

**TOPIC & POC**  
**Thursday!**  
**May 1, 2025**

● 2025



**PREREQUISITE**  
for today's call

Watched:  
**Module 2 | Choosing a Topic**



## 2 | Choosing a Topic



### The Journey to Six Figures

Resources: Download slides here Pubby Review Method  
Lesson Timestamps: 00:00 - Intro00:19 - W...



### The Core 4 Pieces Of A Successful Book

Resources: Download the slides here Access the Spanish version of this lesson here Timestamps: ...



### Choosing a Book Topic

1. Topic Research 101 2. Essential Research Tools 3. Coming Up With Book Topic Ideas 4. Using Pub...



### Business Fundamentals

1. Setting Up Your Publishing Accounts 2. Personal Finance 101 (How Not To Be Broke) 3. Accountin...



### Action Items

Congratulations on completing Module 2! Below is a checklist for all the actions and tasks you ne...



# SPECIAL SEGMENTS

Special Segment!

Today's Q&A is on:

- Finding a book topic
- Establishing Proof of Concept for your book topic

**\*General questions will resume on the next Q&A**



# 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.**

Live Calls



AUDIOBOOK  
IMPACT ACADEMY

Tuesday 4-6PM EST

Wednesday 12-2PM EST

Thursday 3-5PM EST

Friday 12-2PM EST

Sunday 12-2PM EST

**Live Weekly Q&A Calls**

Got a question you'd like us to answer on the next Q&A call? [Ask it Here](#)

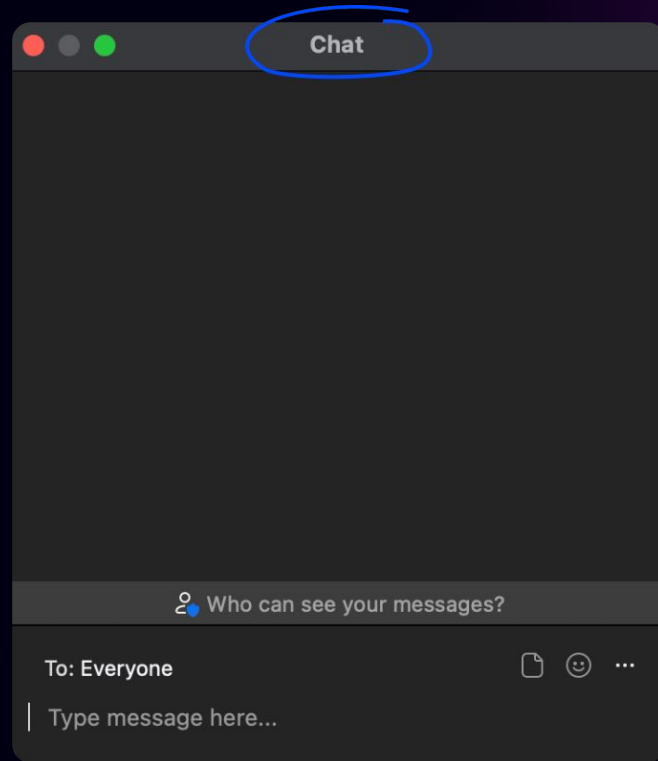
[Click Here to Register](#)

# 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.



Change your chat  
settings to "Everyone"

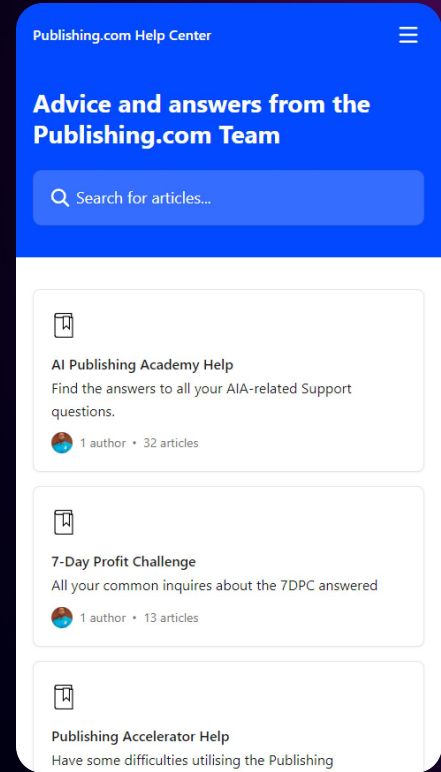




Visit our Help Center at [help.publishing.com](https://help.publishing.com)

- 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.





There are many students on this call, all at different points in their publishing journey. We receive many questions and do our best to choose the ones that are applicable and helpful to the majority of attendees on this call.

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.



