



AUDIOBOOK
IMPACT ACADEMY

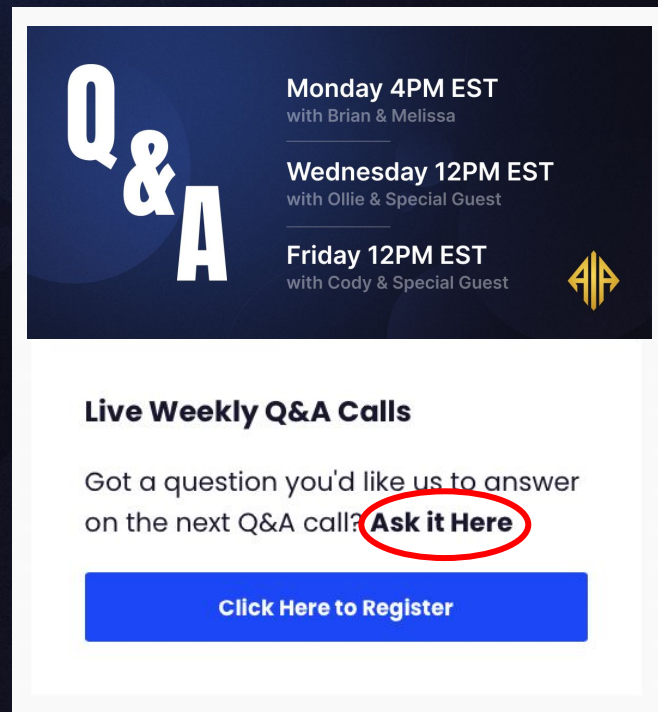
**LIVE BOOK TOPIC AND POC
Q&A CALL**

May 18, 2023

Q&A Time

First, we will go through all questions submitted prior to today's call through the form in the AIA dashboard (Top 20).

Average length: 45 - 60 mins.



The screenshot shows a promotional graphic for AIA's Q&A Time. On the left, the letters 'Q & A' are displayed in a large, white, stylized font. To the right, the schedule is listed: 'Monday 4PM EST with Brian & Melissa', 'Wednesday 12PM EST with Ollie & Special Guest', and 'Friday 12PM EST with Cody & Special Guest'. The AIA logo is in the bottom right corner of the graphic. Below the graphic, the text 'Live Weekly Q&A Calls' is followed by 'Got a question you'd like us to answer on the next Q&A call?' and a red circle around the text 'Ask it Here'. A blue button at the bottom says 'Click Here to Register'.

Q & A

Monday 4PM EST
with Brian & Melissa

Wednesday 12PM EST
with Ollie & Special Guest

Friday 12PM EST
with Cody & Special Guest

AIA

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 Segment!

Today's Q&A is on:

1. Finding a book topic
2. Establishing Proof of Concept for your book topic

*** General questions will resume on the Monday/Wednesday/Friday 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.



FYI

There are many students on this call, all at different points in their publishing journey.

During this session we are focusing on finding **Book Topics** and **“Proof of Concept”** for a valid book topic.

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.



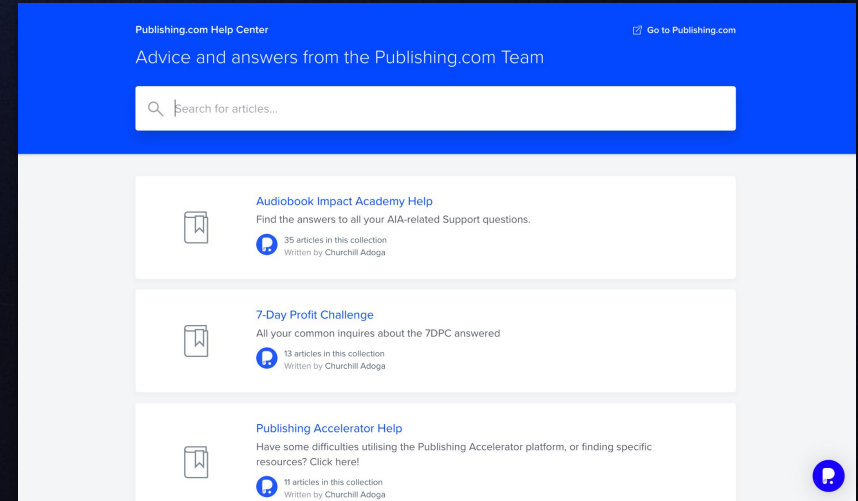
Most Frequently Asked Q&A Questions:

Visit our Help Center

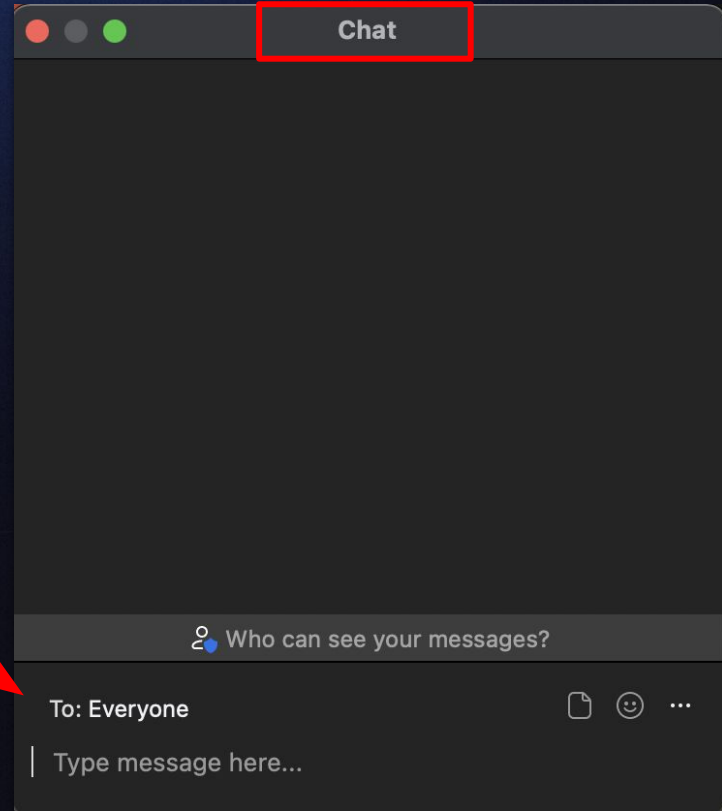
help.publishing.com

- 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
setting to
"Everyone"



PS Monthly Discount - May

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

OUTLINEDEAL10

Get **10%** off your next outline package.



Let's Begin!



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



How To Find A Topic



BONUS

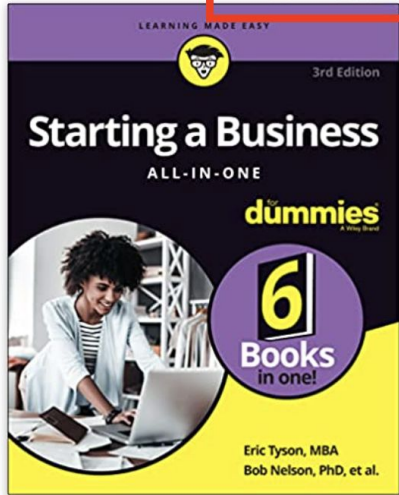
TOP 100 BOOK TOPICS

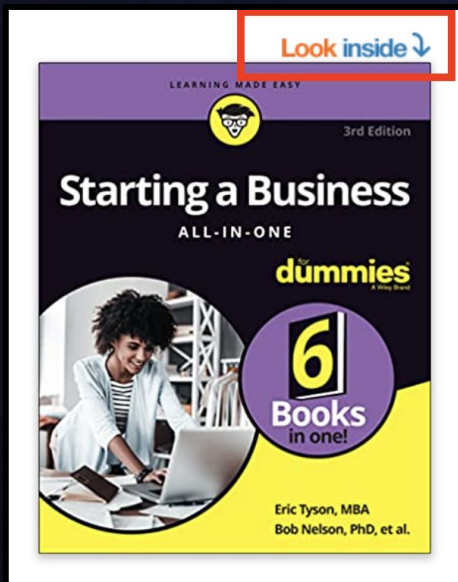
 **AUDIOBOOK**
INCOME ACADEMY





Look inside ↓





Copyrighted Material

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Ask ChatGPT



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: =< 150

Est. Monthly Sales: => \$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: =< 150

