

## **The Speed Brainstorming Process**

### **10 tips to speeding up the brainstorming process and still get good results.**

1. The goal is to discover keywords with DEMAND and PROFITABILITY that are good relative to your product/service.
2. Start with Yahoo vertical brainstorming and your concept word, "horses" for example.
3. After Yahoo returns its 100 top keywords, do a Google Supply to get quick DEMAND and PROFITABILITY figures.
4. From the first 100 words look for good keyword phrases that can be used in further Yahoo vertical brainstorming. Phrases like "horse picture" and "horse riding" would be examples.
5. Use your imagination or WordTracker lateral brainstorming to discover related words like "equine" or "equestrian" that can be used in further Yahoo vertical brainstorming and Google supply.
6. Repeat the process, eliminating unrelated words as you go until you have 400-900 words in your list.
7. Get individual Yahoo data on words as needed until you have Yahoo DEMAND and PROFITABILITY figures for all words.
8. Get the WordTracker demand for all words so that you have both Yahoo and WordTracker DEMAND and PROFITABILITY figures for all words.
9. Choose to display 250 words per page and arrange your MKL words in WordTracker profitability order.
10. Using the WordTracker PROFITABILITY to confirm the Yahoo PROFITABILITY, keep only those words that make sense.

Repeat the process for related words that could serve as good seed words, "riding vacations" for example, until you have 100-200 words with DEMAND and PROFITABILITY that are good relative to your product/service.