

**TOPIC & POC**  
**Thursday!**  
**December 19, 2024**

● 2024



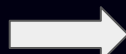
**FYI**

# 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 effect.

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

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

# F.A.Q.

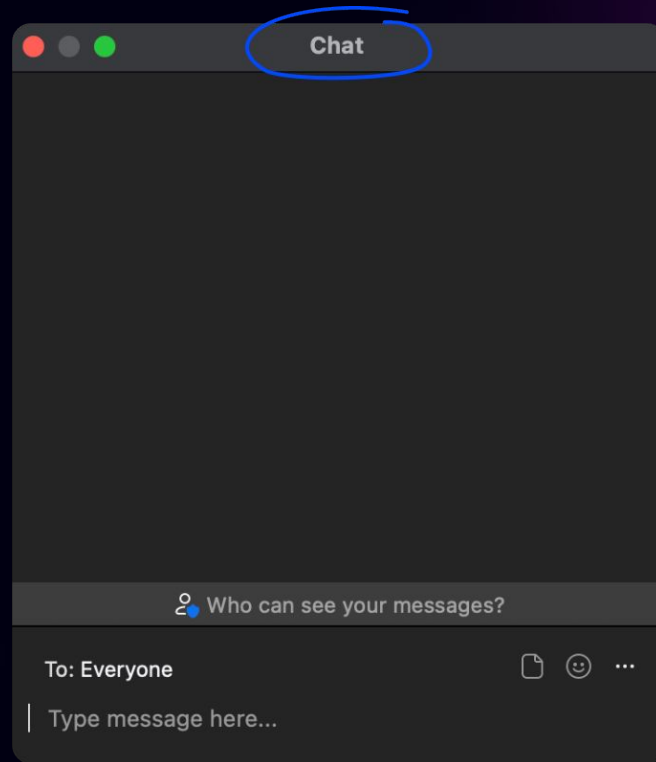
Visit our Help Center at [help.publishing.com](https://help.publishing.com)

- Account related (resetting password, Facebook group, etc.)
- KDSpy, incognito, Chrome etc.
- 7 Day Profit Challenge
- Pen names

In the Help Center, you will find clear answers (with videos) to all of these questions, so we will likely skip all questions related to these topics.



Change your chat settings to "Everyone"





# PUBLISHING.AI NOW OPEN TO EVERYONE

## What Can Publishing.ai Offer You?

Access the platform and enjoy features like:

- Book topic ideas
- Customer research
- Book outlines
- Book descriptions

...and even generating a 30,000-word manuscript



*Check your email inbox for more info or contact support*

**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><b>Best Seller</b></p>  <p><b>Accounting All-in-One For Dummies</b> (+ Videos and Quizzes Online) (For Dummies (Business &amp; Personal Finance)) by Michael Taillard, Joseph Kravak, et al. ★★★★☆ - 74 Paperback <b>\$28<sup>99</sup></b> List: \$34.99 -prime FREE delivery Wed, May 24 or fastest delivery Sat, May 20 More Buying Choices <b>\$21.44</b> (51 used &amp; new offers) Other format: Kindle</p>	<p><b>Best Seller</b></p>  <p><b>Bookkeeping All-in-One For Dummies</b> by Lita Epstein and John A. Tracy ★★★★☆ - 1096 Paperback <b>\$20<sup>99</sup></b> List: \$29.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Sat, May 20 More Buying Choices <b>\$14.98</b> (\$8 used &amp; new offers) Other format: Kindle</p>	 <p><b>Real Estate Investing For Dummies, 4th Edition</b> by Eric Tyson MBA, Robert S. Griewood MBA MESA CRE et al. ★★★★☆ - 747 Audible Audiobook <b>\$0<sup>00</sup></b> List: \$24.49 Free with Audible trial Available instantly Other format: Paperback, Kindle, Audio CD</p>	 <p><b>Diversity, Equity &amp; Inclusion For Dummies</b> by Dr. Shirley Davis ★★★★☆ - 142 Paperback <b>\$29<sup>99</sup></b> -prime FREE delivery Wed, May 24 or fastest delivery Tomorrow, May 19 More Buying Choices <b>\$19.69</b> (\$9 used &amp; new offers) Other format: Kindle</p>	 <p><b>Statistics For Dummies (For Dummies (Lifestyle))</b> by Deborah J. J. Rumsey ★★★★☆ - 1,985 Paperback <b>\$11<sup>99</sup></b> List: \$19.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Sat, May 20 More Buying Choices <b>\$2.62</b> (\$8 used &amp; new offers) Other format: eTextbook</p>
 <p><b>Personal Finance For Dummies</b> by Eric Tyson ★★★★☆ - 1,217 Paperback <b>\$13<sup>99</sup></b> List: \$24.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Sat, May 20 More Buying Choices <b>\$7.71</b> (\$5 used &amp; new offers) Other format: Audible Audiobook, Kindle, Audio CD</p>	 <p><b>Windows 10 For Seniors For Dummies (Computer/Tech)</b> by Peter Novotak ★★★★☆ - 917 Paperback <b>\$15<sup>99</sup></b> List: \$24.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Tomorrow, May 19 More Buying Choices <b>\$3.96</b> (\$4 used &amp; new offers) Other format: Kindle</p>	 <p><b>Options Trading For Dummies</b> by Joe Duarte ★★★★☆ - 285 Paperback <b>\$19<sup>99</sup></b> List: \$29.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Sat, May 20 More Buying Choices <b>\$15.69</b> (\$5 used &amp; new offers) Other format: Audible Audiobook, Kindle, Audio CD</p>	 <p><b>Technical Analysis For Dummies</b> by Barbara Rockefeller ★★★★☆ - 992 Paperback <b>\$17<sup>99</sup></b> List: \$29.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Tomorrow, May 19 More Buying Choices <b>\$9.98</b> (\$8 used &amp; new offers) Other format: Kindle</p>	 <p><b>Sewing For Dummies</b> by Jan Saunders Marech ★★★★☆ - 1,292 Paperback <b>\$10<sup>99</sup></b> List: \$19.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Sat, May 20 More Buying Choices <b>\$5.82</b> (\$7 used &amp; new offers) Other format: Kindle</p>

