

# Q&A Call

● Thursday Dec. 14th 2023

# 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.

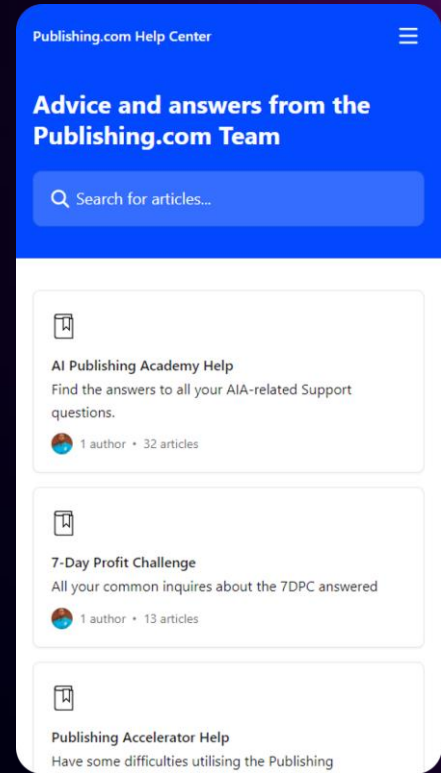
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

# F.A.Q.

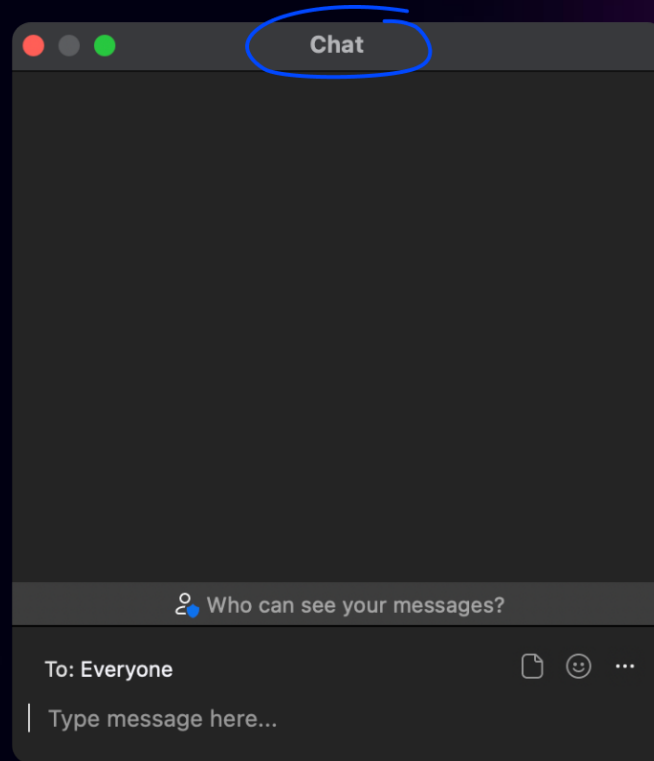
Visit our Help Center at [help.publishing.com](https://help.publishing.com)

- 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"



# PS MONTHLY DISCOUNT

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



**TENOFFALL**

Students get **10%** off ALL packages!





# FREE COACHING CALLS FOR AIA

Training our coaches is a top priority for us! We'd love to give them some additional hours by offering free coaching calls to students.

Interested? Join a Zoom meeting:

**Thursday 11/16: 12 - 2 pm EST**

**Friday 11/17: 10 am - 12 pm EST**

(First come first serve, we will work through as many students as time allows)



**LET'S BEGIN!**

- 1. How To Find A Topic**
- 2. Finding Proof Of Concept (POC)**
- 3. Q&A**

# How To Find A Topic



# What IS a Book Topic?

A good book topic:

**Solves a specific problem, solved in a specific way for a specific group of people**

- Clearly state what the book is actually about
- Terms people are searching on Amazon
- Specific (not vague)

Good book topic = *usually between 2 - 6 words*

# What IS a Book Topic?

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Good book topic = *usually between 2 - 6 words*

