



**AUDIOBOOK**  
IMPACT ACADEMY

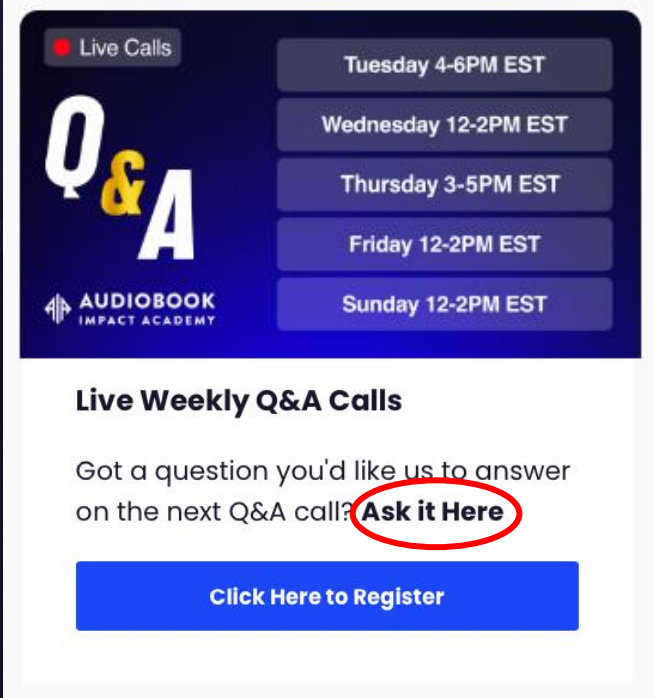
**LIVE BOOK TOPIC AND POC  
Q&A CALL**

June 8, 2023

# 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.



The screenshot displays the 'Live Calls' section of the AudioBook Impact Academy dashboard. It features a 'Live Calls' indicator, the 'Q&A' logo, and the AIA logo. A list of weekly call times is provided: Tuesday 4-6PM EST, Wednesday 12-2PM EST, Thursday 3-5PM EST, Friday 12-2PM EST, and Sunday 12-2PM EST. Below the schedule, the text reads 'Live Weekly Q&A Calls' and 'Got a question you'd like us to answer on the next Q&A call? Ask it Here', with 'Ask it Here' circled in red. A blue button at the bottom says 'Click Here to Register'.

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 Segment!

Today's Q&A is on:

1. Finding a book topic
2. 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.



# FYI

There are many students on this call, all at different points in their publishing journey.

During this session we are focusing on finding **Book Topics** and **“Proof of Concept”** for a valid book topic.

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.



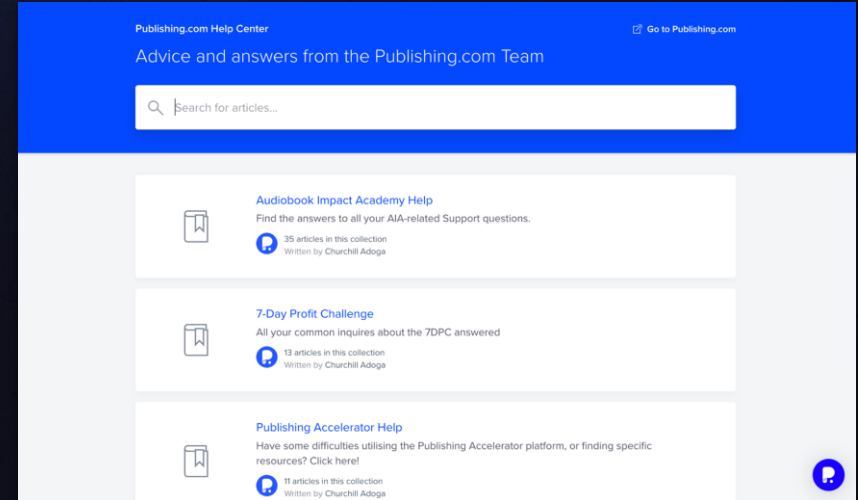
# Most Frequently Asked Q&A Questions:

Visit our Help Center

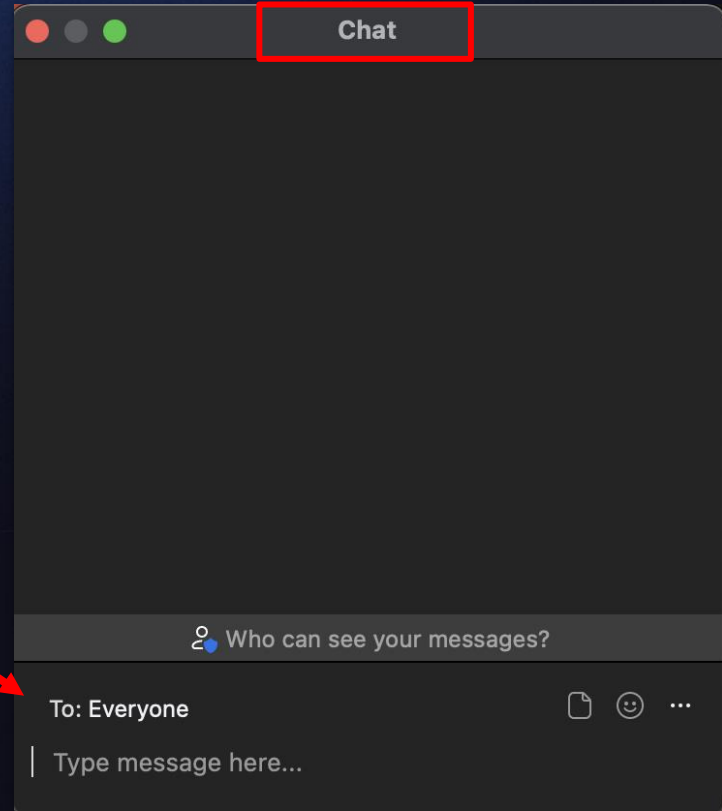
[help.publishing.com](https://help.publishing.com)

- 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  
setting to  
"Everyone"



# PS Monthly Discount - June

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

## 5STARREVIEWS

Get **10%** off your next Review Page Package.





**Let's Begin!**



- 1. How To Find A Topic**
- 2. Finding Proof Of Concept (POC)**
- 3. Q&A**



# How To Find A Topic

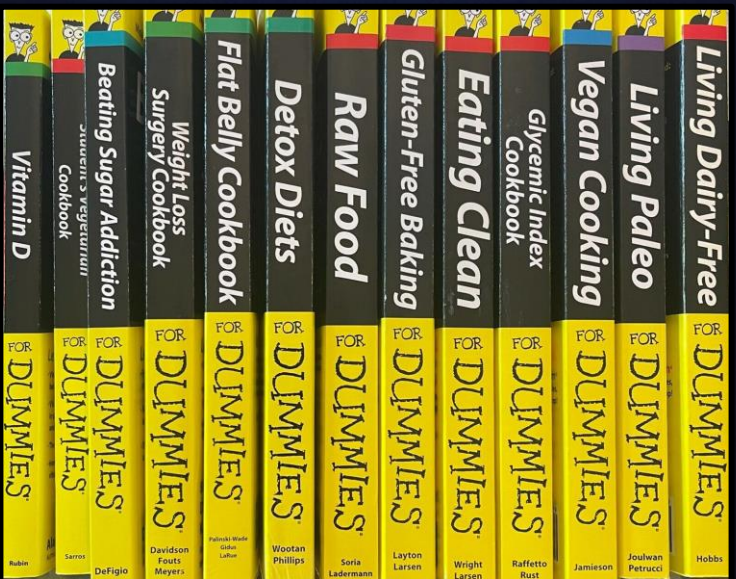


**BONUS**

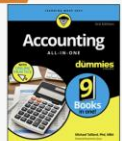
# TOP 100 BOOK TOPICS

 **AUDIOBOOK**  
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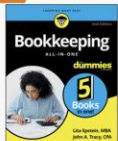
Best Seller



