

# Q&A Call

● Thursday Jan 11, 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.







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.

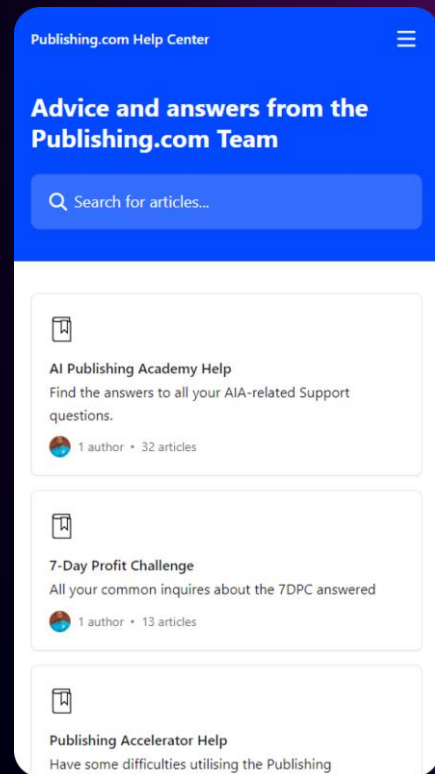
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

# F.A.Q.

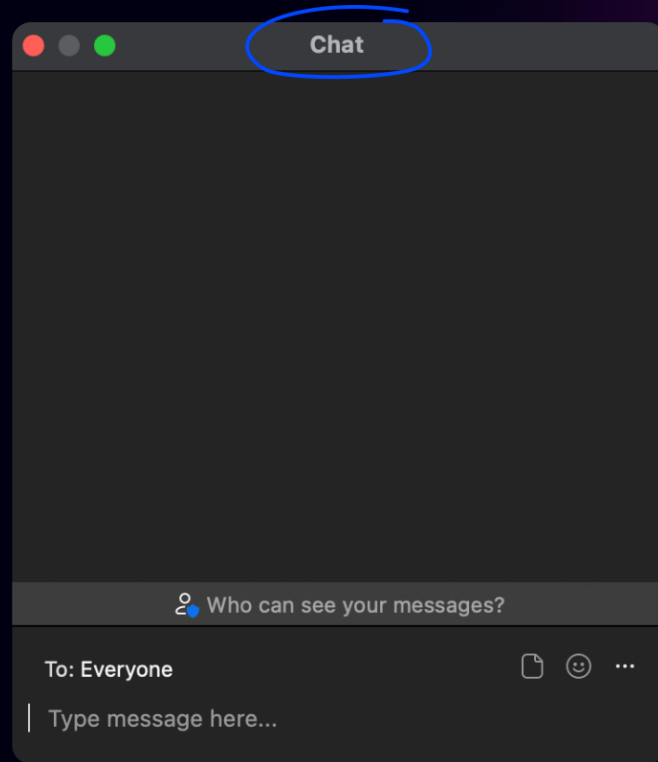
Visit our Help Center at [help.publishing.com](https://help.publishing.com)

- 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"



# 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.



**GETREVIEWS**

Students get 10% off Review Page Package!



**GRAB A FREE  
COFFEE ON US!**



**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
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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: Dummies books will not be used for POC but can help you 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 MISA 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 Novotny ★★★★☆ - 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>\$19.69</b> (\$9 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>

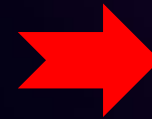
## FOR DUMMIES - "INVESTING"

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 search interface for the term 'container'. The search bar at the top contains 'Books container'. Below the search bar, a list of search results is displayed on the left, and a grid of keyword suggestions is shown on the right. The suggestions are categorized into 'Keywords Before' (pink background) and 'Keywords After' (green background). Each suggestion includes a search volume indicator (a bar chart with 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:  $\leq 150$

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:  $\leq 150$

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
- Check date published - <60 days, do not consider