How to read music	Beekeeping for beginners
Food truck business	At home workouts
Public speaking for beginners	Gut health
Off grid living	Decluttering your home
Rental property investing	Budgeting for college students
Meditation for entrepreneurs	Leadership for women
Social media marketing	Cognitive behavioral therapy
How to small talk	Chess for kids

# What ISN'T a Book Topic?

- Book titles
- Niches
- Sub-niches
- Vague terms
- Famous authors

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

# What ISN'T a Book Topic?

- Book titles
- Niches
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- Vague terms
- 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

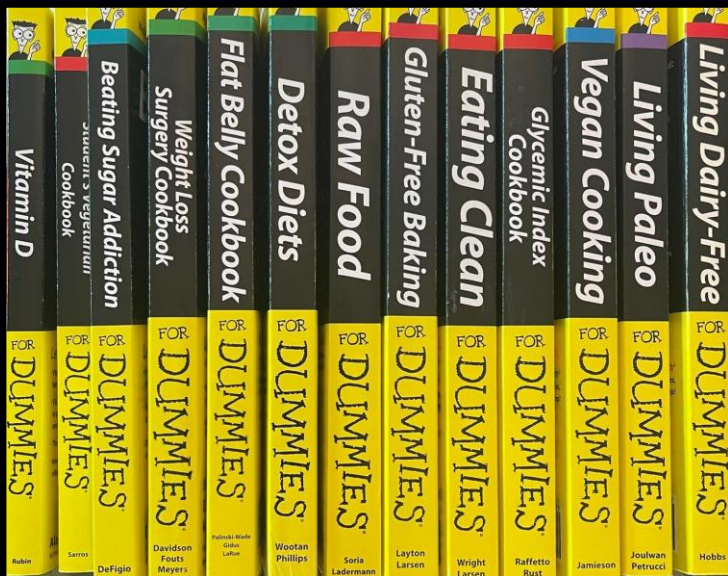


**BONUS**

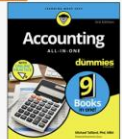
# TOP 100 BOOK TOPICS

 **AUDIOBOOK**  
INCOME ACADEMY

**Note: Dummies books will not be used for POC but can help you get ideas**



Best Seller



Accounting All-in-One For Dummies (+ Videos and Quizzes Online) (For Dummies (Business & Personal Finance))  
by Michael Taillard, Joseph Kraynak, et al.  
★★★★☆ - 74

Paperback  
**\$28<sup>99</sup>** List: \$34.99  
-prime  
FREE delivery Wed, May 24  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$27.44 (51 used & new offers)  
Other format: Kindle

Best Seller



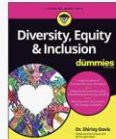
Bookkeeping All-in-One For Dummies  
by Lita Epstein and John A. Tracy  
★★★★☆ - 696

Paperback  
**\$20<sup>99</sup>** 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 (56 used & new offers)  
Other format: Kindle



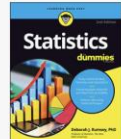
Real Estate Investing For Dummies, 4th Edition  
by Eric Tyson MBA, Robert S. Griswold MBA MSLS CFE, et al.  
★★★★☆ - 747

Audible Audiobook  
**\$0<sup>00</sup>** List: \$24.49  
Free with Audible trial  
Available instantly  
Other formats: Paperback, Kindle, Audio CD



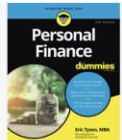
Diversity, Equity & Inclusion For Dummies  
by Dr. Shirley Davis  
★★★★☆ - 142

Paperback  
**\$29<sup>99</sup>**  
-prime  
FREE delivery Wed, May 24  
Or fastest delivery Tomorrow, May 19  
More Buying Choices  
\$19.69 (50 used & new offers)  
Other format: Kindle



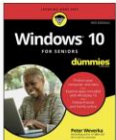
Statistics For Dummies (For Dummies (Lifestylal))  
by Deborah J.J. Rumsey  
★★★★☆ - 1,863

Paperback  
**\$11<sup>99</sup>** 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 (98 used & new offers)  
Other format: eTextbook



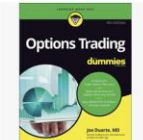
Personal Finance For Dummies  
by Eric Tyson  
★★★★☆ - 1,217

