

Q&A Call

● February 8th, 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.

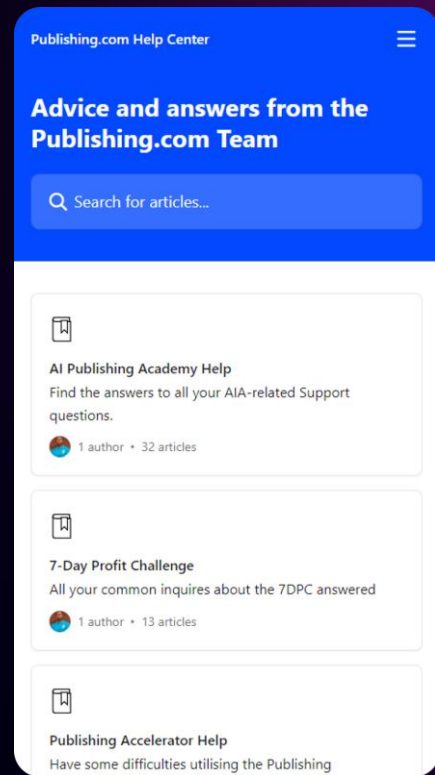
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

F.A.Q.

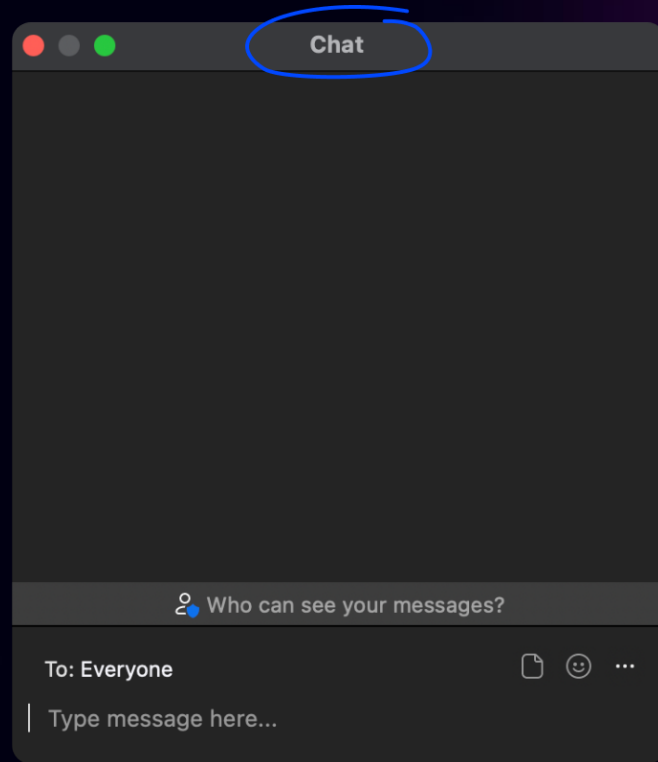
Visit our Help Center at help.publishing.com

- 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"



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.



APLUS10

Students get **10%** off A+ Content 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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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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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 (+ Videos and Quizzes Online) (For Dummies (Business & Personal Finance)) by Michael Taillard, Joseph Kraynak, et al. ★★★★☆ - 74 Paperback \$28⁹⁹ List: \$94.99 -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 ★★★★☆ - 696 Paperback \$20⁹⁹ 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 (58 used & new offers) Other format: Kindle</p>	<p>Real Estate Investing For Dummies, 4th Edition by Eric Tyson MBA, Robert S. Griswold MBA MBA CRE, et al. ★★★★☆ - 747 Audiobook Audiobook \$0⁰⁰ List: \$24.49 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 \$29⁹⁹ -prime FREE delivery Wed, May 24 or fastest delivery Tomorrow, May 19 More Buying Choices \$19.69 (50 used & new offers) Other format: Kindle</p>	<p>Statistics For Dummies (For Dummies (Lifestyle)) by Deborah J. J. Rumsey ★★★★☆ - 1,983 Paperback \$11⁹⁹ 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 by Eric Tyson ★★★★☆ - 1,217 Paperback \$13⁹⁹ List: \$24.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Sat, May 20 More Buying Choices \$7.71 (16 used & new offers) Other formats: Audible Audiobook, Kindle, Audio CD</p>	<p>Windows 10 For Seniors For Dummies (For Dummies (Computer/Tech)) by Peter Steinhilber ★★★★☆ - 917 Paperback \$15⁹⁹ List: \$24.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Tomorrow, May 19 More Buying Choices \$3.96 (54 used & new offers) Other format: Kindle</p>	<p>Options Trading For Dummies by Joe Duarte ★★★★☆ - 285 Paperback \$19⁹⁹ List: \$29.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Sat, May 20 More Buying Choices \$16.09 (55 used & new offers) Other formats: Audible Audiobook, Kindle, Audio CD</p>	<p>Technical Analysis For Dummies by Barbara Rockefeller ★★★★☆ - 992 Paperback \$17⁹⁹ List: \$29.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Tomorrow, May 19 More Buying Choices \$9.98 (39 used & new offers) Other format: Kindle</p>	<p>Sewing For Dummies by Jan Saunders Marech ★★★★☆ - 1,292 Paperback \$10⁹⁹ List: \$19.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Sat, May 20 More Buying Choices \$5.22 (71 used & new offers) Other format: Kindle</p>

