

# Q&A Call

● Thursday, March 7th, 2024

# 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](#)

# 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.

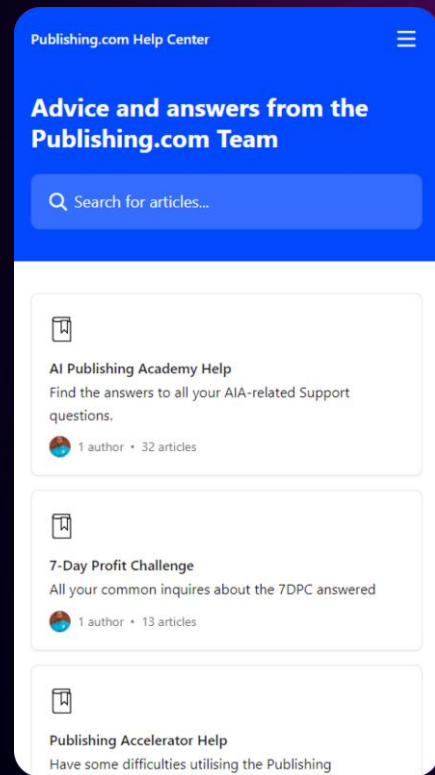
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

# F.A.Q.

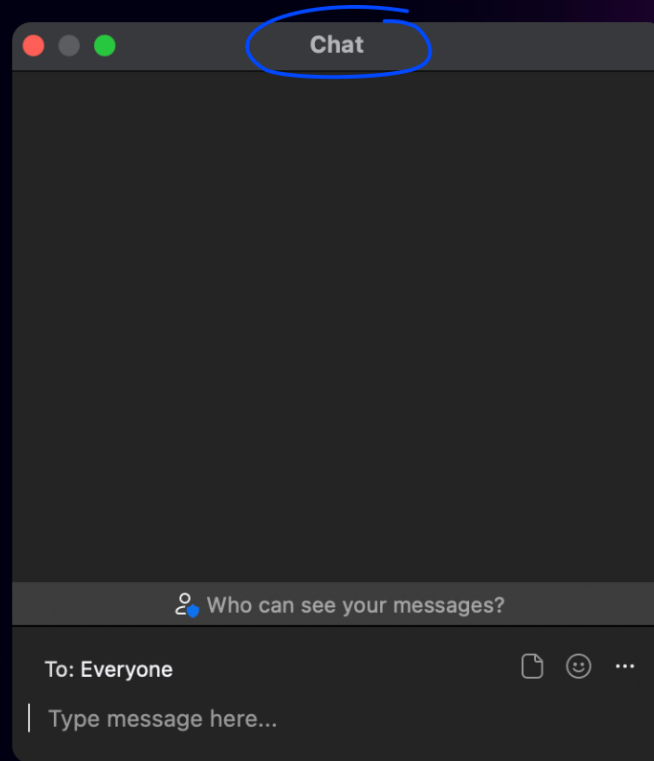
Visit our Help Center at [help.publishing.com](https://help.publishing.com)

- 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*

# PS MONTHLY DISCOUNT

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



**FLAWLESS10**

Students get **10%** off Editing & Proofreading Package!