Paperback  
**\$13<sup>99</sup>** 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  
\$7.71 (76 used & new offers)  
Other formats: Audible Audiobook, Kindle, Audio CD



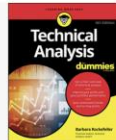
Windows 10 For Seniors For Dummies (Computer/Tech)  
by Peter Wierker  
★★★★☆ - 917

Paperback  
**\$15<sup>99</sup>** 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



Options Trading For Dummies  
by Joe Duarte  
★★★★☆ - 285

Paperback  
**\$19<sup>99</sup>** 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  
\$15.59 (55 used & new offers)  
Other formats: Audible Audiobook, Kindle, Audio CD



Technical Analysis For Dummies  
by Barbara Rookfeller  
★★★★☆ - 992

Paperback  
**\$17<sup>99</sup>** 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  
\$9.58 (59 used & new offers)  
Other format: Kindle



Sewing For Dummies  
by Jen Saunders Marsh  
★★★★☆ - 1,252

Paperback  
**\$10<sup>99</sup>** 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

# Brainstorm With ChatGPT



**Is “Exercise” a  
good book topic?**

**Too Broad -  
We don't know  
what it's about  
or who it's for**

**Using ChatGPT,  
we can break it  
down**

### 1. **Cardio Workouts**

- High-intensity interval training (HIIT)
- Running and jogging routines
- Swimming workouts
- Cycling routines
- Aerobics exercises

### 2. **Strength Training**

- Weightlifting exercises
- Bodyweight exercises
- Resistance band workouts
- Kettlebell workouts
- Plyometric training

### 3. **Yoga and Flexibility**

- Hatha yoga
- Vinyasa yoga
- Yin yoga
- Flexibility exercises
- Pilates routines

### 4. **Mind-Body Wellness**

- Tai chi
- Qigong
- Meditation and mindfulness exercises
- Breathing exercises
- Relaxation techniques

- **Can you create a list of exercise topics that can be found in books on Amazon**



#### 5. **Sports Specific Training**

- Golf exercises
- Tennis workouts
- Soccer training routines
- Basketball drills
- Baseball conditioning

#### 6. **Rehabilitation Exercises**

- Physical therapy exercises
- Stretching for injury prevention
- Exercises for back pain
- Post-surgery recovery exercises
- Balance and stability training

#### 7. **Dance Workouts**

- Zumba routines
- Ballet workouts
- Hip-hop dance routines
- Belly dance workouts
- Dance aerobics

#### 8. **Nutrition and Wellness**

- Nutritional guidelines for athletes
- Wellness and self-care routines
- Holistic health approaches
- Healthy eating and meal planning
- Supplements for athletic performance

#### 9. **Martial Arts Training**

- Karate techniques
- Taekwondo routines
- Brazilian jiu-jitsu drills
- Boxing workouts
- Muay Thai training

#### 10. **Outdoor and Adventure Sports**

- Hiking and trekking routines
- Rock climbing exercises
- Kayaking workouts
- Outdoor survival skills
- Camping and outdoor fitness

#### 1. **Senior Fitness**

- Exercises for older adults
- Low-impact workouts
- Strength training for seniors
- Balance exercises for the elderly
- Chair exercises

#### 1. **Pregnancy and Postpartum Exercise**

- Prenatal yoga
- Postpartum exercises
- Exercises for pregnancy
- Gentle workouts for new mothers
- Pelvic floor exercises

#### 1. **Kids and Family Workouts**

- Fun family exercises
- Kids' fitness routines
- Exercises for children
- Active games for families
- Parent-child workouts

# Use Autosuggestion

The screenshot shows the Amazon search interface for the term 'container'. The search bar contains 'Books 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 includes a search icon, the text, and a signal strength indicator.