**ULTIMATE BOOK**

FORMATTING

by  Publishing.com

**For only**  
**\$59**

**We Have A New Book  
Formatting Partner**

# PUBLISHING.AI NOW OPEN TO EVERYONE

## What Can Publishing.ai Offer You?

Access the platform and enjoy features like:

- Book topic ideas
- Customer research
- Book outlines
- Book descriptions

...and even generating a 30,000-word manuscript



*Check your email inbox for more info or contact support*

**LET'S BEGIN!**

# Topic Research

1. How To Find A Topic
2. Finding Proof Of Concept (POC)
3. Q&A
  - a. Pre-submitted
  - b. Live



# How To Find A Topic



# What IS a Book Topic?

A good book topic:

**Solves a specific problem, solved in a specific way for a specific group of people**

- Clearly state what the book is actually about
- Terms people are searching on Amazon
- Specific (not vague)

Good book topic = *usually between 2 - 6 words*



# What IS a Book Topic?

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|                               |                                |
|-------------------------------|--------------------------------|
| How to read music             | Beekeeping for beginners       |
| Food truck business           | At home workouts               |
| Public speaking for beginners | Gut health                     |
| Off grid living               | Decluttering your home         |
| Rental property investing     | Budgeting for college students |
| Meditation for entrepreneurs  | Leadership for women           |
| Social media marketing        | Cognitive behavioral therapy   |
| How to small talk             | Chess for kids                 |

# What ISN'T a Book Topic?

- Book titles
- Niches
- Sub-niches
- Vague terms
- Famous authors

Ask yourself - Are people searching for these terms regularly on Amazon?



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|                     |                     |
|---------------------|---------------------|
| Self help           | Atomic Habits       |
| Exercise            | Think and Grow Rich |
| Diet                | Money secrets       |
| Music               | Tony Robbins        |
| Outdoors            | Money magic         |
| Love                | Weight loss magic   |
| Why anxiety sucks   | For women           |
| I can't lose weight | Math                |



**BONUS**

# TOP 100 BOOK TOPICS

 **AUDIOBOOK**  
INCOME ACADEMY

Note: **"For Dummies"** is Copyrighted, so you will be using this term just to get  
**IDEAS!**





Deliver to  
Beverly H... 90210

Books

FOR DUMMIES



EN

Hello, sign in  
Account & Lists

Returns  
& Orders



All Medical Care Groceries Best Sellers Amazon Basics Today's Deals New Releases Prime Registry Customer Service Music Books Pharmacy Amazon Home Fashion Gift Cards

Books Kindle Rewards Advanced Search New Releases Best Sellers & More Amazon Book Clubs Children's Books Textbooks Textbook Rentals Best Books of the Month Best Books of 2023 Your Company Bookshelf

1-24 of over 50,000 results for "FOR DUMMIES"

Sort by: Featured

**Accounting All-in-One For Dummies**  
(+ Videos and Quizzes Online) (For Dummies (Business & Personal Finance))  
by Michael Taillard, Joseph Krajnak, et al.  
Paperback  
**\$28<sup>99</sup>** 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

**Bookkeeping All-in-One For Dummies**  
by Lisa Epstein and John A. Tracy  
Paperback  
**\$20<sup>99</sup>** 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  
\$14.98 (56 used & new offers)  
Other format: Kindle

**Real Estate Investing For Dummies**, 4th Edition  
by Eric Tyson MBA, Robert S. Griswold MBA MBA CRE, et al.  
Paperback  
**\$29<sup>99</sup>** List: \$34.99  
Free with Audible trial  
Available instantly  
Other formats: Paperback, Kindle, Audio CD

**Diversity, Equity & Inclusion For Dummies**  
by Dr. Shirley Davis  
Paperback  
**\$29<sup>99</sup>** List: \$34.99  
-prime  
FREE delivery Wed, May 24  
Or fastest delivery Tomorrow, May 19  
More Buying Choices  
\$18.89 (105 used & new offers)  
Other format: Kindle

**Statistics For Dummies (For Dummies) (Lifestyle)**  
by Deborah J. Rumsey  
Paperback  
**\$11<sup>99</sup>** List: \$16.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$2.62 (88 used & new offers)  
Other format: eTextbook

**Personal Finance For Dummies**  
by Eric Tyson  
Paperback  
**\$13<sup>99</sup>** List: \$24.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$7.71 (76 used & new offers)  
Other formats: Audible Audiobook, Kindle, Audio CD

**Windows 10 For Seniors For Dummies (Computer/Tech)**  
by Peter Weverka  
Paperback  
**\$15<sup>99</sup>** 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  
Paperback  
**\$19<sup>99</sup>** 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  
\$15.69 (15 used & new offers)  
Other formats: Audible Audiobook, Audio CD

**Technical Analysis For Dummies**  
by Barbara Rockefeller  
Paperback  
**\$17<sup>99</sup>** 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  
\$9.88 (105 used & new offers)  
Other format: Kindle

**Sewing For Dummies**  
by Jen Saunders Marech  
Paperback  
**\$10<sup>99</sup>** List: \$16.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$5.32 (17 used & new offers)  
Other format: Kindle



AI PUBLISHING ACADEMY

# FOR DUMMIES - "INVESTING"

## Chat Gpt Prompt



What are the books available on Amazon under "Investing" - I want you to sub-niche

1. **Stock Market Investing:** Books focusing on stock market basics, strategies, and analysis.
2. **Real Estate Investing:** Guides on investing in real estate, including rental properties, flipping houses, and REITs.
3. **Value Investing:** Books that emphasize buying undervalued stocks for long-term growth, inspired by investors like Warren Buffett.
4. **Growth Investing:** Focuses on companies with potential for substantial future growth regardless of current stock price.
5. **Index Fund and ETF Investing:** Guides on investing in index funds and ETFs for diversified, long-term portfolios.
6. **Cryptocurrency Investing:** Books about investing in digital currencies and blockchain technology.



