

TOPIC & POC
Thursday!
October 17, 2024

● 2024



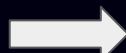
FYI

PRE-REQUISITE

for today's call

Watched:

Module 2 | Choosing a Topic



2 | Choosing a Topic



The Journey to Six Figures

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



The Core 4 Pieces Of A Successful Book

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



Choosing a Book Topic

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



Business Fundamentals

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



Action Items

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

Q&A TIME

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

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

Live Calls

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

Q&A

AUDIOBOOK
IMPACT ACADEMY

Live Weekly Q&A Calls

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

[Click Here to Register](#)

SPECIAL SEGMENTS

Special Segment!

Today's Q&A is on:

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

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



OPEN Q&A

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



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

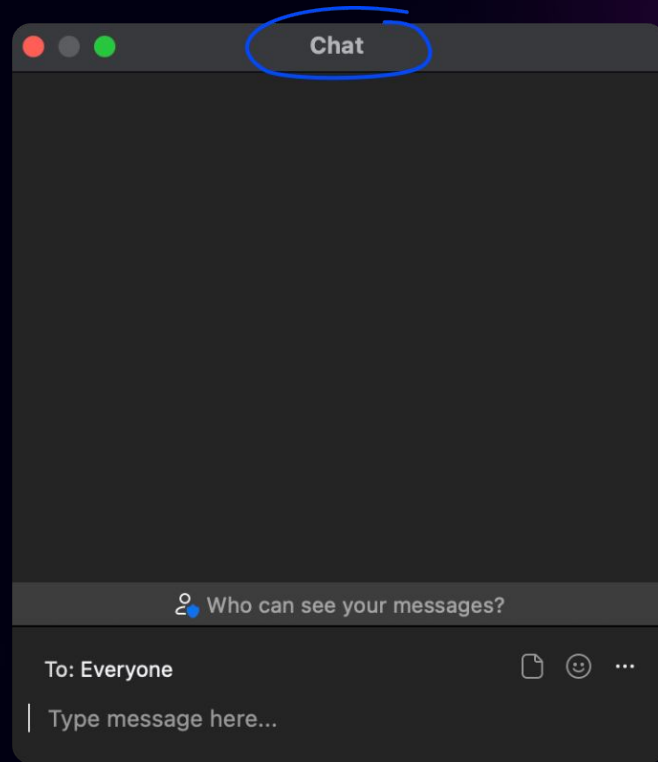
Visit our Help Center at help.publishing.com

- 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

PS MONTHLY DISCOUNT

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

→ **PRINTREADY10**

Students get **10%** off Formatting 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*

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
- Sub-niches
- 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: "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

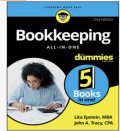
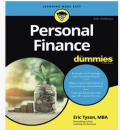
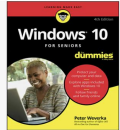
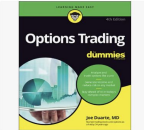



All Medical Care Groceries Best Sellers Amazon Basics Today's Deals New Releases Prime Registry Customer Service Music Books Pharmacy Amazon Home Fashion Gift Cards

