

**TOPIC & POC**  
**Thursday!**  
**December 12, 2024**

● 2024



**FYI**

# PRE-REQUISITE

for today's call

Watched:

## Module 2 | Choosing a Topic



### 2 | Choosing a Topic



#### The Journey to Six Figures

Resources: Download slides here Pubby Review Method  
Lesson Timestamps: 00:00 - Intro00:19 - W...



#### The Core 4 Pieces Of A Successful Book

Resources: Download the slides here Access the Spanish  
version of this lesson here Timestamps: ...



#### Choosing a Book Topic

1. Topic Research 101 2. Essential Research Tools 3.  
Coming Up With Book Topic Ideas 4. Using Pub...



#### Business Fundamentals

1. Setting Up Your Publishing Accounts 2. Personal Finance  
101 (How Not To Be Broke) 3. Accountin...



#### Action Items

Congratulations on completing Module 2! Below is a  
checklist for all the actions and tasks you ne...

# 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-paper edge effect.

There are many students on this call, all at different points in their publishing journey. We receive many questions and do our best to choose the ones that are applicable and helpful to the majority of attendees on this call.

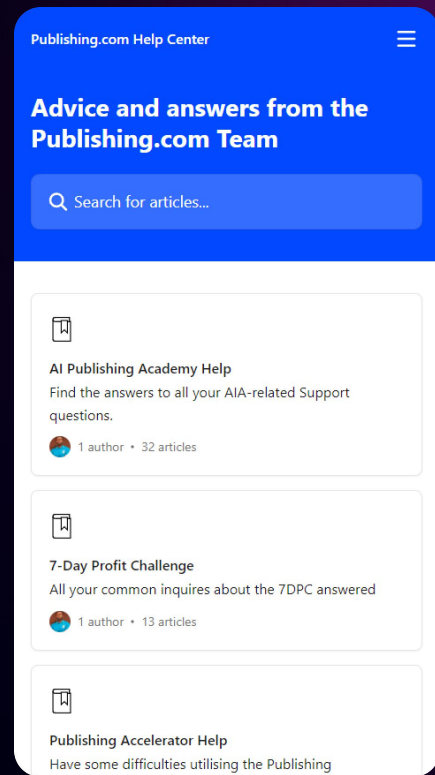
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

# F.A.Q.

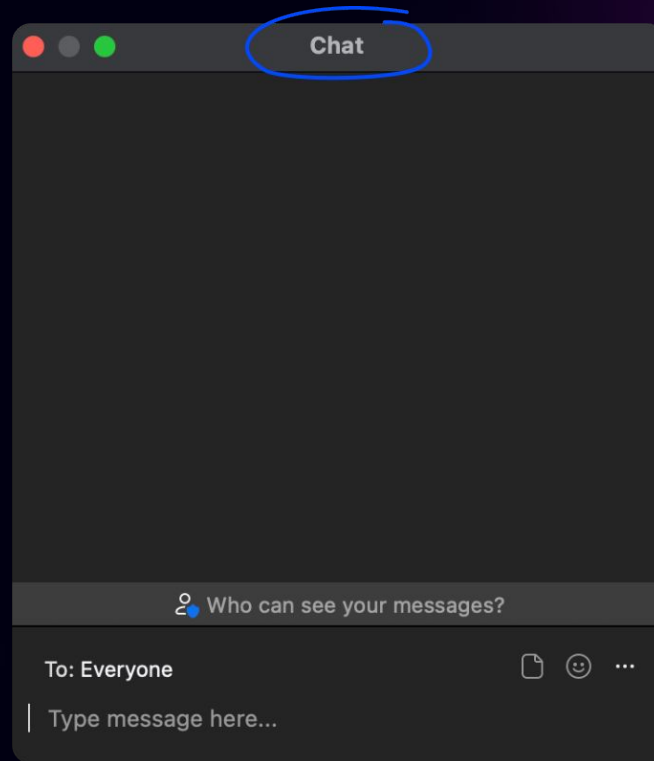
Visit our Help Center at [help.publishing.com](https://help.publishing.com)

- Account related (resetting password, Facebook group, etc.)
- KDSpy, incognito, Chrome etc.
- 7 Day Profit Challenge
- Pen names

In the Help Center, you will find clear answers (with videos) to all of these questions, so we will likely skip all questions related to these topics.