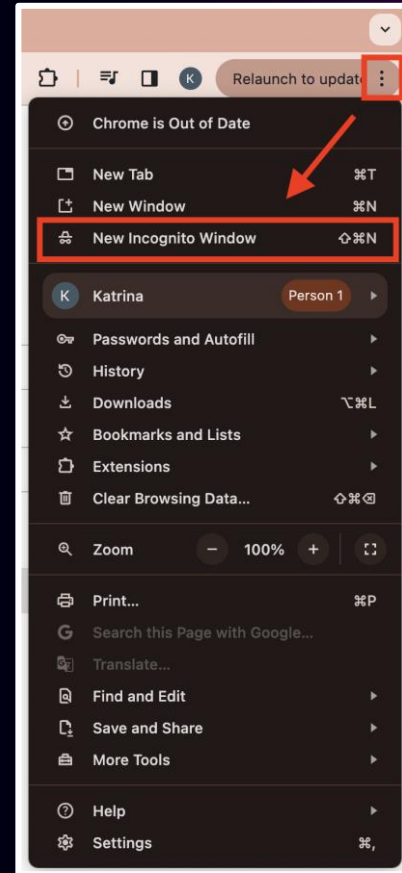
### Automatic disqualification:

- Low content books
- Journals
- Workbooks\*
- Bundles

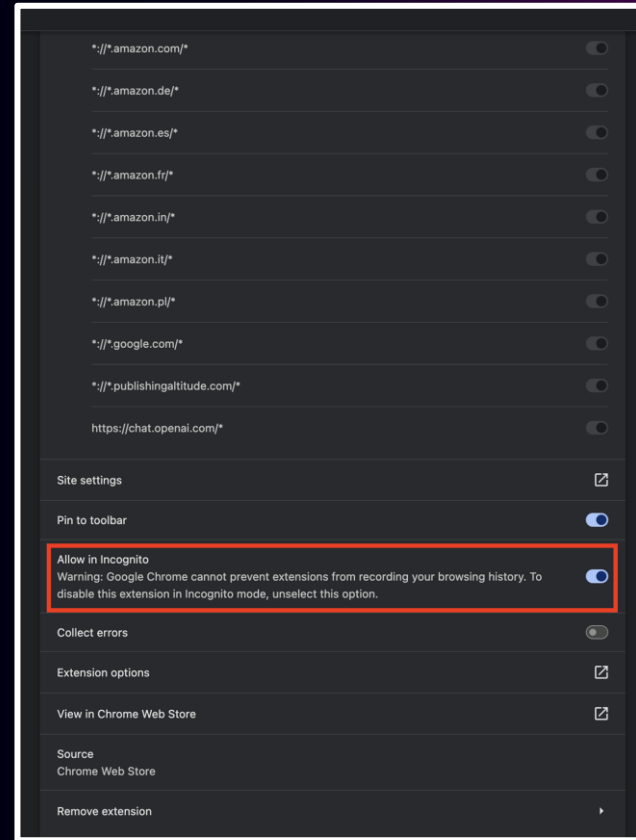


# PoC Example

- **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&I=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

1-2 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 FOR SENIORS  
28-day challenge  
★★★★★ 114  
prime

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

BALANCE EXERCISES BIBLE FOR SENIORS  
12-week plan to prevent falls and walking with confidence in...  
★★★★★ 20  
prime

Results

28 DAYS OF CHAIR YOGA FOR SENIORS  
Ottie Oz

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

CHAIR YOGA FOR WEIGHT LOSS  
FOR SENIORS  
BONUS VIDEO TUTORIALS  
40+ Exercises  
18 Postures and Stretches  
80+ Video Tutorials  
28-day Challenge  
SheerFitnessVibes

50 CHAIR EXERCISES FOR SENIORS  
BEST CHAIR WORKOUT AND RANGE MOTION TO BUILD STRENGTH, FLEXIBILITY, BALANCE, AND CORE STABILITY. IMPROVE POSTURE, REDUCE PAIN, AND INCREASE MOBILITY.

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

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

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Keywords

Export

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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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Purple line is our cut-off point

Under 150 reviews making \$500 or more

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

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Keywords

Export

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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 \(3\)](#)

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

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Keywords

Export

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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 \(3\)](#)

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

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

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Keywords

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

Popularity Potential Competition

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

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

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Help

USA Region

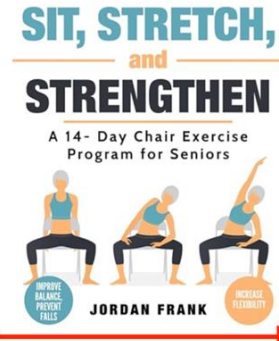
Total Monthly Rev. **\$224,022**

Popularity Potential Competition





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.](#)

