

The Challenge 2010 – Module 1 – EXTRA

2010TCMD2D4e: The No Idea Challenge

Running Time: 10 mins



Intro

Okay, Sports fans! This is a very different idea. What's it about? **No ideas!** I'm talking to people here who are watching module two roll by, seeing my incredibly awesome lessons and **feeling that they can't participate because they haven't found a theme keyword phrase yet.**

For you, I have developed the **No Idea Challenge**. And I'm going to show you how this works.

The Challenge Mystery Box

So, you can't get a theme word? Want to get to module two? We are going to do **the Challenge Mystery Box**. Here are the rules:

The Rules

- Play for 5 days (or until Eliminated)
- Only thing you can do (until Eliminated)
- Thirty Minutes Only Per Day - MUST HAVE A TIMER.

You have to play for five days (or until you're eliminated). **It's the only thing you can do** (oh, until you're eliminated). Okay! **You're only allowed to do this for thirty minutes a day** and **you must do it to a timer**. You must use a timer. You have thirty minutes and thirty minutes *only*.

How Many Niches Can You Research in Just 30 Minutes?

The game is **how many niches can you research in just thirty minutes using Market Samurai**. And I'm going to set the pace. I'm going to show you. I'm going to research one just in a second for you and we'll see how quickly we can do it.

Winner - the most niches researched in the five days wins. And the prize is a \$50.00 iTunes voucher -- not too shabby.

Here's how you get eliminated though.

If you find a theme keyword you can use for the rest of **the Challenge**, you lose! You're eliminated! You're gone. And you have to go on to module 2. Sorry about that.

To qualify for the prize, you first have to do a tweet and the first tweet is **I'm taking the No Idea Challenge**, #tc10.

And then, after each thirty minute session, you have to tweet, "I researched x niches in 30 minutes! #noIdea #tc10" X is the number of niches. So, if you did three, you did three. If you did ten, you did ten. Do it for five days straight. Don't get eliminated. Have the most niches researched, you win!

Now, what I'm going to do is show you live how quickly I can do it. And I'm not the fastest in the world by any stretch of the imagination. But let's get cracking.

Niche Research

Here we are, **Market Samurai**. Okay! You recall I told the story about seeing these kite surfers. So, I am going to research **kite surfing**. I create a new project, and enter **kite surfing**, as the keyword. Okay! Do that! Ta-dah-dah-da-dah! We hit **Create**.

Oh, here! I forgot to hit the timer. Darn it! I'm hitting a stop watch. Okay! And we're away!

So, here we go. We got **kite surfing**. So, I go to the **Keyword Research** tab. We want **Google Synonym Tool**. Now, I may do some things different to the way Dr. Anthony told you. Do what Dr. Anthony does, not me because he's better at it than me. Come on, Captcha! Hurry! We're trying to do this as fast as possible [fills out Captcha code] and we **submit** that sucker! Come on, Google! Go get me that stuff!

Go, go, go! We're 32 seconds down.

Here we are! Here are the Adwords data, traffic data. Oh, and I didn't do a traffic thing! That was silly of me! I'll put 80 in the SEOT box. Here we are! We filtered 116 of those keywords. We've got a 116. That'll do me. I'm in a hurry. So, let's analyze those babies.

And off we go! We've got -- okay! We've got 80 in the SEOT filter. We've got our traffic there. We want to search this by SEOT [clicks on the SEOT column heading]. Now, you'll notice we haven't got our SEOC yet. So, I need to go and select SEOC and enter 30,000 in that box. Here we go. Go, go, go! We've got to **analyze keywords** again to go get the SEOC data. [Humming] One minute, twenty seconds *gone!*

[Humming]. Go, baby! Go, baby! Come on, Market Samurai! Come on, Internet! One thirty-four -- one thirty-four seconds down.

Alright! Here we are! We filtered out SEOC. So, the first thing I do is search out the traffic here. On the first one, we've got SEOT of 136 and our competition is good, the first of these keywords. So, I'm just going to tick the check boxes to the left of the ones I like.

I like the first one. **Kite store** may not be about kiteboards, so, I'm going to skip it. Give the benefit of the doubt. That's good! A hundred and thirty-six. A hundred and thirty-six, twenty-five. A hundred and eleven. PBR, twelve percent! I'm going to skip it. Not interested. And you can see the traffic's dropped off.