**CHECK  
THESE  
TOPICS  
FOR POC**



# Brainstorm With ChatGPT



**Is “Exercise” a  
good book topic?**



**Too Broad -**  
We don't know what  
it's about or who it's for



**Using ChatGPT, we  
can break it down**

1. **Cardio Workouts**

- High-intensity interval training (HIIT)
- Running and jogging routines
- Swimming workouts
- Cycling routines
- Aerobics exercises

2. **Strength Training**

- Weightlifting exercises
- Bodyweight exercises
- Resistance band workouts
- Kettlebell workouts
- Plyometric training

3. **Yoga and Flexibility**

- Hatha yoga
- Vinyasa yoga
- Yin yoga
- Flexibility exercises
- Pilates routines

4. **Mind-Body Wellness**

- Tai chi
- Qigong
- Meditation and mindfulness exercises
- Breathing exercises
- Relaxation techniques

- **Prompt:** Can you create a list of exercise topics that can be found in books on Amazon

#### 5. Sports Specific Training

- Golf exercises
- Tennis workouts
- Soccer training routines
- Basketball drills
- Baseball conditioning

#### 6. Rehabilitation Exercises

- Physical therapy exercises
- Stretching for injury prevention
- Exercises for back pain
- Post-surgery recovery exercises
- Balance and stability training

#### 7. Dance Workouts

- Zumba routines
- Ballet workouts
- Hip-hop dance routines
- Belly dance workouts
- Dance aerobics

#### 8. Nutrition and Wellness

- Nutritional guidelines for athletes
- Wellness and self-care routines
- Holistic health approaches
- Healthy eating and meal planning
- Supplements for athletic performance

#### 9. Martial Arts Training

- Karate techniques
- Taekwondo routines
- Brazilian jiu-jitsu drills
- Boxing workouts
- Muay Thai training

#### 10. Outdoor and Adventure Sports

- Hiking and trekking routines
- Rock climbing exercises
- Kayaking workouts
- Outdoor survival skills
- Camping and outdoor fitness

##### 1. Senior Fitness

- Exercises for older adults
- Low-impact workouts
- Strength training for seniors
- Balance exercises for the elderly
- Chair exercises

##### 1. Pregnancy and Postpartum Exercise

- Prenatal yoga
- Postpartum exercises
- Exercises for pregnancy
- Gentle workouts for new mothers
- Pelvic floor exercises

##### 1. Kids and Family Workouts

- Fun family exercises
- Kids' fitness routines
- Exercises for children
- Active games for families
- Parent-child workouts



# Using Pub.AI To Generate Book topic Ideas

## Book Topic Ideas

Fill out the fields below and we will generate 5 book topic ideas for you. These are **not** book titles, so you will need to double check these with Proof of Concept before continuing!

Category you'd like to explore \* 

Health

Subcategory to refine the idea \* 

Nutrition

Generate

[I already have a topic. Skip this step](#)

## Output



◀ 2 of 2 ▶

Copy



**Nutrition Basics for Busy Professionals** Description: Tailored for professionals with limited time, this book simplifies nutrition fundamentals, offering quick, healthy meal plans, and time-saving cooking tips to maintain a balanced diet amidst a hectic schedule.

**Plant-Based Eating for Beginners** Description: Introduces readers to the principles of plant-based nutrition, providing guidance on how to transition to a plant-based diet, understanding nutritional needs, and preparing simple, delicious plant-based meals.

**Anti-Inflammatory Foods and Recipes** Description: Explains the science behind inflammation and its effects on the body, identifying foods known to reduce inflammation. Includes a variety of recipes that incorporate these foods.

How do you like your output?

I like it, it's good!



It could be better...



# Use Autosuggestion

 Deliver to **Beverly H... 90210**

Books ▾ container

|                                        |    |                                        |                                               |
|----------------------------------------|----|----------------------------------------|-----------------------------------------------|
| Q container gardening for beginners    | 📈? | <b>Keywords Before</b>                 | <b>Keywords After</b>                         |
| Q container gardening                  | 📈? | kids lunch container 📈?                | container gardening books for beginners 📈?    |
| Q container security                   | 📈? | containers for mini fridge 📈?          | <b>Other</b>                                  |
| Q container gardening book             | 📈? | containers with lids for organizing 📈? | pizza storage container collapsible 📈?        |
| Q container vegetable gardening        | 📈? | containers for organizing clothes 📈?   | dog food storage container 50 lbs capacity 📈? |
| Q container home                       | 📈? | containers for organizing pantry 📈?    | oxo pop container 📈?                          |
| Q container garden                     | 📈? | container 📈?                           | sharps disposal container for home use 📈?     |
| Q container home book                  | 📈? | containers for beads 📈?                | sterilite 3-drawer storage container 📈?       |
| Q container garden book                | 📈? | containers for food organizing 📈?      | dog food storage container 30 lb 📈?           |
| Q containers for tops and cotton balls | 📈? | container store storage bins 📈?        | how to build a shipping container home 📈?     |

ASE v2.1.42 ⚙️ | [Download Keywords!](#) |  Want to see **Search Volume** for these keywords? Go **PRO!** | 💡 Tip: You may have to scroll to the right to see all keyword suggestions.

