

TOPIC & POC
Thursday!
February 6, 2025

● 2025



FYI

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...



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

Tuesday 4-6PM EST

Wednesday 12-2PM EST

Thursday 3-5PM EST

Friday 12-2PM EST

Sunday 12-2PM EST

Q&A

AUDIOBOOK
IMPACT ACADEMY

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](#)



ULTIMATE BOOK
FORMATTING
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**We Have A New Book
Formatting Partner**

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**



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.



The logo consists of the letters 'FYI' in a bold, white, sans-serif font, centered on a blue rectangular background that has a slightly distressed or torn-edge appearance.

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.

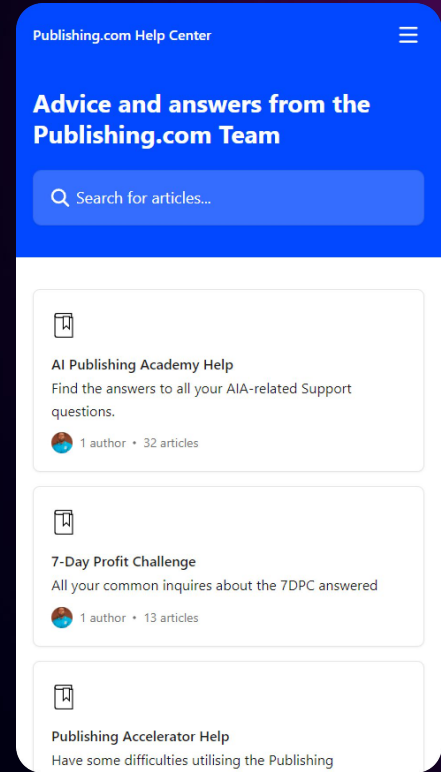
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

F.A.Q.

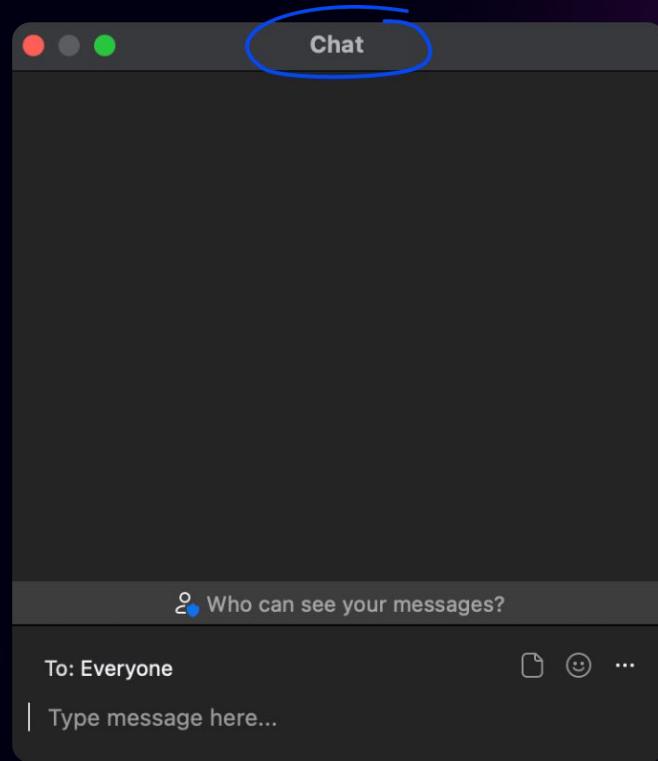
Visit our Help Center at help.publishing.com

- 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
settings to "Everyone"



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



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?



What ISN'T a Book Topic?

