



AUDIOBOOK
IMPACT ACADEMY


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

May 11, 2023

Q&A Time

First, we will go through all questions submitted prior to today's call through the form in the AIA dashboard (Top 20).

Average length: 45 - 60 mins.



The screenshot shows a dark blue header with a 'Live Calls' indicator. Below it, the 'Q&A' logo is displayed in large white and yellow letters. To the right, a list of call times is shown in rounded rectangular buttons: Tuesday 4-6PM EST, Wednesday 12-2PM EST, Thursday 3-5PM EST, Friday 12-2PM EST, and Sunday 12-2PM EST. The AudioBook Impact Academy logo is at the bottom left of the header. The main content area is white and features the heading 'Live Weekly Q&A Calls', followed by the text 'Got a question you'd like us to answer on the next Q&A call?' and a red-bordered button labeled 'Ask it Here'. At the bottom, there is a large blue button labeled '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 Sunday/Monday/Wednesday/Friday Q&A. ***



Open Q&A

Submit your questions live on the call in the Zoom Q&A field. We will pick and choose the best the questions to answer.



FYI

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.



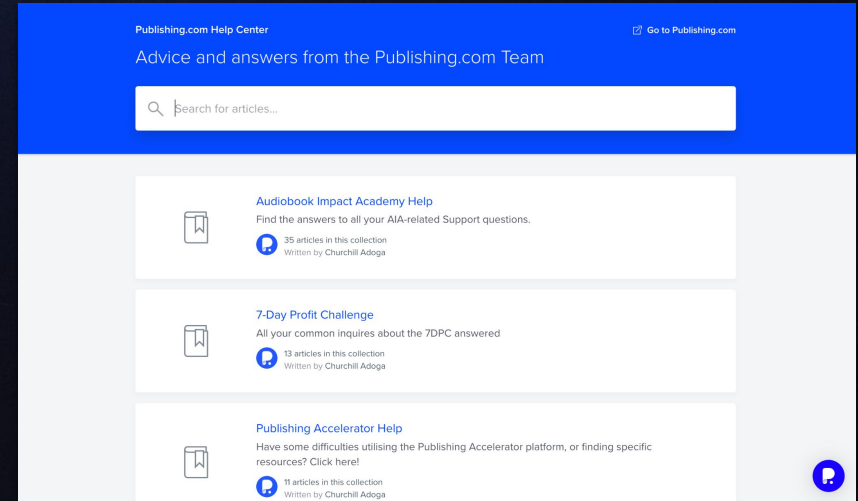
Most Frequently Asked Q&A Questions:

Visit our Help Center

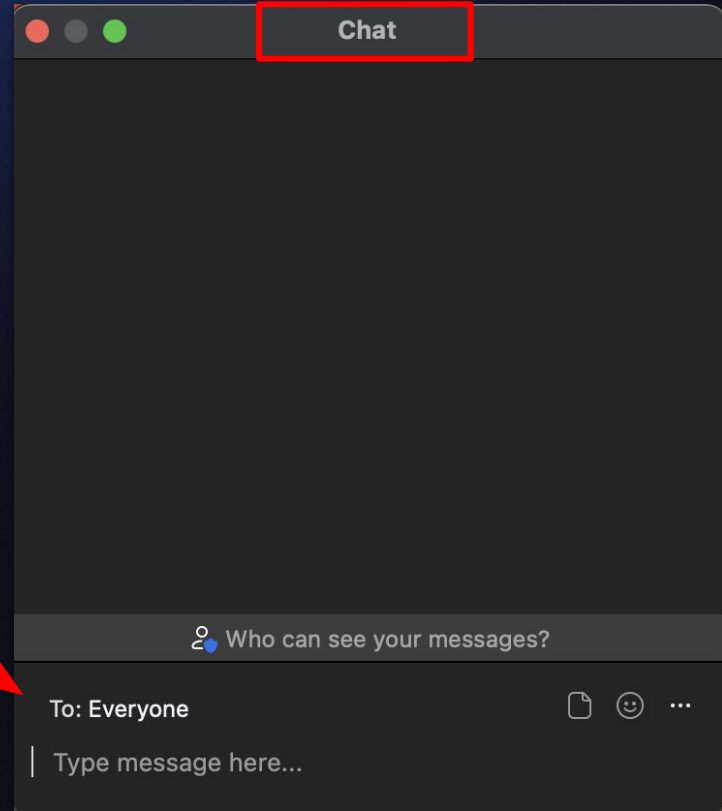
help.publishing.com

- 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 - May

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

OUTLINEDEAL10

Get **10%** off your next outline 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

