



Understanding Keywords

VIRTUAL HOT SEAT

Another important component of the Sales Safari process is being able to look at your audience and understand the patterns in what they talk about online.

That's why collecting and analyzing Keywords and Themes is so valuable, because you can get a sense of "which way the wind is blowing" in your audience.

Use this Virtual Hot Seat to compare your Keyword analysis and learn how to improve!

Check your work

and learn along with your peers... virtually!

Learn how to level up by comparing your work to these students — who are newbies, just like you! — and the questions & feedback they received firsthand from us, just like we were all in the same workshop together.

Test yourself to see what we see. Ask the hard questions. Then take what you learn and apply it to your own work!

Here's how:

1. Read the following 2 *real* students' Keywords & Themes
2. Compare both students' Sales Safari notes with your own notes from the exercise
3. Use our Hot Seat questions to learn through critique.
4. Finally: Use the Hot Seat Cheat Sheet to make sure you get all of the good stuff when you study your own audience!

Safari Notes: Sarah

Source:

<http://bit.ly/30x500-safari-3>

hire
client/clients | | | | | | |
Can I...
I have...
get me...
Having trouble...
What do you...
How do I...
What to do...
transition
gratis
work | | | | |
friend/buddy | |
charging
rate
web design
Tomorrow morning
day job
leave
First time/first | |
freelance | | | | |
project
writing
myself
services
focused

book
on-site
Health Insurance
awkward situation
boyfriend
amateur
video
event
marketing materials
personalized
email
Help
questions
Avoid
choosing
wrong | |
weeks
respond
renderers
use/used | |
20%
hours
pay/paid | |
month
contract/s | |
Worried about...

long term
implications
on the side
Canadian
Bar Association
cold-calling
good
information
tracking time
billing
ownership
development
under agreement
requested
more than
original/originally
agreed upon
refuses

VIRTUAL HOT SEAT

put your best thinking cap on!

- A** Could a tool do all of this work for you? Why or why not?
- B** What's different between David and Sarah's keywords collections? Which is more similar to yours?
- C** How do you think each person picked their themes? Did you organize into different or similar themes as them?

Real answers from real students:

A

Could a tool do all of this work for you? Why or why not?

I think the goal is to gather insights not words.
So probably not

I was thinking about tooling last night.
Like some kind of scraper or something, seems easy.

"Why would you do it manually if you're just collecting words?"

I have some phrasing - like "long-term implications" in mine.
A tool wouldn't get that - it would give me them separately.

TEACHER DISCUSSION

A Could a tool do all of this work for you? Why or why not?

The Keyword and Theme stage of Sales Safari is NOT “just collecting words”.

Why read a book or watch a movie? You can just look up the plot line on Wikipedia!

If you’ve ever read a Wikipedia plot line, you know that they’re often ACCURATE but completely void of one thing: *emotion*. That’s a job left for the actors, not Wikipedia editors.

People don’t just plop words on a page when they’re struggling. The words they use describe the problem (the plot), but also their emotions related to the problem. Sales Safari is all about capturing that emotion, so you can understand it and use it later.

There’s no software that can do the synthesis that your brain can. You’d see what words come up the most. But would you get context? Nope! Tools can’t understand the nuances of context, especially as patterns over time.

Because remember, you won’t just do this exercise for 10 minutes and move on. You’d collect LOTS of data of many sessions, because your Safari research is your competitive advantage. Most people will never do the research at all!

Real answers from real students:

B What's different between David and Sarah's keywords collections? Which is more similar to yours?

David may have synthesized too soon

Sarah's notes look more like raw data

Sarah put down "Cold Calling", while David only put down "Calling"

David: Hm, I don't think my theme categories really express the context right. whoops.

TEACHER DISCUSSION

- B** What's different between David and Sarah's keywords collections?
Which is more similar to yours?
-

A practiced Sales Safari-er remembers that the entire goal of Sales Safari is to better understand your audience. So even when you're collecting keywords, *context matters*.

There are two great examples of how noting context makes Safari notes more valuable

Example 1: Sarah noted “cold calling”, while David simply noted “calling”.

In David's notes, that led to “calling” being grouped with a bunch of other fairly generic verbs...is it about someone worried they're spending too much time on client calls? Or is it about a very specific sales technique?

Only Sarah's notes say for sure! *Make sure yours do, too.*

Example 2: Sarah included the different ways people ask questions: “Can I...”, “what do you...”, “How do I...”, etc

When you're looking for pain, it can be very helpful to know how your audience asks for help. Some ask questions (like this audience), but not all do!

Real answers from real students:



How do you think each person picked their themes? Did you organize into different or similar themes as them?

Sarah: I ran out of time and didn't get to organize into themes, but I do already see a few things standing out and naturally grouping together.

