

TOPIC & POC
Thursday!
March 13, 2025

● 2025



FYI

PREREQUISITE
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](#)



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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.

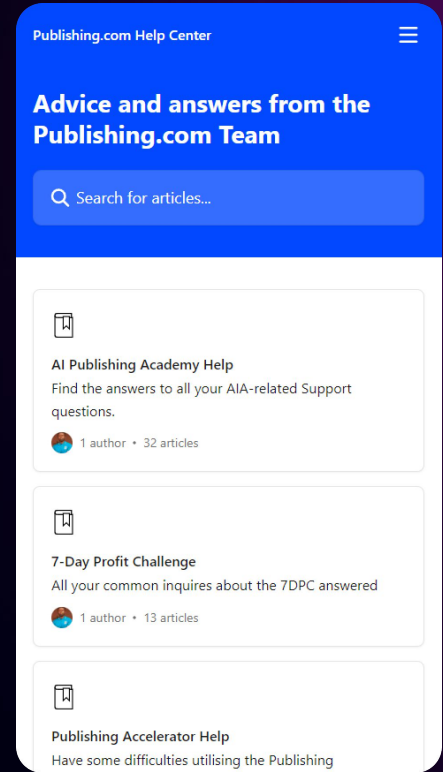
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

F.A.Q.

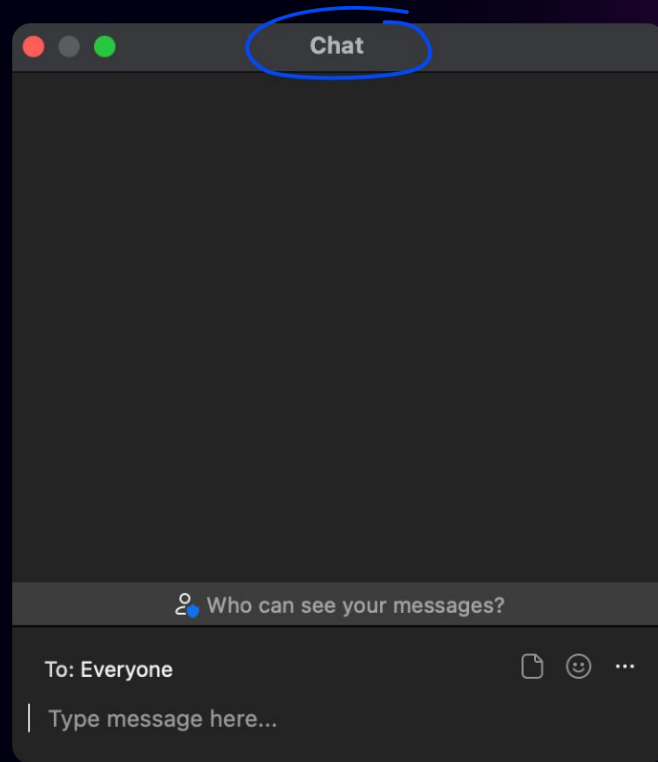
Visit our Help Center at help.publishing.com

- 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

LET'S BEGIN!

Topic Research

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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- Famous authors

