



AUDIOBOOK
IMPACT ACADEMY

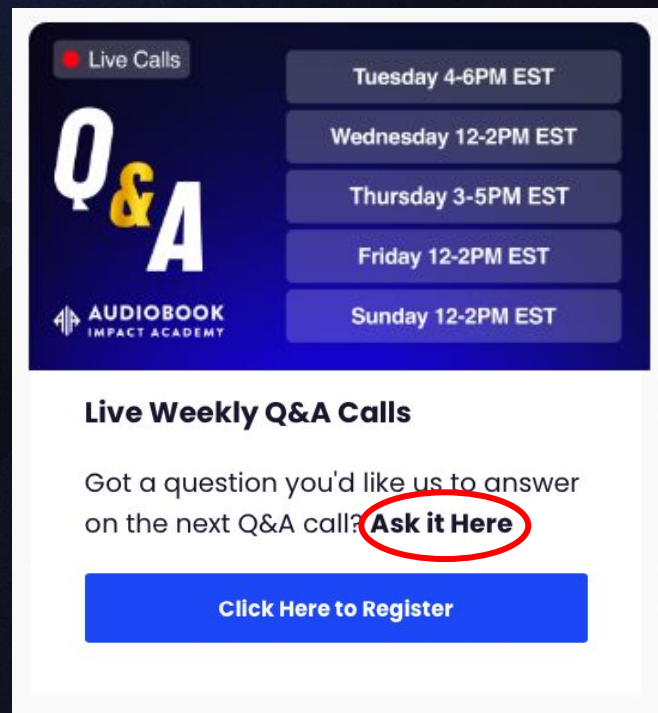
**LIVE BOOK TOPIC AND POC
Q&A CALL**

June 1, 2023

Q&A Time

First, we will go through a run down of Topic Research and POC, and then we we answer all questions submitted prior to today's call through the form in the AIA dashboard (Top 20).

Average length: 45 - 60 mins.



The screenshot shows a dark blue interface for 'Live Calls'. On the left, there is a 'Live Calls' indicator with a red dot, a large 'Q&A' logo, and the 'AUDIOBOOK IMPACT ACADEMY' logo. On the right, a list of call times is shown in light blue buttons: Tuesday 4-6PM EST, Wednesday 12-2PM EST, Thursday 3-5PM EST, Friday 12-2PM EST, and Sunday 12-2PM EST. Below this, the text 'Live Weekly Q&A Calls' is followed by the question 'Got a question you'd like us to answer on the next Q&A call?' and a red circle around the text 'Ask it Here'. At the bottom, there is a blue button that says 'Click Here to Register'.



Special Segment!

Today's Q&A is on:

1. Finding a book topic
2. Establishing Proof of Concept for your book topic

*** General questions will resume on the Sunday/Tuesday/Wednesday/Friday Q&A. ***



Open Q&A

Submit your Topic or Proof of Concept questions live on the call in the Zoom Q&A field. We will pick and choose the best questions to answer.



FYI

There are many students on this call, all at different points in their publishing journey.

During this session we are focusing on finding **Book Topics** and **“Proof of Concept”** for a valid book topic.

We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.



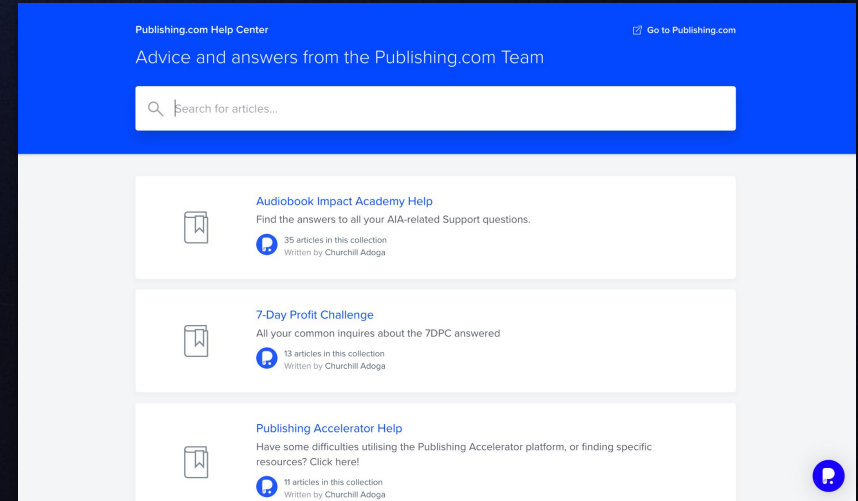
Most Frequently Asked Q&A Questions:

Visit our Help Center

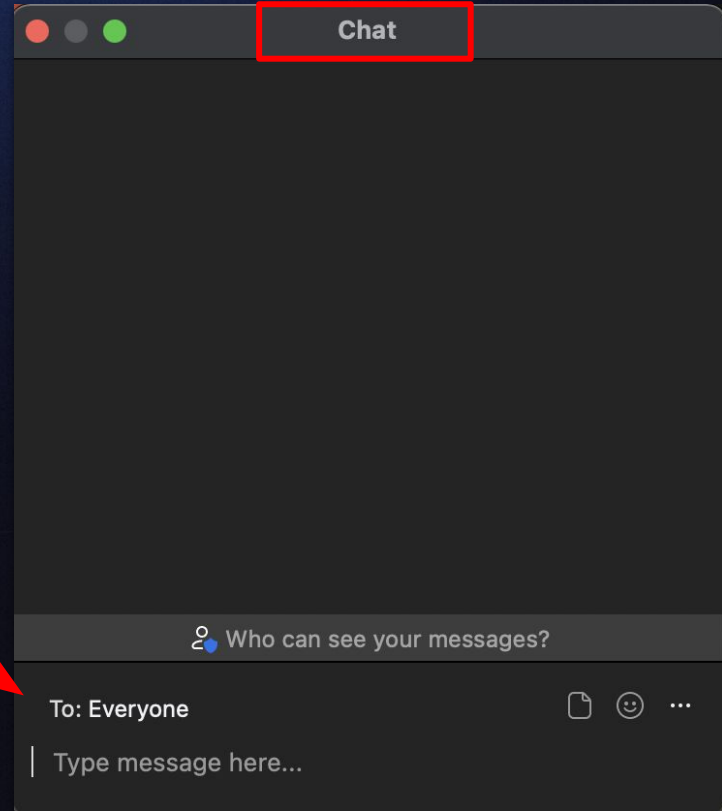
help.publishing.com

- Account related (resetting password, Facebook group, etc.)
- KDSpy, incognito, Chrome etc.
- 7 Day Profit Challenge
- Pen names

In the Help Center, you will find clear answers (with videos) to all of these questions, so we will likely skip all questions related to these topics.



Change your chat
setting to
"Everyone"



Let's Begin!



- 1. How To Find A Topic**
- 2. Finding Proof Of Concept (POC)**
- 3. Q&A**



How To Find A Topic



BONUS

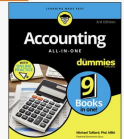
TOP 100 BOOK TOPICS

 **AUDIOBOOK**
INCOME ACADEMY





Best Seller



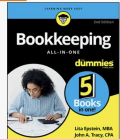
Accounting All-in-One For Dummies (+ Videos and Quizzes Online) (For Dummies (Business & Personal Finance))
by Michael Taillard, Joseph Kraynak, et al.
★★★★☆ - 74

Paperback
\$28⁹⁹ List: \$34.99

prime
FREE delivery Wed, May 24
Or fastest delivery Sat, May 20
More Buying Choices
\$21.44 (51 used & new offers)

Other format: Kindle

Best Seller



Bookkeeping All-in-One For Dummies
by Lita Epstein and John A. Tracy
★★★★☆ - 696

Paperback
\$20⁹⁹ List: \$29.99

prime
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Or fastest delivery Sat, May 20
More Buying Choices
\$14.98 (56 used & new offers)

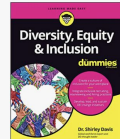
Other format: Kindle



Real Estate Investing For Dummies, 4th Edition
by Eric Tyson MBA, Robert S. Griswold MBA MSBA CFE, et al.
★★★★☆ - 747

Audiobook
\$29⁹⁹ List: \$34.49

Free with Audible trial
Available instantly
Other formats: Paperback, Kindle, Audio CD

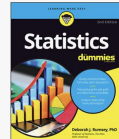


Diversity, Equity & Inclusion For Dummies
by Dr. Shirley Davis
★★★★☆ - 142

Paperback
\$29⁹⁹

prime
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Or fastest delivery Tomorrow, May 19
More Buying Choices
\$19.69 (50 used & new offers)

Other format: Kindle

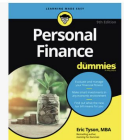


Statistics For Dummies (For Dummies (Lifestyle))
by Deborah J.J. Rumsey
★★★★☆ - 1,865