Accounting All-in-One For Dummies (+ Videos and Quizzes Online) (For Dummies (Business & Personal Finance))  
by Michael Tallard, Joseph Kraynak, et al.  
★★★★☆ - 74

Paperback  
**\$28<sup>99</sup>** List: \$34.99  
-prime  
FREE delivery Wed, May 24  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$27.44 (51 used & new offers)  
Other format: Kindle

Best Seller



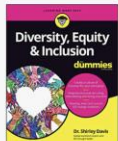
Bookkeeping All-in-One For Dummies  
by Lita Epstein and John A. Tracy  
★★★★☆ - 696

Paperback  
**\$20<sup>99</sup>** List: \$29.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$14.98 (56 used & new offers)  
Other format: Kindle



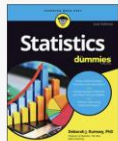
Real Estate Investing For Dummies, 4th Edition  
by Eric Tyson MBA, Robert S. Griswold MBA MSBA CRE, et al.  
★★★★☆ - 747

Audiobook  
**\$29<sup>99</sup>** List: \$24.49  
Free with Audible trial  
Available instantly  
Other formats: Paperback, Kindle, Audio CD



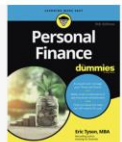
Diversity, Equity & Inclusion For Dummies  
by Dr. Shirley Davis  
★★★★☆ - 142

Paperback  
**\$29<sup>99</sup>**  
-prime  
FREE delivery Wed, May 24  
Or fastest delivery Tomorrow, May 19  
More Buying Choices  
\$19.69 (50 used & new offers)  
Other format: Kindle



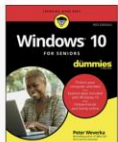
Statistics For Dummies (For Dummies (Lifestyle))  
by Deborah J.J. Rumsey  
★★★★☆ - 1,863

Paperback  
**\$11<sup>99</sup>** List: \$19.99  
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FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$2.62 (288 used & new offers)  
Other format: eTextbook



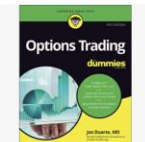
Personal Finance For Dummies  
by Eric Tyson  
★★★★☆ - 1,217

Paperback  
**\$13<sup>99</sup>** List: \$24.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$7.74 (76 used & new offers)  
Other formats: Audible Audiobook, Kindle, Audio CD



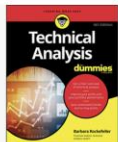
Windows 10 For Seniors For Dummies (Computer/Tech)  
by Peter Wierwka  
★★★★☆ - 917

Paperback  
**\$15<sup>99</sup>** List: \$24.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Tomorrow, May 19  
More Buying Choices  
\$3.96 (54 used & new offers)  
Other format: Kindle



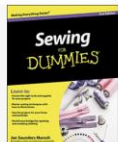
Options Trading For Dummies  
by Joe Duarte  
★★★★☆ - 285

Paperback  
**\$19<sup>99</sup>** List: \$29.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$15.59 (25 used & new offers)  
Other formats: Audible Audiobook, Kindle, Audio CD



Technical Analysis For Dummies  
by Barbara Rooker-Fisher  
★★★★☆ - 992

Paperback  
**\$17<sup>99</sup>** List: \$29.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Tomorrow, May 19  
More Buying Choices  
\$9.58 (59 used & new offers)  
Other format: Kindle



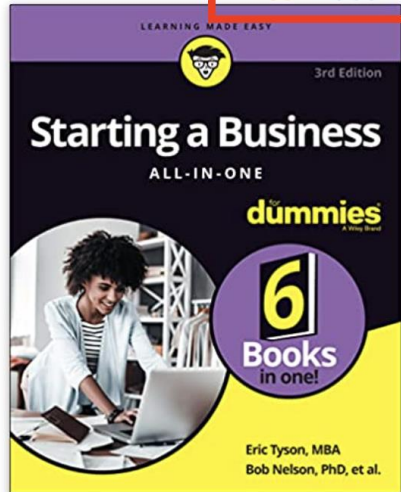
Sewing For Dummies  
by Jen Saunders Marsh  
★★★★☆ - 1,252