**LET'S BEGIN!**

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

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
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- 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> (+ Videos and Quizzes Online) (For Dummies (Business &amp; Personal Finance)) by Michael Taillard, Joseph Kraynak, et al. ★★★★☆ - 74 Paperback <b>\$28<sup>99</sup></b> List: \$94.99 -prime FREE delivery Wed, May 24 or fastest delivery Sat, May 20 More Buying Choices <b>\$21.44</b> (\$1 used &amp; new offers) Other format: Kindle</p>	<p><b>Bookkeeping All-in-One For Dummies</b> by Lisa Epstein and John A. Tracy ★★★★☆ - 696 Paperback <b>\$20<sup>99</sup></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 <b>\$14.98</b> (\$5 used &amp; new offers) Other format: Kindle</p>	<p><b>Real Estate Investing For Dummies, 4th Edition</b> by Eric Tyson MBA, Robert S. Griswold MBA MSHA CRE, et al. ★★★★☆ - 747 Audiobook Audiobook <b>\$0<sup>00</sup></b> List: \$24.49 Free with Audible trial Available instantly Other formats: Paperback, Kindle, Audio CD</p>	<p><b>Diversity, Equity &amp; Inclusion For Dummies</b> by Dr. Shirley Davis ★★★★☆ - 142 Paperback <b>\$29<sup>99</sup></b> -prime FREE delivery Wed, May 24 or fastest delivery Tomorrow, May 19 More Buying Choices <b>\$19.69</b> (\$9 used &amp; new offers) Other format: Kindle</p>	<p><b>Statistics For Dummies (For Dummies (Lifestyle))</b> by Deborah J. J. Rumsey ★★★★☆ - 1,983 Paperback <b>\$11<sup>99</sup></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 <b>\$2.62</b> (\$6 used &amp; new offers) Other format: eTextbook</p>
<p><b>Personal Finance For Dummies</b> by Eric Tyson ★★★★☆ - 1,217 Paperback <b>\$13<sup>99</sup></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 <b>\$7.71</b> (\$5 used &amp; new offers) Other formats: Audible Audiobook, Kindle, Audio CD</p>	<p><b>Windows 10 For Seniors For Dummies (For Dummies (Computer/Tech))</b> by Peter Steinhilber ★★★★☆ - 917 Paperback <b>\$15<sup>99</sup></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 <b>\$3.96</b> (\$4 used &amp; new offers) Other format: Kindle</p>	<p><b>Options Trading For Dummies</b> by Joe Duarte ★★★★☆ - 285 Paperback <b>\$19<sup>99</sup></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 <b>\$16.09</b> (\$5 used &amp; new offers) Other formats: Audible Audiobook, Kindle, Audio CD</p>	<p><b>Technical Analysis For Dummies</b> by Barbara Rockefeller ★★★★☆ - 992 Paperback <b>\$17<sup>99</sup></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 <b>\$9.98</b> (\$9 used &amp; new offers) Other format: Kindle</p>	<p><b>Sewing For Dummies</b> by Jan Saunders Marech ★★★★☆ - 1,292 Paperback <b>\$10<sup>99</sup></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 <b>\$5.22</b> (\$7 used &amp; new offers) Other format: Kindle</p>

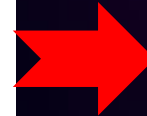
## FOR DUMMIES - "INVESTING"

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

- 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

# Use Autosuggestion

The screenshot shows the Amazon website with the search term 'container' entered in the search bar. The search results are displayed on the left, and a keyword analysis tool is overlaid on the right. The tool is divided into three columns: 'Keywords Before' (pink background), 'Keywords After' (green background), and 'Other' (grey background). Each keyword in the tool is accompanied by a small bar chart icon and a question mark, indicating search volume and relevance. The 'Keywords Before' column lists terms like 'kids lunch container', 'containers for mini fridge', and 'containers with lids for organizing'. The 'Keywords After' column lists terms like 'container gardening books for beginners', 'pizza storage container collapsible', and 'dog food storage container 50 lbs capacity'. The 'Other' column lists terms like 'oxo pop container', 'sharps disposal container for home use', and 'sterilite 3-drawer storage container'. At the bottom of the tool, there are buttons for 'Download Keywords!' and a note about 'Search Volume' for PRO users. A tip at the bottom right suggests scrolling to the right to see all keyword suggestions.

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



# PoC

# Proof of Concept

Is the book topic in demand?

# Proof of Concept

## *Review from the Course*

Number of Reviews: =< ??

Est. Monthly Sales: => \$??

+

? x Books

Same ??

Same ??



# Proof of Concept

## *Review from the Course*

Number of Reviews:  $\leq 150$

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

+

? x Books

Same ??

Same ??



# Proof of Concept

## *Review from the Course*

Number of Reviews:  $\leq 150$

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

+

? x Books

Same ??

Same ??



# Proof of Concept

## *Review from the Course*

Number of Reviews:  $\Rightarrow < 150$

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

+

3 x Books

Same ??

Same ??