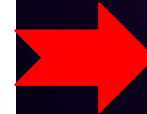
## FOR DUMMIES - "INVESTING"

Chat Gpt  
Prompt



What are the books available on Amazon under "Investing" - I want you to sub-niche

1. **Stock Market Investing:** Books focusing on stock market basics, strategies, and analysis.
2. **Real Estate Investing:** Guides on investing in real estate, including rental properties, flipping houses, and REITs.
3. **Value Investing:** Books that emphasize buying undervalued stocks for long-term growth, inspired by investors like Warren Buffett.
4. **Growth Investing:** Focuses on companies with potential for substantial future growth, regardless of current stock price.
5. **Index Fund and ETF Investing:** Guides on investing in index funds and ETFs for diversified, long-term portfolios.
6. **Cryptocurrency Investing:** Books about investing in digital currencies and blockchain technology.



CHECK  
THESE  
TOPICS  
FOR POC

# Brainstorm With ChatGPT



**Is "Exercise" a  
good book topic?**

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

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



### 1. **Cardio Workouts**

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

### 2. **Strength Training**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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


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


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


# Using Pub.AI To Generate Book topic Ideas


## Book Topic Ideas

Fill out the fields below and we will generate 5 book topic ideas for you. These are **not** book titles, so you will need to double check these with Proof of Concept before continuing!

Category you'd like to explore \* 




Health 


Subcategory to refine the idea \* 

Nutrition 

**Generate**    [I already have a topic. Skip this step](#)

## Output

  2 of 2  **Copy**





**Nutrition Basics for Busy Professionals** Description: Tailored for professionals with limited time, this book simplifies nutrition fundamentals, offering quick, healthy meal plans, and time-saving cooking tips to maintain a balanced diet amidst a hectic schedule.

**Plant-Based Eating for Beginners** Description: Introduces readers to the principles of plant-based nutrition, providing guidance on how to transition to a plant-based diet, understanding nutritional needs, and preparing simple, delicious plant-based meals.

**Anti-Inflammatory Foods and Recipes** Description: Explains the science behind inflammation and its effects on the body, identifying foods known to reduce inflammation. Includes a variety of recipes that incorporate these foods.

How do you like your output?

[I like it, it's good!](#)  [It could be better...](#) 

# Use Autosuggestion

The screenshot shows the Amazon search interface for the term 'container'. The search bar contains 'Books container'. Below the search bar, a list of search suggestions is displayed, each with a magnifying glass icon and a signal strength indicator. A keyword analysis tool is overlaid on the suggestions, showing 'Keywords Before' (pink background) and 'Keywords After' (green background). The 'Keywords Before' list includes terms like 'kids lunch container', 'containers for mini fridge', and 'containers with lids for organizing'. The 'Keywords After' list includes terms like 'container gardening books for beginners', 'pizza storage container collapsible', and 'dog food storage container 50 lbs capacity'. 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.'