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



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

<p>Accounting All-in-One For Dummies 9 Books Included</p>	<p>Bookkeeping All-in-One For Dummies 5 Books Included</p>	<p>Real Estate Investing For Dummies</p>	<p>Diversity, Equity & Inclusion For Dummies</p>	<p>Statistics For Dummies (For Dummies) (Lifestyle)</p>
<p>Accounting All-in-One For Dummies (+ Videos and Quizzes Online) (For Dummies) (Business & Personal Finance) by Michael Taillard, Joseph Krajnyak, et al. ★ ★ ★ ★ ☆ - 74 Paperback \$28.99 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</p>	<p>Bookkeeping All-in-One For Dummies by Lisa Epstein and John A. Tracy ★ ★ ★ ★ ☆ - 656 Paperback \$20.99 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 (36 used & new offers) Other format: Kindle</p>	<p>Real Estate Investing For Dummies, 4th Edition by Eric Tyson MBA, Robert S. Griswold MBA MSBA CFE, et al. ★ ★ ★ ★ ☆ - 747 Audiobook \$99 List: \$4.49 Free with Audible trial Available instantly Other formats: Paperback, Kindle, Audio CD</p>	<p>Diversity, Equity & Inclusion For Dummies by Dr. Shirley Davis ★ ★ ★ ★ ☆ - 142 Paperback \$29.99 -prime FREE delivery Wed, May 24 Or fastest delivery Tomorrow, May 19 More Buying Choices \$18.69 (19 used & new offers) Other format: Kindle</p>	<p>Statistics For Dummies (For Dummies) (Lifestyle) by Deborah J.J. Rumay ★ ★ ★ ★ ☆ - 1,865 Paperback \$11.99 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 \$2.62 (88 used & new offers) Other format: eTextbook</p>
<p>Personal Finance For Dummies</p>	<p>Windows 10 For Seniors For Dummies (Computer/Tech)</p>	<p>Options Trading For Dummies</p>	<p>Technical Analysis For Dummies</p>	<p>Sewing For Dummies</p>
<p>Personal Finance For Dummies by Eric Tyson ★ ★ ★ ★ ☆ - 1,217 Paperback \$13.99 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 \$7.73 (76 used & new offers) Other formats: Audible Audiobook, Kindle, Audio CD</p>	<p>Windows 10 For Seniors For Dummies (Computer/Tech) by Peter Winkler ★ ★ ★ ★ ☆ - 917 Paperback \$15.99 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</p>	<p>Options Trading For Dummies by Joe Duarte ★ ★ ★ ★ ☆ - 285 Paperback \$19.99 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 (55 used & new offers) Other formats: Audible Audiobook, Kindle, Audio CD</p>	<p>Technical Analysis For Dummies by Barbara Rockefeller ★ ★ ★ ★ ☆ - 952 Paperback \$17.99 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 (19 used & new offers) Other format: Kindle</p>	<p>Sewing For Dummies by Jan Saunders Marech ★ ★ ★ ★ ☆ - 1,292 Paperback \$10.99 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</p>

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!](#) [I could be better...](#)

Use Autosuggestion

The screenshot shows the Amazon search interface for the term 'container'. The search bar at the top contains 'Books container'. Below the search bar, a list of search suggestions is displayed. The suggestions are categorized into two main groups: 'Keywords Before' (highlighted in pink) and 'Keywords After' (highlighted in green). Each suggestion is accompanied by a small bar chart icon and a question mark, indicating search volume and relevance.

Search Suggestion	Keywords Before	Keywords After
container gardening for beginners	Keywords Before	Keywords After
container gardening	kids lunch container	container gardening books for beginners
container security	containers for mini fridge	Other
container gardening book	containers with lids for organizing	pizza storage container collapsible
container vegetable gardening	containers for organizing clothes	dog food storage container 50 lbs capacity
container home	containers for organizing pantry	oxo pop container
container garden	container	sharps disposal container for home use
container home book	containers for beads	sterilite 3-drawer storage container
container garden book	containers for food organizing	dog food storage container 30 lb
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: ⇒ \$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:

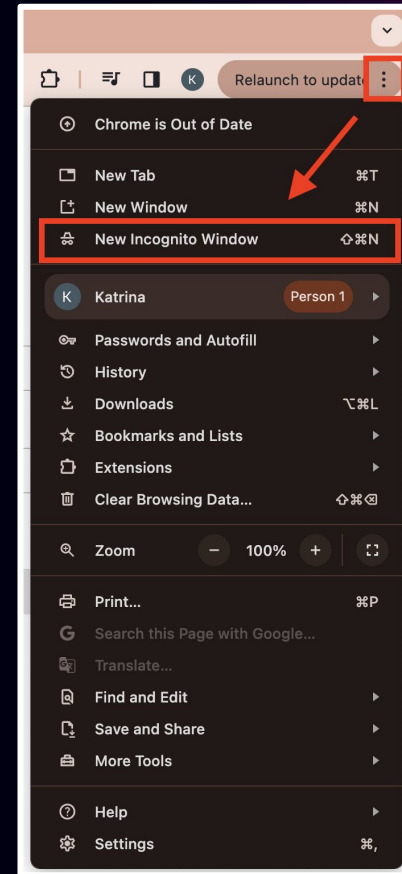
- Low content books
- Journals
- Workbooks*
- Bundles