# Proof of Concept

## *Review from the Course*

Number of Reviews:  $\leq 150$

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

+

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

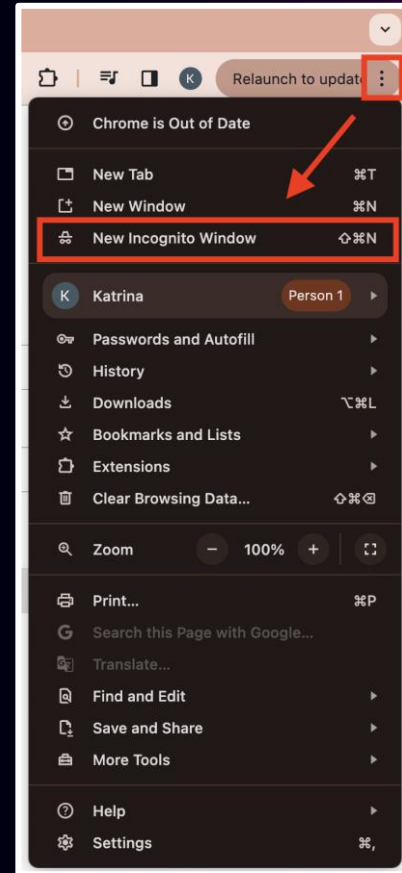


# Proof of Concept

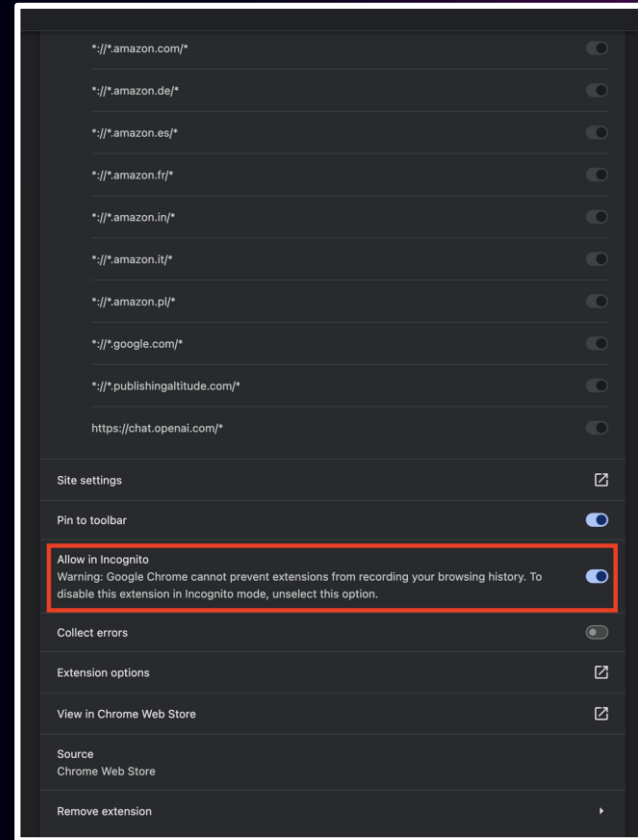


# PoC Example

- **Open a new incognito window**



- **Make sure  
KDSpy is  
available in  
incognito**



- **Search your topic in Amazon**

USA  Books  Topic

Incognito

amazon.com/s?k=chair+exercises+for+seniors&I=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"

Selected filters (1) [Clear all](#)

- Books

Eligible for Free Shipping

Get FREE Shipping on eligible orders shipped by Amazon

Kindle Unlimited

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

- WALL PILATES SENIORS: Rediscover The Joy of Movement and Become Independent Once Again... 114 reviews
- CHAIR YOGA WEIGHT LOSS: 28-Day Challenge to Lose Belly Fat Sitting Down with Low-impact Exercises... 183 reviews
- BALANCE EXERCISES BIBLE FOR SENIORS: 12-Week Plan to Prevent Falls and Walking with Confidence in... 20 reviews

Results

- 28 Days of Chair Yoga for Seniors
- Chair Yoga for Seniors: Posture, Posture, Posture
- Chair Yoga for Weight Loss: 28-Day Challenge to Lose Belly Fat Sitting Down with Low-impact Exercises
- 50 Chair Exercises For Seniors: Best Chair Workout For Older Adults To
- Sit, Stretch and Strengthen: A 14-Day Chair Exercise Program for Seniors