Est. Monthly Sales: => \$500

+


Same topic

Same audience





Proof of Concept

Example:



KDSPY^{PRO}

Your extension was recently updated to v5.11.2. [Learn what's new](#) ×

Options Logout

i
Keyword: puppy training

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

Results:
1-20

Avg. Sales Rank:
66,123

Avg. Monthly Rev:
\$4,143

Avg. Price:
\$16.08

Avg. No. Reviews:
2,130

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Kindle 10

Books

Audiobooks 7

[Pull Results 21-40](#)

USA v

Region

Total Monthly Rev.

\$82,870

Popularity Potential Competition

Keyword: **puppy training**[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

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Kindle **19**

Books

Audiobooks **7**[Pull Results 21-40](#)

Keywords



Export



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USA ▾

Region

Total Monthly Rev.

\$82,870

Popularity Potential Competition



Example:

Keyword: **puppy training**[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)Results:
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Kindle **19**

Books

Audiobooks **7**[Pull Results 21-40](#)

Keywords



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USA ▾

Region

Total Monthly Rev.
\$82,870

Popularity Potential Competition



Example:

4 books
Under 150
reviews

Keyword: **puppy training**[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

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66,123

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Kindle **19**

Books

Audiobooks **7**[Pull Results 21-40](#)

Keywords



Export



Help

USA v

Region

Total Monthly Rev.

\$82,870

Popularity Potential Competition



Example:

3 books
Over \$500
/month

**i** Keyword: **puppy training**[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)Results:
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\$4,143Avg. Price:
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Kindle **19**

Books

Audiobooks **7**[Pull Results 21-40](#)

Keywords



Export



Help

USA ▾

Region

Total Monthly Rev.
\$82,870

Popularity Potential Competition



Example:

What are the main topics of the books?

















































Who are they written for?



i Keyword: **puppy training**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

Results: **1-20** Avg. Sales Rank: **66,123** Avg. Monthly Rev: **\$4,143** Avg. Price: **\$16.08** Avg. No. Reviews: **2,130**

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Kindle **19**

Books

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Keywords



Export



Help

 USA v

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 Popularity Potential Competition





Example:

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#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
3	Dog Training: Impulse Control and Frustrati...	I S C	180	\$14.9114	224	\$ 3,340	29	19,104
15	The Complete Puppy Training Manual: Ever...	I S C	105	\$11.9911	8	\$ 96	36	613,185
9	The Do No Harm Dog Training and Behavio...	I S C	346	\$34.0034	37	\$ 1,258	120	138,637
19	Tips and Tales: On Training Your Bird Dog...	I S C	246	\$28.9528	74	\$ 2,143	149	66,308
11	Mental Exercise for Dogs: A Step-by-s... The Do No Harm Dog Training and Behavior Handbook: Featuring the Hierarchy of Dog Needs®							
20	Complete Dog Training for Beginners: 2 Bo...	I S C	207	\$18.9718	45	\$ 854	294	113,348
7	Clicker Training for Dogs: Master Basic Trai...	I S C	146	\$9.399	171	\$ 1,607	340	26,061
18	Mental Exercise for Dogs: The Best Dog G...	I S C	147	\$16.1916	195	\$ 3,157	460	22,396
12	Dog Training 101: Step-by-Step Instructions...	I S C	176	\$9.64	176	\$ 1,697	558	25,333
2	The Dog Training Bible: [2 in 1] A 4-Week P...	I S C	92	\$19.9719	117	\$ 2,337	991	40,161
1	Dog Training Bible: Everything You Need to...	I S C	103	\$19.3619	563	\$ 10,901	1,098	6,244
4	Puppies For Dummies	I S C	432	\$13.57	233	\$ 3,162	1,152	18,259
17	Puppy Training: How to Housebreak Your P...	I S C	114	\$9.87	217	\$ 2,142	1,784	19,850
16	Dog Training for Kids: Fun and Easy Ways t...	I S C	176	\$14.36	451	\$ 6,476	2,315	8,247
8	Zak George's Guide to a Well-Behaved Do...	I S C	224	\$13.49	240	\$ 3,238	2,578	17,630
5	Training the Best Dog Ever: A 5-Week Prog...	I S C	304	\$9.39	244	\$ 2,291	2,704	17,285
13	Puppy Training in 7 Easy Steps: Everything...	I S C	178	\$11.79	355	\$ 4,185	3,629	11,042
14	The Art of Raising a Puppy (Revised Edition)	I S C	352	\$15.78	836	\$ 13,192	4,399	3,769
6	Zak George's Dog Training Revolution: The...	I S C	240	\$11.99	1,341	\$ 16,079	8,830	2,012
10	Easy Peasy Puppy Squeazy: Your Simple S...	I S C	272	\$21.95	38	\$ 834	10,866	136,200