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



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

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>Accounting All-in-One For Dummies 9 Books Included</p>	<p>Bookkeeping All-in-One For Dummies 5 Books Included</p>	<p>Real Estate Investing For Dummies</p>	<p>Diversity, Equity & Inclusion For Dummies</p>	<p>Statistics For Dummies (Lifestyle)</p>
<p>Accounting All-in-One For Dummies (+ Videos and Quizzes Online) (For Dummies (Business & Personal Finance)) by Michael Taillard, Joseph Krajnyak, et al. ★ ★ ★ ★ ☆ - 74 Paperback \$28.99 List: \$34.99 -prime FREE delivery Wed, May 24 Or fastest delivery Sat, May 20 More Buying Choices \$21.44 (51 used & new offers) Other format: Kindle</p>	<p>Bookkeeping All-in-One For Dummies by Lisa Epstein and John A. Tracy ★ ★ ★ ★ ☆ - 656 Paperback \$20.99 List: \$29.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Sat, May 20 More Buying Choices \$14.98 (36 used & new offers) Other format: Kindle</p>	<p>Real Estate Investing For Dummies, 4th Edition by Eric Tyson MBA, Robert S. Griswold MBA MSBA CFE, et al. ★ ★ ★ ★ ☆ - 747 Audiobook \$99 List: \$4.49 Free with Audible trial Available instantly Other formats: Paperback, Kindle, Audio CD</p>	<p>Diversity, Equity & Inclusion For Dummies by Dr. Shirley Davis ★ ★ ★ ★ ☆ - 142 Paperback \$29.99 -prime FREE delivery Wed, May 24 Or fastest delivery Tomorrow, May 19 More Buying Choices \$18.69 (19 used & new offers) Other format: Kindle</p>	<p>Statistics For Dummies (For Dummies (Lifestyle)) by Deborah J.J. Rumay ★ ★ ★ ★ ☆ - 1,865 Paperback \$11.99 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 \$2.62 (88 used & new offers) Other format: eTextbook</p>
<p>Personal Finance For Dummies</p>	<p>Windows 10 For Seniors For Dummies (Computer/Tech)</p>	<p>Options Trading For Dummies</p>	<p>Technical Analysis For Dummies</p>	<p>Sewing For Dummies</p>
<p>Personal Finance For Dummies by Eric Tyson ★ ★ ★ ★ ☆ - 1,217 Paperback \$13.99 List: \$24.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Sat, May 20 More Buying Choices \$7.73 (76 used & new offers) Other formats: Audible Audiobook, Kindle, Audio CD</p>	<p>Windows 10 For Seniors For Dummies (Computer/Tech) by Peter Wroblewski ★ ★ ★ ★ ☆ - 917 Paperback \$15.99 List: \$24.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Tomorrow, May 19 More Buying Choices \$3.96 (54 used & new offers) Other format: Kindle</p>	<p>Options Trading For Dummies by Joe Duarte ★ ★ ★ ★ ☆ - 285 Paperback \$19.99 List: \$29.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Sat, May 20 More Buying Choices \$15.69 (55 used & new offers) Other formats: Audible Audiobook, Kindle, Audio CD</p>	<p>Technical Analysis For Dummies by Barbara Rockefeller ★ ★ ★ ★ ☆ - 952 Paperback \$17.99 List: \$29.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Tomorrow, May 19 More Buying Choices \$9.98 (19 used & new offers) Other format: Kindle</p>	<p>Sewing For Dummies by Jan Saunders Marech ★ ★ ★ ★ ☆ - 1,292 Paperback \$10.99 List: \$19.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Sat, May 20 More Buying Choices \$5.22 (71 used & new offers) Other format: Kindle</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

- **Prompt:** 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' and 'container'. Below the search bar, a list of search suggestions is displayed. The suggestions are categorized into two groups: 'Keywords Before' (highlighted in pink) and 'Keywords After' (highlighted in green). Each suggestion is accompanied by a small bar chart icon and a question mark, indicating search volume and relevance. The 'Keywords Before' group includes terms like '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', and 'container store storage bins'. The 'Keywords After' group includes terms like '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', and 'how to build a shipping container home'. At the bottom of the screenshot, there is a footer with the text 'ASE v2.1.42', a gear icon, a yellow button labeled 'Download Keywords!', a download icon, and the text 'Want to see Search Volume for these keywords? Go PRO!' followed by a lightbulb icon and the tip 'Tip: You may have to scroll to the right to see all keyword suggestions.'

amazon Deliver to Beverly H... 90210 Books container

	Keywords Before	Keywords After
container gardening for beginners		
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

Proof of Concept (POC)

Is the book topic in demand?

Proof Of Concept

Review from the Course

Number of Reviews: =< ??

Est. Monthly Sales: \Rightarrow \$??

+

? x Books

Same ??

Same ??



Proof Of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: \Rightarrow \$??

+

? x Books

Same ??

Same ??



