

**TOPIC & POC**  
**Thursday!**  
**March 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

by  Publishing.com

For only

**\$59**

**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 effect.

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.

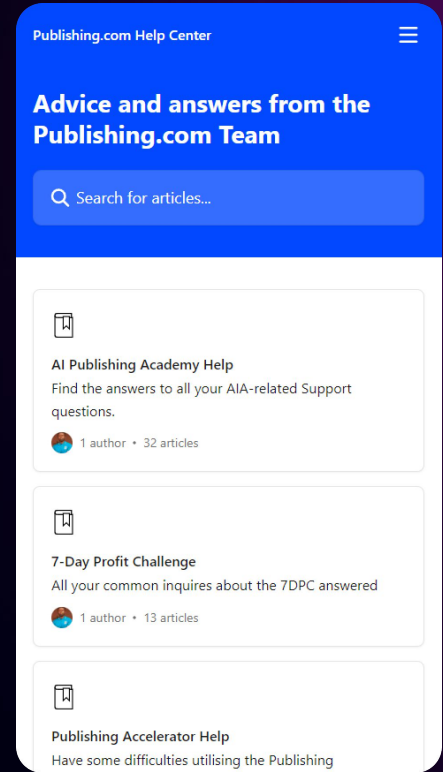
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

# F.A.Q.

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

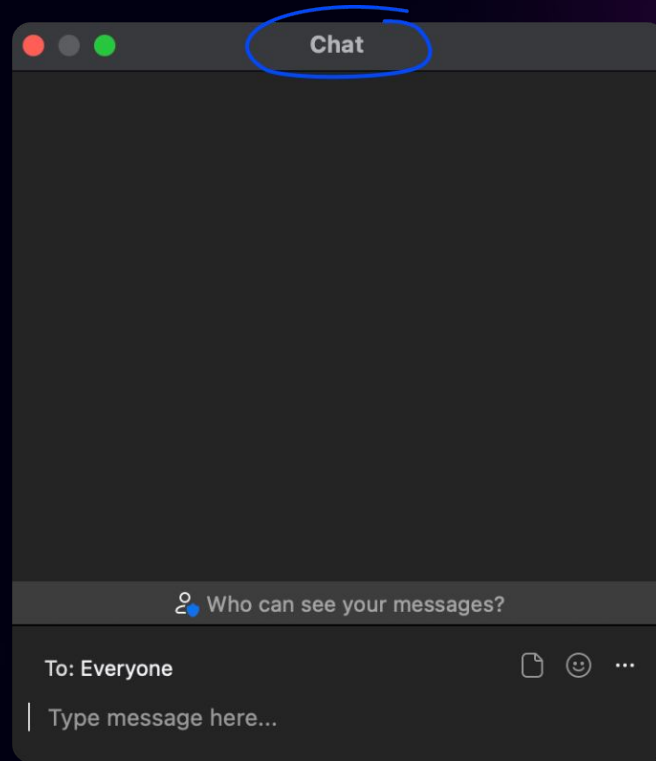
- Account related (resetting password, Facebook group, etc.)
- KDSpy, incognito, Chrome etc.
- 7 Day Profit Challenge
- Pen names

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.





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?

A good 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
- Sub-niches
- Vague terms
- Famous authors