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>Best Seller</p>  <p>Accounting All-in-One For Dummies (+ Videos and Quizzes Online) (For Dummies (Business & Personal Finance)) by Michael Taillard, Joseph Kravak, et al. ★★★★☆ - 74 Paperback \$28⁹⁹ 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>Best Seller</p>  <p>Bookkeeping All-in-One For Dummies by Lita Epstein and John A. Tracy ★★★★☆ - 1096 Paperback \$20⁹⁹ 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 (\$8 used & new offers) Other format: Kindle</p>	 <p>Real Estate Investing For Dummies, 4th Edition by Eric Tyson MBA, Robert S. Griswold MBA MESA CRE et al. ★★★★☆ - 747 Audible Audiobook \$0⁰⁰ List: \$24.49 Free with Audible trial Available instantly Other format: Paperback, Kindle, Audio CD</p>	 <p>Diversity, Equity & Inclusion For Dummies by Dr. Shirley Davis ★★★★☆ - 142 Paperback \$29⁹⁹ -prime FREE delivery Wed, May 24 or fastest delivery Tomorrow, May 19 More Buying Choices \$19.69 (\$9 used & new offers) Other format: Kindle</p>	 <p>Statistics For Dummies (For Dummies (Lifestyle)) by Deborah J. J. Rumsey ★★★★☆ - 1,985 Paperback \$11⁹⁹ 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 (\$8 used & new offers) Other format: eTextbook</p>
 <p>Personal Finance For Dummies by Eric Tyson ★★★★☆ - 1,217 Paperback \$13⁹⁹ 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 (\$5 used & new offers) Other format: Audible Audiobook, Kindle, Audio CD</p>	 <p>Windows 10 For Seniors For Dummies (Computer/Tech) by Peter Novotak ★★★★☆ - 917 Paperback \$15⁹⁹ 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 (\$4 used & new offers) Other format: Kindle</p>	 <p>Options Trading For Dummies by Joe Duarte ★★★★☆ - 285 Paperback \$19⁹⁹ 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 (\$5 used & new offers) Other format: Audible Audiobook, Kindle, Audio CD</p>	 <p>Technical Analysis For Dummies by Barbara Rockefeller ★★★★☆ - 992 Paperback \$17⁹⁹ 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 (\$9 used & new offers) Other format: Kindle</p>	 <p>Sewing For Dummies by Jan Saunders Marech ★★★★☆ - 1,292 Paperback \$10⁹⁹ 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 \$5.82 (\$7 used & new offers) Other format: Kindle</p>

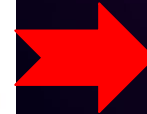
FOR DUMMIES - "INVESTING"

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

- **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 displayed, 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 is accompanied by a small signal strength icon.

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: ≤ 150

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

+

? x Books

Same ??

Same ??



Proof of Concept

Review from the Course

Number of Reviews: ≤ 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:

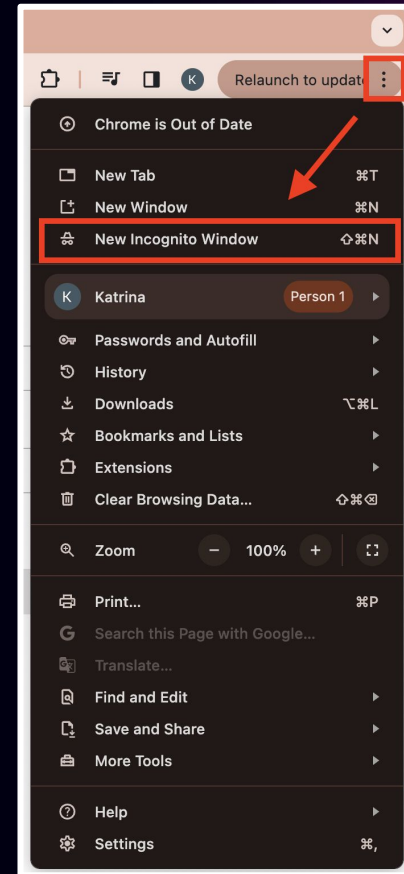
- Low content books
- Journals
- Workbooks*
- Bundles