Proof Of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: ⇒ \$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:

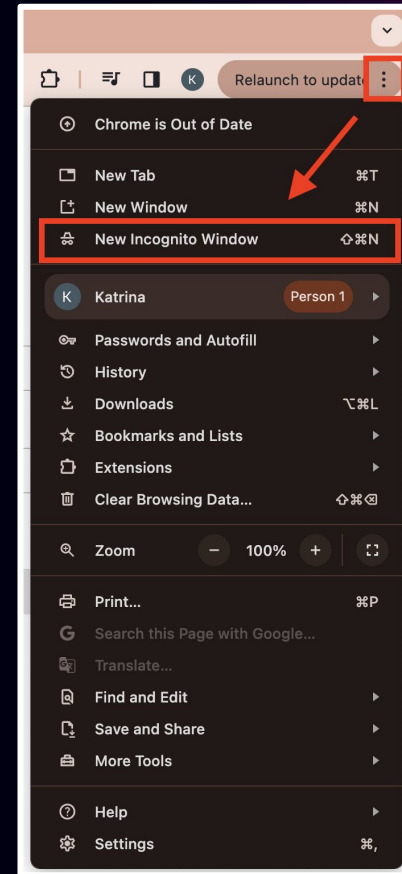
- Low content books
- Journals
- Workbooks*
- Bundles

Proof Of Concept

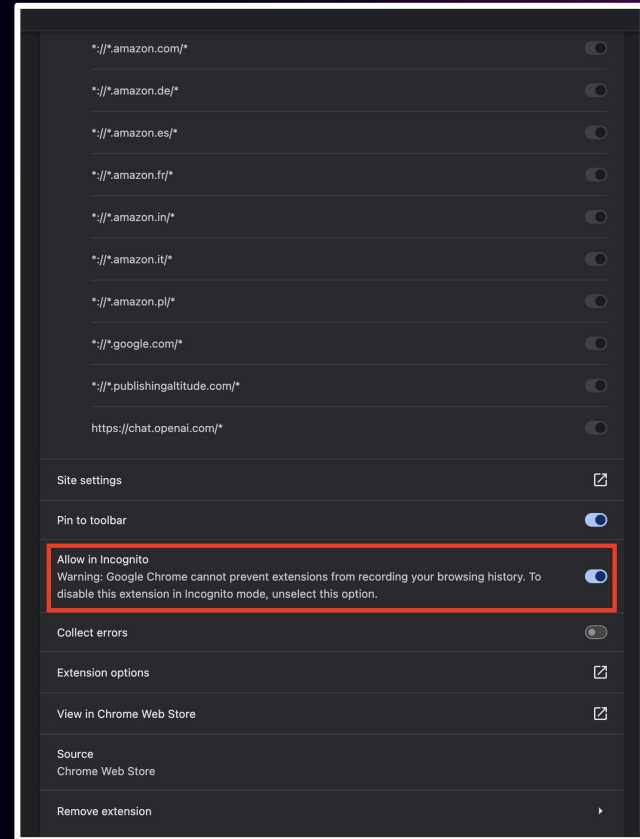


POC Example

- 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
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By AMZ Suggestion Expander

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

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

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

CHAIR YOGA FOR WEIGHT LOSS
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 BIBLE FOR 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
500+ pages
Ottie Oz

Sponsored

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

Sponsored

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

Sponsored

50 CHAIR EXERCISES FOR SENIORS
BEST CHAIR WORKOUT PLAN READY ADAPTED TO YOUR STRENGTH, FLEXIBILITY, BALANCE, COORDINATION, POSTURE, HEALTH, MOVEMENT PREFERENCES, AND GOALS. 100 VIDEO TUTORIALS

50 Chair Exercises For Seniors: Best Chair Workout For Older Adults To

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



Your extension was recently updated to v5.13.32. [Learn what's new](#) X



Keyword: chair exercises for seniors

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

Results: **1-20** Avg. Sales Rank: **209,121** Avg. Monthly Rev: **\$6,741** Avg. Price: **\$15.45** Avg. No. Reviews: **359**