Proof Of Concept

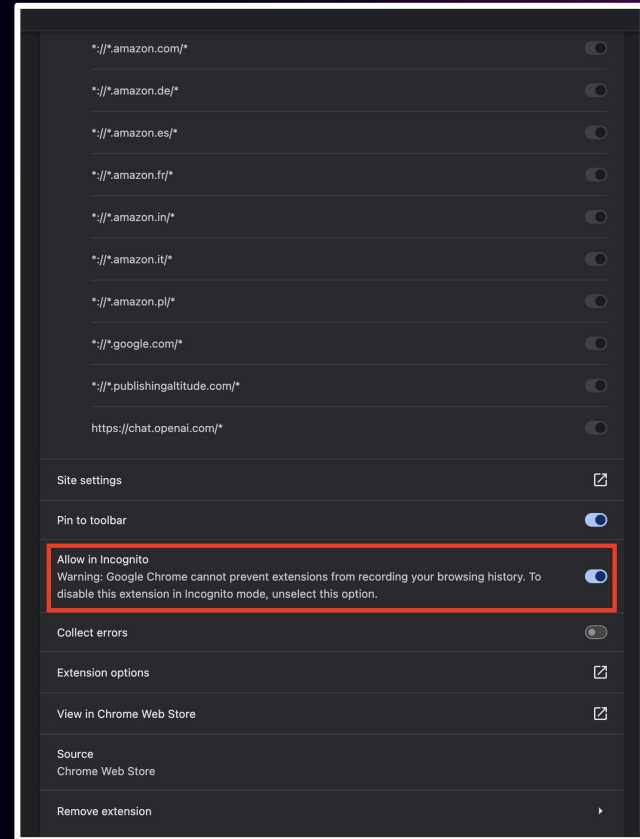


POC Example

- Open a new incognito window



- Make sure KDSpy is available in incognito



**Search your
topic in Amazon**

amazon.com/s?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 H... 90210 Books chair exercises for seniors

1-2 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

Get Paid to Turn Other People's Content Into Books. And Collect the Cash Before You Even Write a Word. Learn More

By AMZ Suggestion Expander

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

WALL PILATES FOR SENIORS
28-day Challenge
★★★★★ 114
prime

Wall Pilates for Seniors: Rediscover The Joy of Movement and Become Independent Once Again...

CHAIR YOGA FOR WEIGHT LOSS
28-Day Challenge to Lose Belly Fat Sitting Down with Low-Impact Exercises
★★★★★ 183
prime

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

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

Balance Exercises Bible for Seniors: 12-Week Plan to Prevent Falls and Walking with Confidence in...

Results

28 DAYS OF CHAIR YOGA FOR SENIORS
500 TOP RATED EXERCISES
OTTIE OZ

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

CHAIR YOGA FOR WEIGHT LOSS
BONUS VIDEO TUTORIALS
SHEERFITNESSVIBES

- ✓ 40+ Exercises
- ✓ 18 Routines and Illustrations
- ✓ 80+ Video Tutorials
- ✓ 28-day Challenge

50 CHAIR EXERCISES FOR SENIORS
BEST CHAIR WORKOUT AND READY ANSWERS TO SENIORS' STRONGEST, FLEXIBLE, SECURELY, PAIN-FREE, HEALTHY, INDEPENDENT, PROUD, AND BALANCED, AND SILENT PROMOTION

SIT, STRETCH, and STRENGTHEN
A 14-Day Chair Exercise Program for Seniors
JORDAN FRANK



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



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

Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA
 Region

Total Monthly Rev.
 \$134,822

Popularity Potential Competition
 ● ● ●

Click on the *KDSpy* icon

Click on *Reviews* to put them in order



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Keyword: chair exercises for seniors [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