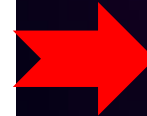
FOR DUMMIES - "INVESTING"

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 search interface for the term 'container'. The search bar contains 'Books container'. Below the search bar, a list of search results is displayed. The results are categorized into two main sections: 'Keywords Before' (highlighted in pink) and 'Keywords After' (highlighted in green). Each suggestion includes a search volume indicator (represented by a bar chart icon and a question mark).

Search Results	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

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: ≤ 150

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

+

? x Books

Same ??

Same ??



Proof of Concept

Review from the Course

Number of Reviews: ≤ 150

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

+

? x Books

Same ??

Same ??



Proof of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: => \$500

+

3 x Books

Same ??

Same ??



Proof of Concept

Review from the Course

Number of Reviews: ≤ 150

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

+

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:

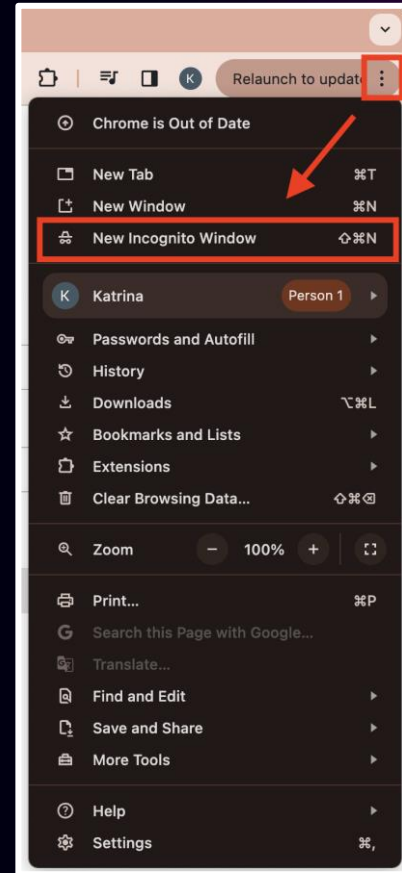
- Price is over \$30
- Page count is 350+
- 0 reviews, lots of sales
- Date book was published (< 60 days, do not consider)

Automatic disqualification:

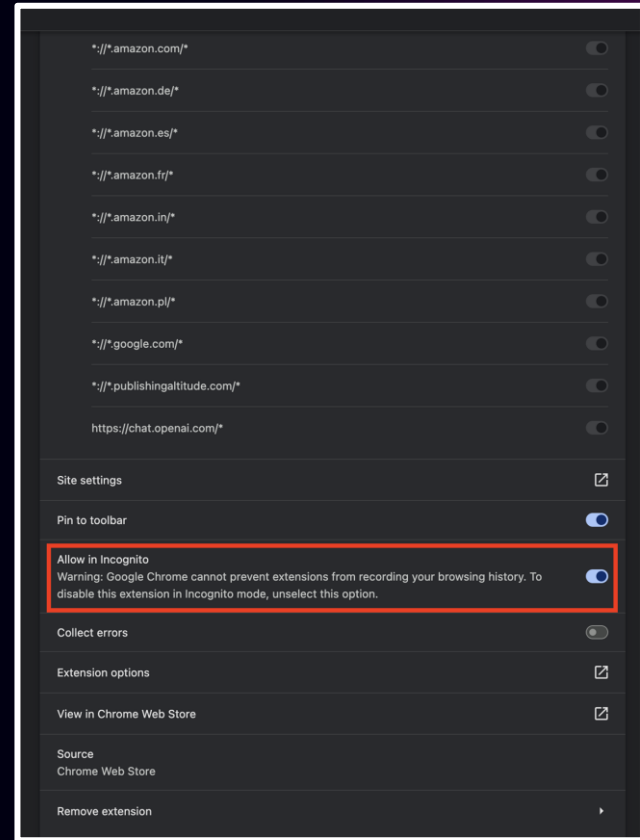
- Low content books
- Journals
- Workbooks*
- Bundles

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&l=stripbooks&crd=2EF3G8DOZNV00&sprefix=chair+exercises+for+seniors%2Cstripbooks%2C173&ref=nb_sb_noss_1

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

1-20 of over 2,000 results for "chair exercises for seniors"

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 SENIORS
28-day challenge
★★★★☆ 114
prime

CHAIR YOGA WEIGHT LOSS
28-day challenge
★★★★☆ 183
prime

BALANCE EXERCISES FOR SENIORS
12-week plan
★★★★☆ 20
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 Ex...
Balance Exercises Bible for Seniors: 12-Week Plan to Prevent Falls and Walking with Confidence in...

Results

28 DAYS OF CHAIR YOGA FOR SENIORS
Ottlie Oz

CHAIR YOGA FOR SENIORS TO LOSE WEIGHT
WITH ILLUSTRATED EXERCISES
Linda Stowers

CHAIR YOGA FOR WEIGHT LOSS
28-DAY CHALLENGE TO LOSE BELLY FAT SITTING DOWN WITH LOW-IMPACT EXERCISES
SheerFitnessVibes

50 CHAIR EXERCISES FOR SENIORS
JORDAN FRANK

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



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:
1-20	38,992	\$11,201	\$13.31	233

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

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USA Region

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

Popularity Potential Competition

Keyword: chair exercises for seniors

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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

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

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

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Keywords

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

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Kindle **20**

Books

Audiobooks **3**

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Keywords

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

Popularity Potential Competition

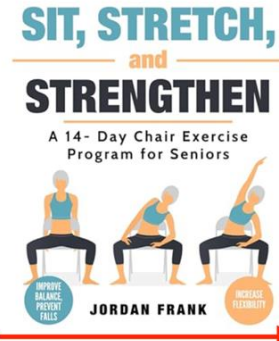


Hover over the title to see what the book is actually about

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 weakened 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



The Amazon Book Review

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

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Jordan Frank

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

Keyword: chair exercises for seniors

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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](#)

Keywords

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USA Region

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

Popularity Potential Competition



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

Kindle **20**

Books

Audiobooks **3**

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5	10-Minute Chair Exercises for Seniors; 7 Si...	I S C	161	\$13.9...	51	\$ 714	163	100,308 ✓
8	Chair Yoga for Weight Loss: 28-Day Challe...	I S C	99	\$17.9...	1,461	\$ 26,257	183	1,791 ✓
12	Quick and Simple Chair Yoga for Seniors O...	I S C	169	\$12.99	738	\$ 9,587	725	4,432 ✓
16	5-Minute Core Exercises for Seniors: Daily ...	I S C	158	\$7.227	1,952	\$ 14,107	2,540	1,197 ✓

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

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

[Pull Results 21-40](#)