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. R	Reviews	Sales Rank
16	Chair Exercises for Seniors: Reclaiming Str...	<a>I <a>S <a>C	168	\$13.69	5	\$ 68	(18)	1,053,844 <input checked="" type="checkbox"/>
7	65 QUICK AND SIMPLE CHAIR EXERCIS...	<a>I <a>S <a>C	92	\$18.9	50	\$ 945	(30)	101,940 <input checked="" type="checkbox"/>
18	Chair Yoga For Seniors Over 60: For Weigh...	<a>I <a>S <a>C	142	\$29.97	4	\$ 120	(30)	1,326,670 <input checked="" type="checkbox"/>
20	Chair Yoga For Seniors Made Easy: 28-day...	<a>I <a>S <a>C	187	\$14.95	7	\$ 105	(44)	706,162 <input checked="" type="checkbox"/>
17	Chair workouts for every fitness level: Chair...	<a>I <a>S <a>C	176	\$12.99	372	\$ 4,832	(45)	10,443 <input checked="" type="checkbox"/>
14	Chair Exercises for Seniors Simplified: The ...	<a>I <a>S <a>C	170	\$11.99	16	\$ 192	(55)	330,494 <input checked="" type="checkbox"/>
13	Chair Exercises for Seniors: Simple and Sa...	<a>I <a>S <a>C	126	\$14.97	34	\$ 509	(76)	154,517 <input checked="" type="checkbox"/>
15	50 Chair Exercises for Seniors with Picture...	<a>I <a>S <a>C	78	\$10.97	15	\$ 165	(85)	356,095 <input checked="" type="checkbox"/>
1	Chair Exercises for Seniors: Your 28-Day Pl...	<a>I <a>S <a>C	232	\$13.69	441	\$ 6,037	(99)	8,475 <input checked="" type="checkbox"/>
10	10-Minute Chair Exercises for Seniors: Sim...	<a>I <a>S <a>C	105	\$13.99	152	\$ 2,126	(101)	29,874 <input checked="" type="checkbox"/>
2	28 Days of Chair Exercises For Weight Los...	<a>I <a>S <a>C	124	\$14.99	887	\$ 13,296	(112)	3,488 <input checked="" type="checkbox"/>
12	The Complete Guide to Chair Yoga for Seni...	<a>I <a>S <a>C	136	\$13.97	352	\$ 4,917	(128)	11,152 <input checked="" type="checkbox"/>
6	Chair Exercises for Seniors: Rediscover Pai...	<a>I <a>S <a>C	130	\$14.97	131	\$ 1,961	(187)	35,345 <input checked="" type="checkbox"/>
3	50 Chair Exercises For Seniors: Best Chair ...	<a>I <a>S <a>C	131	\$6.99	173	\$ 1,209	(244)	25,708 <input checked="" type="checkbox"/>
5	Chair Yoga for Weight Loss & Toning: Com...	<a>I <a>S <a>C	111	\$16.3	1,928	\$ 31,426	(308)	1,218 <input checked="" type="checkbox"/>
11	Chair Yoga for Seniors over 60: Complete ...	<a>I <a>S <a>C	119	\$14.51	694	\$ 10,070	(321)	4,794 <input checked="" type="checkbox"/>
19	Chair Yoga for Weight Loss: 10 Minutes a D...	<a>I <a>S <a>C	111	\$15.83	662	\$ 10,479	(514)	5,085 <input checked="" type="checkbox"/>
8	Chair Yoga for Seniors: Stretches and Pose...	<a>I <a>S <a>C	164	\$31.93	291	\$ 9,292	(755)	14,019 <input checked="" type="checkbox"/>
4	Chair Yoga For Seniors Over 60: 28-day Be...	<a>I <a>S <a>C	139	\$12.99	1,904	\$ 24,733	(779)	1,240 <input checked="" type="checkbox"/>
9	5-Minute Core Exercises for Seniors: Daily ...	<a>I <a>S <a>C	158	\$8.69	1,420	\$ 12,340	(3,267)	1,861 <input checked="" type="checkbox"/>

Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA
 Region

Total Monthly Rev.
 \$134,822

Popularity Potential Competition
 ● ● ●

Click on the *KDSpy* icon

Click on *Reviews* to put them in order



Your extension was recently updated to v5.13.32. [Learn what's new](#) X



Keyword: chair exercises for seniors [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

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1	Chair Exercises for Seniors: Your 28-Day Pl...	I S C	232	\$13.69	441	\$ 6,037	(99)	8,475 ✓
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2	28 Days of Chair Exercises For Weight Los...	I S C	124	\$14.99	887	\$ 13,296	(112)	3,488 ✓
12	The Complete Guide to Chair Yoga for Seni...	I S C	136	\$13.97	352	\$ 4,917	(128)	11,152 ✓
6	Chair Exercises for Seniors: Rediscover Pai...	I S C	130	\$14.97	131	\$ 1,961	(187)	35,345 ✓
3	50 Chair Exercises For Seniors: Best Chair ...	I S C	131	\$6.99	173	\$ 1,209	(244)	25,708 ✓
5	Chair Yoga for Weight Loss & Toning: Com...	I S C	111	\$16.3	1,928	\$ 31,426	(308)	1,218 ✓
11	Chair Yoga for Seniors over 60: Complete ...	I S C	119	\$14.51	694	\$ 10,070	(321)	4,794 ✓
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Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA ▼
Region