# AMZ Suggestion Expander



# Proof of Concept (POC)

Is the book topic in demand?

# Proof Of Concept

## *Review from the Course*

Number of Reviews:  $= < ??$

Est. Monthly Sales:  $\Rightarrow \$??$

+

? x Books

Same ??

Same ??



# Proof Of Concept

## *Review from the Course*

Number of Reviews: =< 150

Est. Monthly Sales:  $\Rightarrow$  \$??

+

? x Books

Same ??

Same ??



# Proof Of Concept

## *Review from the Course*

Number of Reviews: =< 150

Est. Monthly Sales:  $\Rightarrow$  \$500

+

? x Books

Same ??

Same ??



# Proof Of Concept

## *Review from the Course*

Number of Reviews: =< 150

Est. Monthly Sales: ⇒ \$500

+

3 x Books

Same ??

Same ??



# Proof Of Concept

## *Review from the Course*

Number of Reviews: =< 150

Est. Monthly Sales: ⇒ \$500

+

3 x Books

Same Topic

Same ??



# Proof Of Concept

## *Review from the Course*

Number of Reviews: =< 150

Est. Monthly Sales: ⇒ \$500

+

3 x Books

Same Topic

Same Audience



# Proof Of Concept



## Red Flags

### Investigate any red flag:

- Price is over \$30
- Page count is 350+
- 0 reviews, lots of sales
- Date book was published (< 60 days, do not consider)

### Automatic disqualification:

- Low content books
- Journals
- Workbooks\*
- Bundles

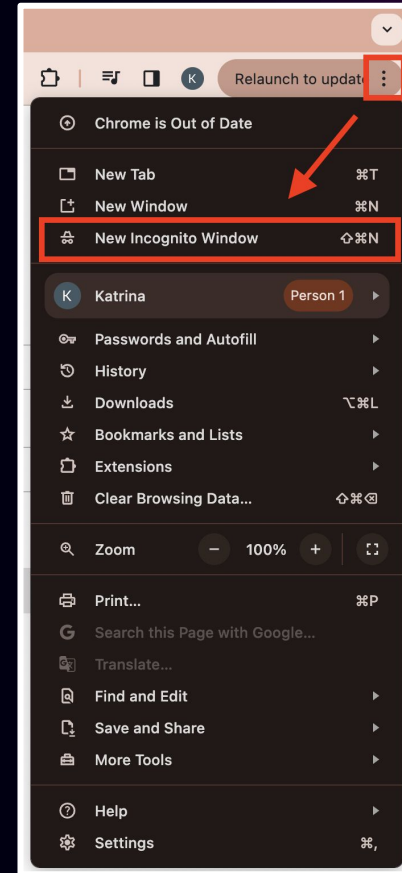


# Proof Of Concept

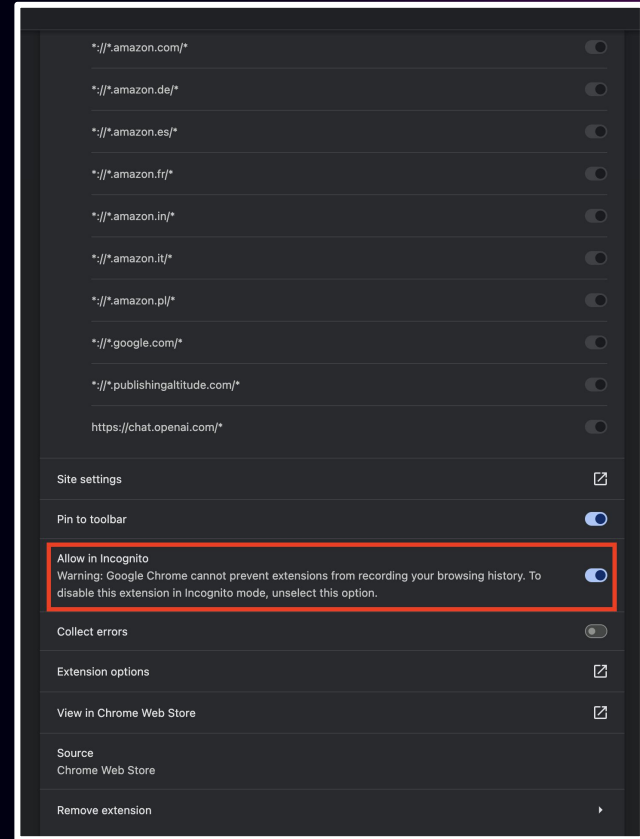


# POC Example

- Open a new incognito window



- Make sure KDSpy is available in incognito



**Search your  
topic in Amazon**



USA ✓ Books ✓ Topic

Incognito ✓

amazon.com/?k=chair+exercises+for+seniors&l=stripbooks&crd=2EF3G8DOZNV00&sprefix=chair+exercises+for+seniors%2Cstripbooks%2C173&ref=nb\_sb\_noss\_1