Proof of Concept

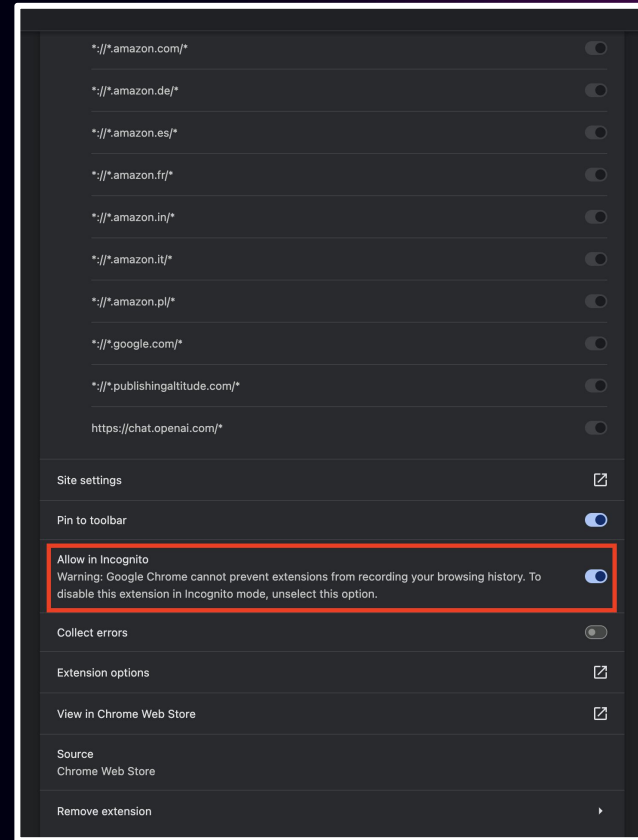


PoC Example

- **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
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By AMZ Suggestion Expander

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

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

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

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

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

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

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

Results

28 DAYS OF CHAIR YOGA FOR SENIORS
500+ poses
Ottie Oz

Sponsored

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

Sponsored

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

Sponsored

50 CHAIR EXERCISES FOR SENIORS
BEST CHAIR WORKOUT PLAN RECOMMENDED BY SENIORS, STRONGER, FASTER, BETTER, MORE RESULTS, PROVEN PRODUCTS, NEW BOOKS, AND SPECIAL PROMOTIONS
JORDAN FRANK

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

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...	I S C	103	\$13.9...	115	\$ 1,609	4	41,167 <input checked="" type="checkbox"/>
18	Chair Yoga for Seniors Over 60: Chair Yoga...	I S C	75	\$14.9...	405	\$ 6,055	6	9,390 <input checked="" type="checkbox"/>
20	Chair Yoga for Seniors Over 60: Fully Illustr...	I S C	146	\$13.5...	257	\$ 3,488	30	16,285 <input checked="" type="checkbox"/>
2	Sit, Stretch and Strengthen: A 14-Day Chair...	I S C	138	\$12.9...	135	\$ 1,754	33	34,178 <input checked="" type="checkbox"/>
4	Chair Exercises for Seniors: Rediscover Pai...	I S C	130	\$16.9...	198	\$ 3,360	38	22,103 <input checked="" type="checkbox"/>
9	50 Chair Exercises for Seniors with Picture...	I S C	78	\$10.97	62	\$ 680	39	80,851 <input checked="" type="checkbox"/>
14	Chair Yoga for Seniors Over 60: How to Re...	I S C	107	\$14.2...	1,250	\$ 17,864	42	2,212 <input checked="" type="checkbox"/>
17	Chair Exercises for Seniors: Simple and Sa...	I S C	161	\$14.9...	74	\$ 1,108	45	66,853 <input checked="" type="checkbox"/>
15	28 Days of Chair Yoga For Seniors Build St...	I S C	187	\$17.0...	946	\$ 16,169	48	3,208 <input checked="" type="checkbox"/>
10	Chair Yoga for Seniors To Lose Weight: 28-...	I S C	107	\$13.9...	900	\$ 12,583	70	3,423 <input checked="" type="checkbox"/>
3	Chair Yoga For Seniors Over 60: 28-day Be...	I S C	139	\$13.9...	4,681	\$ 65,493	89	328 <input checked="" type="checkbox"/>
11	Low Impact and Gentle Chair Exercises for ...	I S C	226	\$13.9...	20	\$ 280	112	265,575 <input checked="" type="checkbox"/>
7	Chair Yoga for Weight Loss: 10 Minutes a D...	I S C	109	\$16.1...	2,280	\$ 36,848	113	960 <input checked="" type="checkbox"/>
1	50 Chair Exercises For Seniors: Best Chair ...	I S C	131	\$6.996	466	\$ 3,260	115	7,901 <input checked="" type="checkbox"/>
19	45 Chair Exercises For Seniors: Best Chair ...	I S C	58	\$5.995	54	\$ 324	130	94,504 <input checked="" type="checkbox"/>
13	Quick and Simple Chair Exercises for Senio...	I S C	162	\$13.0...	190	\$ 2,482	147	23,179 <input checked="" type="checkbox"/>
5	10-Minute Chair Exercises for Seniors; 7 Si...	I S C	161	\$13.9...	51	\$ 714	163	100,308 <input checked="" type="checkbox"/>
8	Chair Yoga for Weight Loss: 28-Day Challe...	I S C	99	\$17.9...	1,461	\$ 26,257	183	1,791 <input checked="" type="checkbox"/>
12	Quick and Simple Chair Yoga for Seniors O...	I S C	169	\$12.99	738	\$ 9,587	725	4,432 <input checked="" type="checkbox"/>
16	5-Minute Core Exercises for Seniors: Daily ...	I S C	158	\$7.227	1,952	\$ 14,107	2,540	1,197 <input checked="" type="checkbox"/>