Paperback  
**\$10<sup>99</sup>** 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

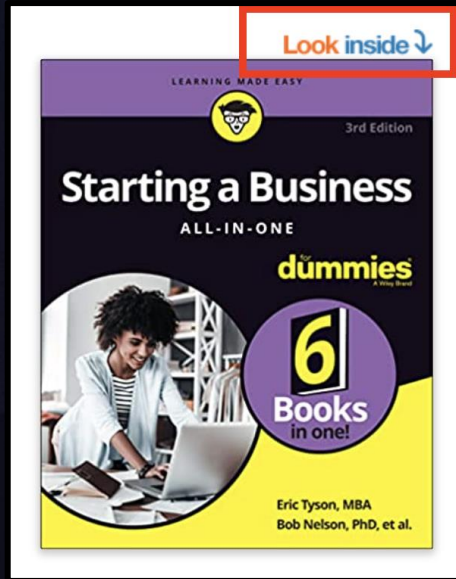




Look inside ↓



# Get topic ideas from the subtopics in the TOC - They could be a whole other book



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# Ask ChatGPT



K

What would some good sub topics be for inner peace?



When it comes to inner peace, there are several subtopics that can be explored. Here are some ideas to consider:



1. **Mindfulness:** The practice of being fully present in the moment and cultivating awareness without judgment.
2. **Meditation:** Different meditation techniques and their benefits for achieving inner peace.
3. **Emotional well-being:** Strategies for managing and regulating emotions to foster inner peace.
4. **Stress management:** Techniques and coping mechanisms to reduce stress and find inner calm.
5. **Gratitude:** The practice of acknowledging and appreciating the positive aspects of life to enhance inner peace.
6. **Self-reflection and self-awareness:** Exploring one's values, beliefs, and thought patterns to gain a deeper understanding of oneself and promote inner peace.
7. **Acceptance and letting go:** Embracing acceptance of the present moment and learning to let go of attachments and expectations.
8. **Forgiveness:** Understanding the power of forgiveness and its role in finding inner peace.
9. **Finding balance:** Exploring ways to create a harmonious balance between different aspects of life, such as work, relationships, and personal well-being.
10. **Self-care and self-compassion:** Nurturing oneself through self-care practices and developing a compassionate attitude towards oneself.

These subtopics provide a starting point for exploring the concept of inner peace. You can delve deeper into each topic and consider additional subtopics that resonate with you personally.



K

From those 10 topics can you identify 3 keywords for each of those that could also be a topic?



Certainly! Here are three keywords for each of the suggested subtopics related to inner peace:



1. Mindfulness and Meditation:

- Mindfulness techniques
- Guided meditation
- Breath awareness

2. Emotional Well-being:

- Emotional resilience
- Stress management
- Positive psychology

3. Self-Acceptance and Self-Love:

- Self-compassion
- Authenticity
- Inner worth

4. Gratitude and Appreciation:

- Gratitude journaling
- Acts of kindness
- Cultivating gratitude

5. Letting Go and Forgiveness:

- Release and surrender
- Radical forgiveness
- Healing past wounds

6. Living in the Present Moment:

- Mindful presence
- Savoring the present
- Mindful activities



7. Simplifying Life:
  - Minimalism
  - Decluttering techniques
  - Essentialism
8. Finding Meaning and Purpose:
  - Personal mission statement
  - Exploring passions
  - Legacy and impact
9. Nurturing Relationships:
  - Healthy boundaries
  - Effective communication
  - Empathy and understanding
10. Self-Care and Well-being Practices:
  - Holistic self-care
  - Mind-body connection
  - Creating daily rituals

These keywords can serve as starting points for further exploration and research on each subtopic.

 Regenerate response

|



# Work Backwards




- If you have a topic that you are interested in and it isn't meeting Proof of Concept, try working backwards
- Ask ChatGPT why someone would need a book on this topic; that may give you other topic ideas
- Then ask it for some keywords that could be potential book topics



K

Why would someone need a book on Inner Peace?