amazon Deliver to Beverly Hills, 90210 Books chair exercises for seniors

1-24 of over 2,000 results for "chair exercises for seniors" Sort by: Featured

**Selected filters (1)** Clear all

- Books

**Eligible for Free Shipping**

- ☐ Free Shipping by Amazon

Get FREE Shipping on eligible orders shipped by Amazon

**Kindle Unlimited**

- ☐ Kindle Unlimited Eligible

**Department**

< Any Department

**Books**

- Arts & Photography
- Biographies
- Business & Money
- Calendars
- Children's Books
- Christian Books & Bibles
- Comics & Graphic Novels
- Computers & Technology
- Cookbooks, Food & Wine
- Crafts, Hobbies & Home
- Education & Teaching
- Engineering & Transportation
- Health, Fitness & Dieting
- History
- Humor & Entertainment
- Law
- LGBTQ+ Books
- Literature & Fiction
- Medical Books
- Mystery, Thriller & Suspense
- Parenting & Relationships
- Politics & Social Sciences
- Reference
- Religion & Spirituality

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**Illustrated Book for Women, Beginners and Seniors**  
Shop Alessandra Villanucci Books >

**WALL PILATES SENIORS**  
28-day challenge  
★★★★★ 114  
prime

**Chair Yoga for Weight Loss: 28-Day Challenge to Lose Belly Fat Sitting Down with Low-Impact Exercises**  
★★★★★ 183  
prime

**BALANCE EXERCISES BIBLE SENIORS**  
12-Week Plan to Prevent Falls and Walking with Confidence in...  
★★★★★ 20  
prime

**Results**

**28 DAYS OF CHAIR YOGA FOR SENIORS**  
Ottie Oz

**CHAIR YOGA FOR SENIORS TO LOSE WEIGHT**  
EXCLUSIVE CONTENT INSIDE  
WITH ILLUSTRATED EXERCISES  
Sponsored

**CHAIR YOGA FOR WEIGHT LOSS**  
BONUS VIDEO TUTORIALS  
40+ Exercises  
18 Routines and Illustrations  
90+ Video Tutorials  
28-day Challenge  
Sponsored

**50 Chair Exercises For Seniors: Best Chair Workout For Older Adults To**  
Sponsored

**Sit, Stretch and Strengthen: A 14-Day Chair Exercise Program for Seniors**  
JORDAN FRANK  
Sponsored



Your extension was recently updated to v5.13.32. [Learn what's new](#) X



Options



Logout



Keyword: **chair exercises for seniors**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

Results: **1-20** Avg. Sales Rank: **209,121** Avg. Monthly Rev: **\$6,741** Avg. Price: **\$15.45** Avg. No. Reviews: **359**

| #  | Book Title                                       | More                                                  | Length | Price   | Est. Mo. Sales | Est. Mo. Rev | Reviews        | Sales Rank |
|----|--------------------------------------------------|-------------------------------------------------------|--------|---------|----------------|--------------|----------------|------------|
| 16 | Chair Exercises for Seniors: Reclaiming Str...   | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 168    | \$13.69 | 5              | \$ 68        | (18) 1,053,844 | ✓          |
| 7  | 65 QUICK AND SIMPLE CHAIR EXERCIS...             | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 92     | \$18.9  | 50             | \$ 945       | (30) 101,940   | ✓          |
| 18 | Chair Yoga For Seniors Over 60: For Weigh...     | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 142    | \$29.97 | 4              | \$ 120       | (30) 1,326,670 | ✓          |
| 20 | Chair Yoga For Seniors Made Easy: 28-day...      | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 187    | \$14.95 | 7              | \$ 105       | (44) 706,162   | ✓          |
| 17 | Chair workouts for every fitness level: Chair... | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 176    | \$12.99 | 372            | \$ 4,832     | (45) 10,443    | ✓          |
| 14 | Chair Exercises for Seniors Simplified: The ...  | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 170    | \$11.99 | 16             | \$ 192       | (55) 330,494   | ✓          |
| 13 | Chair Exercises for Seniors: Simple and Sa...    | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 126    | \$14.97 | 34             | \$ 509       | (76) 154,517   | ✓          |
| 15 | 50 Chair Exercises for Seniors with Picture...   | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 78     | \$10.97 | 15             | \$ 165       | (85) 356,095   | ✓          |
| 1  | Chair Exercises for Seniors: Your 28-Day Pl...   | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 232    | \$13.69 | 441            | \$ 6,037     | (99) 8,475     | ✓          |
| 10 | 10-Minute Chair Exercises for Seniors: Sim...    | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 105    | \$13.99 | 152            | \$ 2,126     | (101) 29,874   | ✓          |
| 2  | 28 Days of Chair Exercises For Weight Los...     | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 124    | \$14.99 | 887            | \$ 13,296    | (112) 3,488    | ✓          |
| 12 | The Complete Guide to Chair Yoga for Seni...     | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 136    | \$13.97 | 352            | \$ 4,917     | (128) 11,152   | ✓          |
| 6  | Chair Exercises for Seniors: Rediscover Pai...   | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 130    | \$14.97 | 131            | \$ 1,961     | (187) 35,345   | ✓          |
| 3  | 50 Chair Exercises For Seniors: Best Chair ...   | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 131    | \$6.99  | 173            | \$ 1,209     | (244) 25,708   | ✓          |
| 5  | Chair Yoga for Weight Loss & Toning: Com...      | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 111    | \$16.3  | 1,928          | \$ 31,426    | (308) 1,218    | ✓          |
| 11 | Chair Yoga for Seniors over 60: Complete ...     | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 119    | \$14.51 | 694            | \$ 10,070    | (321) 4,794    | ✓          |
| 19 | Chair Yoga for Weight Loss: 10 Minutes a D...    | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 111    | \$15.83 | 662            | \$ 10,479    | (514) 5,085    | ✓          |
| 8  | Chair Yoga for Seniors: Stretches and Pose...    | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 164    | \$31.93 | 291            | \$ 9,292     | (755) 14,019   | ✓          |
| 4  | Chair Yoga For Seniors Over 60: 28-day Be...     | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 139    | \$12.99 | 1,904          | \$ 24,733    | (779) 1,240    | ✓          |
| 9  | 5-Minute Core Exercises for Seniors: Daily ...   | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 158    | \$8.69  | 1,420          | \$ 12,340    | (3,267) 1,861  | ✓          |