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

[Pull Results 21-40](#)  Keywords  Export  Help USA Region Total Monthly Rev. **\$224,022** Popularity Potential Competition   

Keyword: chair exercises for seniors

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

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

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

[Pull Results 21-40](#)

Keywords

Export

Help

USA Region

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

Popularity Potential Competition

Keyword: chair exercises for seniors

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

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

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Purple line is our cut-off point

Under 150 reviews making \$500 or more

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

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Keywords

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Help

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

[Pull Results 21-40](#)

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

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

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Keywords

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USA Region

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

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Keyword: chair exercises for seniors

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

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

[Pull Results 21-40](#)

Keywords

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USA Region

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

Popularity Potential Competition

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

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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**

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Keywords

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USA Region

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

Popularity Potential Competition



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

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By AMZ Suggestion Expander

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](#)

Roll over image to zoom in

[Read sample](#)

Print length	Language	Publication date	Dimensions	ISBN-13
138 pages	English	July 11, 2023	8.5 x 0.32 x 11 inches	979-8850536848

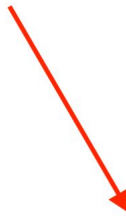


The Amazon Book Review
 Book recommendations, author interviews, editors' picks, and more. [Read it now.](#)

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





Keyword: **chair exercises for seniors**

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Kindle **20**

Books

Audiobooks **3**

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Keywords



Export



Help



Region

Total Monthly Rev.

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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**

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1	50 Chair Exercises For Seniors: Best Chair ...	I S C	131	\$6.996	466	\$ 3,260	115	7,901 ✓
19	45 Chair Exercises For Seniors: Best Chair ...	I S C	58	\$5.995	54	\$ 324	130	94,504 ✓
13	Quick and Simple Chair Exercises for Senio...	I S C	162	\$13.0...	190	\$ 2,482	147	23,179 ✓
5	10-Minute Chair Exercises for Seniors; 7 Si...	I S C	161	\$13.9...	51	\$ 714	163	100,308 ✓
8	Chair Yoga for Weight Loss: 28-Day Challe...	I S C	99	\$17.9...	1,461	\$ 26,257	183	1,791 ✓
12	Quick and Simple Chair Yoga for Seniors O...	I S C	169	\$12.99	738	\$ 9,587	725	4,432 ✓
16	5-Minute Core Exercises for Seniors: Daily ...	I S C	158	\$7.227	1,952	\$ 14,107	2,540	1,197 ✓

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



Region

Total Monthly Rev.
\$224,022

Popularity Potential Competition





Keyword: **chair exercises for seniors**

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

Results:

1-20

Avg. Sales Rank:

38,992

Avg. Monthly Rev:

\$11,201

Avg. Price:

\$13.31

Avg. No. Reviews:

233

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
6	50 SIMPLE CHAIR EXERCISES for SENIO...	I S C	103	\$13.9...	115	\$ 1,609	4	41,167 ✓
18	Chair Yoga for Seniors Over 60: Chair Yoga...	I S C	75	\$14.9...	405	\$ 6,055	6	9,390 ✓
20	Chair Yoga for Seniors Over 60: Fully Illustr...	I S C	146	\$13.5...	257	\$ 3,488	30	6,285 ✓
2	Sit, Stretch and Strengthen: A 14-Day Chair...	I S C	138	\$12.9...	135	\$ 1,754	33	34,178 ✓
4	Chair Exercises for Seniors: Rediscover Pai...	I S C	130	\$16.9...	198	\$ 3,360	38	22,103 ✓
9	50 Chair Exercises for Seniors with Picture...	I S C	78	\$10.97	62	\$ 680	39	80,851 ✓
14	Chair Yoga for Seniors Over 60: How to Re...	I S C	107	\$14.2...	1,250	\$ 17,864	42	2,212 ✓
17	Chair Exercises for Seniors: Simple and Sa...	I S C	161	\$14.9...	74	\$ 1,108	45	66,853 ✓
15	28 Days of Chair Yoga For Seniors Build St...	I S C	187	\$17.0...	946	\$ 16,169	48	3,208 ✓
10	Chair Yoga for Seniors To Lose Weight: 28-...	I S C	107	\$13.9...	900	\$ 12,583	70	3,423 ✓
3	Chair Yoga For Seniors Over 60: 28-day Be...	I S C	139	\$13.9...	4,681	\$ 65,493	89	328 ✓
11	Low Impact and Gentle Chair Exercises for ...	I S C	226	\$13.9...	20	\$ 280	112	265,575 ✓
7	Chair Yoga for Weight Loss: 10 Minutes a D...	I S C	109	\$16.1...	2,280	\$ 36,848	113	960 ✓
1	50 Chair Exercises For Seniors: Best Chair ...	I S C	131	\$6.996	466	\$ 3,260	115	7,901 ✓
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16	5-Minute Core Exercises for Seniors: Daily ...	I S C	158	\$7.227	1,952	\$ 14,107	2,540	1,197 ✓

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



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

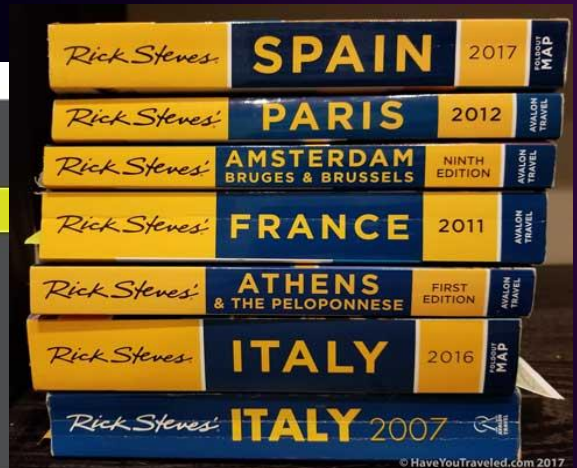
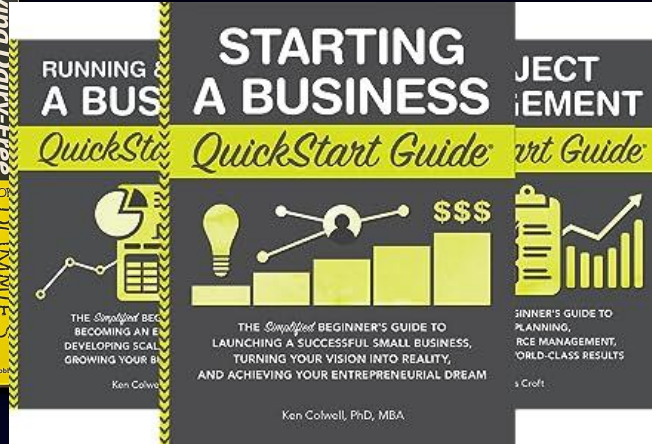
Example:

<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.