"I have lots of the same words, but some different categories"

TEACHER DISCUSSION

- C** How do you think each person picked their themes? Did you organize into different or similar themes as them?
-

It's SO much easier to organize keywords into emergent themes if you're already in the audience - so if you've never freelanced, it might've been tougher for you to come up with themes in this exercise.

Though Sarah didn't come up with any themes, she included lots of valuable details that will help in organizing her keywords into notable themes.

If you had to pick up where she left off, you might quickly notice:

1. Clients get mentioned at LOT
 2. Painful situations that stem from hiring buddies/friends/boyfriends
 3. Interest/confusion around contracts, agreements, ownership, and other legal bits
- ...and that's just a few items that stand out JUST from scanning Sarah's notes.

If your categories look more like David's... now's a good time to remember that themes and categorization are not about the words themselves. Instead of *"What kind of word is this?"* to group them, ask yourself *"What do these words MEAN to my audience? How they USE them?"* Which means you need to take more detailed notes next time to make that step easier!

Safari Notes: Amy & Alex

3

Source:

<http://bit.ly/30x500-safari-3>

hire

client, clients | | | | | | | | | |

friend/client

wrong client

transition

gratis

charging, billing | | | |

work | |

rate

day job

leaving

project

first time

writing

services

book | |

on-site

Health Insurance

awkward situation

amateur

event

designed

marketing materials

personalized

starting out

“Any...out there?”

hours

contracts | | | |

wrong

on the side

Canadian bar Association

time

ownership

agreement | |

tax/taxes | |

range

ask for more

initial offer

processes

rules

boring

happy clients

paid/payed | | |

how much

teaching yourself

graphic design

“question for...”

photography

pricing

sent invoice

accept payment

Dwolla

freelance rates per location

deadline

liability

clauses

chair

legal

ethical

recent

Software

run business

cold-calling

local business

advice

student

dropping out

college

advice | |

good price

book design

referral fee

freelance rates

staff rates

gifts

“how to tell...”

“do business with them”

professional way

wondering

love

successful

contract web dev

find local clients

quitting

Gather & Count ONLY

Safari Notes: Amy & Alex

3

Source:

<http://bit.ly/30x500-safari-3>

client, clients | | | | | | | | | |

happy clients

gifts

love

successful

friend/client

wrong client

awkward situation

amateur

student

dropping out

college

hire

work | |

project

on-site

cold-calling

local business

contracts | | | |

ownership

agreement | |

rules

boring

deadline

liability

clauses

legal

ethical

gratis

charging, billing | | | |

rate, freelance rates, staff

rates

hours

time

range

ask for more

paid/payed | | |

how much

pricing, good price | |

sent invoice

accept payment

Dwolla

freelance rates per location

referral fee

day job

leaving

first time

starting out

transition

on the side

teaching yourself

quitting

“Any...out there?”

“question for...”

“how to tell...”

“do business with them”

wrong

initial offer

run business

advice | | |

professional way

wondering

find local clients

Health Insurance

Canadian bar Association

tax/taxes | |

designed

marketing materials

personalized

graphic design

photography

book design

contract web dev

After Analyzing for Patterns

ANALYZE YOUR OWN WORK

how do your safari notes compare to ours?

- A** Which subtle nuances and context did we get that a tool or automated keyword scraper would have missed? Did you get that in your notes, too?
- B** Compare the level of detail and context in your keywords to Sarah's, David's, and our teacher examples? What did you miss? What did you get that we didn't?
- C** What are your theme groupings based on? Did you group more like David – keywords by “kind”? Or did you organize more like the teacher example – keywords by related meaning to the audience?

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Keywords Analysis

You have a new ability!

Instead of having to "read the entire internet", you're can skim with intent to get a community's pulse

Using Keyword and Theme analysis will save you a TON of time while doing your Sales Safari research - with practice, you'll be able to do it even faster and you'll start to notice thematic patterns EVERYWHERE.

You can use this process almost anywhere to do a quick "survey" and extract patterns that help you move forward. *We put together a cheat sheet to help you evaluate your skill at gathering Keywords & Themes while you practice.* If you start feeling lost or unsure if you're doing it right, you can use this cheat sheet to know where you can improve, or if you just need to keep at it!

And coming up next, you're going to learn a SECOND way that your keyword notes are valuable. So keep your notes from this last exercise handy!

3 Keyword Analysis Cheat Sheet

Try practicing Keyword & Theme analysis in 30-60 minute chunks. After each session, use this checklist to review your work.

Did you remember to:

- Include enough detail in your keywords to **provide context?** (e.g. calling vs. cold-calling)
- Break the process into **two separate steps**: First, gather and count keywords ONLY. Then analyze what you gathered for patterns.
- Go back to previous keyword/theme analysis, to **refresh your memory**. Periodically **combine your new research into old** to build a DEEPER understanding of your audience.
- Resist the temptation to use tools to automate these steps!