Change your chat settings to "Everyone"



# PUBLISHING.AI NOW OPEN TO EVERYONE

## What Can Publishing.ai Offer You?

Access the platform and enjoy features like:

- Book topic ideas
- Customer research
- Book outlines
- Book descriptions

...and even generating a 30,000-word manuscript



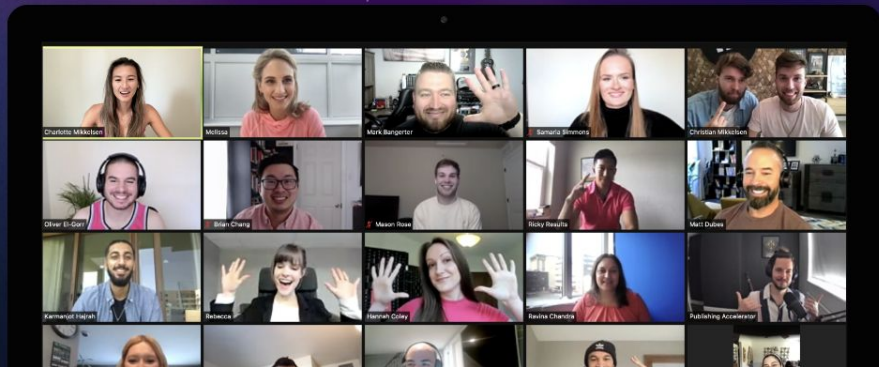
*Check your email inbox for more info or contact support*



Tuesday 12/17 at 4 PM ET

# Q&A Special Segment Amazon Ads

**REGISTER NOW**



**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><b>Best Seller</b></p>  <p><b>Accounting All-in-One For Dummies</b> (+ Videos and Quizzes Online) (For Dummies (Business &amp; Personal Finance)) by Michael Taillard, Joseph Kranyak, et al. ★★★★☆ - 74 Paperback <b>\$28<sup>99</sup></b> List: \$34.99 -prime FREE delivery Wed, May 24 or fastest delivery Sat, May 20 More Buying Choices <b>\$21.44</b> (51 used &amp; new offers) Other format: Kindle</p>	<p><b>Best Seller</b></p>  <p><b>Bookkeeping All-in-One For Dummies</b> by Lita Epstein and John A. Tracy ★★★★☆ - 1096 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> (58 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 MESA CRE et al. ★★★★☆ - 747 Audible Audiobook <b>\$0<sup>00</sup></b> List: \$24.49 Free with Audible trial Available instantly Other format: 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> (50 used &amp; new offers) Other format: Kindle</p>	 <p><b>Statistics For Dummies (For Dummies) (Lifestyle)</b> by Deborah J. J. Rumsey ★★★★☆ - 1,985 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> (98 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> (126 used &amp; new offers) Other format: Audible Audiobook, Kindle, Audio CD</p>	 <p><b>Windows 10 For Seniors For Dummies (Computer/Tech)</b> by Peter Novinka ★★★★☆ - 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> (54 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>\$15.69</b> (55 used &amp; new offers) Other format: 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> (99 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>\$5.82</b> (71 used &amp; new offers) Other format: Kindle</p>



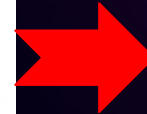
## FOR DUMMIES - "INVESTING"

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

# Using Pub.AI To Generate Book topic Ideas

## 💡 Book Topic Ideas

Fill out the fields below and we will generate 5 book topic ideas for you. These are **not** book titles, so you will need to double check these with Proof of Concept before continuing!

Category you'd like to explore \* ?

Health ▼

Subcategory to refine the idea \* ?

Nutrition ▼

**Generate**    [I already have a topic. Skip this step](#)

## Output

? ◀ 2 of 2 ▶ Copy

◀

**Nutrition Basics for Busy Professionals** Description: Tailored for professionals with limited time, this book simplifies nutrition fundamentals, offering quick, healthy meal plans, and time-saving cooking tips to maintain a balanced diet amidst a hectic schedule.

**Plant-Based Eating for Beginners** Description: Introduces readers to the principles of plant-based nutrition, providing guidance on how to transition to a plant-based diet, understanding nutritional needs, and preparing simple, delicious plant-based meals.

**Anti-Inflammatory Foods and Recipes** Description: Explains the science behind inflammation and its effects on the body, identifying foods known to reduce inflammation. Includes a variety of recipes that incorporate these foods.

How do you like your output?

I like it, it's good! 👍 👎 I could be better...



