

# Book Topic AND POC Q&A CALL

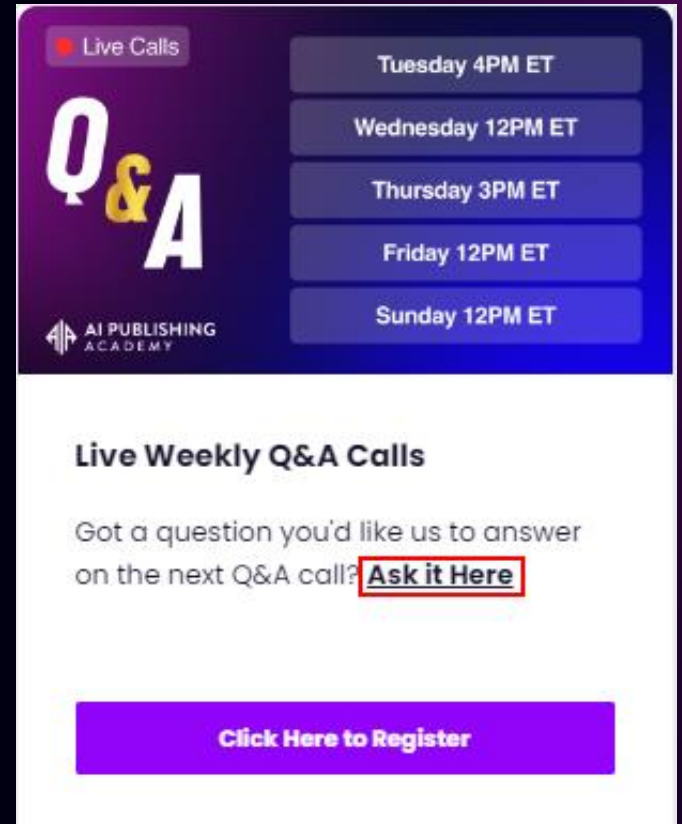
Thursday October 19th, 2023



# 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 4PM ET

Wednesday 12PM ET

Thursday 3PM ET

Friday 12PM ET

Sunday 12PM ET

Q&A

AI PUBLISHING 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 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 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.



# FYI

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.

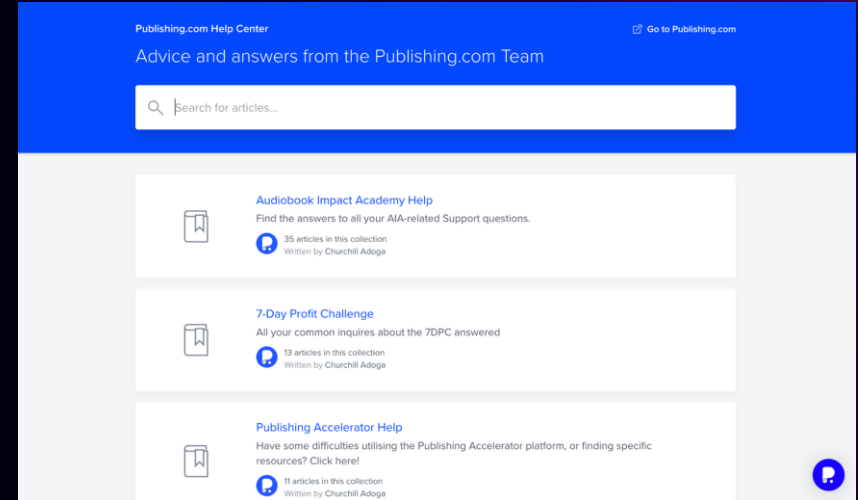
# Most Frequently Asked Q&A Questions:

## Visit our Help Center

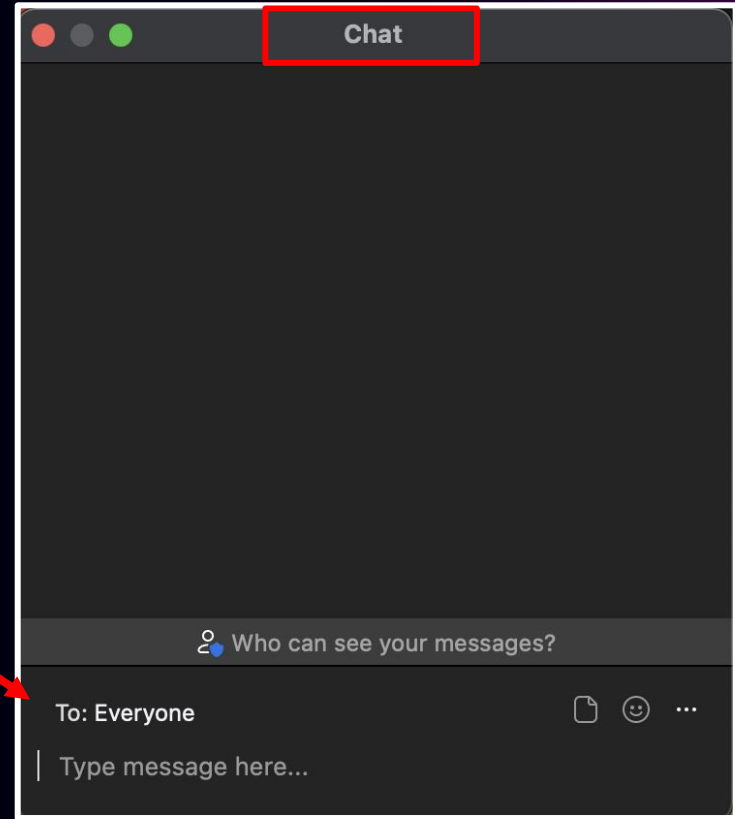
[help.publishing.com](https://help.publishing.com)

- 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  
setting to  
"Everyone"



# PS Monthly Discount - October

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

**PRINTREADY10**

Students get **10% off Formatting Package.**





# Special Benefits For Students



**We know you'll have questions on setting up a business, so we've partnered with Prime Corporate Services to provide you discounts and expert guidance!**

**Prime Corporate Services** was founded with a goal to help entrepreneurs, investors, traders, and small business owners. They offer a free 45-minute strategy session around asset protection, tax savings, and business credit development.

**Book your free call through this link:**

**<https://www.primecorporateservices.com/publishing-com-37>**

# *COMMUNITY SURVEY*

*WE WANT TO HEAR FROM YOU*



# 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**

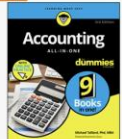
# TOP 100 BOOK TOPICS

 **AUDIOBOOK**  
INCOME ACADEMY

**Note: 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 Tallard, 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



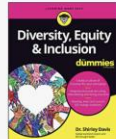
Bookkeeping All-in-One For Dummies  
by Lita Epstein and John A. Tracy  
★★★★☆ - 696

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



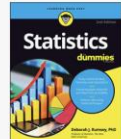
Real Estate Investing For Dummies, 4th Edition  
by Eric Tyson MBA, Robert S. Griswold MBA MSBA CFE, et al.  
★★★★☆ - 747

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



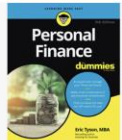
Diversity, Equity & Inclusion For Dummies  
by Dr. Shirley Davis  
★★★★☆ - 142

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



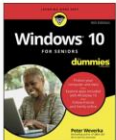
Statistics For Dummies (For Dummies (Lifestylal))  
by Deborah J.J. Rumsey  
★★★★☆ - 1,863

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



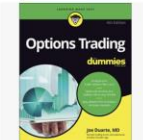
Personal Finance For Dummies  
by Eric Tyson  
★★★★☆ - 1,217

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



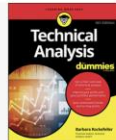
Windows 10 For Seniors For Dummies (Computer/Tech)  
by Peter Wierker  
★★★★☆ - 917

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 website interface with the search term 'container' entered in the search bar. The search results are displayed on the left, and a keyword analysis tool is overlaid on the right. The tool is divided into three columns: 'Keywords Before' (pink background), 'Keywords After' (green background), and 'Other' (grey background). Each keyword in the tool is accompanied by a small bar chart icon and a question mark, indicating search volume and relevance. The 'Keywords Before' column lists terms like 'kids lunch container', 'containers for mini fridge', and 'containers with lids for organizing'. The 'Keywords After' column lists terms like 'container gardening books for beginners', 'pizza storage container collapsible', and 'dog food storage container 50 lbs capacity'. The 'Other' column lists terms like 'oxo pop container', 'sharps disposal container for home use', and 'sterilite 3-drawer storage container'. At the bottom of the tool, there are buttons for 'Download Keywords!' and a note about 'Search Volume' for PRO users. A tip at the bottom right suggests scrolling to the right to see all keyword suggestions.

Keywords Before	Keywords After
kids lunch container	container gardening books for beginners
containers for mini fridge	Other
containers with lids for organizing	pizza storage container collapsible
containers for organizing clothes	dog food storage container 50 lbs capacity
containers for organizing pantry	oxo pop container
container	sharps disposal container for home use
containers for beads	sterilite 3-drawer storage container
containers for food organizing	dog food storage container 30 lb
container store storage bins	how to build a shipping container home

ASE v2.1.42 | | [Download Keywords!](#) | Want to see **Search Volume** for these keywords? Go **PRO!** | Tip: You may have to scroll to the right to see all keyword suggestions.