There are several reasons why someone might need a book on inner peace. Here are a few common ones:   

1. **Stress and Anxiety:** Many people struggle with stress and anxiety in their daily lives. A book on inner peace can provide valuable insights and techniques to help manage and reduce these feelings. It can offer guidance on calming the mind, cultivating mindfulness, and finding peace amidst the chaos.
2. **Self-Reflection and Personal Growth:** Inner peace is closely tied to self-awareness and personal growth. Books on inner peace often encourage self-reflection and exploration of one's thoughts, emotions, and beliefs. They can help individuals gain a deeper understanding of themselves and their inner world, leading to personal growth and a greater sense of peace.
3. **Overcoming Challenges and Adversity:** Life is full of challenges, setbacks, and difficult situations. A book on inner peace can offer guidance on how to navigate these challenges with grace and resilience. It can provide tools for finding inner strength, developing a positive mindset, and maintaining equilibrium even in the face of adversity.
4. **Improved Relationships:** Inner peace can positively impact our relationships with others. When we are internally calm and balanced, we are more likely to approach relationships with compassion, understanding, and patience. Books on inner peace often offer insights and practices to cultivate healthier relationships and resolve conflicts peacefully.
5. **Spiritual Growth and Connection:** For those on a spiritual journey, a book on inner peace can serve as a guide to deepening their spiritual practices and connection with something greater than themselves. It can explore themes of spirituality, mindfulness, meditation, and provide tools for finding spiritual fulfillment and peace.
6. **Overall Well-being and Happiness:** Inner peace is an essential component of overall well-being and happiness. A book on inner peace can provide practical techniques and perspectives to help individuals lead more fulfilling lives, experience greater contentment, and find joy in the present moment.

Ultimately, the reasons why someone might seek a book on inner peace can vary from person to person. Whether it's to manage stress, foster personal growth, navigate challenges, improve relationships, explore spirituality, or enhance well-being, a book on inner peace can offer valuable insights and practices to support individuals on their journey toward a more peaceful and balanced life.



K

Can you provide a list of keywords that could be potential book topics



Certainly! Here is a list of keywords that could potentially be book topics related to inner peace:



1. Mindfulness
2. Meditation
3. Finding tranquility
4. Emotional well-being
5. Stress reduction techniques
6. Self-compassion
7. Healing from past trauma
8. Cultivating inner strength
9. Inner peace and relationships
10. Spirituality and peace
11. Self-reflection and introspection
12. Letting go of negativity
13. Inner peace in a busy world
14. Finding balance and harmony
15. Gratitude and contentment
16. Mind-body connection
17. Overcoming anxiety and worry
18. Peaceful living principles
19. Nurturing inner peace in children
20. Holistic approaches to inner peace.

These keywords can serve as a starting point for exploring various aspects of inner peace and developing book topics that delve deeper into these areas.



# Proof of Concept

Is the book topic in demand?





# 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*



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

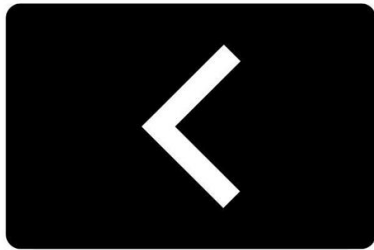
Ask yourself - Are people searching for these terms regularly on Amazon?