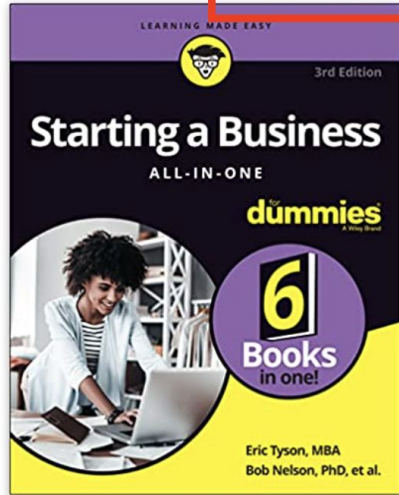
TOP 100 **BOOK TOPICS**

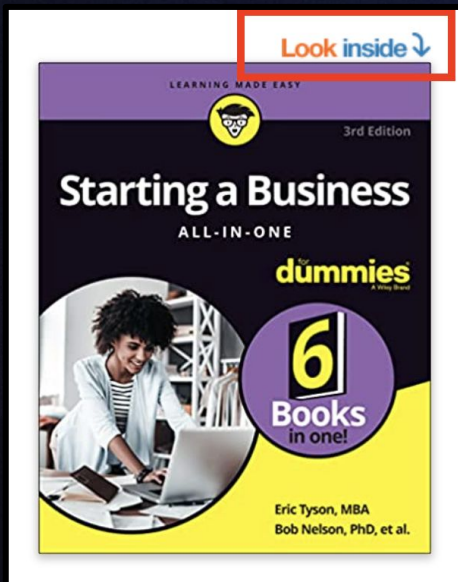
 **AUDIOBOOK**
INCOME ACADEMY





Look inside ↓





Copyrighted Material

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Ask ChatGPT



Proof of Concept

Is the book topic in demand?



Proof of Concept

Review from the Course

Number of Reviews: =< ??

Est. Monthly Sales: => \$??

+

Same ??

Same ??



Proof of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: => \$??

+

Same ??

Same ??



Proof of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: => \$500

+

Same ??

Same ??



Proof of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: => \$500

+

Same topic

Same ??



Proof of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: => \$500

+

Same topic

Same audience



Proof of Concept

Example:

Your extension was recently updated to v5.11.2. [Learn what's new](#) ×

Options Logout

i Keyword: **puppy training**
[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

Results: **1-20** Avg. Sales Rank: **66,123** Avg. Monthly Rev: **\$4,143** Avg. Price: **\$16.08** Avg. No. Reviews: **2,130**

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
3	Dog Training: Impulse Control and Frustrati...	<a>I <a>S <a>I <a>C	180	\$14.9114	224	\$ 3,340	29	19,104
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19	Tips and Tales: On Training Your Bird Dog	<a>I <a>S <a>I <a>C	246	\$28.9528	74	\$ 2,143	149	66,308
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20	Complete Dog Training for Beginners: 2 Bo...	<a>I <a>S <a>I <a>C	207	\$18.9718	45	\$ 854	294	113,348
7	Clicker Training for Dogs: Master Basic Trai...	<a>I <a>S <a>I <a>C	146	\$9.399	171	\$ 1,607	340	26,061
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Kindle 10

Books

Audiobooks 7

[Pull Results 21-40](#)

Keywords

Export

Help

USA ▾

Region

Total Monthly Rev.

\$82,870

Popularity Potential Competition

Keyword: **puppy training**[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

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Kindle **19**

Books

Audiobooks **7**[Pull Results 21-40](#)

Keywords



Export



Help

USA ▾

Region

Total Monthly Rev.

\$82,870

Popularity Potential Competition



Example:

Keyword: **puppy training**[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)Results:
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Kindle **19**

Books

Audiobooks **7**[Pull Results 21-40](#)

Keywords



Export



Help

USA ▾

Region

Total Monthly Rev.
\$82,870

Popularity Potential Competition



Example:

4 books
Under 150
reviews

Keyword: **puppy training**[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

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Kindle **19**

Books

Audiobooks **7**[Pull Results 21-40](#)

Keywords



Export



Help

USA

Region

Total Monthly Rev.

\$82,870

Popularity Potential Competition



Example:

3 books
Over \$500
/month



i Keyword: **puppy training**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

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Kindle **19**

Books

Audiobooks **7**

[Pull Results 21-40](#)

Keywords

Export

Help

USA
 Region

Total Monthly Rev.
 \$82,870

Popularity Potential Competition
 ● ● ●

Example:

What are the main topics of the books?