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6	Chair Exercises for Seniors: Rediscover Pai...	I S C	130	\$14.97	131	\$ 1,961	(187)	35,345 <input checked="" type="checkbox"/>
3	50 Chair Exercises For Seniors: Best Chair ...	I S C	131	\$6.99	173	\$ 1,209	(244)	25,708 <input checked="" type="checkbox"/>
5	Chair Yoga for Weight Loss & Toning: Com...	I S C	111	\$16.3	1,928	\$ 31,426	(308)	1,218 <input checked="" type="checkbox"/>
11	Chair Yoga for Seniors over 60: Complete ...	I S C	119	\$14.51	694	\$ 10,070	(321)	4,794 <input checked="" type="checkbox"/>
19	Chair Yoga for Weight Loss: 10 Minutes a D...	I S C	111	\$15.83	662	\$ 10,479	(514)	5,085 <input checked="" type="checkbox"/>
8	Chair Yoga for Seniors: Stretches and Pose...	I S C	164	\$31.93	291	\$ 9,292	(755)	14,019 <input checked="" type="checkbox"/>
4	Chair Yoga For Seniors Over 60: 28-day Be...	I S C	139	\$12.99	1,904	\$ 24,733	(779)	1,240 <input checked="" type="checkbox"/>
9	5-Minute Core Exercises for Seniors: Daily ...	I S C	158	\$8.69	1,420	\$ 12,340	(3,267)	1,861 <input checked="" type="checkbox"/>

Kindle **20** Books Audiobooks **4**

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USA Region

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**

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
16	Chair Exercises for Seniors: Reclaiming Str...	I S C	168	\$13.69	5	\$ 68	(18)	1,053,844 <input checked="" type="checkbox"/>
7	65 QUICK AND SIMPLE CHAIR EXERCIS...	I S C	92	\$18.9	50	\$ 945	(30)	101,940 <input checked="" type="checkbox"/>
18	Chair Yoga For Seniors Over 60: For Weigh...	I S C	142	\$29.97	4	\$ 120	(30)	1,326,670 <input checked="" type="checkbox"/>
20	Chair Yoga For Seniors Made Easy: 28-day...	I S C	187	\$14.95	7	\$ 105	(44)	706,162 <input checked="" type="checkbox"/>
17	Chair workouts for every fitness level: Chair...	I S C	176	\$12.99	372	\$ 4,832	(45)	10,443 <input checked="" type="checkbox"/>
14	Chair Exercises for Seniors Simplified: The ...	I S C	170	\$11.99	16	\$ 192	(55)	330,494 <input checked="" type="checkbox"/>
13	Chair Exercises for Seniors: Simple and Sa...	I S C	126	\$14.97	34	\$ 509	(76)	154,517 <input checked="" type="checkbox"/>
15	50 Chair Exercises for Seniors with Picture...	I S C	78	\$10.97	15	\$ 165	(85)	356,095 <input checked="" type="checkbox"/>
1	Chair Exercises for Seniors: Your 28-Day Pl...	I S C	232	\$13.69	441	\$ 6,037	(99)	8,475 <input checked="" type="checkbox"/>
10	10-Minute Chair Exercises for Seniors: Sim...	I S C	105	\$13.99	152	\$ 2,126	(101)	29,874 <input checked="" type="checkbox"/>
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Blue line is our cut-off point

Under 150 reviews making \$500 or more

Kindle **20** Books Audiobooks **4**

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USA

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

Popularity Potential Competition



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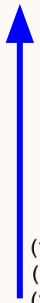


Keyword: chair exercises for seniors

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15	50 Chair Exercises for Seniors with Picture...	<a>I <a>S <a>C	78	\$10.97	15	\$ 165	(85)	356,095 <input checked="" type="checkbox"/>
1	Chair Exercises for Seniors: Your 28-Day Pl...	<a>I <a>S <a>C	232	\$13.69	441	\$ 6,037	(99)	8,475 <input checked="" type="checkbox"/>
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From this line up
all books have
150 reviews or
less

Kindle **20** Books Audiobooks **4**

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USA
Region

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

Popularity Potential Competition
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Keyword: chair exercises for seniors

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

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Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA ▼
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Total Monthly Rev.
\$134,822

Popularity Potential Competition
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Now we need to find the ones that are making \$500 or more per month



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Keyword: chair exercises for seniors [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

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

Kindle **20** Books Audiobooks **4**

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Total Monthly Rev.
\$134,822

Popularity Potential Competition
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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**

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3	50 Chair Exercises For Seniors: 99 Illustrated Exercises in Just 10 Minutes a Day, 99 Illustrated Exercises	I S C	99	\$15.83	173	\$ 1,209	(244)	25,708
5	Chair Yoga for Weight Loss: Organized Into 28 Routines, Video Included	I S C	3	\$15.83	1,928	\$ 31,426	(308)	1,218
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28 Days of Chair Exercises For Weight Loss: Three Levels for Strength, Posture, and Fitness in Just 10 Minutes a Day, 99 Illustrated Exercises Organized Into 28 Routines, Video Included

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

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

Kindle **20** Books Audiobooks **4**

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Total Monthly Rev.
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SIT, STRETCH, and STRENGTHEN

A 14- Day Chair Exercise
Program for Seniors



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

Seniors Paperback – July 11, 2023

by Jordan Frank (Author)

4.6 ★★★★★ 80 ratings

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Who Said You Can't Stay Fit and Healthy As You Grow Up?

