

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

● 2024



# Q&A TIME

First, we will go through a run down of Topic Research and POC, and then we we answer all questions submitted prior to today's call through the form in the AIA dashboard (Top 20).

Average length: **45 - 60 mins.**

Live Calls

- Tuesday 4-6PM EST
- Wednesday 12-2PM EST
- Thursday 3-5PM EST
- Friday 12-2PM EST
- Sunday 12-2PM EST

**Q&A**

AUDIOBOOK  
IMPACT ACADEMY

### Live Weekly Q&A Calls

Got a question you'd like us to answer on the next Q&A call? [Ask it Here](#)

[Click Here to Register](#)

# SPECIAL SEGMENTS

Special Segment!

Today's Q&A is on:

- Finding a book topic
- Establishing Proof of Concept for your book topic

\*\*\* General questions will resume on the next Q&A. \*\*\*



# OPEN Q&A

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





The logo consists of the letters 'FYI' in a bold, white, sans-serif font, centered on a blue rectangular background that has a slightly distressed or torn-edge appearance.

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

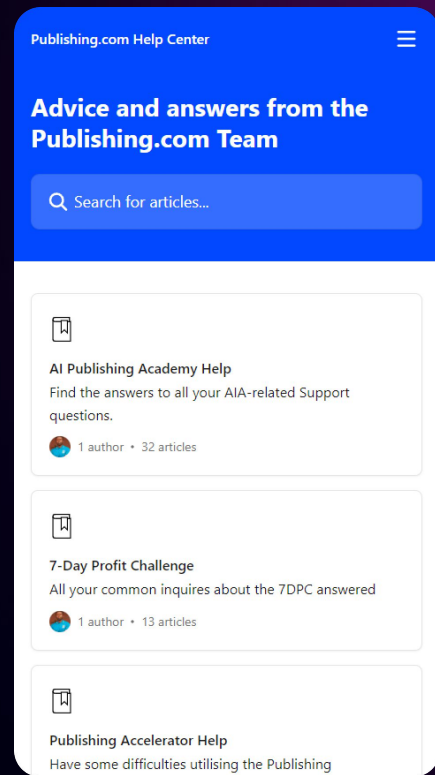
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

# F.A.Q.

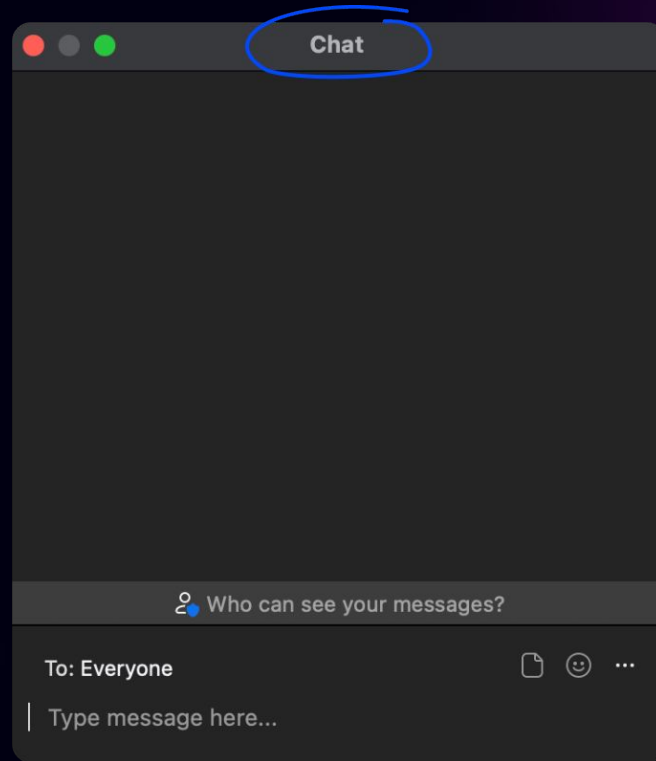
Visit our Help Center at [help.publishing.com](https://help.publishing.com)

- 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*

# PS MONTHLY DISCOUNT

AIA students on Q&A calls get monthly discount codes from Publishing Services for various packages. Here's the **SEPTEMBER** Discount Code.



**GETREVIEWS**

Students get **10%** off 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





# 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*

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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?

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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



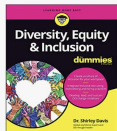
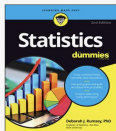
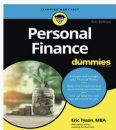


All Medical Care Groceries Best Sellers Amazon Basics Today's Deals New Releases Prime Registry Customer Service Music Books Pharmacy Amazon Home Fashion Gift Cards

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>

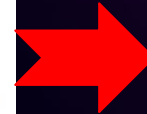
## FOR DUMMIES - "INVESTING"

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!   It could be better...