# AMZ Suggestion Expander

# Proof of Concept

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:  $\leq 150$

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

+

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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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 ✓
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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 ✓
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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:

15 books  
Under 150  
reviews

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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

**i** 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](#)



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

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**\$33,243**

Popularity Potential Competition

Example:

What are the main topics of the books?

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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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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



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


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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	\$ 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

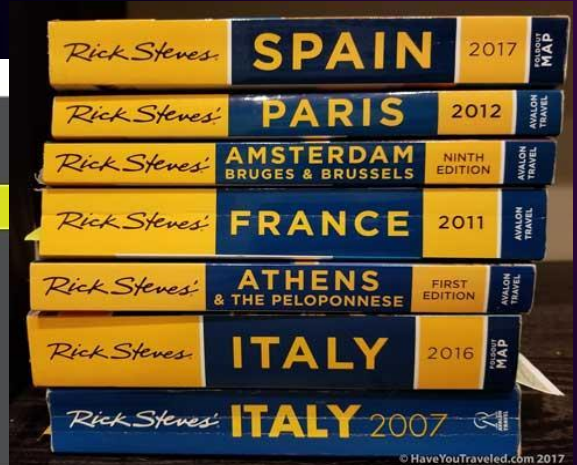
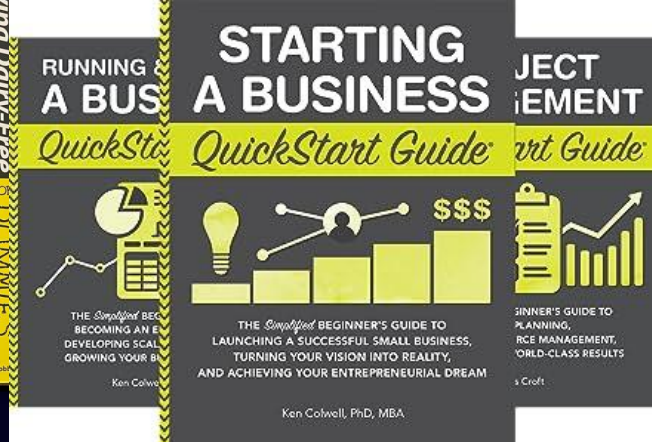
Example:

<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)

# Laethem

Does Raising Goats for Beginners meet POC.

# Bill Taylor

I have a lifelong passion for photography and was considering that as a book topic area. Then I realized that all AIA books are printed in black and white or as audio. I am into color photography much more than black and white photography. How do I resolve this conundrum? Or should I just pass on this topic area? I DO note that Audible.com (of which I am a longtime member with over 450 titles in my library) lists over 500 titles under "photography". I'll have to try one to see how a visual topic comes across in an audiobook. Suggestions, please!! BT

# Daniel

Please how do I do my to list for module 2

# Roxanne

After going through 40+ Proof Of Concepts, I have found only a few that pass. One is finding joy in life. Here is my topic (I am working on a title and subtitle): "A book about the joys of being alive and living in the digital age".

As experts, do you feel this is a good topic?

My target audience will be women between the ages of 35 and 55. These women will be of all races and from all different backgrounds. Some will be stay at home moms, some will be career-minded women making their way through the corporate world, some will be entrepreneurs, and some may be just trying to keep their head above water and living pay check to pay check dreaming of a better life.




# JINDU

Hi coaches, I would greatly appreciate your guidance in selecting the most suitable book topic.

The Complete Guide To Herbal Remedies: Natural Solutions for Improved Health and Learn to Make Recipes for Common Diseases

"Herbal Remedies: A Complete Guide to Natural Solutions for Enhanced Health and Common Disease Recipes"

 "The Complete Guide To Herbal Remedies: Discover Risk-Free Solutions for Better Health and Crafting Recipes for Common Diseases"

# Lesley

Please let me know if the PoC (for the main keyword title) has to work on BOTH Amazon Books AND Audible,

or if we only need to have the PoC on Amazon Books and for the keyword title to be FINDABLE on Audible?

When we use Audible to check if the exact keyword title term matches, do we do that on Amazon.com under "Audible Books & Originals" ,

OR do we check the term on Audible.com?

If the latter, do we also use KDSpy for that?

# Christiane

I am having a hard time with checking for trademarks for my topic herbal remedies. Can you help me please. Thank you

When I choose a particular book for trademarks it says no records are found. But I do the overall topic, which is herbal remedies, a bunch come up but not that particular book. How do I know if this one is not trademarked?

# Questions?

What additional questions can we answer for you?