Total Monthly Rev.
\$134,822

Popularity Potential Competition
● ● ●

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



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Keyword: chair exercises for seniors

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

Results: **1-20** Avg. Sales Rank: **209,121** Avg. Monthly Rev: **\$6,741** Avg. Price: **\$15.45** Avg. No. Reviews: **359**

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7	65 QUICK AND SIMPLE CHAIR EXERCIS...	<a>I <a>S <a>C	92	\$18.9	50	\$ 945	(30)	101,940 <input checked="" type="checkbox"/>
18	Chair Yoga For Seniors Over 60: For Weigh...	<a>I <a>S <a>C	142	\$29.97	4	\$ 120	(30)	1,326,670 <input checked="" type="checkbox"/>
20	Chair Yoga For Seniors Made Easy: 28-day...	<a>I <a>S <a>C	187	\$14.95	7	\$ 105	(44)	706,162 <input checked="" type="checkbox"/>
17	Chair workouts for every fitness level: Chair...	<a>I <a>S <a>C	176	\$12.99	372	\$ 4,832	(45)	10,443 <input checked="" type="checkbox"/>
14	Chair Exercises for Seniors Simplified: The ...	<a>I <a>S <a>C	170	\$11.99	16	\$ 192	(55)	330,494 <input checked="" type="checkbox"/>
13	Chair Exercises for Seniors: Simple and Sa...	<a>I <a>S <a>C	126	\$14.97	34	\$ 509	(76)	154,517 <input checked="" type="checkbox"/>
15	50 Chair Exercises for Seniors with Picture...	<a>I <a>S <a>C	78	\$10.97	15	\$ 165	(85)	356,095 <input checked="" type="checkbox"/>
1	Chair Exercises for Seniors: Your 28-Day Pl...	<a>I <a>S <a>C	232	\$13.69	441	\$ 6,037	(99)	8,475 <input checked="" type="checkbox"/>
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Blue line is our cut-off point

Under 150 reviews making \$500 or more

Kindle **20** Books Audiobooks **4**

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USA Region

Total Monthly Rev. **\$134,822**

Popularity Potential Competition



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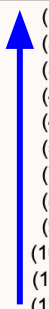


Keyword: chair exercises for seniors

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

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From this line up
all books have
150 reviews or
less

Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA
Region

Total Monthly Rev. **\$134,822**

Popularity Potential Competition
● ● ●



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Keyword: chair exercises for seniors

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

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Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA
Region

Total Monthly Rev.
\$134,822

Popularity Potential Competition
● ● ●

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



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Keyword: chair exercises for seniors [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

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Kindle **20** Books Audiobooks **4**

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Total Monthly Rev.
\$134,822

Popularity Potential Competition
● ● ●

At first glance this looks like 7 books have PoC, but now we need to see what the books are actually about



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Keyword: chair exercises for seniors [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

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3	50 Chair Exercises For Seniors: 99 Illustrated Exercises in Just 10 Minutes a Day, 99 Illustrated Exercises	I S C	99	\$15.83	173	\$ 1,209	(244)	25,708
5	Chair Yoga for Weight Loss: Organized Into 28 Routines, Video Included	I S C	3	\$15.83	1,928	\$ 31,426	(308)	1,218
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28 Days of Chair Exercises For Weight Loss: Three Levels for Strength, Posture, and Fitness in Just 10 Minutes a Day, 99 Illustrated Exercises Organized Into 28 Routines, Video Included

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 **4**

[Pull Results 21-40](#)



USA [v](#)
Region

Total Monthly Rev.
\$134,822

Popularity Potential Competition
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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)

4.6 ★★★★★ 80 ratings

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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:

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Print length



138 pages

Language



English

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July 11, 2023

Dimensions



8.5 x 0.32 x 11
inches

ISBN-13



979-8850536848



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Jordan Frank

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Keyword: chair exercises for seniors [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

Results: **1-20** Avg. Sales Rank: **209,121** Avg. Monthly Rev: **\$6,741** Avg. Price: **\$15.45** Avg. No. Reviews: **359**