Your extension was recently updated to v5.13.2 [Learn what's new](#) X



Options



Logout

**Keyword: chair exercises for seniors**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(3\)](#)

Results:	Avg. Sales Rank:	Avg. Monthly Rev.:	Avg. Price:	Avg. No. Reviews:
<b>1-20</b>	<b>38,992</b>	<b>\$11,201</b>	<b>\$13.31</b>	<b>233</b>

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
6	50 SIMPLE CHAIR EXERCISES for SENIO...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	103	\$13.9...	115	\$ 1,609	4	41,167 <input checked="" type="checkbox"/>
18	Chair Yoga for Seniors Over 60: Chair Yoga...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	75	\$14.9...	405	\$ 6,055	6	9,390 <input checked="" type="checkbox"/>
20	Chair Yoga for Seniors Over 60: Fully Illustr...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	146	\$13.5...	257	\$ 3,488	30	16,285 <input checked="" type="checkbox"/>
2	Sit, Stretch and Strengthen: A 14-Day Chair...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	138	\$12.9...	135	\$ 1,754	33	34,178 <input checked="" type="checkbox"/>
4	Chair Exercises for Seniors: Rediscover Pai...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	130	\$16.9...	198	\$ 3,360	38	22,103 <input checked="" type="checkbox"/>
9	50 Chair Exercises for Seniors with Picture...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	78	\$10.97	62	\$ 680	39	80,851 <input checked="" type="checkbox"/>
14	Chair Yoga for Seniors Over 60: How to Re...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	107	\$14.2...	1,250	\$ 17,864	42	2,212 <input checked="" type="checkbox"/>
17	Chair Exercises for Seniors: Simple and Sa...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	161	\$14.9...	74	\$ 1,108	45	66,853 <input checked="" type="checkbox"/>
15	28 Days of Chair Yoga For Seniors Build St...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	187	\$17.0...	946	\$ 16,169	48	3,208 <input checked="" type="checkbox"/>
10	Chair Yoga for Seniors To Lose Weight: 28-...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	107	\$13.9...	900	\$ 12,583	70	3,423 <input checked="" type="checkbox"/>
3	Chair Yoga For Seniors Over 60: 28-day Be...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	139	\$13.9...	4,681	\$ 65,493	89	328 <input checked="" type="checkbox"/>
11	Low Impact and Gentle Chair Exercises for ...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	226	\$13.9...	20	\$ 280	112	265,575 <input checked="" type="checkbox"/>
7	Chair Yoga for Weight Loss: 10 Minutes a D...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	109	\$16.1...	2,280	\$ 36,848	113	960 <input checked="" type="checkbox"/>
1	50 Chair Exercises For Seniors: Best Chair ...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	131	\$6.996	466	\$ 3,260	115	7,901 <input checked="" type="checkbox"/>
19	45 Chair Exercises For Seniors: Best Chair ...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	58	\$5.995	54	\$ 324	130	94,504 <input checked="" type="checkbox"/>
13	Quick and Simple Chair Exercises for Senio...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	162	\$13.0...	190	\$ 2,482	147	23,179 <input checked="" type="checkbox"/>
5	10-Minute Chair Exercises for Seniors; 7 Si...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	161	\$13.9...	51	\$ 714	163	100,308 <input checked="" type="checkbox"/>
8	Chair Yoga for Weight Loss: 28-Day Challe...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	99	\$17.9...	1,461	\$ 26,257	183	1,791 <input checked="" type="checkbox"/>
12	Quick and Simple Chair Yoga for Seniors O...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	169	\$12.99	738	\$ 9,587	725	4,432 <input checked="" type="checkbox"/>
16	5-Minute Core Exercises for Seniors: Daily ...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	158	\$7.227	1,952	\$ 14,107	2,540	1,197 <input checked="" type="checkbox"/>

Kindle **20** | Books | Audiobooks **3**

[Pull Results 21-40](#)



Keywords



Export



Help

USA

Region

Total Monthly Rev.  
**\$224,022**

Popularity Potential Competition



Click on the KDSpy icon

Click on Reviews to put them in order

**Keyword: chair exercises for seniors**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(3\)](#)

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

Kindle **20**      Books      Audiobooks **3**

[Pull Results 21-40](#)