Paperback
\$11⁹⁹ List: \$19.99

prime
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\$2.62 (98 used & new offers)

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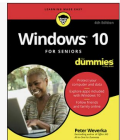


Personal Finance For Dummies
by Eric Tyson
★★★★☆ - 1,217

Paperback
\$13⁹⁹ List: \$24.99

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More Buying Choices
\$7.71 (76 used & new offers)

Other formats: Audible Audiobook, Kindle, Audio CD

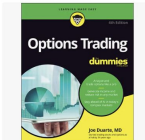


Windows 10 For Seniors For Dummies (For Dummies (Computer Tech))
by Peter Weverka
★★★★☆ - 917

Paperback
\$15⁹⁹ List: \$24.99

prime
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon
Or fastest delivery Tomorrow, May 19
More Buying Choices
\$3.96 (54 used & new offers)

Other format: Kindle

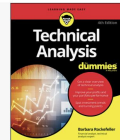


Options Trading For Dummies
by Joe Duarte
★★★★☆ - 285

Paperback
\$19⁹⁹ List: \$29.99

prime
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon
Or fastest delivery Sat, May 20
More Buying Choices
\$15.99 (85 used & new offers)

Other formats: Audible Audiobook, Kindle, Audio CD



Technical Analysis For Dummies
by Barbara Rockefeller
★★★★☆ - 992

Paperback
\$17⁹⁹ List: \$29.99

prime
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon
Or fastest delivery Tomorrow, May 19
More Buying Choices
\$9.98 (59 used & new offers)

Other format: Kindle



Sewing For Dummies
by Jan Saunders Marech
★★★★☆ - 1,292

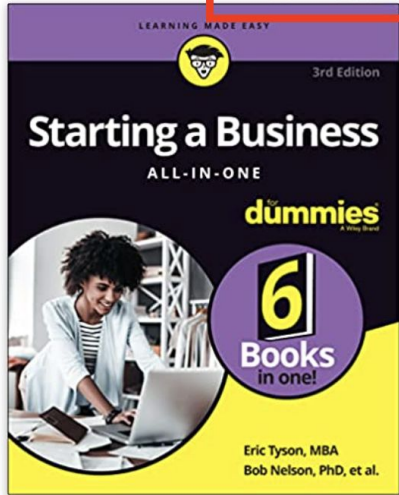
Paperback
\$10⁹⁹ List: \$19.99

prime
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon
Or fastest delivery Sat, May 20
More Buying Choices
\$5.22 (71 used & new offers)

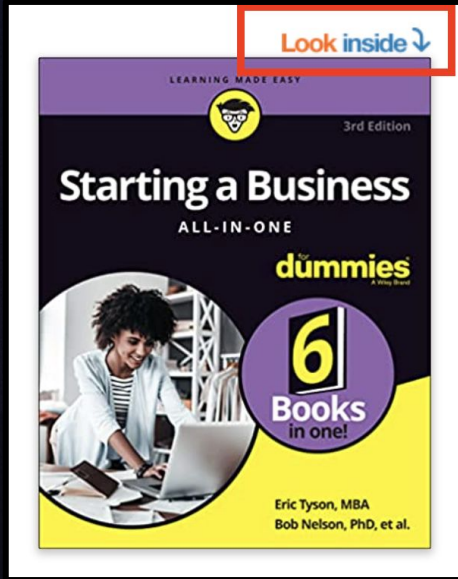
Other format: Kindle



Look inside ↓



Get topic ideas from the subtopics in the TOC - They could be a whole other book



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Ask ChatGPT



K

What would some good sub topics be for inner peace?



When it comes to inner peace, there are several subtopics that can be explored. Here are some ideas to consider:



1. Mindfulness: The practice of being fully present in the moment and cultivating awareness without judgment.
2. Meditation: Different meditation techniques and their benefits for achieving inner peace.
3. Emotional well-being: Strategies for managing and regulating emotions to foster inner peace.
4. Stress management: Techniques and coping mechanisms to reduce stress and find inner calm.
5. Gratitude: The practice of acknowledging and appreciating the positive aspects of life to enhance inner peace.
6. Self-reflection and self-awareness: Exploring one's values, beliefs, and thought patterns to gain a deeper understanding of oneself and promote inner peace.
7. Acceptance and letting go: Embracing acceptance of the present moment and learning to let go of attachments and expectations.
8. Forgiveness: Understanding the power of forgiveness and its role in finding inner peace.
9. Finding balance: Exploring ways to create a harmonious balance between different aspects of life, such as work, relationships, and personal well-being.
10. Self-care and self-compassion: Nurturing oneself through self-care practices and developing a compassionate attitude towards oneself.