Search Suggestion	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

# AMZ Suggestion Expander

# PoC

# Proof of Concept

Is the book topic in demand?

# Proof of Concept

## *Review from the Course*

Number of Reviews: =< ??

Est. Monthly Sales: => \$??

+

? x Books

Same ??

Same ??



# Proof of Concept

## *Review from the Course*

Number of Reviews:  $\leq 150$

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

+

? x Books

Same ??

Same ??





# Proof of Concept

## *Review from the Course*

Number of Reviews:  $\leq 150$

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

+

? x Books

Same ??

Same ??



# Proof of Concept

## *Review from the Course*

Number of Reviews: =< 150

Est. Monthly Sales: => \$500

+

3 x Books

Same ??

Same ??



# Proof of Concept

## *Review from the Course*

Number of Reviews: =< 150

Est. Monthly Sales: => \$500

+

3 x Books

Same Topic

Same ??



# Proof of Concept

## *Review from the Course*

Number of Reviews: =< 150

Est. Monthly Sales: => \$500

+

3 x Books

Same Topic

Same Audience



# Proof of Concept

## Red Flags



### Investigate any red flag:

- Price is over \$30
- Page count is 350+
- 0 reviews, lots of sales
- Date book was published (< 60 days, do not consider)

### Automatic disqualification:

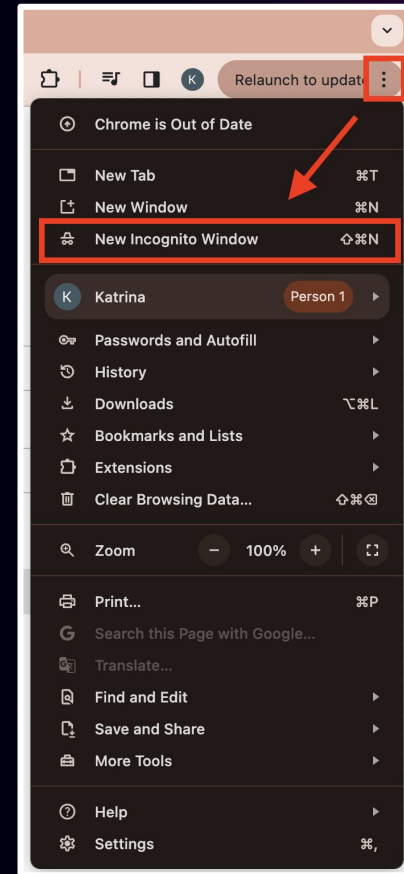
- Low content books
- Journals
- Workbooks\*
- Bundles

# Proof of Concept



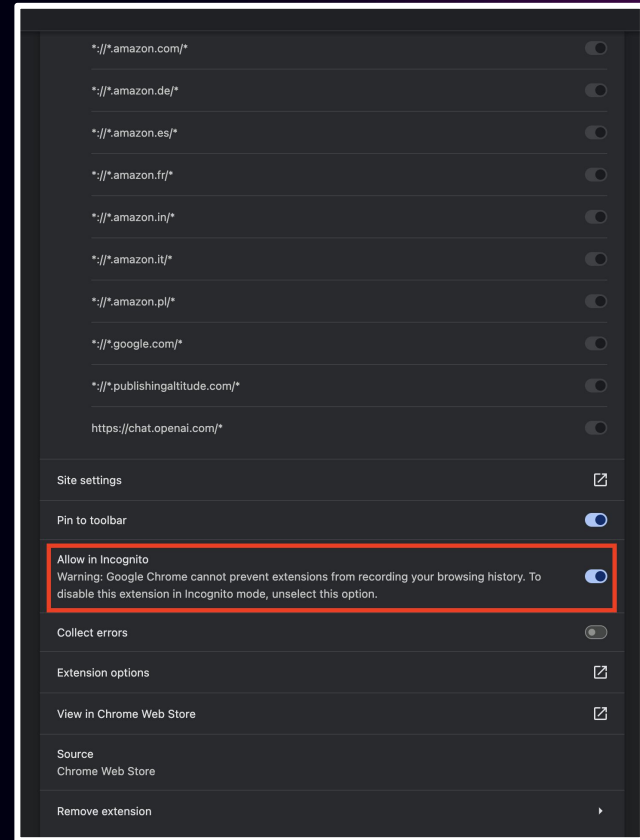
# PoC Example

- **Open a new incognito window**





- **Make sure  
KDSpy is  
available in  
incognito**



- **Search your topic in Amazon**

amazon.com/s?k=chair+exercises+for+seniors&l=stripbooks&crd=2EF3G8DOZNV00&sprefix=chair+exercises+for+seniors%2Cstripbooks%2C173&ref=nb\_sb\_noss\_1