Keywords

Export

Help

USA Region

Total Monthly Rev. **\$224,022**

Popularity Potential Competition



**Keyword: chair exercises for seniors**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(3\)](#)

Results: **1-20**      Avg. Sales Rank: **38,992**      Avg. Monthly Rev: **\$11,201**      Avg. Price: **\$13.31**      Avg. No. Reviews: **233**

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20	Chair Yoga for Seniors Over 60: Fully Illustr...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	146	\$13.5...	257	\$ 3,488	30	16,285 ✓
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Purple line is our cut-off point

Under 150 reviews making \$500 or more

Kindle **20**      Books      Audiobooks **3**

[Pull Results 21-40](#)

Keywords

Export

Help

USA Region

Total Monthly Rev. **\$224,022**

Popularity Potential Competition

**Keyword: chair exercises for seniors**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(3\)](#)

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From this line up  
all books have  
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Kindle **20**      Books      Audiobooks **3**

[Pull Results 21-40](#)

Keywords

Export

Help

USA Region

Total Monthly Rev.  
**\$224,022**

Popularity Potential Competition

**Keyword: chair exercises for seniors**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(3\)](#)

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

Kindle **20**      Books      Audiobooks **3**

[Pull Results 21-40](#)

Keywords

Export

Help

USA Region

Total Monthly Rev. **\$224,022**

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[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(3\)](#)

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At first glance this looks like 14 books have PoC, but now we need to see what the books are actually about

Kindle **20**      Books      Audiobooks **3**

[Pull Results 21-40](#)

Keywords

Export

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Kindle **20**

Books

Audiobooks **3**

[Pull Results 21-40](#)

Keywords

Export

Help

USA Region

Total Monthly Rev. **\$224,022**

Popularity Potential Competition

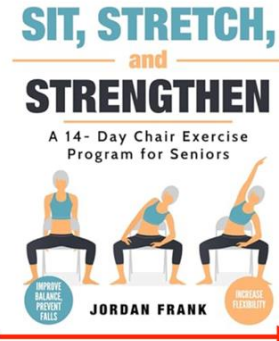


Hover over the title to see what the book is actually about

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



Books > Health, Fitness & Dieting > Diseases & Physical Ailments



### Sit, Stretch and Strengthen: A 14-Day Chair Exercise Program for Seniors Paperback – July 11, 2023

by Jordan Frank (Author)

5.0 ★★★★★ 33 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](#)

Print length



138 pages

Language



English

Publication date



July 11, 2023

Dimensions



8.5 x 0.32 x 11 inches

ISBN-13



979-8850536848



[Read sample](#)

#### Follow the author



Jordan Frank

[Follow](#)



#### The Amazon Book Review

Book recommendations, author interviews, editors' picks, and more. [Read it now.](#)

If it isn't clear, click on the book and investigate

**Keyword: chair exercises for seniors**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(3\)](#)

Results: **1-20**      Avg. Sales Rank: **38,992**      Avg. Monthly Rev: **\$11,201**      Avg. Price: **\$13.31**      Avg. No. Reviews: **233**

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Kindle **20**      Books      Audiobooks **3**

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

“Chair Yoga for Seniors” is a different topic

[Pull Results 21-40](#)

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

Kindle **20**

Books

Audiobooks **3**

[Pull Results 21-40](#)



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That leaves us with 6 books about the same topic for the same audience

Kindle **20**

Books

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[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

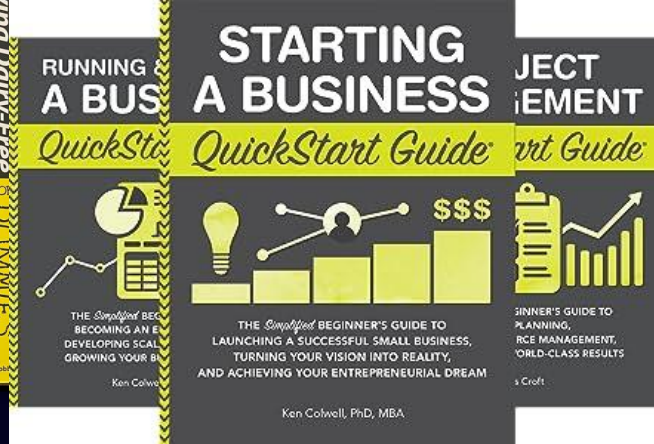
Example:

<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!