These subtopics provide a starting point for exploring the concept of inner peace. You can delve deeper into each topic and consider additional subtopics that resonate with you personally.



K

From those 10 topics can you identify 3 keywords for each of those that could also be a topic?



Certainly! Here are three keywords for each of the suggested subtopics related to inner peace:



1. Mindfulness and Meditation:

- Mindfulness techniques
- Guided meditation
- Breath awareness

2. Emotional Well-being:

- Emotional resilience
- Stress management
- Positive psychology

3. Self-Acceptance and Self-Love:

- Self-compassion
- Authenticity
- Inner worth

4. Gratitude and Appreciation:

- Gratitude journaling
- Acts of kindness
- Cultivating gratitude

5. Letting Go and Forgiveness:

- Release and surrender
- Radical forgiveness
- Healing past wounds

6. Living in the Present Moment:

- Mindful presence
- Savoring the present
- Mindful activities



7. Simplifying Life:

- Minimalism
- Decluttering techniques
- Essentialism

8. Finding Meaning and Purpose:

- Personal mission statement
- Exploring passions
- Legacy and impact


9. Nurturing Relationships:

- Healthy boundaries
- Effective communication
- Empathy and understanding

10. Self-Care and Well-being Practices:

- Holistic self-care
- Mind-body connection
- Creating daily rituals

These keywords can serve as starting points for further exploration and research on each subtopic.

 Regenerate response

|



Work Backwards

- If you have a topic that you are interested in and it isn't meeting Proof of Concept, try working backwards
- Ask ChatGPT why someone would need a book on this topic; that may give you other topic ideas
- Then ask it for some keywords that could be potential book topics



K

Why would someone need a book on Inner Peace?



There are several reasons why someone might need a book on inner peace. Here are a few common ones: 🗒️ 👍 👎

1. **Stress and Anxiety:** Many people struggle with stress and anxiety in their daily lives. A book on inner peace can provide valuable insights and techniques to help manage and reduce these feelings. It can offer guidance on calming the mind, cultivating mindfulness, and finding peace amidst the chaos.
2. **Self-Reflection and Personal Growth:** Inner peace is closely tied to self-awareness and personal growth. Books on inner peace often encourage self-reflection and exploration of one's thoughts, emotions, and beliefs. They can help individuals gain a deeper understanding of themselves and their inner world, leading to personal growth and a greater sense of peace.
3. **Overcoming Challenges and Adversity:** Life is full of challenges, setbacks, and difficult situations. A book on inner peace can offer guidance on how to navigate these challenges with grace and resilience. It can provide tools for finding inner strength, developing a positive mindset, and maintaining equilibrium even in the face of adversity.
4. **Improved Relationships:** Inner peace can positively impact our relationships with others. When we are internally calm and balanced, we are more likely to approach relationships with compassion, understanding, and patience. Books on inner peace often offer insights and practices to cultivate healthier relationships and resolve conflicts peacefully.
5. **Spiritual Growth and Connection:** For those on a spiritual journey, a book on inner peace can serve as a guide to deepening their spiritual practices and connection with something greater than themselves. It can explore themes of spirituality, mindfulness, meditation, and provide tools for finding spiritual fulfillment and peace.
6. **Overall Well-being and Happiness:** Inner peace is an essential component of overall well-being and happiness. A book on inner peace can provide practical techniques and perspectives to help individuals lead more fulfilling lives, experience greater contentment, and find joy in the present moment.

Ultimately, the reasons why someone might seek a book on inner peace can vary from person to person. Whether it's to manage stress, foster personal growth, navigate challenges, improve relationships, explore spirituality, or enhance well-being, a book on inner peace can offer valuable insights and practices to support individuals on their journey toward a more peaceful and balanced life.



K

Can you provide a list of keywords that could be potential book topics



Certainly! Here is a list of keywords that could potentially be book topics related to inner peace:



1. Mindfulness
2. Meditation
3. Finding tranquility
4. Emotional well-being
5. Stress reduction techniques
6. Self-compassion
7. Healing from past trauma
8. Cultivating inner strength
9. Inner peace and relationships
10. Spirituality and peace
11. Self-reflection and introspection
12. Letting go of negativity
13. Inner peace in a busy world
14. Finding balance and harmony
15. Gratitude and contentment
16. Mind-body connection
17. Overcoming anxiety and worry
18. Peaceful living principles
19. Nurturing inner peace in children
20. Holistic approaches to inner peace.