amazon Deliver to Beverly H... 90210 Books chair exercises for seniors

1-2 of over 2,000 results for "chair exercises for seniors" Sort by: Featured

**Selected filters (1)** Clear all  
Books

**Eligible for Free Shipping**  
 Free Shipping by Amazon  
Get FREE Shipping on eligible orders shipped by Amazon

**Kindle Unlimited**  
 Kindle Unlimited Eligible

**Department**  
Any Department  
Books  
Arts & Photography  
Biographies  
Business & Money  
Calendars  
Children's Books  
Christian Books & Bibles  
Comics & Graphic Novels  
Computers & Technology  
Cookbooks, Food & Wine  
Crafts, Hobbies & Home  
Education & Teaching  
Engineering & Transportation  
Health, Fitness & Dieting  
History  
Humor & Entertainment  
Law  
LGBTQ+ Books  
Literature & Fiction  
Medical Books  
Mystery, Thriller & Suspense  
Parenting & Relationships  
Politics & Social Sciences  
Reference  
Religion & Spirituality

**Get Paid to Turn Other People's Content Into Books.**  
And Collect the Cash Before You Even Write a Word.  
Learn More  
By AMZ Suggestion Expander

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

- Wall Pilates for Seniors: Rediscover The Joy of Movement and Become Independent Once Again...  
★★★★★ 114  
prime
- Chair Yoga for Weight Loss: 28-Day Challenge to Lose Belly Fat Sitting Down with Low-Impact Exercises...  
★★★★★ 183  
prime
- Balance Exercises Bible for Seniors: 12-Week Plan to Prevent Falls and Walking with Confidence in...  
★★★★★ 20  
prime


**Results**

- 28 Days of Chair Yoga for Seniors  
Ottie Oz
- Chair Yoga for Seniors to Lose Weight with Illustrated Exercises  
EXCLUSIVE CONTENT INSIDE  
URISA STORBERG
- Chair Yoga for Weight Loss: 28-Day Challenge to Lose Belly Fat  
BONUS VIDEO TUTORIALS  
SHEER FITNESS VIBES
- 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

Click on the  
KDSpy icon

Click on  
Reviews to  
put them in  
order

s%2Cstripbooks%2C173&ref=nb\_sb\_noss\_1

 **KDSPY** pro

Your extension was recently updated to v5.13.2 [Learn what's new](#) X







Options Logout

**i** Keyword: **chair exercises for seniors** [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(3\)](#)

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

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

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

[Pull Results 21-40](#)  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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20	Chair Yoga for Seniors Over 60: Fully Illustr...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	146	\$13.5...	257	\$ 3,488	30	16,285 ✓
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We are looking for 3 books making \$500 or more with 150 reviews or less

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

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Keywords

Export

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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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Purple line is our cut-off point

Under 150 reviews making \$500 or more

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

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

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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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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**

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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**

[Pull Results 21-40](#)

Keywords

Export

Help

USA Region

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By AMZ Suggestion Expander

## 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](#)

# SIT, STRETCH, and STRENGTHEN

A 14- Day Chair Exercise Program for Seniors



JORDAN FRANK

Why Seniors Love This Illustrated Exercise Book:

[Read more](#)

Roll over image to zoom in

[Read sample](#)

Print length



138 pages

Language



English

Publication date



July 11, 2023

Dimensions



8.5 x 0.32 x 11 inches

ISBN-13



979-8850536848

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

Follow the author



Jordan Frank

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

**Keyword: chair exercises for seniors**

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

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

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

“Chair Yoga for Seniors” is a different topic

[Pull Results 21-40](#)

Keywords

Export

Help

USA Region

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

Popularity Potential Competition

**Keyword: chair exercises for seniors**

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

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

[Pull Results 21-40](#)

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That leaves us with 6 books about the same topic for the same audience

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

[Pull Results 21-40](#)

Keywords

Export

Help

USA Region

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

Popularity Potential Competition

**Do we have Proof  
of Concept?**

**WE HAVE**



**A WINNER**



# Proof of Concept

## Red Flags Examples



### Investigate any red flag:

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

### Automatic disqualification:

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

# Textbooks

Disqualified!