Barbara Bendig

when working in Amazon to do our POC, if the first time we search and get our 3 or more to qualify but then it changes in the next few days, can we add the new ones that took the place of our first search to qualify for the POC. ie 3 on the first day and then only 2 on the 2nd day but different books . Can I blend and delete as needed between the two searches to have my topic qualify?

Johanna Forsberg

How should I think if I'm trying to find a POC for a topic I really like and then I see you use it as an example, or someone else bring up that same topic in a Q&A or in the Facebook-group? Should I give up my topic in that case and try to find another one? Even if I really like that topic? I don't want to spoil it for anyone else.

After several weeks of searching topics for POC, I feel that I may have finally succeeded but would appreciate your review and input.

The topic is: Menopause Myths for Women.

I used KDSpy and (I believe) found 3 books with <150 reviews and each having a monthly revenue of >\$500.

Thank you for reviewing this for me!

Ellen Hill

After several weeks of searching topics for POC, I feel that I may have finally succeeded but would appreciate your review and input.

The topic is: Menopause Myths for Women.

I used KDSPY and (I believe) found 3 books with <150 reviews and each having a monthly revenue of >\$500.

Thank you for reviewing this for me!

Jeff Schur

My question is for the topic Q&A on October 18.

Can you kindly advise me on the suitability of these two titles and subtitles and confirm POC.

1. Social Media Marketing for Growth

Mastering AI, SEO, the big 5 platforms and identifying future social technology trends

2. Pregnancy for dads

A practical framework of what to expect both emotionally and physically for a Tech-Integrated Fatherhood Experience

Rachel Pradelli

Hi guys!

Wondering if you can confirm POC for me for these 2 topics: Spanish Short Stories for Beginners and Trivia for Seniors. I believe they are both green lights, but do wonder a couple things: for the Spanish Short Stories for Beginners, I noticed that some of the books have both English and Spanish but not all of them - would this almost be a subniche and would thus not meet POC? Or because the title is on-point it would meet POC? And then for the Trivia for Seniors, does the format/style matter? Like for some of them it's multiple choice and others do not specify...does this matter?

Thanks so much!

Claudia Moore

Could you please demonstrate how to check for POC if the topic is under the food, lodging, and transportation category? Do we use keywords by destination - continent, country, city, etc.? Thank you

If I was able to find a children's book topic that has POC, it would most likely be less than 30k words (unless it's for teens). Is that an issue? I'm thinking it could still be an audiobook and translated, so perhaps length is not critical?

Tyne Kennimer

I am considering my topic to be on peptides, specifically understanding peptides in simple terms for non-medical individuals. I think this is a good topic from my research but just want a second opinion before going further!

Patrick

Hi Caoches,

Can you please check POC on these topics

1. Miscarriage books or guide
2. Public speaking

Thanks

Fabiola Campbell

Hello Coaches.

I have done some POC research on some topics and I would appreciate if I can get some validation from you:

Self-love for women

Identity and Belonging

Diversity and leadership

Personal branding

I have put a few options in here in case some no longer have POC and you can at least compare 2 of them. Thanks

If more than one has POC, what topic would you recommend me to focus on and why?

I am very interested in your thoughts.

Thanks

Fabiola

Vera H

Following from last week question on Somatic Exercises for beginners, looking closely into the books listed in KD Spy, 2 out of 4 that meet POC (over \$500 monthly/less than 150 review) has only 72 and 75 pages length. Can they still be counted as meeting POC without red flags? Some of these books also has videos included, is this something that I cannot compete with? I am not an expertise on the area, I only did 28 days sessions from an app.

Another topic I am considering: Life skills for young adults.

George Pauli

I found a topic and there are 3 books that have under 150 reviews, under \$15, and Est. Mon. Rev. is \$8,573, \$1,204, & \$9,152, from 2 different authors... the other books all make less than \$400.

Reading previews, there are differences but was wondering on your thoughts on why such a large revenue spread?