# 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 suggestions is visible, including 'container gardening for beginners', 'container gardening', 'container security', 'container gardening book', 'container vegetable gardening', 'container home', 'container garden', 'container home book', 'container garden book', and 'containers for tops and cotton balls'. Each suggestion has a small signal strength icon to its right.

Overlaid on the search results is a keyword analysis tool. It features three columns:

- Keywords Before** (pink background):
  - kids lunch container
  - containers for mini fridge
  - containers with lids for organizing
  - containers for organizing clothes
  - containers for organizing pantry
  - container
  - containers for beads
  - containers for food organizing
  - container store storage bins
- Keywords After** (green background):
  - container gardening books for beginners
  - pizza storage container collapsible
  - dog food storage container 50 lbs capacity
  - oxo pop container
  - sharps disposal container for home use
  - sterilite 3-drawer storage container
  - dog food storage container 30 lb
  - how to build a shipping container home
- Other** (grey background):
  - Other

At the bottom of the tool, there is a footer with the following text: '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: =< 150

Est. Monthly Sales: => \$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:

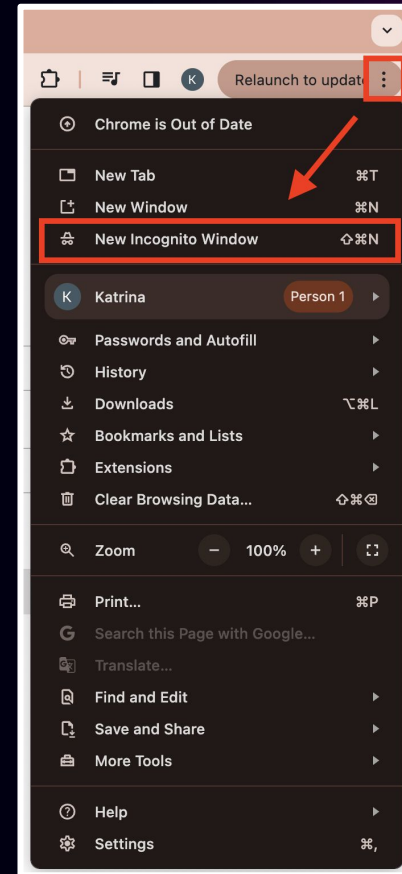
- Low content books
- Journals
- Workbooks\*
- Bundles

# Proof of Concept

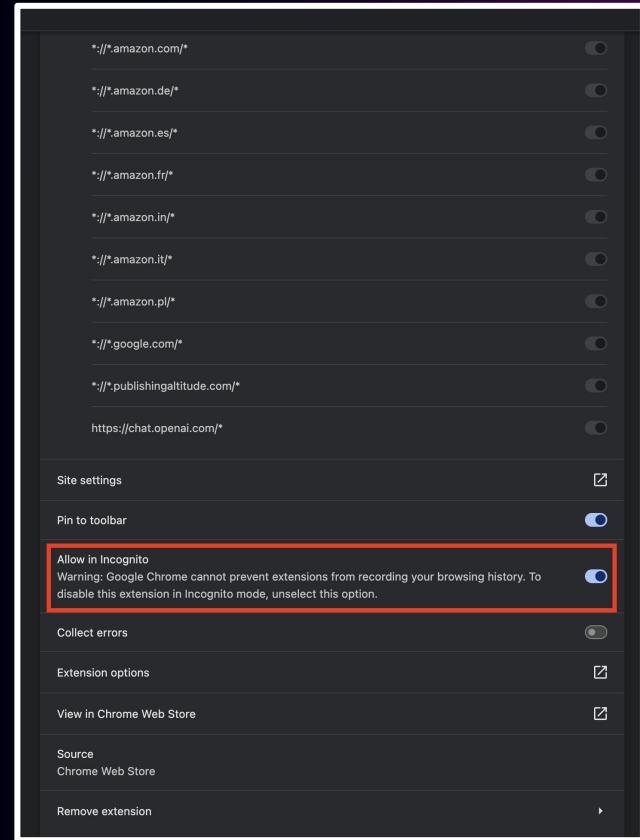


# PoC Example

- **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

**Illustrated Book for Women, Beginners and Seniors**  
Shop Alessandro Villanucci Books >

**WALL PILATES SENIORS**  
28-day challenge  
★★★★★ 114  
prime

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

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

**Results**

**28 DAYS OF CHAIR YOGA FOR SENIORS**  
OTTIE OZ

**CHAIR YOGA FOR SENIORS TO LOSE WEIGHT**  
WITH ILLUSTRATED EXERCISES  
URSULA STORBERG

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


**50 CHAIR EXERCISES FOR SENIORS**  
BEST CHAIR WORKOUT PLAN RECOMMENDED BY SENIORS, STRATEGIC EXERCISES, PROVEN RESULTS, PROVEN PRODUCTS, NEW BOOKS, AND SPECIAL PRESENTATION