# Use Autosuggestion

The screenshot shows the Amazon website interface with a search for 'container'. A keyword analysis tool is overlaid on the search results, displaying a list of suggestions and their search volume. The tool is divided into three columns: 'Keywords Before', 'Keywords After', and 'Other'. Each keyword suggestion is accompanied by a small bar chart icon representing search volume.

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: =< 150

Est. Monthly Sales: => \$500

+

3 x Books

Same ??

Same ??



# Proof of Concept

## *Review from the Course*

Number of Reviews:  $\leq 150$

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

+

3 x Books

Same Topic

Same ??





# Proof of Concept

## *Review from the Course*

Number of Reviews: =< 150

Est. Monthly Sales: => \$500

+

3 x Books

Same Topic

Same Audience



# Proof of Concept

## Red Flags



### Investigate any red flag:

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

### Automatic disqualification:

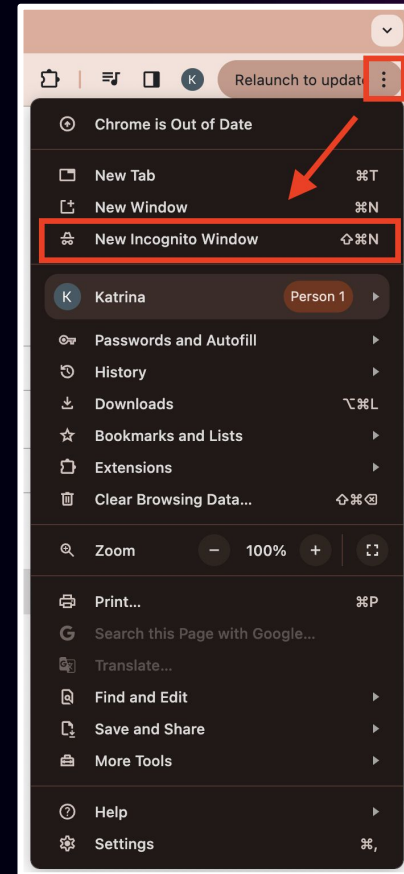
- Low content books
- Journals
- Workbooks\*
- Bundles

# Proof of Concept

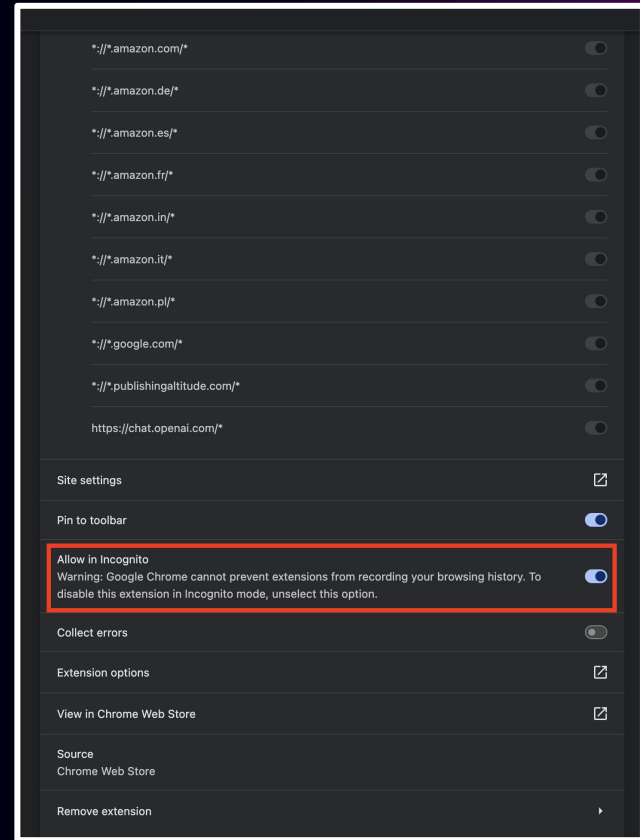


# PoC Example

- **Open a new incognito window**



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



- **Search your topic in Amazon**

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 H... 90210 Books chair exercises for seniors

1-2 of over 2,000 results for "chair exercises for seniors" Sort by: Featured

**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

Wall Pilates for Seniors: Rediscover The Joy of Movement and Become Independent Once Again...

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

Chair Yoga for Weight Loss: 28-Day Challenge to Lose Belly Fat Sitting Down with Low-Impact Exercises...

**BALANCE EXERCISES SENIORS**  
12-week plan  
★★★★★ 20  
prime

Balance Exercises Bible for Seniors: 12-Week Plan to Prevent Falls and Walking with Confidence in...