Keywords

Export

Help

USA Region

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

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

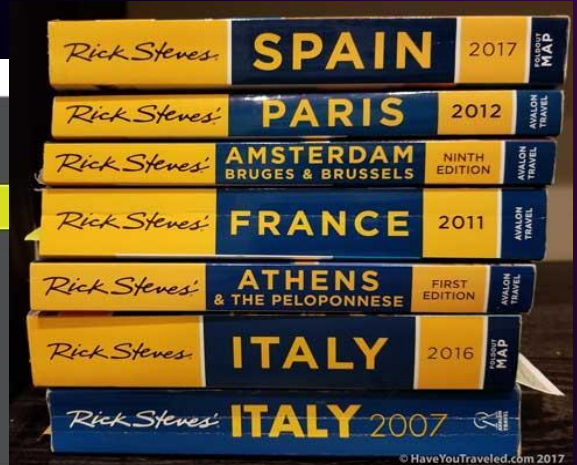
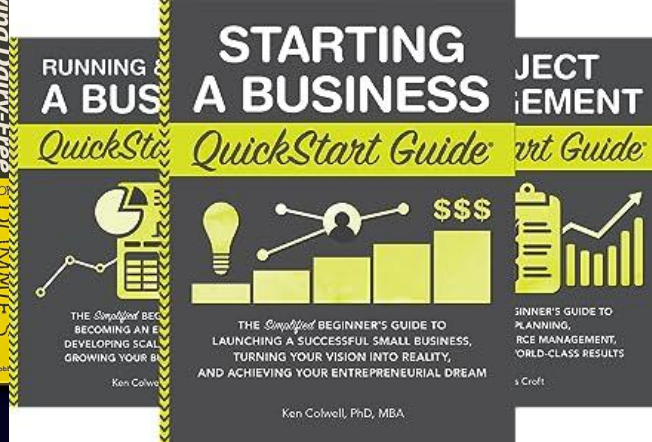
Example:

<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!

Proof of Concept



Submitted Questions

(Then Q&A Submissions on Zoom)

Jeffry

Hello, I'm in the process of choosing a book topic and have a question regarding POC. If I'm doing this right I see POC for both Self-Confidence for Boys and Self-Confidence for Girls both meet POC. I've tried checking POC for Self-Confidence for teens but only teen girls come up on KDSpy. Wondering if i can choose the topic for both to create one book or stick to one book topic? Any advice will help, I'm really trying to move forward.

Gloria

In researching in Health and Fitness, I notice that "Chair Yoga for Seniors" seems to have very good POC. But there are many books with the exact same topic and almost the same title. Perhaps many students in this course are working this topic! Wouldn't that make it much harder to stand out as offering something a little different?

Mariangel

Link is not shareable to anyone with the link. Please include a question rather than a link for POC

"I need help deciding what proof of concept is best here,

<https://docs.google.com/spreadsheets/d/1HLDYLEbiBvteAEJd05fQKiwWE6uSINXNYkilleFKEQY/edit?usp=sharing>

What are your thoughts?

Please see POC sheet "

Maya B.

Hi, I'm re-submitting my question from Feb 7th's call. Does "music business" or music theory" pass POC? I already searched on KDspy, it seems like it does, it's just a bit difficult to determine as some authors seem like already well-established figures. And when I try to niche it down to something like "Music theory for guitar" or else, it never really seems to pass POC.

Eric O.

"Hello, am told my question needs to come here.

1. Does ""Black Hair Loss"" pass POC?

2. If yes, does this title sound good or does it need some tweaking?

""Navigating Black Hair Loss Spiritually: 9 Spiritual insights to gain Strength and Cope.""

Thanks."

Martha DeLaine

"RE: AIA Topic Research Sheet

Should I use the already-prepared AIA Topic Research Sheet, or do I need to prepare one from scratch? If from scratch, how do I get the blank template in place to do that?

"

Lynn

Happy Thursday, coaches! Would you please check POC for "herbal remedies"? Thank you so much!

Anonymous

Would you please check the topic "Butterfly Coloring Book" for POC?

Poonam Sharma

I am considering relationship anxiety as my topic. I'm a psychologist who self-published a book on marriage 10 years ago (Strong Women, Strong Love: The Missing Manual for the Modern Marriage). After the stress of the past few years (pandemic, general tension in the country), I thought writing a book about relationships and stress would be good, as I have two very simple models for understanding stress and how to strengthen relationships. After doing the work around POC, I found relationship anxiety was a more popular term and that people seem to like workbooks in the area of relationships. Relationship anxiety was 3 on POC and Relationship anxiety workbook was 7. Should I move forward?

Questions?

What additional questions can we answer for you?