Kindle **19**

Books

Audiobooks **7**

[Pull Results 21-40](#)



Keywords



Export



Help

USA v

Region

Total Monthly Rev.
\$82,870

Popularity Potential Competition



Example:

What are the main topics of the books?

Who are they written for?

amazon.com/Harm-Dog-Training-Behavior-Handbook/dp/1732253706/ref=sr_1_13?crd=1C50TMOR1K7TV&keywords=p...
 Deliver to **Kristopher Milton L9T 8J** Books puppy training Office supplies store
 Departments Add People Buy Again Gift Cards Recommendations Business Savings EN Hello, Kristopher Account for Right As Game ... Lists Try Business Prime

Books Advanced Search New Releases Best Sellers & More Children's Books Textbooks Textbook Rentals Best Books of the Month

International Kindle Paperwhite Buy Now

Books > Crafts, Hobbies & Home > Pets & Animal Care

The Do No Harm Dog Training and Behavior Handbook: Featuring the Hierarchy of Dog Needs® Paperback – July 5, 2022
 by Linda Michaels (Author)
 4.7 ★★★★★ 120 ratings See all formats and editions

Kindle from \$14.99 Paperback **\$34.00**
 Read with Our Free App 6 Used from \$25.66 12 New from \$27.12

Get the dog training results you've always wanted—combining love with the science of dog psychology
 Find the roadmap to success in this easy-to-follow *Do No Harm Dog Training and Behavior Handbook*

Are you tired of spending countless hours poring over articles, books, and other training
 Read more

Report incorrect product information.

Print length	Language	Publication date	Dimensions
346 pages	English	July 5, 2022	7 x 0.78 x 10 inches

Follow the Author
 Linda Michaels Follow

Buy new: **\$34.00**
 \$12.49 Shipping & Import Fees Deposit to Canada Details
 Delivery **Friday, May 19**. Order within 23 hrs 54 mins
 Or fastest delivery **Thursday, May 18**
 Deliver to Right - Milton L9T 8J
In Stock
 Qty: 1
 Add to Cart
 Ships from and sold by Amazon.com.
 Add a gift receipt for easy returns
 Add to List

Shopping from Canada?
 Save on shipping and get faster delivery on eligible products from Amazon.ca
 View on Amazon.ca

Example:

What are the main topics of the books?

Who are they written for?

amazon.com/Harm-Dog-Training-Behavior-Handbook/dp/1732253706/ref=sr_1_13?crd=1C50TMOR1K7TV&keywords=p...
business Deliver to Kristopher Milton L9T 8J Books puppy training Office supplies store
Departments Add People Buy Again Gift Cards Recommendations Business Savings EN Hello, Kristopher Account for Right As Game ... Lists Business Prime
Books Advanced Search New Releases Best Sellers & More Children's Books Textbooks Textbook Rentals Best Books of the Month
International Kindle Paperwhite Buy Now
Books > Crafts, Hobbies & Home > Pets & Animal Care
Look inside
THE DO NO HARM DOG TRAINING AND BEHAVIOR HANDBOOK
Featuring the Hierarchy of Dog Needs® Includes Problem Solving for Trainers and Pet Parents
LINDA MICHAELS M.A., PSYCHOLOGY FOREWORD BY MARC BEKOFF, PH.D.
Kindle from \$14.99 Paperback \$34.00
Read with Our Free App 6 Used from \$25.66 12 New from \$27.12
See all formats and editions
Get the dog training results you've always wanted—combining love with the science of dog psychology
Find the roadmap to success in this easy-to-follow *Do No Harm Dog Training and Behavior Handbook*
Are you tired of spending countless hours poring over articles, books, and other training
Read more
Report incorrect product information.
Print length 346 pages Language English Publication date July 5, 2022 Dimensions 7 x 0.78 x 10 inches
Editors' picks at exclusive prices first reads

Example:

What are the main topics of the books?