# Submitted Questions

(Then Q&A Submissions on Zoom)

# Questions?

What additional questions can we answer for you?



# Frances Connor

Regarding topic selection - my topic doesn't meet POC, but I am an expert in my field (give talks, write book chapters). Almost all the books in the topic I'm considering have high numbers of reviews. Drilling down to my sub-niche, there is a gap in the market. In my sub-niche there are only 4 books and 3 of those 4 are huge earners (\$247, \$2000, \$24K, \$48K a month just from print books). Those books were published between 2015-2020, so there is room for a new voice. I know it's a risk as my topic doesn't meet POC. However I am keen to pursue this. What is your advice?

# Sara

(I am not logged onto the meeting, FYI.) My topic qualifies for POC. I have another topic that does as well.

I'm not sure which is better based off the data. Topic #1: Avg Monthly Revenue is \$1,746. Avg number of reviews is 290, but 16 of the 20 books have 0-74 reviews (6 books being 0 reviews) of the 150 reviews or lower range. The most popular purchased book was written in 2017.

2nd Topic: Avg Monthly Revenue \$1,918. Avg. number of reviews is 68, but there are reviews on every book. Of the 20 books there are 3-87 reviews on the first 15 books. These reviews are evenly distributed as they increase.

Sorry if I am over thinking this. This is my first book. I am thinking I should choose topic number 2, but then I think about all those zero reviews in topic #1.

# rachelle

The zoom 2/22 on POC was so helpful. I appreciate the demonstration on how to go into incognito, I was having a lot of issues with that which i think is why I was having different results then the instructors did when picking my previous topic.

I have followed the suggestions for 2/22 zoom and picked my top 3 new topics, can you help me check if they have POC?

- 1) Thriving With Anxiety
- 2) Somatic Therapy for Trauma
- 3) Daily Vagus Nerve Exercises

# Rachelle

I had one more topic my elderly mom asked me about today. When I look it up it has POC but I am wondering if it is too popular? Also with this topic will it be easy to do diagrams/pictures of chair exercises and to get 30,000 words?

- 1) Chair exercises for seniors
- 2) Seated exercises for seniors

# stacey

ADHD has POC and Homeschooling has POC but there are no books on homeschooling ADHD kids. I am a parent who homeschools an ADHD child and part of a HUGE growing community that needs help. Is it safe to believe there is POC to write a book about Homeschooling ADHD kids?

# Edina

Hello coaches,

I would like to get your opinion about writing a book on a topic that did pass TOC but there are already several books are out on that particular topic.

Is it still worth going for it as the niche is so saturated.

Thank you.

Edina



# Barbara

Hello! I am still trying to confirm proof of concept. I have noticed if I choose results 1-40 there seem to be more books under the 150 review status.

Would you please confirm if any of these topics would meet POC? Thanks so much.

1. Healing your inner child workbook
2. couples therapy workbook
3. alchemy

# Suniti

I would like to check for POC for topic: Dementia Caregiving. I tried on my own and it looks like a yes.

I have come up with a Title and Subtitle and would like feedback;

The Ultimate Dementia Caregiving Guidebook: Comprehensive Guide for Managing Symptoms, Enhancing Communication, and Reducing Stress for adult caregivers (152 characters with spaces)

Dementia Caregiver Solutions: Empowering techniques for understanding and managing symptoms with compassion, enhancing quality of life, while maintaining your own well-being effectively even if you are not a medical expert. (223 characters with spaces)

Other options:

-Even if you are not a trained nurse

-Even if you are not medically trained

---

Thanks in advance.

# Larry Zuvers

For Thursday March 7 'Topic' Q/A: This is my first try at POC. After many topics not working, I tried the topic Self-Sabotage.

I got 5 that meet criteria with 4 likely. One was McGraw Hill Ed but it does not seem like a textbook to me. Does this topic meet POC from your perspective? Thanks