

THE KEYWORD INDEX

The comment words already triggering DMs in this niche

Every word below is live right now. Someone types it under a video and a message is supposed to go out. We tested whether it actually does.

28 distinct keywords	50 profiles using one	18 automations tested	7 actually replied
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We commented on 18 of them. 7 answered.

We typed the keyword under the post and waited, on every profile where a keyword was visible. Most of the market is advertising an automation that does not fire, which is the cheapest edge available to anyone who sets theirs up properly.

Replied 39% of tested		7
Never replied 61% of tested		11

Result of commenting the advertised keyword, 18 profiles tested by hand.

Read that again. These accounts are asking for the comment in the caption and in the video. The comment arrives. Nothing goes out. Every one of those is an audience raising its hand into an empty room.

The ones that worked

PROFILE	NICHE	KEYWORD	FUNNEL BEHIND IT
Gloria Alice	Natural remedies	YES	DTC store
The Kitchen Gardens	Nutrition & recipes	YOGURT	Info product

PROFILE	NICHE	KEYWORD	FUNNEL BEHIND IT
Wellness Nima	Women's health	BOOK	VSL
Old Man Harvest	Gut & digestion	HOLISTIC	Amazon affiliate
Mother Satori	Lymphatic & detox	TEA	Amazon affiliate
Jada Brown	Gut & digestion	FOODS	Amazon affiliate
New Life New Body	Weight loss	CORTISOL	Quiz

There are only two kinds of keyword

Volume words YES Used by 16 of the 50 profiles, more than any other word. It works because anyone can type it without thinking. Most comments, least qualification.	Topic words 27 others TEA, ROOT, LEGS, CORTISOL, YOGURT. Fewer comments, but whoever types one already told you what they want, which makes the message on the other side far easier to write.
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The practical rule: volume word when your offer fits everyone. Topic word when your offer is specific and you would rather have thirty people who want it than three hundred who do not.

The full index

KEYWORD	PROFILES	USED IN	WHO IS RUNNING IT
YES	16	Anti-aging & longevity, Circulation & heart, Energy, s	Rafael Healing, Rúnar Ketilsson, Luna healthy tips
BOOK	3	Natural remedies, Women's health	Kenji Health Tips, Wellness lfe, Wellness Nima

KEYWORD	PROFILES	USED IN	WHO IS RUNNING IT
HEALTH	3	Anti-aging & longevity, Gut & digestion	Lively Loretta, NonnaMaria, Ardenremedy
LIST	2	Anti-aging & longevity	Sabrina Nella, Marianna Finley
NAD	2	Anti-aging & longevity, Skin & beauty	Michelle White Wellness, AncientGlow
TEA	2	Gut & digestion, Lymphatic & detox	Mother Satori, Elder Josiah
BOOK/HELP	1	Natural remedies	Yuan.healingarts
CORTISOL	1	Weight loss	New Life New Body
ENERGY	1	Energy, stress & sleep	Kim's Remedy
EV	1	Nutrition & recipes	Everyday Vital
FOCUS	1	Weight loss	Healthy Organic Ways
FOODS	1	Gut & digestion	Jada Brown
GLOW/GUIDE	1	Women's health	Amy Hartwell
HEAL	1	Articulações / Ossos	Dr. Bones
HOLISTIC	1	Gut & digestion	Old Man Harvest
JOINT	1	Articulações / Ossos	Treasure's Kitchen & Lifestyle
KEYS	1	Articulações / Ossos	VitalBones
KORELLA	1	Natural remedies	masteryoshihealthtips
LEGS	1	Circulation & heart	SerahsHealthcorner

KEYWORD	PROFILES	USED IN	WHO IS RUNNING IT
LUV	1	Energy, stress & sleep	coastaljen
READY	1	Lymphatic & detox	Ageless Ruby
ROOT	1	Hair	Valerius Organix
ROUTINE	1	Anti-aging & longevity	niaafter60
SECRET	1	Women's health	Anu Carter
SOURSOP	1	Gut & digestion	80 Year Old Yogi
SSL	1	Natural remedies	Ancient Remedies
YOGURT	1	Nutrition & recipes	The Kitchen Gardens
YOUNG/GLOW	1	Anti-aging & longevity	Itsjennifer.beauty

Set it up so a typo does not cost you a sale

People type fast on a phone. If your automation only matches the exact word, every near miss is a lost conversation. Whatever word you pick, register these too.

Case and spacing

Match regardless of capitals, and strip spaces and punctuation before comparing. **Yes, YES!** and **yes.** are the same comment.

One-character slips

Accept a single wrong, missing or swapped letter. **RECIPE** should also catch **RECIPIE** and **RECIEPE**.

The word inside a sentence

Most people write "yes please send it". Match the word anywhere in the comment, not only when it stands alone.

Plurals and the obvious synonym

Register **LEG** next to **LEGS**, **RECIPES** next to **RECIPE**. Costs nothing, catches real people.