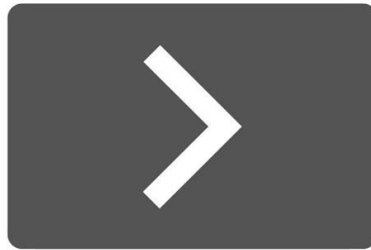
Self help	Atomic Habits
Exercise	Think and Grow Rich
Diet	Money secrets
Music	Tony Robbins
Outdoors	Money magic
Love	Weight loss magic
Why anxiety sucks	For women
I can't lose weight	Math

# Proof of Concept (POC)

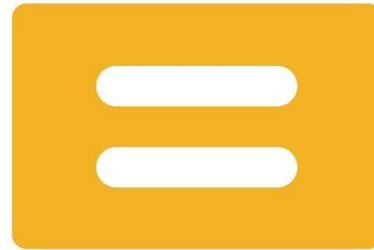
## 3 (or more) books:



UNDER  
150  
REVIEWS



OVER  
\$500  
PER-MONTH



ALL  
ABOUT THE  
SAME THING

# Reviews



**UNDER  
150  
REVIEWS**

- 150 is a rough guide
- Give yourself some flexibility
- + 10% (up to 165 reviews)

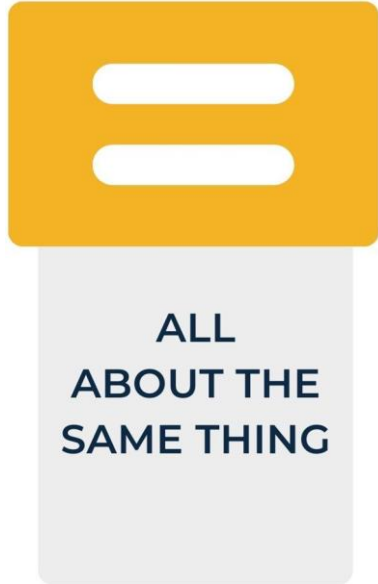
# Revenue



**OVER  
\$500  
PER-MONTH**

- Again, Give yourself some flexibility
- - 10% (\$450 per-month is fine)
- This figure is an estimate and will fluctuate

# Same Topic



Ask yourself:

*"Are these books solving the same problem for the same group of people?"*

Search Term = *"Dog Training"*

## Example:

1. Zak George's Dog Training Revolution [**Dog Training**] ✓
2. Training Your German Shepherd Dog [**GSD Training**] ✗
3. Puppy Training for Beginners [**Puppy Training**] ✗

These are solving similar problems for similar groups, but aren't the same.

Search Term = *"German Shepherd Training"*

## Example:

1. Training Your German Shepherd Dog [**GSD Training**] ✓
2. The German Shepherd Handbook [**GSD Training**] ✓
3. Training Guide for New German Shepherd Owners [**GSD Training**] ✓

# Proof of Concept



## Red Flags

### 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/>



# Proof of Concept

Live Walkthroughs

What topics would you like to check?



# Questions?

What additional questions can we answer for you?



# Mich J.

Hi Coaches!

Trying to see if this topic passes POC. They mean the same so I'm not sure if one should be used more than the other. Both have been used. In my initial look using KDSpy, it looks as if it meets the criteria.

Medium Term Rental

30 Day Stay

3 books about this topic that met the criteria:

30-Day Stay: A real estate investor's Guide to Mastering the Medium-Term Rental

Erin's Guide to Midterm Rentals: Attract traveling nurses, remote workers and anyone that needs a 30+ day furnished rental with checklists and tip on medium-term rentals



# Carlos R

i want to know if dog training guide pass proof of concept and if not why



# Carlos R

what are the correct prompts to ask chat gpt for assistance for the book topic



# Nichole

Hello Coaches.

I need your help in analyzing my topic if it's proof of concept, I've gone through the POC on my own, it looks good for me, but I am a newbie, and I need you to say yes before I go on with this topic.

The topic is Motherhood.

Also, need help in how would I decide on what sub-topic?

Thank you





# Heidi

Thanks for doing this "topic" Q&A as I am struggling in finding POC. I understand workbook and journals are not counting for POC. However, I want to ask, what if I do want to publish a journal? During my research, I have seen some journal topics passing POC. Is there any reason/obstacles that we should not be doing Journals? (other than I assume not working for audio book) For example: self love journals, mother daughter journals.



# Jody

I have seen my topic on several Q & A's and several new books published very similar to my topic (and very close to my selected title). I am very distraught about this. I can tell AIA members have done their customer research! I feel that I should go another direction!