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?

Of course not!

Presenting "SIT, STRETCH, AND STRENGTHEN: A 14-DAY CHAIR EXERCISE PROGRAM FOR SENIORS" by Jordan Frank!

This game-changing book presents a 14-day chair exercise plan specifically designed for seniors. The book explains the benefits of exercise in detail while walking you through everything you need to perform the program safely in the comfort of your home.

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Print length



138 pages

Language



English

Publication date



July 11, 2023

Dimensions



8.5 x 0.32 x 11
inches

ISBN-13



979-8850536848



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Keyword: chair exercises for seniors [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

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12	The Complete Guide to Chair Yoga for Seni...	I S C	136	\$13.97	352	\$ 4,917	(128)	11,152 ✓
6	Chair Exercises for Seniors: Rediscover Pai...	I S C	130	\$14.97	131	\$ 1,961	(187)	35,345 ✓
3	50 Chair Exercises For Seniors: Best Chair ...	I S C	131	\$6.99	173	\$ 1,209	(244)	25,708 ✓
5	Chair Yoga for Weight Loss & Toning: Com...	I S C	111	\$16.3	1,928	\$ 31,426	(308)	1,218 ✓
11	Chair Yoga for Seniors over 60: Complete ...	I S C	119	\$14.51	694	\$ 10,070	(321)	4,794 ✓
19	Chair Yoga for Weight Loss: 10 Minutes a D...	I S C	111	\$15.83	662	\$ 10,479	(514)	5,085 ✓
8	Chair Yoga for Seniors: Stretches and Pose...	I S C	164	\$31.93	291	\$ 9,292	(755)	14,019 ✓
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9	5-Minute Core Exercises for Seniors: Daily ...	I S C	158	\$8.69	1,420	\$ 12,340	(3,267)	1,861 ✓

Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA [v](#)
Region

Total Monthly Rev.
\$134,822

Popularity Potential Competition
● ● ●

“Chair Exercises for Seniors Over 60” is not the same audience as “Chair Exercises for Seniors”

“Chair Yoga for Seniors” is a different topic



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



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...	I S C	168	\$13.69	5	\$ 68	(18)	1,053,844
7	65 QUICK AND SIMPLE CHAIR EXERCIS...	I S C	92	\$18.9	50	\$ 945	(30)	101,940
18	Chair Yoga For Seniors Over 60: For Weigh...	I S C	142	\$29.97	4	\$ 120	(30)	1,326,670
20	Chair Yoga For Seniors Made Easy: 28-day...	I S C	187	\$14.95	7	\$ 105	(44)	706,162
17	Chair workouts for every fitness level: Chair...	I S C	176	\$12.99	372	\$ 4,832	(45)	10,443
14	Chair Exercises for Seniors Simplified: The	I S C	170	\$11.99	16	\$ 192	(55)	330,494
13	Chair Exercises for Seniors: Simple and Sa...	I S C	126	\$14.97	34	\$ 509	(76)	154,517
15	50 Chair Exercises for Seniors with Picture	I S C	78	\$10.97	15	\$ 165	(85)	356,095
1	Chair Exercises for Seniors: Your 28-Day Pl...	I S C	232	\$13.69	441	\$ 6,037	(99)	8,475
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Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA [v](#)
Region

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\$134,822

Popularity Potential Competition
● ● ●

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



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



Keyword: chair exercises for seniors [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

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

Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA [v](#)
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Popularity Potential Competition
● ● ●