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

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](#)      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

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**Keyword: chair exercises for seniors**

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

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

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

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At first glance this looks like 14 books have PoC, but now we need to see what the books are actually about

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Chair Exercises for Seniors: Rediscover Pain-Free Daily Activities with A Step-by-Step Illustrated Workout to Improve Balance and Strength in Just 10 Minutes a Day

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





Books > Health, Fitness & Dieting > Diseases & Physical Ailments



# SIT, STRETCH, and STRENGTHEN

A 14-Day Chair Exercise Program for Seniors



## 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 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](#)

Print length



138 pages

Language



English

Publication date



July 11, 2023

Dimensions



8.5 x 0.32 x 11 inches

ISBN-13



979-8850536848



Roll over image to zoom in

[Read sample](#)

### Follow the author



Jordan Frank

[Follow](#)



### The Amazon Book Review

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

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**

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Kindle **20**

Books

Audiobooks **3**

[Pull Results 21-40](#)



Keywords



Export



Help

USA

Region

Total Monthly Rev.

**\$224,022**

Popularity Potential Competition



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

“Chair Yoga for Seniors” is a different topic



**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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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

### 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:

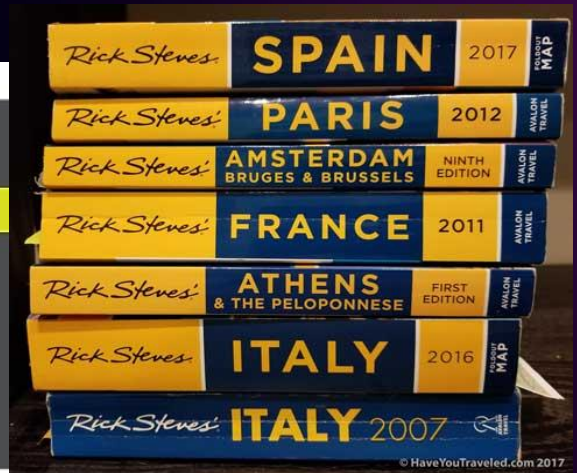
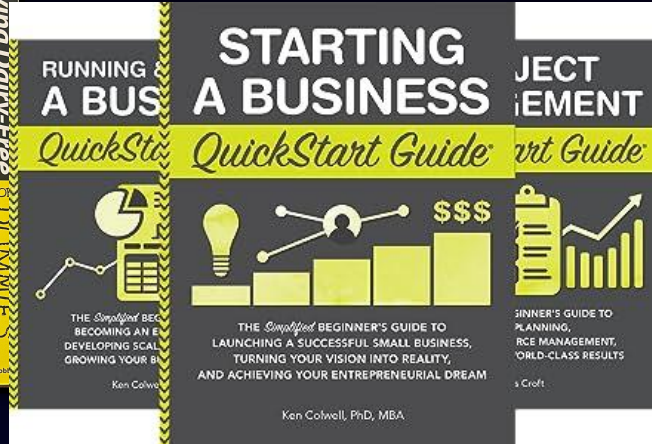
<https://www.amazon.com/Invisible-Child-Survival-American-Pulitzer/dp/0812986954/>





# 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.

Edward **Jack**

I have proof of Concept on Mental Toughness for Young Athletes in all sports please confirm

# Nadia

Hello everyone,

Last time when I submitted my question, the book topic was missing. Please let me know if the topic meets the POC REQUIREMENTS. Thank you and I appreciate your help.

Topic: Spiritual Growth and Inner Peace

Title: “Mindfulness: Fostering Happiness in Families with Children”

Sub-title: “ Explore The Concept Of Mindfulness Applied In Family Settings To Foster Joy, A Positive And Nurturing Atmosphere At Home.

From **Tim**

Hey there,

I've been struggling with POC. After running into some trademark issues and then hitting an oversaturated topic I've gone back to the drawing board and tried to find another topic. My coach has been great but I'm hoping you guys could have a look at my topic and give me your thoughts. I've landed on "Self regulation" or "Self regulation for teens". There are a couple books that don't pass the authority figure test but I still found POC on these from I can see.

Would appreciate your thoughts.

Tim

# Caleb

Question: I currently have 4 topics that meet proof of concept but was wondering if you guys had any thoughts on which one would be best or have more success.

The 4 topics that I have narrowed it down to are 1. personal finance for young adults, 2. strength training for seniors, 3. Teen's Guide to Personal Finance Management, 4. Real estate investing for beginners.