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><b>Accounting All-in-One For Dummies</b> 9 Books Included</p>	<p><b>Bookkeeping All-in-One For Dummies</b> 5 Books Included</p>	<p><b>Real Estate Investing For Dummies</b></p>	<p><b>Diversity, Equity &amp; Inclusion For Dummies</b></p>	<p><b>Statistics For Dummies (For Dummies) (Lifestyle)</b></p>
<p>Accounting All-in-One For Dummies (+ Videos and Quizzes Online) (For Dummies) (Business &amp; Personal Finance) by Michael Taillard, Joseph Krajnyak, et al. ★ ★ ★ ★ ☆ - 74 Paperback <b>\$28.99</b> List: \$34.99 -prime FREE delivery Wed, May 24 Or fastest delivery Sat, May 20 More Buying Choices \$21.44 (51 used &amp; new offers) Other format: Kindle</p>	<p>Bookkeeping All-in-One For Dummies by Lisa Epstein and John A. Tracy ★ ★ ★ ★ ☆ - 656 Paperback <b>\$20.99</b> 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 &amp; 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 <b>\$99</b> List: \$4.49 Free with Audible trial Available instantly Other formats: Paperback, Kindle, Audio CD</p>	<p>Diversity, Equity &amp; Inclusion For Dummies by Dr. Shirley Davis ★ ★ ★ ★ ☆ - 142 Paperback <b>\$29.99</b> -prime FREE delivery Wed, May 24 Or fastest delivery Tomorrow, May 19 More Buying Choices \$18.69 (19 used &amp; new offers) Other format: Kindle</p>	<p>Statistics For Dummies (For Dummies) (Lifestyle) by Deborah J.J. Rumay ★ ★ ★ ★ ☆ - 1,865 Paperback <b>\$11.99</b> 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 &amp; new offers) Other format: eTextbook</p>
<p><b>Personal Finance For Dummies</b></p>	<p><b>Windows 10 For Seniors For Dummies (Computer/Tech)</b></p>	<p><b>Options Trading For Dummies</b></p>	<p><b>Technical Analysis For Dummies</b></p>	<p><b>Sewing For Dummies</b></p>
<p>Personal Finance For Dummies by Eric Tyson ★ ★ ★ ★ ☆ - 1,217 Paperback <b>\$13.99</b> 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 &amp; new offers) Other formats: Audible Audiobook, Kindle, Audio CD</p>	<p>Windows 10 For Seniors For Dummies (Computer/Tech) by Peter Wroblewski ★ ★ ★ ★ ☆ - 917 Paperback <b>\$15.99</b> 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 &amp; new offers) Other format: Kindle</p>	<p>Options Trading For Dummies by Joe Duarte ★ ★ ★ ★ ☆ - 285 Paperback <b>\$19.99</b> 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 &amp; new offers) Other formats: Audible Audiobook, Kindle, Audio CD</p>	<p>Technical Analysis For Dummies by Barbara Rockefeller ★ ★ ★ ★ ☆ - 952 Paperback <b>\$17.99</b> 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 &amp; new offers) Other format: Kindle</p>	<p>Sewing For Dummies by Jan Saunders Marech ★ ★ ★ ★ ☆ - 1,292 Paperback <b>\$10.99</b> 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 &amp; 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! 👍 👎 It 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 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. The 'Keywords Before' group includes terms like 'kids lunch container', 'containers for mini fridge', and 'containers with lids for organizing'. The 'Keywords After' group includes terms like 'container gardening books for beginners', 'pizza storage container collapsible', and 'dog food storage container 50 lbs capacity'. At the bottom of the screenshot, there is a footer with the text 'ASE v2.1.42', a gear icon, a yellow button labeled 'Download Keywords!', a download icon, and the text 'Want to see Search Volume for these keywords? Go PRO!' followed by a lightbulb icon and the tip 'Tip: You may have to scroll to the right to see all keyword suggestions.'

Search Suggestion	Keywords Before	Keywords After
container gardening for beginners		
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: ⇒ \$??