These keywords can serve as a starting point for exploring various aspects of inner peace and developing book topics that delve deeper into these areas.



Proof of Concept

Is the book topic in demand?



Proof of Concept

Review from the Course

Number of Reviews: =< ??

Est. Monthly Sales: => \$??

+

Same ??

Same ??



PS Monthly Discount - June

AIA students on Q&A calls get monthly discount codes from Publishing Services for various packages. New codes shared monthly and active all month.

5STARREVIEWS

Get 10% off review package



Proof of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: => \$??

+

Same ??

Same ??



Proof of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: => \$500

+

Same ??

Same ??



Proof of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: => \$500

+

Same topic

Same ??



Proof of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: => \$500

+

Same topic

Same audience



Proof of Concept

Example:

Your extension was recently updated to v5.11.2. [Learn what's new](#) ×

Options Logout

i Keyword: **puppy training** [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

Results: **1-20** Avg. Sales Rank: **66,123** Avg. Monthly Rev: **\$4,143** Avg. Price: **\$16.08** Avg. No. Reviews: **2,130**

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
3	Dog Training: Impulse Control and Frustrati...	I S C	180	\$14.9114	224	\$ 3,340	29	19,104
15	The Complete Puppy Training Manual: Ever...	I S C	105	\$11.9911	8	\$ 96	36	613,185
9	The Do No Harm Dog Training and Behavio...	I S C	346	\$34.0034	37	\$ 1,258	120	138,637
19	Tips and Tales: On Training Your Bird Dog	I S C	246	\$28.9528	74	\$ 2,143	149	66,308
11	Mental Exercise for Dogs: A Step-by-Step Ill...	I S C	112	\$15.9715	243	\$ 3,881	269	17,391
20	Complete Dog Training for Beginners: 2 Bo...	I S C	207	\$18.9718	45	\$ 854	294	113,348
7	Clicker Training for Dogs: Master Basic Trai...	I S C	146	\$9.399	171	\$ 1,607	340	26,061
18	Mental Exercise for Dogs: The Best Dog G...	I S C	147	\$16.1916	195	\$ 3,157	460	22,396
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2	The Dog Training Bible: [2 in 1] A 4-Week P...	I S C	92	\$19.9719	117	\$ 2,337	991	40,161
1	Dog Training Bible: Everything You Need to...	I S C	103	\$19.3619	563	\$ 10,901	1,098	6,244
4	Puppies For Dummies	I S C	432	\$13.57	233	\$ 3,162	1,152	18,259
17	Puppy Training: How to Housebreak Your P...	I S C	114	\$9.87	217	\$ 2,142	1,784	19,850
16	Dog Training for Kids: Fun and Easy Ways t...	I S C	176	\$14.36	451	\$ 6,476	2,315	8,247
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13	Puppy Training in 7 Easy Steps: Everything...	I S C	178	\$11.79	355	\$ 4,185	3,629	11,042
14	The Art of Raising a Puppy (Revised Edition)	I S C	352	\$15.78	836	\$ 13,192	4,399	3,769
6	Zak George's Dog Training Revolution: The...	I S C	240	\$11.99	1,341	\$ 16,079	8,830	2,012
10	Easy Peasy Puppy Squeazy: Your Simple S...	I S C	272	\$21.95	38	\$ 834	10,866	136,200

Kindle 19

Books

Audiobooks 7

[Pull Results 21-40](#)

Keywords

Export

Help

USA ▾

Region

Total Monthly Rev.

\$82,870

Popularity Potential Competition

Keyword: **puppy training**[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

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Kindle **19**

Books

Audiobooks **7**[Pull Results 21-40](#)

Keywords



Export



Help

USA ▾

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Example:

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Kindle **19**

Books

Audiobooks **7**[Pull Results 21-40](#)

Keywords



Export



Help

USA ▾

Region

Total Monthly Rev.
\$82,870

Popularity Potential Competition



Example:

4 books
Under 150
reviews

Keyword: **puppy training**[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

Results:

1-20

Avg. Sales Rank:

66,123

Avg. Monthly Rev:

\$4,143

Avg. Price:

\$16.08

Avg. No. Reviews:

2,130

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
3	Dog Training: Impulse Control and Frustrati...		180	\$14.9114	224	\$ 3,340	29	19,104
15	The Complete Puppy Training Manual: Ever...		105	\$11.9911	8	\$ 96	36	613,185
9	The Do No Harm Dog Training and Behavio...		346	\$34.0034	37	\$ 1,258	120	138,637
19	Tips and Tales: On Training Your Bird Dog		246	\$28.9528	74	\$ 2,143	149	66,308
11	Mental Exercise for Dogs: A Step-by-Step Ill...		112	\$15.9715	243	\$ 3,881	269	17,391
20	Complete Dog Training for Beginners: 2 Bo...		207	\$18.9718	45	\$ 854	294	113,348
7	Clicker Training for Dogs: Master Basic Trai...		146	\$9.399	171	\$ 1,607	340	26,061
18	Mental Exercise for Dogs: The Best Dog G...		147	\$16.1916	195	\$ 3,157	460	22,396
12	Dog Training 101: Step-by-Step Instructions...		176	\$9.64	176	\$ 1,697	558	25,333
2	The Dog Training Bible: [2 in 1] A 4-Week P...		92	\$19.9719	117	\$ 2,337	991	40,161
1	Dog Training Bible: Everything You Need to...		103	\$19.3619	563	\$ 10,901	1,098	6,244
4	Puppies For Dummies		432	\$13.57	233	\$ 3,162	1,152	18,259
17	Puppy Training: How to Housebreak Your P...		114	\$9.87	217	\$ 2,142	1,784	19,850
16	Dog Training for Kids: Fun and Easy Ways t...		176	\$14.36	451	\$ 6,476	2,315	8,247
8	Zak George's Guide to a Well-Behaved Do...		224	\$13.49	240	\$ 3,238	2,578	17,630
5	Training the Best Dog Ever: A 5-Week Prog...		304	\$9.39	244	\$ 2,291	2,704	17,285
13	Puppy Training in 7 Easy Steps: Everything...		178	\$11.79	355	\$ 4,185	3,629	11,042
14	The Art of Raising a Puppy (Revised Edition)		352	\$15.78	836	\$ 13,192	4,399	3,769
6	Zak George's Dog Training Revolution: The...		240	\$11.99	1,341	\$ 16,079	8,830	2,012
10	Easy Peasy Puppy Squeazy: Your Simple S...		272	\$21.95	38	\$ 834	10,866	136,200

Kindle **19**

Books

Audiobooks **7**[Pull Results 21-40](#)

Keywords



Export



Help

USA

Region

Total Monthly Rev.

\$82,870

Popularity Potential Competition



Example:

3 books
Over \$500
/month

Keyword: **puppy training**[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

Results:

1-20

Avg. Sales Rank:

66,123

Avg. Monthly Rev:

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Avg. Price:

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Avg. No. Reviews:

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Kindle **19**

Books

Audiobooks **7**[Pull Results 21-40](#)

Keywords



Export



Help

USA

Region

Total Monthly Rev.

\$82,870

Popularity Potential Competition



Example:

What are the main topics of the books?











































Who are they written for?



i Keyword: **puppy training**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

Results: **1-20** Avg. Sales Rank: **66,123** Avg. Monthly Rev: **\$4,143** Avg. Price: **\$16.08** Avg. No. Reviews: **2,130**

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Kindle **19**

Books

Audiobooks **7**[Pull Results 21-40](#)

Keywords


Export


Help

 USA 
Region

 Total Monthly Rev.
\$82,870

 Popularity Potential Competition




Example:

What are
the main
topics of
the
books?

Who are
they
written
for?



Keyword: **puppy training**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

Results:
1-20

Avg. Sales Rank:
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Kindle **19**

Books

Audiobooks **7**

[Pull Results 21-40](#)



Keywords



Export



Help

USA v

Region

Total Monthly Rev.
\$82,870

Popularity Potential Competition



Example:

What are the main topics of the books?

Who are they written for?

amazon.com/Harm-Dog-Training-Behavior-Handbook/dp/1732253706/ref=sr_1_13?crd=1C50TMOR1K7TV&keywords=p... Office supplies store ▶

business Deliver to Christopher Milton L9T 8J Books puppy training

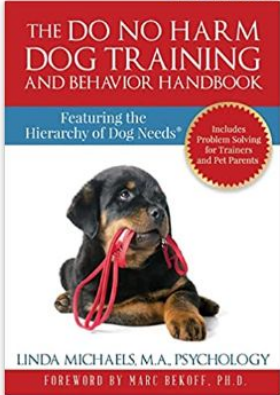
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THE DO NO HARM DOG TRAINING AND BEHAVIOR HANDBOOK
Featuring the Hierarchy of Dog Needs®
LINDA MICHAELS M.A., PSYCHOLOGY
FOREWORD BY MARC BEKOFF, PH.D.