Kindle **20**

Books

Audiobooks **4**

[Pull Results 21-40](#)



Keywords



Export



Help



Region

Total Monthly Rev.

**\$134,822**

Popularity Potential Competition



Click on the *KDSpy* icon

Click on *Reviews* to put them in order



AI PUBLISHING ACADEMY



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Keyword: **chair exercises for seniors**

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| 7  | 65 QUICK AND SIMPLE CHAIR EXERCIS...             | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 92     | \$18.9  | 50             | \$ 945        | (30)    | 101,940 <input checked="" type="checkbox"/>   |
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Kindle **20**

Books

Audiobooks **4**

[Pull Results 21-40](#)



Total Monthly Rev.  
**\$134,822**

Popularity Potential Competition



We are looking for **3 books** making **\$500** or more with **150 reviews** or less



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Keyword: **chair exercises for seniors**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

Results: **1-20**      Avg. Sales Rank: **209,121**      Avg. Monthly Rev: **\$6,741**      Avg. Price: **\$15.45**      Avg. No. Reviews: **359**

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Kindle **20**

Books

Audiobooks **4**

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Under 150  
reviews making  
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Keyword: **chair exercises for seniors**

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Kindle **20**

Books

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Keywords



Export



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Region

Total Monthly Rev.  
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Popularity Potential Competition



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150 reviews or  
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Keyword: **chair exercises for seniors**

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Kindle **20**

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[Pull Results 21-40](#)



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| 3  | 50 Chair Exercises For Seniors: Best Chair ...   | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 131    | \$6.99  | 173            | \$ 1,209      | (244)   | 25,708 ✓    |
| 5  | Chair Yoga for Weight Loss & Toning: Com...      | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 111    | \$16.3  | 1,928          | \$ 31,426     | (308)   | 1,218 ✓     |
| 11 | Chair Yoga for Seniors over 60: Complete ...     | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 119    | \$14.51 | 694            | \$ 10,070     | (321)   | 4,794 ✓     |
| 19 | Chair Yoga for Weight Loss: 10 Minutes a D...    | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 111    | \$15.83 | 662            | \$ 10,479     | (514)   | 5,085 ✓     |
| 8  | Chair Yoga for Seniors: Stretches and Pose...    | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 164    | \$31.93 | 291            | \$ 9,292      | (755)   | 14,019 ✓    |
| 4  | Chair Yoga For Seniors Over 60: 28-day Be...     | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 139    | \$12.99 | 1,904          | \$ 24,733     | (779)   | 1,240 ✓     |
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Kindle **20**

Books

Audiobooks **4**

[Pull Results 21-40](#)



Total Monthly Rev.  
**\$134,822**

Popularity Potential Competition



At first glance  
this looks like 7  
books have PoC,  
but now we need  
to see what the  
books are  
actually about



AI PUBLISHING ACADEMY



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Keyword: **chair exercises for seniors**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

Results: **1-20** Avg. Sales Rank: **209,121** Avg. Monthly Rev: **\$6,741** Avg. Price: **\$15.45** Avg. No. Reviews: **359**