Who are they written for?



Keyword: **puppy training**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

Results:

1-20

Avg. Sales Rank:

66,123

Avg. Monthly Rev.:

\$4,143

Avg. Price:

\$16.08

Avg. No. Reviews:

2,130

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
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19	Tips and Tales: On Training Your Bird Dog	I S C	246	\$28.9528	74	\$ 2,143	149	66,308
		I S C	112	\$15.9715	243	\$ 3,881	269	17,391
		I S C	207	\$18.9718	45	\$ 854	294	113,348
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6	Zak George's Dog Training Revolution: The...	I S C	240	\$11.99	1,341	\$ 16,079	8,830	2,012
10	Easy Peasy Puppy Squeazy: Your Simple S...	I S C	272	\$21.95	38	\$ 834	10,866	136,200

19. Training for Bird Dogs
 9. Training for any dog
 3. Training for any dog

Kindle **19**

Books

Audiobooks **7**

[Pull Results 21-40](#)



Keywords



Export



Help

USA

Region

Total Monthly Rev.
\$82,870

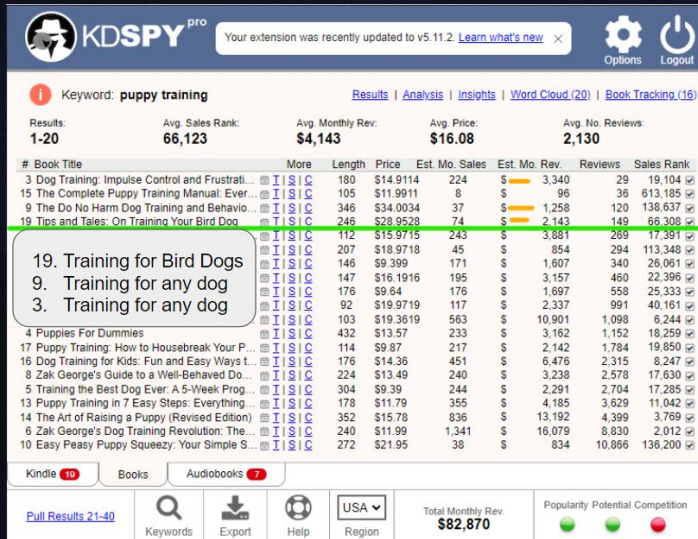
Popularity Potential Competition



Example:

Proof of Concept

Do we have proof of concept?



The screenshot shows the KDSPY Pro interface with search results for the keyword 'puppy training'. The interface includes a search bar, navigation tabs for 'Kindle' and 'Audiobooks', and a table of results. A callout box highlights the top three results.

Keyword: puppy training

Results: **1-20** Avg. Sales Rank: **66,123** Avg. Monthly Rev.: **\$4,143** Avg. Price: **\$16.08** Avg. No. Reviews: **2,130**

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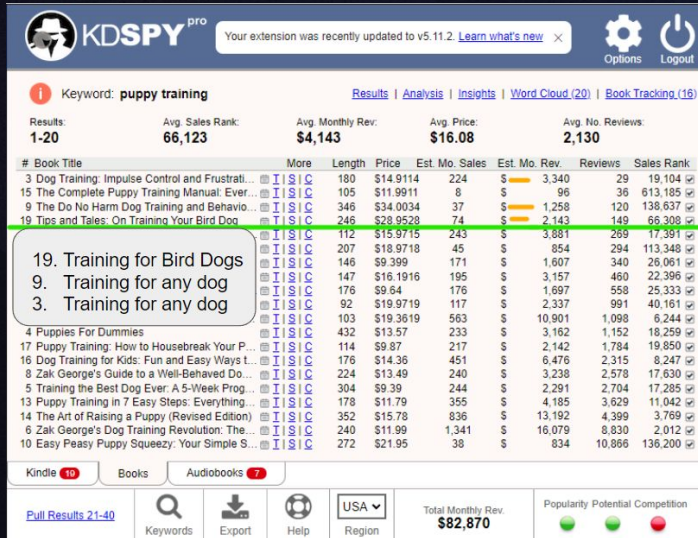
Kindle **19** Books Audiobooks **7**

USA Region Total Monthly Rev. **\$82,870** Popularity Potential Competition



Proof of Concept

Do we have proof of concept?