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
16	Chair Exercises for Seniors: Reclaiming Str...	I S C	168	\$13.69	5	\$ 68	(18)	1,053,844
7	65 QUICK AND SIMPLE CHAIR EXERCIS...	I S C	92	\$18.9	50	\$ 945	(30)	101,940
18	Chair Yoga For Seniors Over 60: For Weigh...	I S C	142	\$29.97	4	\$ 120	(30)	1,326,670
20	Chair Yoga For Seniors Made Easy: 28-day...	I S C	187	\$14.95	7	\$ 105	(44)	706,162
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14	Chair Exercises for Seniors Simplified: The ...	I S C	170	\$11.99	16	\$ 192	(55)	330,494
13	Chair Exercises for Seniors: Simple and Sa...	I S C	126	\$14.97	34	\$ 509	(76)	154,517
15	50 Chair Exercises for Seniors with Picture...	I S C	78	\$10.97	15	\$ 165	(85)	356,095
1	Chair Exercises for Seniors: Your 28-Day Pl...	I S C	232	\$13.69	441	\$ 6,037	(99)	8,475
10	10-Minute Chair Exercises for Seniors: Sim...	I S C	105	\$13.99	152	\$ 2,126	(101)	29,874
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12	The Complete Guide to Chair Yoga for Seni...	I S C	136	\$13.97	352	\$ 4,917	(128)	11,152
6	Chair Exercises for Seniors: Rediscover Pai...	I S C	130	\$14.97	131	\$ 1,961	(187)	35,345
3	50 Chair Exercises For Seniors: Best Chair ...	I S C	131	\$6.99	173	\$ 1,209	(244)	25,708
5	Chair Yoga for Weight Loss & Toning: Com...	I S C	111	\$16.3	1,928	\$ 31,426	(308)	1,218
11	Chair Yoga for Seniors over 60: Complete ...	I S C	119	\$14.51	694	\$ 10,070	(321)	4,794
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4	Chair Yoga For Seniors Over 60: 28-day Be...	I S C	139	\$12.99	1,904	\$ 24,733	(779)	1,240
9	5-Minute Core Exercises for Seniors: Daily ...	I S C	158	\$8.69	1,420	\$ 12,340	(3,267)	1,861

Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA [v](#)
Region

Total Monthly Rev.
\$134,822

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



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Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



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Popularity Potential Competition
● ● ●

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



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That leaves us with 4 books about the same topic for the same audience

Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



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● ● ●

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

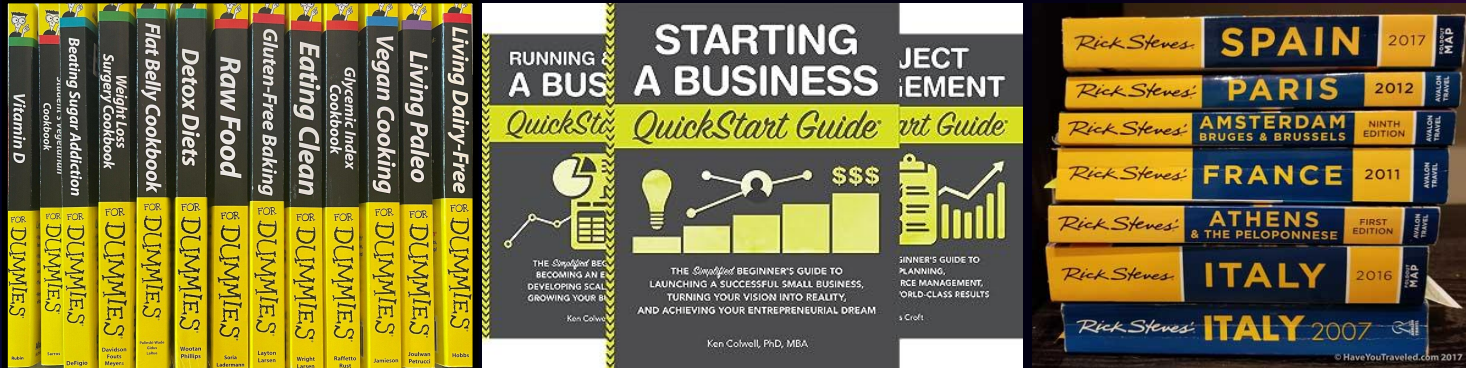
Example:

<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 **one topics** for proof of concept (POC) testing by coaches.
- If a student submits more than one topics, the one 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.