Who are they written for?

Keyword: **puppy training**[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)Results:
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10	Easy Peasy Puppy Squeazy: Your Simple S...		272	\$21.95	38	\$ 834	10,866	136,200

Kindle **19**

Books

Audiobooks **7**[Pull Results 21-40](#)

Keywords



Export



Help

USA ▾

Region

Total Monthly Rev.
\$82,870

Popularity Potential Competition



Example:

What are the main topics of the books?

Who are they written for?



Keyword: **puppy training**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

Results:
1-20

Avg. Sales Rank:
66,123

Avg. Monthly Rev:
\$4,143

Avg. Price:
\$16.08

Avg. No. Reviews:
2,130

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9	The Do No Harm Dog Training and Behavio...	I S C	346	\$34.0034	37	\$ 1,258	120	138,637
19	Tips and Tales: On Training Your Bird Dog...	I S C	246	\$28.9528	74	\$ 2,143	149	66,308
11	Mental Exercise for Dogs: A Step-by-s... The Do No Harm Dog Training and Behavior Handbook: Featuring the Hierarchy of Dog Needs®							
20	Complete Dog Training for Beginners: 2 Bo...	I S C	207	\$18.9718	45	\$ 854	294	113,348
7	Clicker Training for Dogs: Master Basic Trai...	I S C	146	\$9.399	171	\$ 1,607	340	26,061
18	Mental Exercise for Dogs: The Best Dog G...	I S C	147	\$16.1916	195	\$ 3,157	460	22,396
12	Dog Training 101: Step-by-Step Instructions...	I S C	176	\$9.64	176	\$ 1,697	558	25,333
2	The Dog Training Bible: [2 in 1] A 4-Week P...	I S C	92	\$19.9719	117	\$ 2,337	991	40,161
1	Dog Training Bible: Everything You Need to...	I S C	103	\$19.3619	563	\$ 10,901	1,098	6,244
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Kindle **19**

Books

Audiobooks **7**

[Pull Results 21-40](#)



Keywords



Export



Help

USA v

Region

Total Monthly Rev.
\$82,870

Popularity Potential Competition



Example:

What are the main topics of the books?

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amazon.com/Harm-Dog-Training-Behavior-Handbook/dp/1732253706/ref=sr_1_13?crd=1C50TMOR1K7TV&keywords=p... Office supplies store ▶

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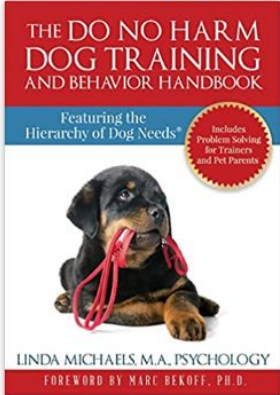
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THE DO NO HARM DOG TRAINING AND BEHAVIOR HANDBOOK
Featuring the Hierarchy of Dog Needs®
LINDA MICHAELS M.A., PSYCHOLOGY
FOREWORD BY MARC BEKOFF, PH.D.

Includes Problem Solving for Trainers and Pet Parents

The Do No Harm Dog Training and Behavior Handbook: Featuring the Hierarchy of Dog Needs® Paperback – July 5, 2022

by Linda Michaels (Author)

4.7 ★★★★★ 120 ratings See all formats and editions

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Print length	Language	Publication date	Dimensions
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Example:

What are the main topics of the books?

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Look inside
THE DO NO HARM DOG TRAINING AND BEHAVIOR HANDBOOK
Featuring the Hierarchy of Dog Needs® Includes Problem Solving for Trainers and Pet Parents
LINDA MICHAELS M.A. PSYCHOLOGY FOREWORD BY MARC BEKOFF, PH.D.
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Get the dog training results you've always wanted—combining love with the science of dog psychology
Find the roadmap to success in this easy-to-follow *Do No Harm Dog Training and Behavior Handbook*
Are you tired of spending countless hours poring over articles, books, and other training
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Print length 346 pages Language English Publication date July 5, 2022 Dimensions 7 x 0.78 x 10 inches
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Example:

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Keyword: **puppy training**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

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19. Training for Bird Dogs
 9. Training for any dog
 3. Training for any dog

Kindle **19**

Books

Audiobooks **7**

[Pull Results 21-40](#)

