

# Book Topic AND POC Q&A CALL

Thursday July 20th, 2023



# Q&A Time

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

Average length: 45 - 60 mins.

Live Calls

Tuesday 4-6PM EST

Wednesday 12-2PM EST

Thursday 3-5PM EST

Friday 12-2PM EST

Sunday 12-2PM EST

**Q&A**

AUDIOBOOK  
IMPACT ACADEMY

### Live Weekly Q&A Calls

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

[Click Here to Register](#)

# Special 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.

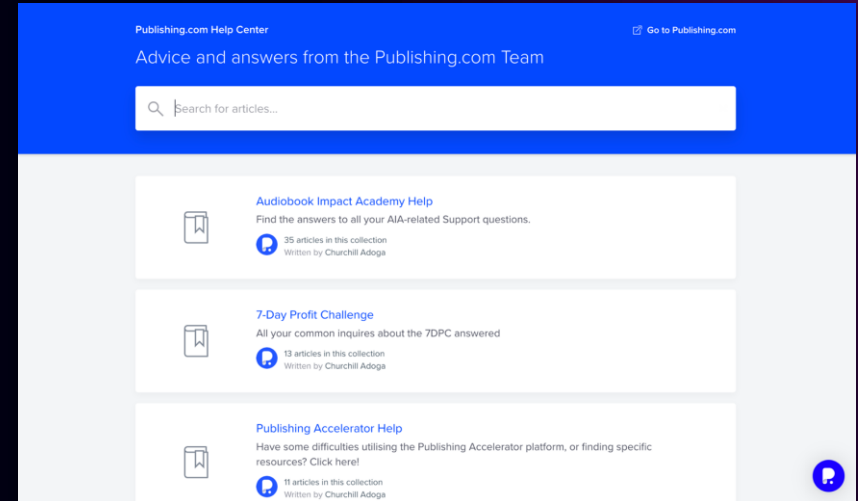
# Most Frequently Asked Q&A Questions:

Visit our Help Center

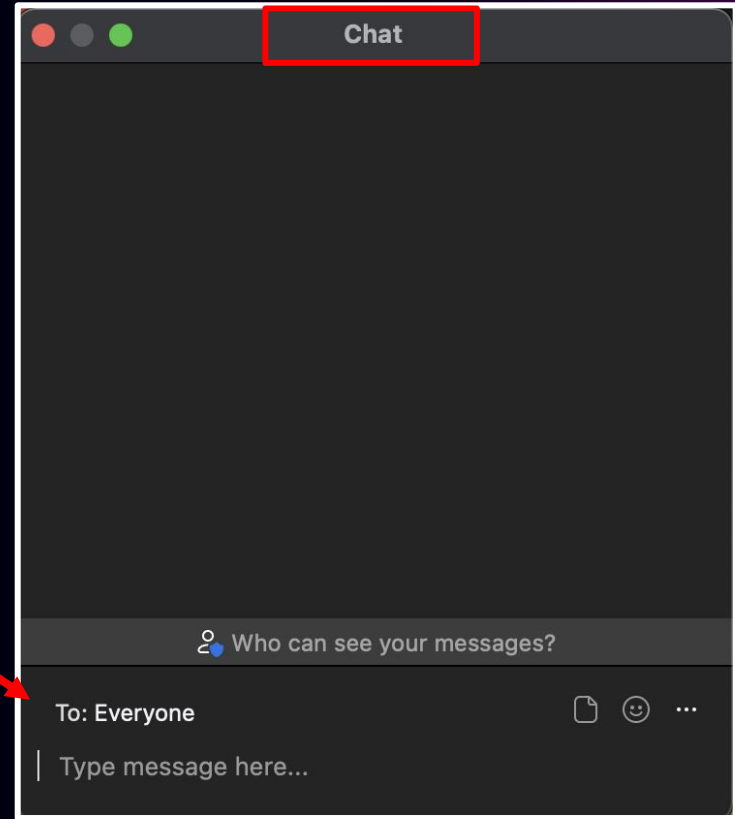
[help.publishing.com](https://help.publishing.com)

- 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 - July

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

## GRAMMAR10

Students get **10% off + free formatting** when they order the editing and proofreading 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?