Includes Problem Solving for Trainers and Pet Parents

The Do No Harm Dog Training and Behavior Handbook: Featuring the Hierarchy of Dog Needs® Paperback – July 5, 2022

by Linda Michaels (Author)

4.7 ★★★★★ 120 ratings See all formats and editions

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Print length	Language	Publication date	Dimensions
346 pages	English	July 5, 2022	7 x 0.78 x 10 inches

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Example:

What are the main topics of the books?

Who are they written for?

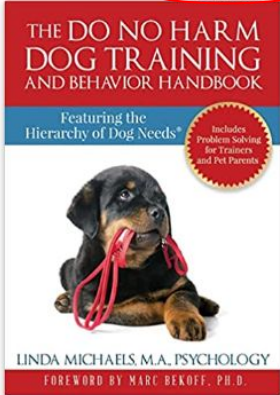
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THE DO NO HARM DOG TRAINING AND BEHAVIOR HANDBOOK
Featuring the Hierarchy of Dog Needs®
Includes Problem Solving for Trainers and Pet Parents
LINDA MICHAELS M.A., PSYCHOLOGY
FOREWORD BY MARC BEKOFF, PH.D.

The Do No Harm Dog Training and Behavior Handbook: Featuring the Hierarchy of Dog Needs® Paperback – July 5, 2022

by Linda Michaels (Author)
4.7 ★★★★★ 120 ratings See all formats and editions

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Find the roadmap to success in this easy-to-follow *Do No Harm Dog Training and Behavior Handbook*

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Print length	Language	Publication date	Dimensions
346 pages	English	July 5, 2022	7 x 0.78 x 10 inches

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Linda Michaels Follow

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Example:

What are the main topics of the books?

Who are they written for?

Keyword: **puppy training**[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

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- 19. Training for Bird Dogs
- 9. Training for any dog
- 3. Training for any dog

Kindle **19**

Books

Audiobooks **7**[Pull Results 21-40](#)USA v
RegionTotal Monthly Rev.
\$82,870

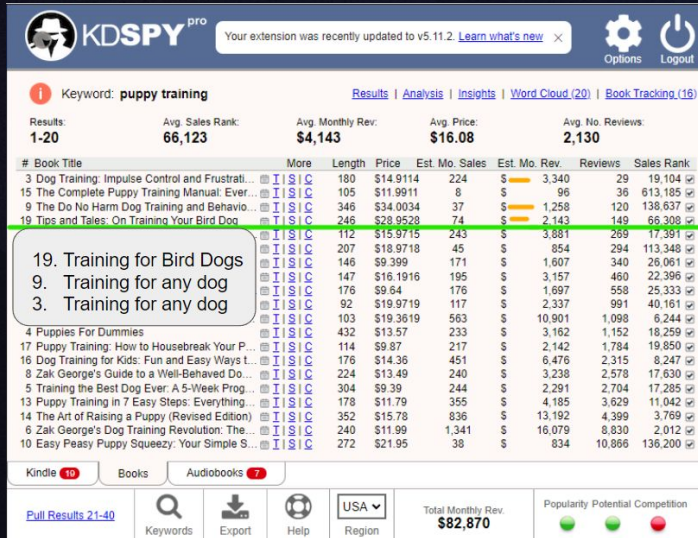
Popularity Potential Competition



Example:

Proof of Concept

Do we have proof of concept?



The screenshot shows the KDSPY Pro interface with search results for the keyword 'puppy training'. The interface includes a search bar, navigation tabs for 'Kindle' and 'Audiobooks', and a table of results. A callout box highlights the top three results.

Keyword: puppy training

Results: **1-20** Avg. Sales Rank: **66,123** Avg. Monthly Rev.: **\$4,143** Avg. Price: **\$16.08** Avg. No. Reviews: **2,130**