Search Suggestion	Category
container gardening for beginners	Keywords Before
container gardening	Keywords Before
container security	Keywords Before
container gardening book	Keywords Before
container vegetable gardening	Keywords Before
container home	Keywords Before
container garden	Keywords Before
container home book	Keywords Before
container garden book	Keywords Before
containers for tops and cotton balls	Keywords Before
kids lunch container	Keywords After
containers for mini fridge	Keywords After
containers with lids for organizing	Keywords After
containers for organizing clothes	Keywords After
containers for organizing pantry	Keywords After
container	Keywords After
containers for beads	Keywords After
containers for food organizing	Keywords After
container store storage bins	Keywords After
container gardening books for beginners	Keywords After
Other	Keywords After
pizza storage container collapsible	Keywords After
dog food storage container 50 lbs capacity	Keywords After
oxo pop container	Keywords After
sharp's disposal container for home use	Keywords After
sterilite 3-drawer storage container	Keywords After
dog food storage container 30 lb	Keywords After
how to build a shipping container home	Keywords After

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

Is the book topic in demand?

# Proof of Concept

## Review from the Course

Number of Reviews: =< ??

Est. Monthly Sales: => \$??

+

Same ??

Same ??



# Proof of Concept

## Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: => \$??

+

Same ??

Same ??



# Proof of Concept

## Review from the Course

Number of Reviews:  $\leq 150$

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

+

Same ??

Same ??



# Proof of Concept

## Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: => \$500

+

Same topic

Same ??





# Proof of Concept

## Review from the Course

Number of Reviews:  $\leq 150$

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

+

Same topic

Same audience



# Proof of Concept

Example:

**KDSPY<sup>pro</sup>** Options Logout

**Keyword: estate planning** [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(0\)](#)

Results: **1-20**    Avg. Sales Rank: **294,210**    Avg. Monthly Rev: **\$1,662**    Avg. Price: **\$18.13**    Avg. No. Reviews: **173**

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
2	Estate Planning For Dummies	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	400	\$20.29	153	\$ 3,104	5	29,633
6	When I Die   Planner and Organizer for Acc...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	152	\$17.99	123	\$ 2,213	8	37,849
7	Your Level Up Guide to Asset Protection, Tr...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	233	\$19.99	54	\$ 1,079	10	93,560
13	Estate Planning Basics	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	256	\$15.19	51	\$ 775	15	99,972
8	Plan Your Estate	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	528	\$29.6	81	\$ 2,398	18	60,167
16	Every Californian's Guide To Estate Plannin...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	368	\$13.59	52	\$ 707	41	97,278
5	Estate Planning 101: From Avoiding Probat...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	272	\$11.98	63	\$ 755	45	79,675
20	Savvy Estate Planning: What You Need to ...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	314	\$49.95	1	\$ 50	45	3,864,240
18	My Personal Affairs Portfolio: Everything Yo...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	84	\$14.78	24	\$ 355	63	214,438
10	The Wall Street Journal Complete Estate-Pl...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	208	\$10.96	35	\$ 384	84	148,129
1	Savvy Estate Planning: What You Need to ...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	344	\$14.04	132	\$ 1,853	89	35,244
19	Get It Together: Organize Your Records So ...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	440	\$16.99	408	\$ 6,932	95	9,324
15	A Gift For The Future: Conversations About...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	272	\$17.9	12	\$ 215	96	445,512
11	My Estate Planner: Essential Information fo...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	124	\$10.05	86	\$ 864	109	56,568
17	Estate Planning is Dead!: Asset Protection ...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	122	\$13.99	39	\$ 546	150	131,245
3	The Complete Book of Wills, Estates & Trus...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	416	\$13.73	223	\$ 3,062	209	19,222
12	Estate Planning For Dummies	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	384	\$35.67	22	\$ 785	248	238,111
14	End of Life Planning Workbook : Shit You'll ...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	102	\$11.95	27	\$ 323	615	195,438
9	My Family Estate Legal Document Kit (inclu...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	80	\$11.69	288	\$ 3,367	741	14,196
4	Living Trusts for Everyone: Why a Will Is N...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	192	\$12.24	284	\$ 3,476	788	14,410

Kindle **14**    Books    Audiobooks **3**

[Pull Results 21-40](#)    Keywords    Export    Help    **USA** Region    Total Monthly Rev. **\$33,243**    Popularity Potential Competition

**i** Keyword: **estate planning**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(0\)](#)

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Kindle **14**

Books

Audiobooks **3**

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Keywords

  
Export

  
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Kindle **14**

Books

Audiobooks **3**

[Pull Results 21-40](#)