How do you identify a Textbook?



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

# Textbooks

Who are well known textbook publishers?



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



# Authority Figures

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

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

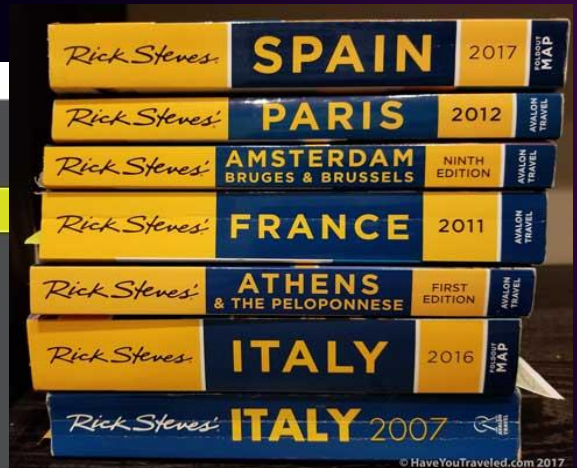
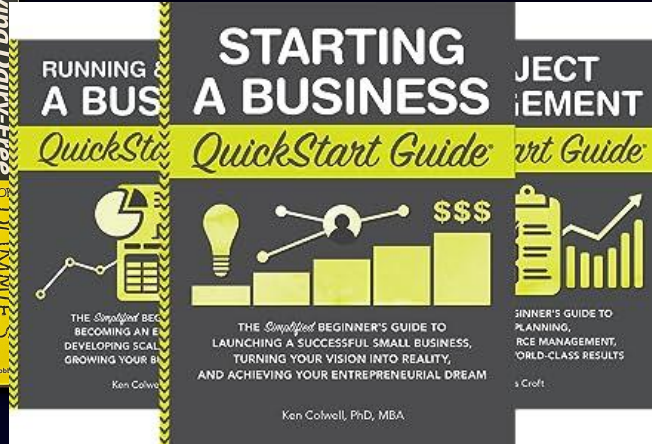
Example:

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



# Authority Figures

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



They dominate a niche!

# Questions?

What additional questions can we answer for you?



# Submitted Questions

(Then Q&A Submissions on Zoom)

# TOPIC RULES :)

- Each student is allowed to submit **two topics** for proof of concept (POC) testing by coaches.
- If a student submits more than two topics, the two most “**specific**” topics submitted will be considered for POC testing.
- This approach ensures that more students have the opportunity to receive feedback on their topics
- As coaches, our goal is to develop your skills, enhancing your **comfort and confidence** in navigating the proof of concept process.



# Toni Patillo

I am currently enrolled in the Accelerator Program and working on the proof of concept for the book topics I've chosen, which focus on real estate for agents. We have two courses that we want to use as the basis for publishing a book, but we're finding it challenging to establish a solid proof of concept.

One of the topics is:

Title: The 7-Figure Global Shift: Scale Up & Step Back:Subtitle: A Step-by-Step Guide to Building a Global Team That Tripled My Listings and Income—Without the Overhead Costs and Staffing Headaches

The second topic is:

Title: Building Trust and Closing Deals:Subtitle: A Realtor's Guide to Navigating the Needs and Closing More Deals with 50+ Clients

# Chanda Bennett

Lets say you have a few book topics with proof of concept. What's the best approach to choosing the best topic of the bunch? I'm having a hard time making a selection.

# Jasmine Weiss

Topic research: Two book topics I am consider are life skills for young adults (or life skills for college) or young entrepreneur (teen entrepreneurship). They all meet POC based on my search. Any tips from here on how to decide?

# Chuku Lee

Trivia for Seniors appears to have lots of POC. Can Publishing.AI generate crossword puzzles and line drawings? (ie cartoon images)

# Chuku Lee

Can you confirm that Windows 11 for Seniors has POC? Thanks for your Assist!!

# Folly Somado Hemazro

Hi coaches,

Can you please check if the following topic meets POC?

Topic: Anxious attachment recovery in relationships.

Thank you.

# Rosemary O'Regan

TOPIC RESEARCH - I am struggling to find a topic. I have looked at the top 100 topics bonus and many of those topics would seem to need photos or illustrations and as a complete beginner I don't know how to do that. I have attempted POC on more than 70 topics with little success. I am finding many topics where there is little success with lower reviews but big success when over 1000 reviews are achieved. I have attended calls where you discuss covers for book topics I could not find POC for which confuses me even more. I also need guidance on nuancing a topic to niche down. I want to get started on my first book. Please help.