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>

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

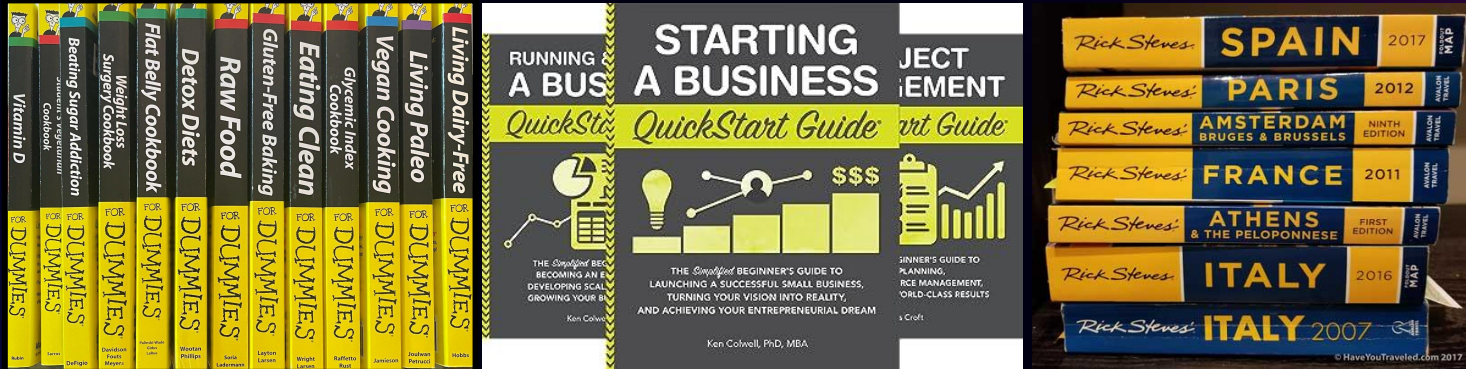
Example:

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



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 **two topics** for proof of concept (POC) testing by coaches.
- If a student submits more than two topics, the two most **"specific"** topics 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.

Hermann Brandi

How can I go from a subject like "Organizational Behavior" that by itself passes the POC to a sub niche for specific audience? When I try to be more specific in the audience "for beginners", I get nothing or POC rejections. Am I overthinking or I'm in the correct direction?

Bill Culliton

Please check POC for "resilient parenting" and comment please.

Bill Culliton

Please check POC for "life skills for teens" Your thoughts?

Jacinta Ekwuru

Coach, I will appreciate if you can help me check any or all of the following topics meets POC and profitable topics?

- 1) Enjoying Your Retirement At Home.
- 2) Retirement At 65 Years
- 3) Natural Path To Graceful Aging.

Mary Lou Robinson

Proof of concept Checking to make sure I am on the right track for my first book, Fundraising for nonprofits

MaYa Thornton

I need POC help for “eat for health” and “eat well to stay well.”

I find POC on these and variations of these keywords when I pull 20+ results in KDSPY in this niche. Thanks, I’ve worked on keyword variations for weeks.

Moselley el Magnifique

Hello again.

I've taken your advice and proceeded with Crypto. As for online business, I took your advice and got more specific, but none of them passed POC. Perhaps a book that covers all or many models might work. What do you think?

Here's two more topics that pass POC, What are your thoughts?

1. Adulting for beginners.
2. Beekeeping for beginners.

G

Eli Torreto

Hi Coaches! I hope you are all doing well.

Can you please help, I have done POC for "EFFECTIVE COMMUNICATION SKILL" for COUPLES to be specific and found that it passed POC. Can you please double check it for me. Then if it passed POC, what should be my main KEYWORD in my BOOK TITLE, "EFFECTIVE COMMUNICATION SKILLS? or " COMMUNICATION SKILLS? Any advice about this topic? because I have seen in some live Q & A that some topic its not ideal to take despite passing POC.

Any feedbacks would highly appreciated. Many thanks.

Kind regards,

Eli

Judelle Tomaszewska

Please search for the proof of concept for gut-brain health connection and cognitive behavioral therapy workbook, i can't decide which one of these to choose for my first book

DEBORAH WILLIAMS

Hi Coaches can you take a look @ my topic / title that passed POC

(1) EMOTIONAL INTELLIGENCE

- *Managing ones own Emotions by Decluttering the Mind
- *Free yourself from Overthinking and Stress
- *Letting Go of Negative Thoughts

(2) Overcoming Relationships and Anxiety

- *How to have a Mindful & Fulfilled Relationship with Positive thinking and a Calm Spirit
- *Break free from Fear, Jealousy, Worry and Insecurities

Debbie Meyers

Please check the following for POC:

(1) Women in Ancient Civilizations

(2) Mythology of the Americas

David Betts

When doing POC, should we give special consideration to books that are part of a series? In one search on a children's behavioral topic, there were 4 books that met the <150 / >\$500 criteria, all from the same author. They were related books in a series, but had not been bundled.

(The other 3 on the same search that also met the criteria were also from a series, in that case workbooks from an established educational publisher.)

Olga Reed

Hi, Can you check POC for Wall pilates workouts for women? Do you think the pictures will be necessary? I don't want to include any pictures of exercises. Thank you for the time and your feedback.