Keywords

Export

Help

USA Region

Total Monthly Rev.  
**\$33,243**

Popularity Potential Competition

Example:

11 books  
Over \$500  
/month

Keyword: **estate planning**[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(0\)](#)

Results:

**1-20**

Avg. Sales Rank:

**294,210**

Avg. Monthly Rev.:

**\$1,662**

Avg. Price:

**\$18.13**

Avg. No. Reviews:

**173**

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Kindle **14**

Books

Audiobooks **3**[Pull Results 21-40](#)

Keywords



Export



Help

USA

Region

Total Monthly Rev.

**\$33,243**

Popularity Potential Competition



**i** Keyword: **estate planning**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(0\)](#)

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Kindle **14**

Books

Audiobooks **3**

[Pull Results 21-40](#)




  
Keywords

  
Export

  
Help

USA   
Region

Total Monthly Rev.  
**\$33,243**

Popularity Potential Competition  
  

Example:

What are  
the main  
topics of  
the  
books?

Who are  
they  
written  
for?



**i** Keyword: **estate planning** [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(0\)](#)

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Kindle **14**

Books

Audiobooks **3**[Pull Results 21-40](#)
  
Keywords


  
Export


  
Help

 USA ▼
   
Region

 Total Monthly Rev.
   
**\$33,243**

 Popularity Potential Competition
   

Example:

What are  
the main  
topics of  
the  
books?

Who are  
they  
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## Get It Together: Organize Your Records So Your Family Won't Have To Paperback – September 27, 2022

by **Melanie Cullen** (Author), **Shae Irving J.D.** (Author)

4.5 ★★★★★ 95 ratings

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Example:

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Keyword: **estate planning**[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(0\)](#)

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**1-20**

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Kindle **14**

Books

Audiobooks **3**[Pull Results 21-40](#)

Keywords



Export



Help

USA 

Region

Total Monthly Rev.

**\$33,243**

Popularity Potential Competition



# Proof of Concept

Do we have proof of concept?



7 Books on Estate Planning

**KDSPY**<sup>pro</sup> Options Logout

Keyword: **estate planning** Results | Analysis | Insights | Word Cloud (20) | Book Tracking (0)

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8	Plan Your Estate	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	528	\$29.6	81	\$ 2,398	18	60,167 ✓
16	Every Californian's Guide To Estate Plannin...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	368	\$13.59	52	\$ 707	41	97,278 ✓
5	Estate Planning 101: From Avoiding Probat...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	272	\$11.98	63	\$ 755	45	79,675 ✓
20	Savvy Estate Planning: What You Need to ...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	314	\$49.95	1	\$ 50	45	3,864,240 ✓
18	My Personal Affairs Portfolio: Everything Yo...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	84	\$14.78	24	\$ 355	63	214,438 ✓
10	The Wall Street Journal Complete Estate-Pl...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	208	\$10.96	35	\$ 384	84	148,129 ✓
1	Savvy Estate Planning: What You Need to ...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	344	\$14.04	132	\$ 1,853	89	35,244 ✓
19	Get It Together: Organize Your Records So...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	440	\$16.99	408	\$ 6,932	95	9,324 ✓
15	A Gift For The Future: Conversations About...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	272	\$17.9	12	\$ 215	96	445,512 ✓
11	My Estate Planner: Essential Information fo...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	124	\$10.05	86	\$ 864	109	56,568 ✓
17	Estate Planning is Dead! Asset Protection ...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	122	\$13.99	39	\$ 545	150	131,245 ✓
3	The Complete Book of Wills, Estates & Trus...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	416	\$13.73	223	\$ 3,062	209	19,222 ✓
12	Estate Planning For Dummies	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	384	\$35.67	22	\$ 785	248	238,111 ✓
14	End of Life Planning Workbook : Shit You'll ...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	102	\$11.95	27	\$ 323	615	195,438 ✓
9	My Family Estate Legal Document Kit (inclu...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	80	\$11.69	288	\$ 3,367	741	14,196 ✓
4	Living Trusts for Everyone: Why a Will Is N...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	192	\$12.24	284	\$ 3,476	788	14,410 ✓

Kindle **14** Books Audiobooks **3**

[Pull Results 21-40](#) Keywords Export Help **USA** Region Total Monthly Rev. **\$33,243** Popularity Potential Competition

# Proof of Concept

Do we have proof of concept?