+

? 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

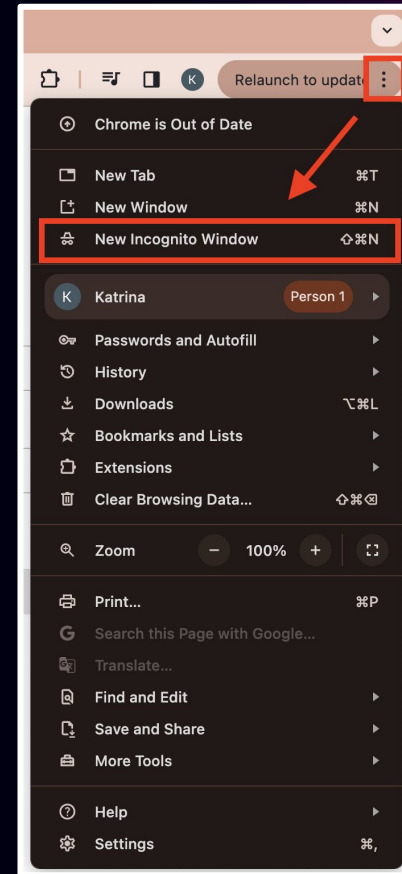
# Proof Of Concept



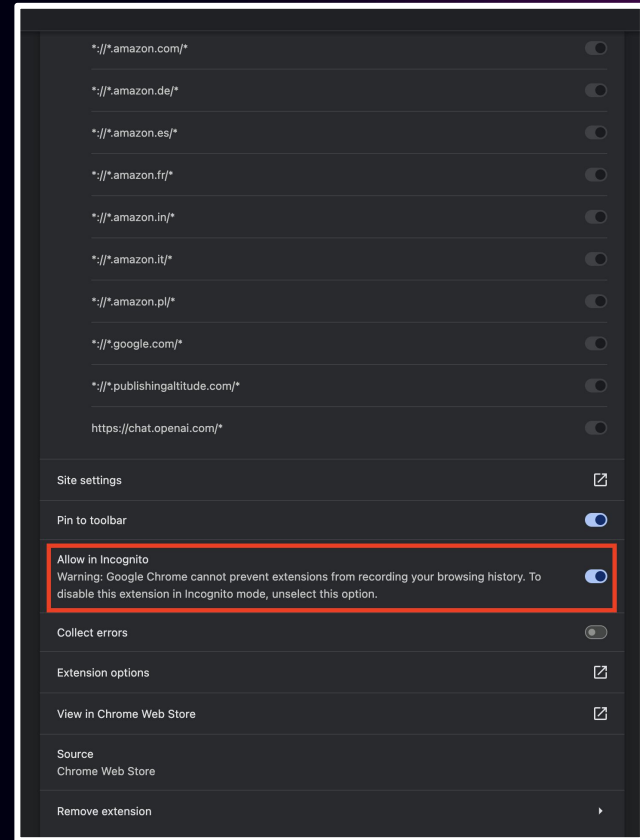
# POC Example



- 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.**  
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By AMZ Suggestion Expander

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

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

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

**CHAIR YOGA WEIGHT LOSS SENIORS**  
28-day challenge  
★★★★★ 183  
prime

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

**BALANCE EXERCISES SENIORS**  
12-week plan  
★★★★★ 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 SELLER  
JORDAN FRANK

**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> <a>S</a> <a>C</a>	168	\$13.69	5	\$ 68	(18)	1,053,844 <input checked="" type="checkbox"/>
7	65 QUICK AND SIMPLE CHAIR EXERCIS...	<a>I</a> <a>S</a> <a>C</a>	92	\$18.9	50	\$ 945	(30)	101,940 <input checked="" type="checkbox"/>
18	Chair Yoga For Seniors Over 60: For Weigh...	<a>I</a> <a>S</a> <a>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>I</a> <a>S</a> <a>C</a>	187	\$14.95	7	\$ 105	(44)	706,162 <input checked="" type="checkbox"/>
17	Chair workouts for every fitness level: Chair...	<a>I</a> <a>S</a> <a>C</a>	176	\$12.99	372	\$ 4,832	(45)	10,443 <input checked="" type="checkbox"/>
14	Chair Exercises for Seniors Simplified: The ...	<a>I</a> <a>S</a> <a>C</a>	170	\$11.99	16	\$ 192	(55)	330,494 <input checked="" type="checkbox"/>
13	Chair Exercises for Seniors: Simple and Sa...	<a>I</a> <a>S</a> <a>C</a>	126	\$14.97	34	\$ 509	(76)	154,517 <input checked="" type="checkbox"/>
15	50 Chair Exercises for Seniors with Picture...	<a>I</a> <a>S</a> <a>C</a>	78	\$10.97	15	\$ 165	(85)	356,095 <input checked="" type="checkbox"/>
1	Chair Exercises for Seniors: Your 28-Day Pl...	<a>I</a> <a>S</a> <a>C</a>	232	\$13.69	441	\$ 6,037	(99)	8,475 <input checked="" type="checkbox"/>
10	10-Minute Chair Exercises for Seniors: Sim...	<a>I</a> <a>S</a> <a>C</a>	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> <a>S</a> <a>C</a>	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> <a>S</a> <a>C</a>	136	\$13.97	352	\$ 4,917	(128)	11,152 <input checked="" type="checkbox"/>
6	Chair Exercises for Seniors: Rediscover Pai...	<a>I</a> <a>S</a> <a>C</a>	130	\$14.97	131	\$ 1,961	(187)	35,345 <input checked="" type="checkbox"/>
3	50 Chair Exercises For Seniors: Best Chair ...	<a>I</a> <a>S</a> <a>C</a>	131	\$6.99	173	\$ 1,209	(244)	25,708 <input checked="" type="checkbox"/>
5	Chair Yoga for Weight Loss & Toning: Com...	<a>I</a> <a>S</a> <a>C</a>	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> <a>S</a> <a>C</a>	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> <a>S</a> <a>C</a>	111	\$15.83	662	\$ 10,479	(514)	5,085 <input checked="" type="checkbox"/>
8	Chair Yoga for Seniors: Stretches and Pose...	<a>I</a> <a>S</a> <a>C</a>	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> <a>S</a> <a>C</a>	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> <a>S</a> <a>C</a>	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