Pete Gomenis

First Call - To observe and learn.

Terri Moore

I don't have a specific one yet. Just want to listen and learn.

Mai Rana

I have so many topics or ideas on starting my first book but how do I pick just 1?

Mary Ascher

I might not be around this afternoon, but I would like a check on POC for the topic "self love for women." I will check the replay if I don't make it today. Thanks!

Autumn Bradfish

Hello! I am working on finding a topic for my first book! I believe that I have confirmed POC with a couple of topics. Below are the three that I believe I found POC with, can you verify?

ADHD and parenting girls

Organization and cleaning with ADHD

Healing your inner child

Thank you!

Bernadette Fischer

Hello Coaches! Thanks in advance for answering my question/s...

I'm working on my 1st 30k manuscript, my topic is Money Quotient - is there proof of concept specifically for "MQ" - is that a widely known term? Or should I keep it broad and simply assume that any book about "Money" has POC?

I understand that one of the 100 topics recommended has to do with personal finance, so I'd really like to focus my next research and writing on this fundamental subject. Any recommendations?

Judy Hamblin

I decided on my topic 3 days ago. Very excited. Today, KDSPY showed that 2 of the 5 books meeting the criteria had dropped significantly in revenue, way below \$500, maybe in reviews, too - I'm not sure, but definitely in revenue. Going down the list, I noticed a title listed twice. Same exact book. Huge variation in reviews and revenue for each entry. Why would this happen? I'm still going with my original topic.

Ken Warner

Using KDPspy to research "puppy training," I found 5 books w/ less < 150 reviews making \$500+ per month. (It's 4 today). 3 are over \$1k per month, and 1 is over \$4k. So based on the course materials, I figured I had POC for "puppy training".

But on my call with an accelerator coach about that program, they said there is "no way" that would work b/c the topic is "saturated." I explained my KDPspy #s, but they insisted based on their training with the twins, this would not be a good topic.

I believe them, but want to understand WHY this would not be a good topic, despite the POC criteria clearly being met.

Hannah Langness

I thought I had two topics to use but got stuck when I got to Customer Research and realized my topics were too general and I had no demographic I was aiming at. I was pretty sure that just picking one would change POC and I wasn't sure what to do for a general topic. I joined a coaching call and got my question answered that yes it would change POC but wasn't able to get much more clarity beyond that. I went back and re-watched the lessons on choosing a topic and was reminded of the niching down. Then I went further back and watched how to start by just scrolling through the best sellers in the category I wanted of gardening and landscaping and was reminded how I got the topics I have in my POC Sheet. I saw that I was trying to niche down, but was not coming up with POC. I had found POC in a nice pair so that I could easily bundle for a third, but not only did I realize that I didn't have a demographic to help niche it down, my topic of vegetable gardening did not actually have POC after all. So I still have ***Gardening Tips and Cut Flower Gardening, but neither have a demographic to write to.*** The only others I could find were ***Foraging Guide and Garden/Floral Coloringbook.*** I desperately want to create books in the category of gardening/landscaping because I am a slow reader but will be carving out time to read and edit these manuscripts in my I-don't-have-time-for-this stage of life right now, so I really need them to be something that I need to learn more about RIGHT NOW! I think I already mentioned that we need to finish landscaping the left undone really rocky dirt our house was built on! I couldn't even find POC for small space or container gardening, but I feel like I've heard those as examples. And actually, someone on the call yesterday was asking about their title on container gardening. Am I missing something about POC? Oh, and in the lessons ex are often, "for beginners" and I thought I would just be using that, but then I don't know how to capture that in the Customer Research part. That's still everyone, right!?!?

Sorry that was so long, but I felt I had to give you the big picture! I'll try to write a condensed version for the slide.

Hannah Langness

I'm struggling with narrowing down my gardening/landscaping topics now that I know about customer research. The subtopics I found to have POC (vegetable gardening, gardening tips, garden/floral coloring books, cut flower gardening, and foraging guide) don't seem to have a clear demographic. I've tried niching down to a target audience but there is no POC. Is there truly no POC with a stated demographic in the category of Gardening & Landscaping? Also, how do I capture "for beginners" in customer research if it applies to everyone? Any advice would be greatly appreciated!