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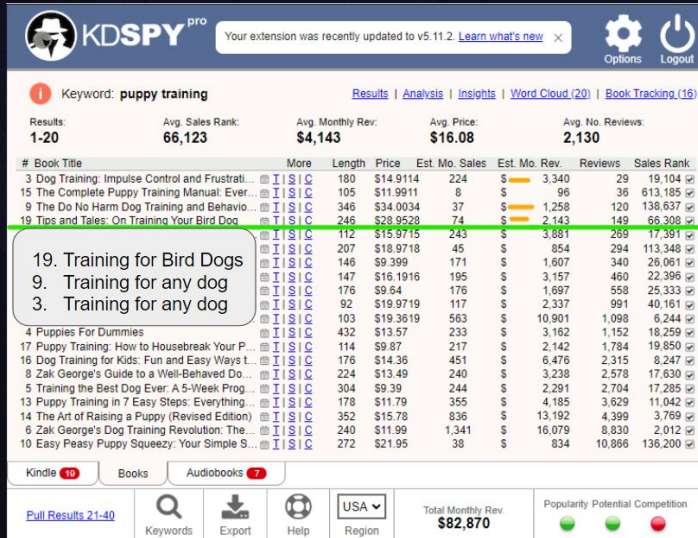
Kindle **19** Books Audiobooks **7**

USA Region Total Monthly Rev. **\$82,870** Popularity Potential Competition



Proof of Concept

Do we have proof of concept?



The screenshot shows the KDSPY Pro interface with search results for the keyword 'puppy training'. The interface includes a search bar, navigation tabs for 'Books' and 'Audiobooks', and a summary of results. A table lists various books with their titles, lengths, prices, estimated monthly sales, estimated monthly revenue, reviews, and sales rank. A red box highlights a specific book entry: '19. Training for Bird Dogs'.

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		I S C	147	\$16.1916	195	\$ 3,157	460	22,396
		I S C	176	\$9.64	176	\$ 1,697	558	25,333
		I S C	92	\$19.9719	117	\$ 2,337	991	40,161
		I S C	103	\$19.3619	563	\$ 10,901	1,098	6,244
4	Puppies For Dummies	I S C	432	\$13.57	233	\$ 3,162	1,152	18,259
17	Puppy Training: How to Housebreak Your P...	I S C	114	\$9.87	217	\$ 2,142	1,784	19,850
16	Dog Training for Kids: Fun and Easy Ways t...	I S C	176	\$14.36	451	\$ 6,476	2,315	8,247
8	Zak George's Guide to a Well-Behaved Do...	I S C	224	\$13.49	240	\$ 3,238	2,578	17,630
5	Training the Best Dog Ever: A 5-Week Prog...	I S C	304	\$9.39	244	\$ 2,291	2,704	17,285
13	Puppy Training in 7 Easy Steps: Everything...	I S C	178	\$11.79	355	\$ 4,185	3,629	11,042
14	The Art of Raising a Puppy (Revised Edition)	I S C	352	\$15.78	836	\$ 13,192	4,399	3,769
6	Zak George's Dog Training Revolution: The...	I S C	240	\$11.99	1,341	\$ 16,079	8,830	2,012
10	Easy Peasy Puppy Squeezey: Your Simple S...	I S C	272	\$21.95	38	\$ 834	10,866	136,200

Kindle **19** Books Audiobooks **7**

USA Region Total Monthly Rev. **\$82,870** Popularity Potential Competition



Proof of Concept

Live Walkthroughs

What topics would you like to check?



Proof of Concept



Red Flags

Investigate any red flag:

- Price is over \$30
- Page count is 350+
- 0 reviews, lots of sales

Automatic disqualification

- Low content books
- Journals
- Workbooks
- Bundles





Textbooks

Disqualified!

How do you identify a Textbook?

<https://www.amazon.ca/First-USMLE-Step-Thirty-Third/dp/1264946627>





Textbooks

Who are well known textbook publishers?

1. McGraw-Hill
2. Pearson
3. Scholastic
4. Cengage Learning
5. Houghton Mifflin Harcourt
6. Emerald Group Publishing
7. Macmillan Learning
8. Wolters Kluwer
9. Wiley Publishing
10. Routledge Taylor and Francis Group



Authority Figures

How do you know if they're an Authority Figure?

1. Over 150 reviews
2. The book is a "second edition" or greater
3. Fame or accomplishment is listed in their book description
4. They have healthy sales with 0 reviews showing in KDSpy

Example:

<https://www.amazon.com/Invisible-Child-Survival-American-Pulitzer/dp/0812986954/>



Katrina

Hi coaches! I'm new to the course and have been researching topic ideas. I would like to do a book on pregnancy. When I look for POC for "Pregnancy Guide" I believe it just about meets POC at 3 books, however, the rest of the books on page 1 have a lot of reviews. Should I be concerned about the amount of competition with high review counts? Do you think "Pregnancy Guide" meets POC or is the term too broad? Thanks in advance!



Questions?

What additional questions can we answer for you?