**Results**

**28 DAYS OF CHAIR YOGA FOR SENIORS**  
50+ exercises  
Illustrated Manual in PDF, 10 Minutes a Day  
Ottie Oz

Sponsored

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

Sponsored

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

Sponsored

**50 CHAIR EXERCISES FOR SENIORS**  
BEST CHAIR WORKOUT PLAN READY ADAPTED TO YOUR STRENGTH, FLEXIBILITY, BALANCE, AND JOINT PAIN  
Jordan Frank

50 Chair Exercises For Seniors: Best Chair Workout For Older Adults To Improve Balance, Flexibility, and Joint Pain

**SIT, STRETCH, and STRENGTHEN**  
A 14-Day Chair Exercise Program for Seniors  
Jordan Frank


Sit, Stretch and Strengthen: A 14-Day Chair Exercise Program for Seniors



Click on the  
KDSpy icon

Click on  
Reviews to  
put them in  
order

s%2Cstripbooks%2C173&ref=nb\_sb\_noss\_1

 **KDSPY** pro

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







Options Logout

**i** 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 <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   

**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**

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Keywords

Export

Help

USA Region

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

Popularity Potential Competition

**Keyword: chair exercises for seniors**

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

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

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Purple line is our cut-off point

Under 150 reviews making \$500 or more

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

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

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

Kindle **20**

Books

Audiobooks **3**

[Pull Results 21-40](#)



Keywords



Export



Help

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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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17	Chair Exercises for Seniors: Sit, Stretch and Strengthen: A 14-Day Chair...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>			74	\$ 1,108	45	66,853 <input checked="" type="checkbox"/>
15	28 Days of Chair Yoga For Seniors	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>			946	\$ 16,169	48	3,208 <input checked="" type="checkbox"/>
10	Chair Yoga for Seniors To Lose Weight: 28-Day Beginner Chair Yoga For Seniors Over 60: 28-day Beginner Chair Exercises for Seniors	<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"/>
3	Chair Yoga For Seniors Over 60: 28-day Beginner Chair Exercises for Seniors	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	226	\$13.9...	20	\$ 280	112	265,575 <input checked="" type="checkbox"/>
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16	5-Minute Core Exercises for Seniors: Daily Chair Exercises for Seniors	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>						

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

Remember we are looking for 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

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By AMZ Suggestion Expander

## 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](#)

# SIT, STRETCH, and STRENGTHEN

A 14- Day Chair Exercise Program for Seniors



JORDAN FRANK

### Who Said You Can't Stay Fit and Healthy As You Grow Up?

Unfortunately, the body's balance, coordination, and ability to bounce back from injuries weaken as you age. That is why implementing regular exercise in your daily routine is essential to prevent fall incidents, strengthen your body and improve your overall well-being.

Does this mean you have to spend your money on fancy equipment or overpriced gym memberships?

*Of course not!*

### Presenting "SIT, STRETCH, AND STRENGTHEN: A 14-DAY CHAIR EXERCISE PROGRAM FOR SENIORS" by Jordan Frank!

This game-changing book presents a 14-day chair exercise plan specifically designed for seniors. The book explains the benefits of exercise in detail while walking you through everything you need to perform the program safely in the comfort of your home.

### Why Seniors Love This Illustrated Exercise Book:

[Read more](#)

Roll over image to zoom in

[Read sample](#)

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](#)

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



**Keyword: chair exercises for seniors**

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

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

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

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

“Chair Yoga for Seniors” is a different topic

[Pull Results 21-40](#)

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





Keyword: **chair exercises for seniors**

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

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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



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**\$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