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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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 \(1\)](#)

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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  Region

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

Popularity Potential Competition



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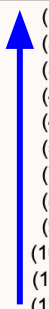


**Keyword: chair exercises for seniors**

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

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

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USA ▼  
Region

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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   
Region

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



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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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3	50 Chair Exercises For Seniors: 99 Illustrated Exercises in Just 10 Minutes a Day, 99 Illustrated Exercises	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	99	\$15.83	173	\$ 1,209	(244)	25,708
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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**

[Pull Results 21-40](#)



USA [v](#)  
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Total Monthly Rev.  
**\$134,822**

Popularity Potential Competition  
● ● ●



# 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

[See all formats and editions](#)

### 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.

Why Seniors Love This Illustrated Exercise Book:

[Read more](#)

[Report an issue with this product or seller](#)

Print length	Language	Publication date	Dimensions	ISBN-13
 138 pages	 English	 July 11, 2023	 8.5 x 0.32 x 11 inches	 979-8850536848

Roll over image to zoom in



[Read sample](#)

### Follow the author



Jordan Frank

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28 Days of Chair Exercises For Weight Loss: Three Levels for Strength, Posture, and Fitness in Just 10 Minutes a...

by Ottie Oz

★★★★★ 112 | \$14.99  | Paperback

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click on the book  
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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**

[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



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

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

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

[Pull Results 21-40](#)



USA [v](#)  
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Total Monthly Rev.  
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Popularity Potential Competition  
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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](#)



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# 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

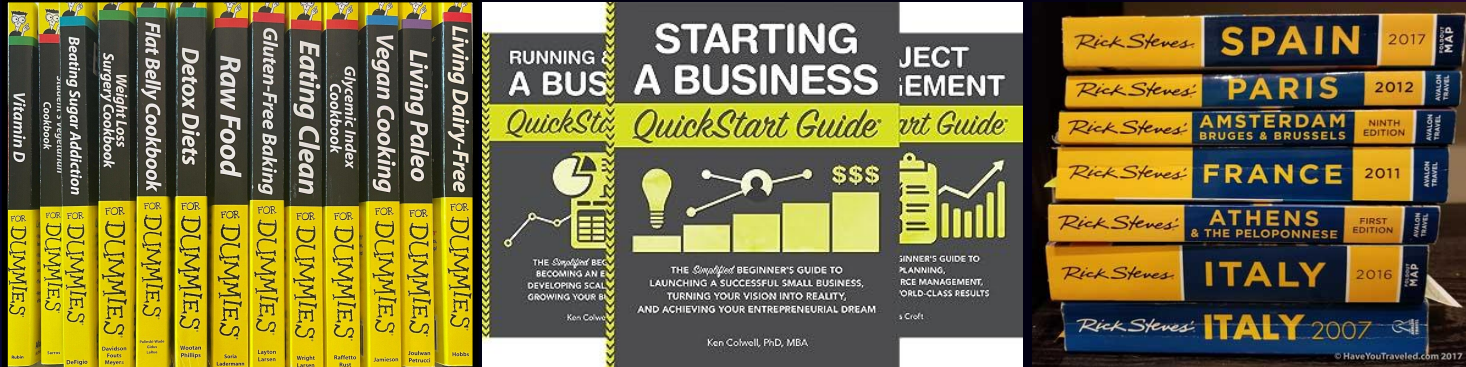
Example:

<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 **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.