The screenshot shows the KDSPY Pro interface with search results for the keyword 'puppy training'. The interface includes a search bar, navigation tabs for 'Books' and 'Audiobooks', and a summary of results. A table lists various books with their titles, lengths, prices, estimated monthly sales, estimated monthly revenue, reviews, and sales rank. A red box highlights a specific book entry: '19. Training for Bird Dogs'.

Keyword: **puppy training**

Results: **1-20** Avg. Sales Rank: **66,123** Avg. Monthly Rev.: **\$4,143** Avg. Price: **\$16.08** Avg. No. Reviews: **2,130**

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Kindle **19** Books Audiobooks **7**

USA Total Monthly Rev. **\$82,870** Popularity Potential Competition



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/>



Ben

I've been thinking about writing a book about hiking/traveling. Most of the titles I've searched show good proof of concept. Is there a fast way to see which books use color printing and how they sell compared to ones that don't? Also wondering if there is a good way to check how books on this subject specifically do as audio books? And if they don't should that discourage me from moving forward on this topic?



Franky

When doing topic research do you use "Kindle Store" or "Books"? Why and what's the difference? Thanks, coaches!



Betsy (1 of 3)

Hi Support -

I'm at the 'choosing a topic' stage of the process, and despite several hours / days of researching Amazon keywords, looking for POC stats, I am stuck about making a choice, and hoping you can offer some guidance or reinforcement. I don't have a lot of \$\$ room for error, so I'd like to maximize my chances for a successful project.

1. In researching many of the 'TOP 100' report category suggestions, many had no proof of concept - I understand that numbers change with time, but several had like no appropriate 150/500 choices. Am I missing something as to why they are referenced as 'TOP Choices'??

2. In doing my own search, I initially focused on two areas: business startup /passive income / entrepreneur, and retirement issues.



Betsy (2 of 3)

starting a business	6	6	Looks good! This book topic has clear proof of concept!
starting a small business	5	5	Looks good! This book topic has clear proof of concept!
retirement	7	4	Looks good! This book topic has clear proof of concept!
retirement planning books	5	5	Looks good! This book topic has clear proof of concept!
retirement planning guide	8	4	Looks good! This book topic has clear proof of concept!
income ideas for retirement	3	3	Looks good! This book topic has clear proof of concept!

Both are areas I'm interested in, since I'm in that demographic, familiar with issues, pain points, challenges to overcome, problems to solve etc.

So, with the above results, what other factors are involved in choosing?

a. How do we find a sub-niche to pursue?

For instance, in retirement, I was searching for a sub-niche POC in 'retirement for women' (since there are some unique challenges etc.) But no stats to prove POC in 'women/retirement' existing titles.



Betsy (3 of 3)

b. How do we know the ghostwriter will be able to provide something unique / of value that hasn't been said before? (differentiation) If we need to determine a sub-niche prior to requesting the outline / writing, without POC numbers, how do we know that's a valid sub-niche to pursue, research, and request?

For instance in the keyword "retirement planning guide", with 8 already in circulation, isn't that maxed out? Searching 'retirement planning guide for women' doesn't hit POC - either they are generic retirement planning titles, or a workbook which we don't count, so it doesn't hit the requirement for three on-topic selections.

I'm really stuck here, and could use some help to move forward. Appreciate any guidance you can offer.

Thanks,

Betsy



Rashid

Hello , This is my first time on Q&A call not sure if I have POC on 2 titles ,1 is "struggling with reading", and second is " chair yoga for seniors". Can you please guide me .this will be my second time in live session tonight.



Questions?

What additional questions can we answer for you?