| #  | Book Title                                                                                                               | More                                                  | Length | Price     | Est. Mo. Sales | Est. Mo. Rev. | Reviews | Sales Rank                                    |
|----|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|--------|-----------|----------------|---------------|---------|-----------------------------------------------|
| 16 | Chair Exercises for Seniors: Reclaiming Str...                                                                           | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 168    | \$13.69   | 5              | \$ 68         | (18)    | 1,053,844 <input checked="" type="checkbox"/> |
| 7  | 65 QUICK AND SIMPLE CHAIR EXERCIS...                                                                                     | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 92     | \$18.9    | 50             | \$ 945        | (30)    | 101,940 <input checked="" type="checkbox"/>   |
| 18 | Chair Yoga For Seniors Over 60: For Weigh...                                                                             | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 142    | \$29.97   | 4              | \$ 120        | (30)    | 1,326,670 <input checked="" type="checkbox"/> |
| 20 | Chair Yoga For Seniors Made Easy: 28-day...                                                                              | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 187    | \$14.95   | 7              | \$ 105        | (44)    | 706,162 <input checked="" type="checkbox"/>   |
| 17 | Chair workouts for every fitness level: Chair...                                                                         | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 176    | \$12.99   | 372            | \$ 4,832      | (45)    | 10,443 <input checked="" type="checkbox"/>    |
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| 15 | 50 Chair Exercises for Seniors with Picture...                                                                           | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 78     | \$10.97   | 15             | \$ 165        | (85)    | 356,095 <input checked="" type="checkbox"/>   |
| 1  | Chair Exercises for Seniors: Your 28-Day Pl...                                                                           | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 232    | \$13.69   | 441            | \$ 6,037      | (99)    | 8,475 <input checked="" type="checkbox"/>     |
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| 2  | 28 Days of Chair Exercises For Weight Los...                                                                             | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 124    | \$14.99   | 887            | \$ 13,296     | (112)   | 3,488 <input checked="" type="checkbox"/>     |
| 12 | The Complete Guide to Chair Exercises for Seniors                                                                        | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 100    | \$10.97   | 352            | \$ 4,917      | (128)   | 11,152 <input checked="" type="checkbox"/>    |
| 6  | Chair Exercises for Seniors: 28 Days of Chair Exercises For Weight Loss: Three Levels for Strength, Posture, and Fitness | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 97     | \$ 1,961  | 131            | \$ 1,961      | (187)   | 35,345 <input checked="" type="checkbox"/>    |
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Kindle **20**

Books

Audiobooks **4**

[Pull Results 21-40](#)



Total Monthly Rev.  
**\$134,822**

Popularity Potential Competition



Hover over the title to see what the book is actually about

Remember we are looking for the same topic for the same audience



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# SIT, STRETCH, and STRENGTHEN

A 14- Day Chair Exercise  
Program for Seniors



JORDAN FRANK



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## Sit, Stretch and Strengthen: A 14-Day Chair Exercise Program for



Seniors Paperback – July 11, 2023

by Jordan Frank (Author)

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Unfortunately, the body's balance, coordination, and ability to bounce back from injuries weaken as you age. That is why implementing regular exercise in your daily routine is essential to prevent fall incidents, strengthen your body and improve your overall well-being.

Does this mean you have to spend your money on fancy equipment or overpriced gym memberships?

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138 pages

Language



English

Publication date



July 11, 2023

Dimensions



8.5 x 0.32 x 11  
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ISBN-13



979-8850536848



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| 13 | Chair Exercises for Seniors: Simple and Sa...    | <a href="#">📖</a> <a href="#">🔍</a> <a href="#">📄</a> <a href="#">📄</a> | 126    | \$14.97 | 34             | \$ 509        | (76)    | 154,517 <input checked="" type="checkbox"/>   |
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| 10 | 10-Minute Chair Exercises for Seniors: Sim...    | <a href="#">📖</a> <a href="#">🔍</a> <a href="#">📄</a> <a href="#">📄</a> | 105    | \$13.99 | 152            | \$ 2,126      | (101)   | 29,874 <input checked="" type="checkbox"/>    |
| 2  | 28 Days of Chair Exercises For Weight Los...     | <a href="#">📖</a> <a href="#">🔍</a> <a href="#">📄</a> <a href="#">📄</a> | 124    | \$14.99 | 887            | \$ 13,296     | (112)   | 3,488 <input checked="" type="checkbox"/>     |
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Kindle 20 Books Audiobooks 4

## Pull Results 21-40



## Keywords



Export



Help

USA ▾

Region

Total Monthly Rev.  
**\$134,822**

### Popularity Potential Competition



## "Chair Yoga for Seniors" is a different topic

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Keyword: **chair exercises for seniors**

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Results: **1-20** Avg. Sales Rank: **209,121** Avg. Monthly Rev: **\$6,741** Avg. Price: **\$15.45** Avg. No. Reviews: **359**

| #  | Book Title                                       | More                                                  | Length | Price   | Est. Mo. Sales | Est. Mo. Rev. | Reviews | Sales Rank  |
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Kindle **20**

Books

Audiobooks **4**

[Pull Results 21-40](#)



Total Monthly Rev.  
**\$134,822**

Popularity Potential Competition



We need to find all the books that are about "Chair Exercises for Seniors"



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Keyword: **chair exercises for seniors**