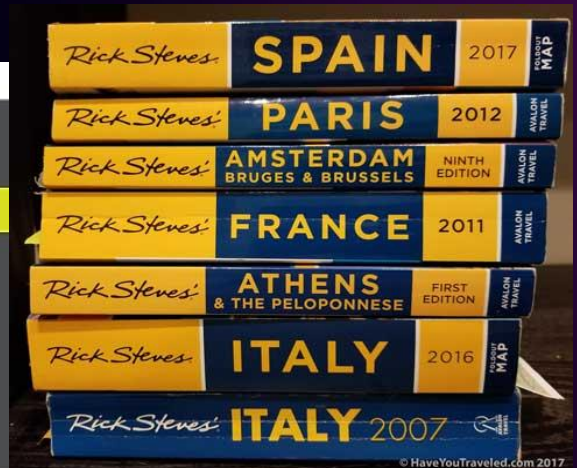
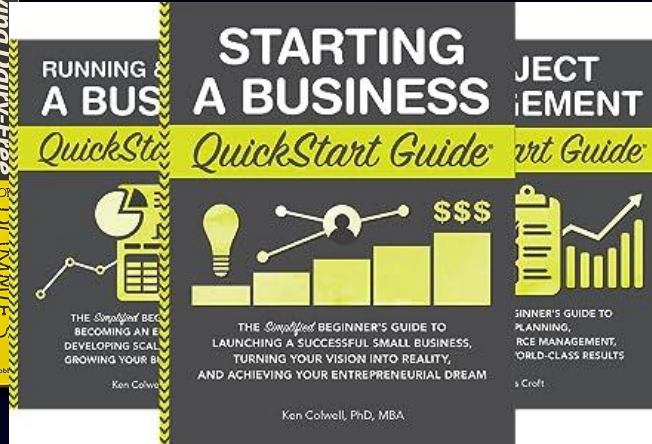
Example:

<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!

# Questions?

What additional questions can we answer for you?



# Submitted Questions

(Then Q&A Submissions on Zoom)

# TOPIC RULES :)

- Each student is allowed to submit **two topics** for proof of concept (POC) testing by coaches.
- If a student submits more than two topics, the two most “**specific**” topics submitted will be considered for POC testing.
- This approach ensures that more students have the opportunity to receive feedback on their topics
- As coaches, our goal is to develop your skills, enhancing your **comfort and confidence** in navigating the proof of concept process.

# Reggie Ward

How to take next step with KDspy to confirm POC-proof of Concept?

# David Bosnak

I'm passionate about generative AI and its uses, but it's new and doesn't appear on the best sellers list. I know I want my first book to be about it, but want to be true to the program as well. I'd love some advice.

# Chase Burton

Im having an especially hard time coming up with a way to find a GOOD book topic. Without being too vague or too specific is extremely difficult for me cuz i keep either telling myself, thats too broad, too specific, too similar, too something! IM STUCK! The need to re-word, use different words, rearrange may sound simple to most, but for the lucky ones like me, its crippling my ability to take the next step. What tools can I employ or thought processes should I adopt to break down my mental barriers of book topic discovery? I need someone with a shovel to help either dig me out of this rut, or knock this rut outta my head?



# Ken Gordon

Hi Coaches, please review my screen shot from KDSPY - I just want a second opinion on POC - I guess I need to find how to send you the screen shot, as it won't attach here, and I raised the question to help in support, but the bots didn't answer that question either, so please help so perhaps next week I can have you answer my question.

# Rose Kadende-Kaiser

Hello POC Coaches.

Does this topic: "Gut Health" meet POC?.

These are my tentative title and subtitles.

Title: Gut Health First.

Subtitle 1:Your essential guide to improve digestion, balance blood sugar, unlock energy, lose stubborn weight and break free from sugar cravings.

Subtitle 2: Your guide to strategies to improve digestion, balance blood sugar, gain energy, burn

# H Chuku Lee

Can you confirm that "change management" has POC? Thank you

# H Chuku Lee

If a topic has POC but the competition has more than 120 pages can I, should I, still proceed with a scaled down book?

# H Chuku Le

Can you confirm that "Ipad Seniors Guide" has POC. Many thanks

# Darian Sinclair

Let's say that I get proof of concept and it's incredible! But while I'm working on my book for a few weeks.. there is no longer proof of concept on my topic.. is that possible???

# Chase Burton

im having an incredibly hard time figuring and sorting out promising book topics. I type something in, and most the time it doesnt meet the POC criteria. I feel like I'm being to hard on myself or strict. Searching for something like developing emotional intelligence comes up with a few fitting topics but even with it in the title the additional subtitle says its for teens, in relationships, friends, etc. how do I decide which is the best choice without either passing a good topic by either being too specific or not specific enough?

# Ramalingam Seetharaman

Hi Coaches, After my initial topic research, my topic options are

1. Retire Early? Financial Roadmap for 40+
2. Early Retirement Planning for 40+

I would appreciate your review and advice. Thanks.



# Folly Somado-Hemazro

Hello Coaches,

I hope all is well. After my first book on couples communication, I am trying to find a good topic for couples. Please help me check if the following book topic passes POC: Marriage Help for Couples. If not, any suggestions or recommendations are welcome.

Thank you for all you do.