# Lisa Perez

I've been researching my topic and testing POC. I have gone broad and quite specific without very many (2-3) viable POC. I'm struggling with distinguishing between a general topic or multiple topics with KDP results. When I review the KDP results am I being too detailed in my "topic" filter on KDP for the POC?

# Jonathan Hougen

I understand that it is a good idea for a coach to review and approve my book topic. I did the POC and my topic met the criteria.

"self-confidence for teenage girls"

"self-confidence for teenage boys"

So is the correct place to submit and get a coach review?

# Doreen Criswell

Topic: Backyard Chickens.

Coach says possibly competitive but has passed it. Cust. Res. says pics needed. Is it a viable topic?

# Michael Laycock

In the last session on Book Topics, 27 February, you went through various methods to search for Book Topic Ideas. However, you did not include the method taught in Module 2 sublesson 4 of 10 "Coming up with Book Topic Ideas".

Rasmus used the Topic Research Spreadsheet, which included Hiking and Camping, and then used the Amazon Best Sellers List to research.

So, has that method fallen out of favour, or is it a less favoured research method?

Why did you omit that method?

Many thanks. Michael.

# Lise (Leez) Afoy

In KDSpy, when researching Proof of Concept, which category at the bottom of the page should we select, All, Kindle, Books, or Audiobooks?

Proof of Concept in KDSpy. Do we select books that have been published two years ago? 4? 8?

# Rodolfo S.

Hello Lovely People,

I am fighting to find the perfect POC - something that really excite me. In that sense, and after several searches, i am really interested to dive in the "critical thinking" topic. What do you think?

Thank you so much

Rodolfo

# Eli

Hi Coaches!!

Hope you are all doing well. I'm planning to do CYBERSECURITY FOR BEGINNERS as my main topic, i did my POC checked & seems it passes POC but i am not 100 % sure. Can you please try it in the LIVE Q&A for me.

My other concern is do you think this Topic is good & profitable? Because it seems like most of the authors in this niche have IT background or such superior knowledge about this topic but i think there are not authoritative figures. Any feedbacks will be appreciated. Thanks!

Kind regards,

Eli



# PAUL THOMPSON

Could you please check PoC for "Memory Exercises for seniors" . I am wondering if some of the books I see are by experts of off topic. Is exercises the same as activities and games?

# Beee Fischer

Hello Coaches, I'm still quite new and wondering if you could review POC for this topic, thank you in advance:

"Making Money and Building Wealth" (still working on the title, subtitle, and outline) - for the Alpha, Millennial, and X Generations. Should I include my target audience in the title?

Another question, is there an alternative to KDSpy (it advertises at \$59, currently \$79? I also saw an ad for Publisher Rocket (\$199), is that something similar or more advanced than KDSpy?

# Stephen Parkin

I have found POC in "Artificial Intelligence for beginners". I am choosing as I am interested in it, there will be numerous angles to create other books over time (assuming they meet POC). I am aware that it is a fast changing field, and that I may need to update the book as time goes on. However, do the coaches have any views or insights into why this might not be a good topic? Thank you.

Many thanks, Stephen

# Aretha Amoah

Thanks for your guidance, dear Coaches. Please check POC for

- Self love for teen girls
- Life Skills for Teen Boys

# Lise (Leez) Afoy

Greetings! In KDSpy when I check Proof of Concept on the first 20 options on my screen, I do not have POC. But when I add 20 more options, I do. Should I stick only with the first 20 options offered?

# Lise (Leez) Afoy

Hi Coaches! When doing my Proof of Concept in KDSpy, I have four options that meet our criteria (fewer than 150 reviews with revenues over \$500). However, three of them have zero reviews but generate over \$9,000 in revenue. Should I discard them in case they belong to famous writers with a solid following?

# Kenneth Carle

Please comment on the following topics which passed Proof of Concept:

1. Rebuilding Trust in Marriage. Step by Step Strategies for Making Things Right.
2. Exercise and Fitness for Aging. Avoiding Injuries when exercising.