Hey Spencer!

Here is Assignment #1 -- our first tangible work for whatever this site turns out to be!

Here are a few observations. When I was looking through this list, I was by far least interested in my own interests. How's that for ironic?! Maybe I'm just a naturally curious person, but I like the prospect of researching and writing about something outside of my personal knowledge base. So what do you think about starting with the other sections? Or, since this will be a larger site, do you recommended starting with my own interests?

Also, you'll notice that the Amazon category/product section has 40 items instead of 20. Mostly, I just felt like it was a gold mine for low-competition keywords. Of course, I haven't researched any of them yet, but many they just seemed so obscure to me. Well, maybe *obscure* isn't the right word, since there are obviously markets for all of them, but they definitely seemed like more narrow, focused niches with lots of opportunity. What's been your experience with finding keywords using this method?

I have a few I'm naturally drawn to, but I imagine we'll have to plug them into the ol 'LongTail Pro and just see some of the data before we proceed.

Anyway, here's the list. What do you think?

Keyword brainstorm

Interests

1. Competitive gaming
2. Nutrition
3. Writing
4. HIIT workouts
5. Science fiction
6. Reddit
7. Self-improvement
8. Board games
9. Movies
10. Television
11. Table tennis
12. Dessert
13. Extreme races
14. Food/bakeries
15. Coffee

16. Fantasy
17. Vacationing on Lake Michigan
18. Entrepreneurship
19. New technology
20. Science

Things that are cool that I don't know anything about

1. Gardening
2. Rock climbing
3. Building your own furniture
4. Restoring typewriters
5. Crossfit
6. Men's fashion
7. Interior design
8. Extreme racing
9. Learning a language
10. Helicopter lessons
11. Aerobatics
12. Building computers
13. Billiards
14. Yoga
15. Professional go-kart racing
16. Owning a dog
17. Fiction writing
18. Sculpting
19. Electric scooters
20. Graphic design

Frustrations

1. Wrinkly pants/ironing
2. Morning commute in Chicago
3. Finding a parking space
4. Paying back student loans
5. Low Kindle/laptop battery
6. Bad grammar
7. Wasting half a can of beans because I misjudged the number of beans I needed
8. Nagging joint pain
9. Misplacing keys/wallet
10. Spam emails
11. No cell signal
12. Slow-walking pedestrians
13. Planning for retirement
14. Saving money

15. Dripping food on my clothes
16. Coffee cools down too fast
17. Clutter
18. Assembling IKEA furniture
19. Long lines
20. Loading times

Amazon categories/products

1. Collars and harnesses (pet)
2. Pet carriers
3. Cat playhouse
4. Generators and portable power
5. Watering equipment
6. Plant germination
7. Turkey fryers
8. Outdoor smokers
9. Fire pits
10. Pressure washers
11. Gazebos
12. Solar and wind power (Cool! I'm interested in personal green energy; never thought of this before!)
13. Outdoor benches
14. Pool safety products
15. Snow thrower accessories
16. De-icers and salt spreaders
17. Horse care equipment
18. Backyard birding
19. Hot tub supplies
20. Fabric painting
21. Duvet covers
22. Towel warmers
23. Insta-bed
24. Energy Star certification
25. Goose down comforter
26. Straight razors
27. Luxury shaving
28. Organic chocolate
29. Fair trade coffee
30. Sacha inchi seeds
31. Vegan bodybuilding
32. Play vehicles
33. Preschool toys
34. Gag toys
35. Fuse beads
36. Table top games
37. Towing winches
38. Cargo liners

- 39. Textbook PDFs
- 40. Custom seat covers

Talk to you soon!
Perrin

On Tue, Sep 3, 2013 at 11:41 AM, Spencer Haws <spencer@nichepursuits.com> wrote:
Hey Perrin...this is an awesome list!

I'm actually going to be publishing our first coaching call today...probably this afternoon. I was out of town until last night, so I'm playing a bit of catch up :)

We could do a TON with these seed keywords. If you are most interested in "other" keywords (outside your hobbies/interest); why don't you try to create a list of your top 20 or so niches that you would be interested in creating a site about? So, just take the list you've already created below and pick out the one's you think would be most interesting.

We may not end up creating a site on those keywords, but this can be where we start.

Also, do we want to do another call this week sometime?

Spencer

Great!

Sound like a plan! Here's a list. I added a few as I was going that weren't on the original list. :)

Perrin's Top 20

1. Home/personal green energy
 1. Home solar power
 2. Personal wind power
2. Free trade coffee
3. Paying back student loans
4. Energy Star certification
5. Luxury shaving
6. Aerobatics
 1. Aerobic lessons
7. Rock climbing
 1. Rock climbing gear
 2. Rock climbing lessons
8. Restoring typewriters
9. Extreme racing
10. Electric scooters
11. Pet playhouses

12. Fire pits
13. Interior design
14. Helicopter lessons
15. Organic chocolate
16. Textbook PDFs
17. Gaming mouse
18. Saving for retirement
19. Home Crossfit workouts

Hows this?

P