#### Follow the author



Jordan Frank

[Follow](#)



[Read sample](#)

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**

#	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 ✓
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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

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

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

[Pull Results 21-40](#)

Keywords

Export

Help

USA Region

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

Popularity Potential Competition



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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
- Date book was published (< 60 days, do not consider)

### 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

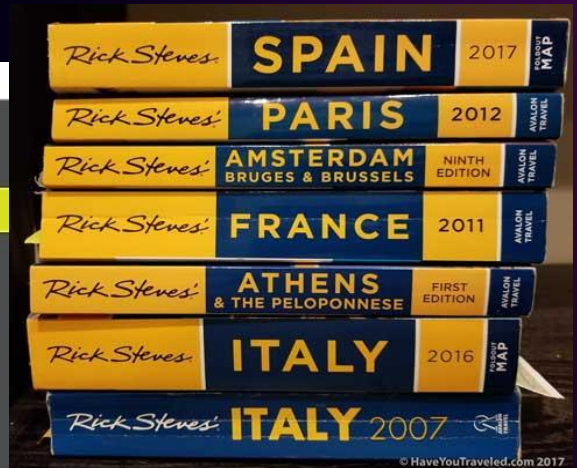
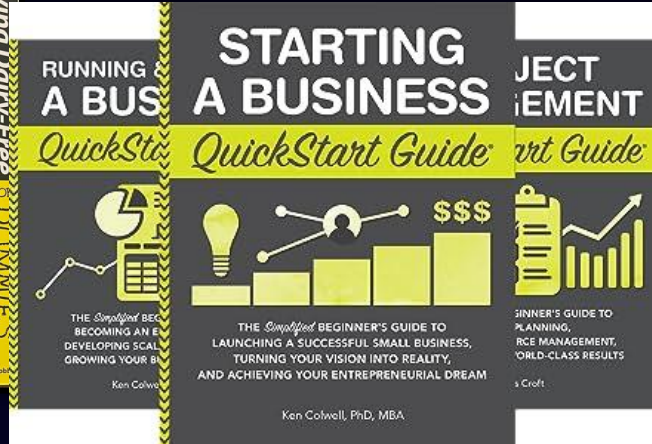
Example:

<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)

# Linda

I've been researching Book Topics and find that the topics that even mildly match my interests and expertise have a very poor POC. I could move to a less interesting book topic but here's my dilemma: All the people I could ask for reviews will be scratching their heads if I ask for a review of a book (e.g. wilderness survival) that has no relationship to what they know about me. I'd lose credibility in their eyes. They would be more inclined to review a book about retirement or meditation, as they would associate those subjects with my interests. I don'[t want to lose credibility. What do you suggest?

# Linda

What is the importance of the red, yellow, and green light buttons on the KDspy results list. I've done a few searches and got some adequate results, but all the buttons showed up red or yellow. Would you please discuss the relative importance of the buttons?

# Linda

In KDspy, is it ok to move into the 21-40 results to measure POC? or best to stay in the top 20?

# Linda

When I click on a title in the KDspy results list, it always opens in a new window that is NOT in incognito mode. How can I keep my searches in Incognito mode?

# Linda

Will Amazon list my book under several categories? Is there a maximum # of categories I can place my book in?

# Shereen

Hello

My query is please check pocs for this topic.if there are any red flags or authority figure

Do i have to be a senoir to add credibility i am jn my late 30s.

"Chair yoga for seniors over 60"

# Elizabeth

Say you are researching "Chair Yoga for Seniors" for POC and KDSpy lists 14 books using that phrase that would meet POC if they were considered the same topic. Here are some variations and wondering if they would meet the criteria for the same topic or need to be eliminated:

- Chair Yoga (not for any one audience like seniors listed specifically, just Chair Yoga)
- Chair Yoga for Seniors for Weigh Loss or Chair Yoga for Seniors to Relieve Pain
- Chair Yoga for Seniors and Beginners
- Chair EXERCISES for Seniors



# Mercy

Hey there, I'm a newbie, less than a week in and currently researching and validating my topics. I'm already a coach in the area I'll be publishing in, and wonder whether you advise students to read or check out other books in the genre they publish in. Thank you.

# Questions?

What additional questions can we answer for you?