# Proof of Concept

Live Walkthroughs

What topics would you like to check?



# Proof of Concept



## Red Flags

### Investigate any red flag:

- Price is over \$30
- Page count is 350+
- 0 reviews, lots of sales

### **Automatic disqualification**

- Low content books
- Journals
- Workbooks
- Bundles



# Textbooks

Disqualified!

**How do you identify a Textbook?**

<https://www.amazon.ca/First-USMLE-Step-Thirty-Third/dp/1264946627>



# Textbooks

Who are well known textbook publishers?

1. McGraw-Hill
2. Pearson
3. Scholastic
4. Cengage Learning
5. Houghton Mifflin Harcourt
6. Emerald Group Publishing
7. Macmillan Learning
8. Wolters Kluwer
9. Wiley Publishing
10. Routledge Taylor and Francis Group



# Authority Figures

How do you know if they're an Authority Figure?

1. Over 150 reviews
2. The book is a "second edition" or greater
3. Fame or accomplishment is listed in their book description
4. They have healthy sales with 0 reviews showing in KDSpy

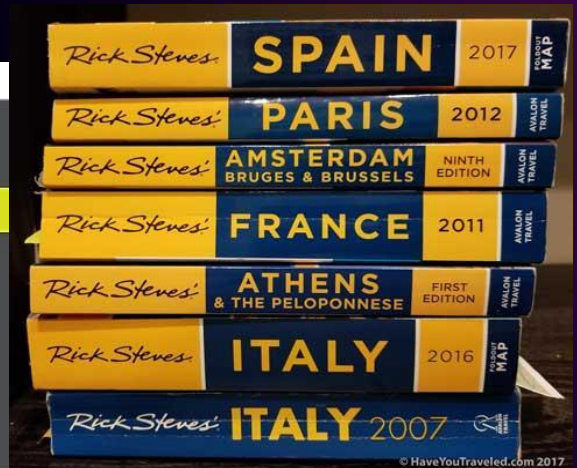
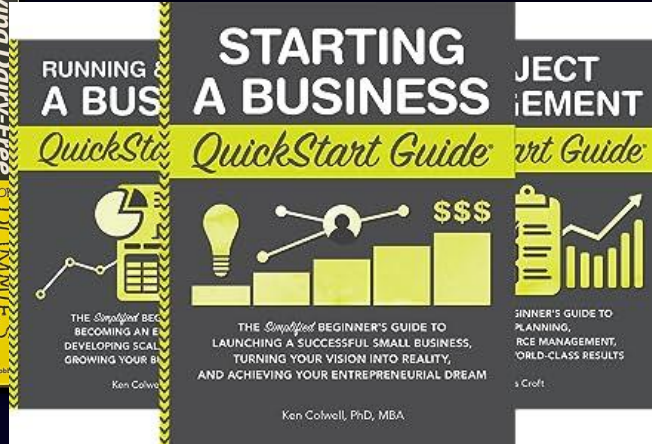
Example:

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



# Authority Figures

How do you know if they're an Authority Figure?



They dominate a niche!

# Submitted Questions

(Then Q&A Submissions on Zoom)

# Elizabeth

I have topic ideas for Health and Fitness for older adults but if I use the AIA Topic Research sheet and go to niche of Health, Fitness and Dieting, and select sub-niche of Exercise and Fitness link it is very broad and most don't deal with seniors and I can only get to about 10 books (with a stretch) that make sense to board for topics, but I do find if I go down one more level from there to Exercise and Fitness for the Aging I get more to work with towards the 20-30 number. Is it appropriate to start down at this next level for our title list and POC?

# Beth

Wanting to get the following topics approved and double check that they meet "proof of content": (1) feung shei for your home (2) driving book for teens (3) Life skills for teens (4) balancing hormones for women

# Questions?

What additional questions can we answer for you?