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| 10 | 10-Minute Chair Exercises for Seniors: Sim.      | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 105    | \$13.99 | 152            | \$ 2,126      | (101)   | 29,874 ✓    |
| 2  | 28 Days of Chair Exercises For Weight Los...     | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 124    | \$14.99 | 887            | \$ 13,296     | (112)   | 3,488 ✓     |
| 12 | The Complete Guide to Chair Yoga for Seni...     | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 136    | \$13.97 | 352            | \$ 4,917      | (128)   | 11,152 ✓    |
| 6  | Chair Exercises for Seniors: Rediscover Pai...   | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 130    | \$14.97 | 131            | \$ 1,961      | (187)   | 35,345 ✓    |
| 3  | 50 Chair Exercises For Seniors: Best Chair ...   | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 131    | \$6.99  | 173            | \$ 1,209      | (244)   | 25,708 ✓    |
| 5  | Chair Yoga for Weight Loss & Toning: Com...      | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 111    | \$16.3  | 1,928          | \$ 31,426     | (308)   | 1,218 ✓     |
| 11 | Chair Yoga for Seniors over 60: Complete ...     | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 119    | \$14.51 | 694            | \$ 10,070     | (321)   | 4,794 ✓     |
| 19 | Chair Yoga for Weight Loss: 10 Minutes a D...    | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 111    | \$15.83 | 662            | \$ 10,479     | (514)   | 5,085 ✓     |
| 8  | Chair Yoga for Seniors: Stretches and Pose...    | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 164    | \$31.93 | 291            | \$ 9,292      | (755)   | 14,019 ✓    |
| 4  | Chair Yoga For Seniors Over 60: 28-day Be...     | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 139    | \$12.99 | 1,904          | \$ 24,733     | (779)   | 1,240 ✓     |
| 9  | 5-Minute Core Exercises for Seniors: Daily ...   | <a href="#">I</a> <a href="#">S</a> <a href="#">C</a> | 158    | \$8.69  | 1,420          | \$ 12,340     | (3,267) | 1,861 ✓     |

Kindle **20**

Books

Audiobooks **4**

[Pull Results 21-40](#)



Total Monthly Rev.  
**\$134,822**

Popularity Potential Competition



That leaves us  
with 4 books  
about the same  
topic for the  
same audience



AI PUBLISHING ACADEMY

**Do we have Proof  
Of Concept?**

**We have a winner! 🎉**



# Proof of Concept

## Red Flags Examples



### 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](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

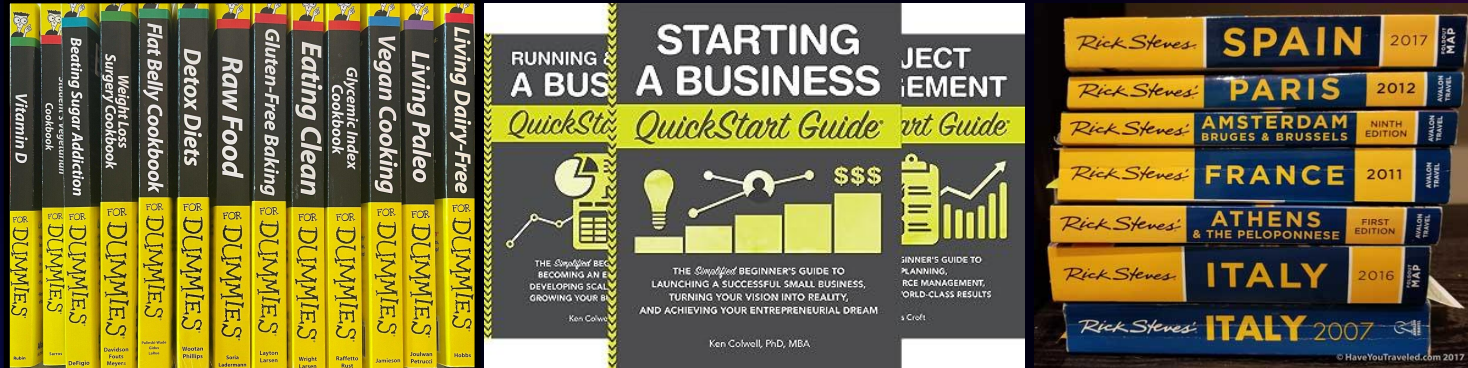
Example:

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



# Authority Figures

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



They dominate a niche!

# Questions?

What additional questions can we answer for you?



# Submitted Questions

(Then Q&A Submissions on Zoom)

# TOPIC RULES 😊

- Each student is allowed to submit **one topic** for proof of concept (POC) testing by coaches.
- If a student submits more than one topic, the one most **"specific"** topic submitted will be considered for POC testing.
- This approach ensures that more students have the opportunity to receive feedback on their topics
- As coaches, our goal is to develop your skills, enhancing your **comfort and confidence** in navigating the proof of concept process.

# Sue Jensen

My book is about divorce. Not just an ending, but it's a new beginning. Divorce with with love, especially love of yourself, looking forward to a new life. I'm not divorced, I'm not a counselor, or psychologist. I am not an authority. BUT, my 2 daughters are going through divorces. It seems there are not many books like this out there. Need feedback. TY



# Howard reichenbach

I am deciding between topic of map and compass or self discipline.



# Bernadette Fischer

I've previously submitted potential subjects of interest that kept missing the mark. I'd appreciate your help in guiding me toward a topic that meets POC. These are new ideas that I'd like to explore around money, target audience: adults.

How to sharpen your financial intelligence, or

Money mindset mastery for adults, or

Smart money skills on your way to adulting

Thank you!