Keywords

Export

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Region

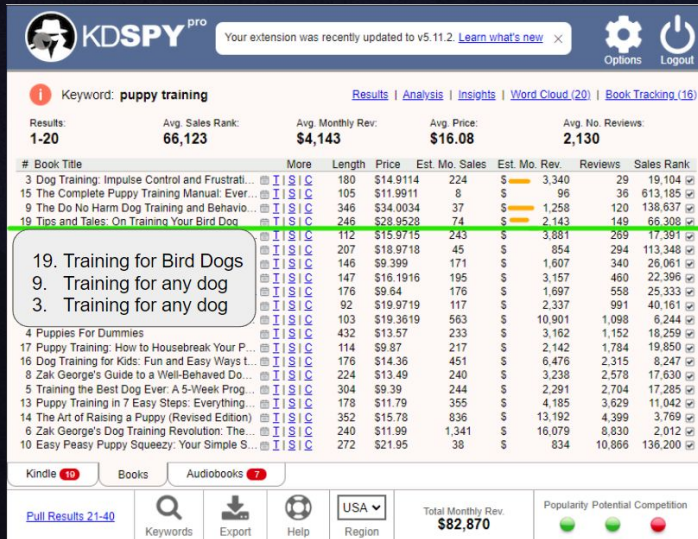
Total Monthly Rev.
\$82,870

Popularity Potential Competition
● ● ●

Example:

Proof of Concept

Do we have proof of concept?



The screenshot shows the KDSPY Pro interface with search results for the keyword 'puppy training'. The interface includes a search bar, navigation tabs for 'Kindle' and 'Audiobooks', and a summary of results. A table lists various books with their titles, lengths, prices, estimated monthly sales, estimated monthly revenue, reviews, and sales rank. A callout box highlights three specific results: '19. Training for Bird Dogs', '9. Training for any dog', and '3. Training for any dog'.

Keyword: **puppy training**

Results: **1-20** Avg. Sales Rank: **66,123** Avg. Monthly Rev.: **\$4,143** Avg. Price: **\$16.08** Avg. No. Reviews: **2,130**

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Callout Box:

- 19. Training for Bird Dogs
- 9. Training for any dog
- 3. Training for any dog

Summary: Total Monthly Rev. **\$82,870** Popularity Potential Competition: ● ● ●



Proof of Concept

Do we have proof of concept?

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Keyword: puppy training [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

Results: **1-20** Avg. Sales Rank: **66,123** Avg. Monthly Rev.: **\$4,143** Avg. Price: **\$16.08** Avg. No. Reviews: **2,130**

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Kindle **19** Books Audiobooks **7**

[Full Results 21-40](#) Keywords Export Help USA Region Total Monthly Rev. **\$82,870** Popularity Potential Competition



Proof of Concept

Live Walkthroughs

What topics would you like to check?



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/>



Submitted Questions



Weny Scott

I joined AIA last year and i have Topic that pass POC and approved by a Coach, however life happened and delay my progress. Im ready to start again

Q: Is it wise that i still use that topic that has been approved last year but it didnt pass the POC now or should i do another research of POC.

I have already used my 1-1 Coaching call and did research on that topic, i feel dont want to waste my 2nd call for POC again.

Please advice. Thank you



katie

Do you have to have a specific keyword that fits your POC requirements or can it be a bunch of different keyword lists that ultimately match your POC. If my book is a humorous take on pregnancy I don't match my POC requirement with "humor pregnancy" but I do match it with researching "humor" and then "happy pregnancy" and then "Mindset pregnancy" etc. All of which my book is about. Does this count?



Mandy

Book Title Advice/Review (Book topic is "Understanding Your Emotions" and POC seems to be good from what I can tell.) I tried to include other keywords that came up when researching my topic.

Title: "A Balanced Guide to Master Emotional Regulation"

Subtitle: "A Journey into Understanding, Embracing, and Harnessing the Power of Your Feelings through Emotional Intelligence and Self-Awareness"



Franky

Thanks for supporting us newbies. After watching Week 3 #4 (Building Your Publishing Brand), I went back to Week 2 #4 (Coming Up with Book Topics) because I decided I want my brand to be "habits books". I have ideas for how building good habits can affect about 12 different areas of life. Like "habits and self-esteem", "habits and healthy relationships", "habits and time management", etc. Problem is: book topics like self esteem, time management, etc are too broad and don't pass POC. Also, "habits" doesn't pass POC (and is also NOT a book topic). How do I niche down on this? Thanks!



Chad

When picking a book topic does it require color printing is that for just the cover, example keto diet when I check out the book cover they all have color on them or are you referring to the pages inside the book being black and white?



Questions?

What additional questions can we answer for you?