<input checked="" type="checkbox"/>	Keyword (85 active, 0 removed, 211 filtered)	Searches	SEOT	PBR	SEOC	Trends	
<input checked="" type="checkbox"/>	kite boards	325	136	67%	28,500		<input checked="" type="checkbox"/>
<input type="checkbox"/>	kite store	325	136	82%	24,400		<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	flexifoil kite	325	136	45%	20,600		<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	kiteboarding kite	325	136	55%	25,700		<input checked="" type="checkbox"/>
<input type="checkbox"/>	kite surfing kites	266	111	12%	2,610		<input checked="" type="checkbox"/>
<input type="checkbox"/>	kite surfing perth	29	12	55%	7,740		<input checked="" type="checkbox"/>
<input type="checkbox"/>	kite surfing florida	29	12	24%	25,300		<input checked="" type="checkbox"/>

So, there we are! We've got three there. Bam! I'm going to go **Actions on Selected >>> Open in New Tabs**. Okay! There we are, we've got our three.

So, first of all, I'm going to do **SEO competition** on -- let's have a look -- **kite boards** [clicks **Kite boards** tab, then selects SEO Competition Module]. Go! I want you to **Generate Results** please.

We are now 2 minutes and 34 seconds in. Ticking away! No red! No red! No red, baby! Come on! Ooh, it's looking like a lot of red. No red!

#	URL	DA	PR	IC	BLP	BLD	BLEG	DMZ	YAH	Tite	URL	Desc	Head
1	http://www.beak@boardng.com/	7	5	513	21,400	13,400	2	Y	N	N	N	N	N
2	http://www.kityhawk.com/kiteboarding/boards.cfm	13	3	181	2	7,900	0	Y	Y	N	Y	N	Y
3	http://www.kimau.com/	9	4	3,790	1,030	1,290	0	Y	N	Y	N	N	N
4	http://www.bigwinds.com/kite/category/6	12	2	1,340	5	2,290	0	N	Y	Y	N	N	Y
5	http://kitesport.com/kitesport/viewPage.php?id=1_kitewave	-	4	1,210	28	1,090	0	N	N	N	N	Y	Y
6	http://www.nashkites.com/	9	5	226	13,700	29,400	4	N	N	N	N	N	N
7	http://www.kiteboard.com/	10	3	686	181	517	4	Y	N	N	N	N	N
8	http://www.kiteworld.net/	10	3	1	141	568	0	Y	Y	Y	N	N	N
9	http://kiteboarding.com/	11	3	2,050	49	810	0	Y	N	N	N	N	N
10	http://www.othersideboardsports.com/	3	4	351	705	2,620	0	N	N	Y	N	Y	Y

Hmmm... yup! Even before it fills in that last one, I'm looking at that and there's red all there. Damn it! But that's not the matter. **We're about speed here.** We're about speed. I'm not interested in any of that other stuff. Back links, I'm interested in. Nobody's got on-page optimization. I could take that niche, no problem. But it's not part of the Challenge, so I'm not eliminated! Phew!

Okay! Let's go **flexifoil kite**. We go **SEO competition**. Let's generate those results. Now, three minutes and twenty-three seconds. Time is ticking! Tick, tick, tick, tick, tick, tick, tick, tick. Ooh! There's a couple here where there's only the age is the *only* thing that's keeping them where they are; low back links, low things. Again, to me, that's a keyword I'd go after. But because it's the Challenge rules -- no green, so we'll have to continue on! But phew! I'm not eliminated. I'm still in the running for an iTunes voucher.

We're going to do one more here. [clicks **Kiteboarding Kite** tab] We got **SEO competition**. We're hitting **Generate Results**. We are just about to go four minutes. Oh! We've got one here. We've got one here with no red! Come on, baby! Come on, baby! Is there a red? Ooh, look at that! That one's almost a go for the keyword. Tsk, I think I've eliminated myself already. Oh, no! I can't believe it. **I've eliminated myself on the first thing.**

Alright! Just to see how we go though for -- so, of course, what we now have to do is we need to go and do our **keyword research** obviously on good ole' **kite boarding kite** and generate our keywords there [returns to **Keyword Research** module and clicks **Generate Keywords**].

Rats! I can't believe it I've eliminated myself after four minutes and fifty-four seconds. Okay! So, you'd have moved on to your next niche by now, but I obviously want to make sure we've got a minimum of 80 traffic. So, it's giving me 38 keywords. And I'm going to analyze those keywords. Look at them for traffic. And then, check for SEO competition. Analyze those keywords. So, I'm looking for my **category keywords** here. And there we are! We've got -- I'll use **flexifoil kite** and **Kite harness** is my category keywords -- and **kite surfing kites**. My theme keyword is **kiteboarding kite**. I'm on to module two. I'm off to week two. I was eliminated in my very first attempt and **that took me five minutes and fifty-seven seconds.**

Wrap Up

Take the **No Idea Challenge** and see -- unlike me -- if you can avoid being eliminated for five days. Remember, it's as fast as you can. At six minutes, that means you can do five markets. See who can do five markets in thirty minutes. That's the Challenge. See if you're good enough. Are you man enough -- or *woman* enough or people enough, *human* enough -- to take the **No Idea Challenge**.