A good 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

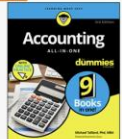
 **AUDIOBOOK**  
INCOME ACADEMY



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



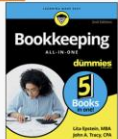
Best Seller



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



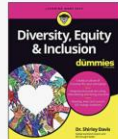
Bookkeeping All-in-One For Dummies  
by Lita Epstein and John A. Tracy  
★★★★☆ - 696

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



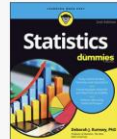
Real Estate Investing For Dummies, 4th Edition  
by Eric Tyson MBA, Robert S. Griswold MBA MSBA CFE, et al.  
★★★★☆ - 747

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



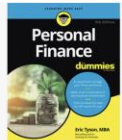
Diversity, Equity & Inclusion For Dummies  
by Dr. Shirley Davis  
★★★★☆ - 142

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



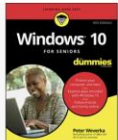
Statistics For Dummies (For Dummies (Lifestylal))  
by Deborah J.J. Rumsey  
★★★★☆ - 1,863

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



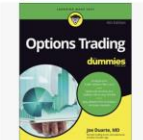
Personal Finance For Dummies  
by Eric Tyson  
★★★★☆ - 1,217

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



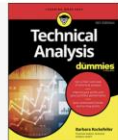
Windows 10 For Seniors For Dummies (Computer/Tech)  
by Peter Wierker  
★★★★☆ - 917

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 Rookerfeller  
★★★★☆ - 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 Inner Peace a  
good topic?**

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

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

K

What would some good sub topics be for inner peace?



When it comes to inner peace, there are several subtopics that can be explored. Here are some ideas to consider:



1. **Mindfulness:** The practice of being fully present in the moment and cultivating awareness without judgment.
2. **Meditation:** Different meditation techniques and their benefits for achieving inner peace.
3. **Emotional well-being:** Strategies for managing and regulating emotions to foster inner peace.
4. **Stress management:** Techniques and coping mechanisms to reduce stress and find inner calm.
5. **Gratitude:** The practice of acknowledging and appreciating the positive aspects of life to enhance inner peace.
6. **Self-reflection and self-awareness:** Exploring one's values, beliefs, and thought patterns to gain a deeper understanding of oneself and promote inner peace.
7. **Acceptance and letting go:** Embracing acceptance of the present moment and learning to let go of attachments and expectations.
8. **Forgiveness:** Understanding the power of forgiveness and its role in finding inner peace.
9. **Finding balance:** Exploring ways to create a harmonious balance between different aspects of life, such as work, relationships, and personal well-being.
10. **Self-care and self-compassion:** Nurturing oneself through self-care practices and developing a compassionate attitude towards oneself.

These subtopics provide a starting point for exploring the concept of inner peace. You can delve deeper into each topic and consider additional subtopics that resonate with you personally.

## ● What would some good subtopics be for Inner Peace?

K

From those 10 topics can you identify 3 keywords for each of those that could also be a topic?



Certainly! Here are three keywords for each of the suggested subtopics related to inner peace:

1. Mindfulness and Meditation:

- Mindfulness techniques
- Guided meditation
- Breath awareness

2. Emotional Well-being:

- Emotional resilience
- Stress management
- Positive psychology

3. Self-Acceptance and Self-Love:

- Self-compassion
- Authenticity
- Inner worth

4. Gratitude and Appreciation:

- Gratitude journaling
- Acts of kindness
- Cultivating gratitude

5. Letting Go and Forgiveness:

- Release and surrender
- Radical forgiveness
- Healing past wounds

6. Living in the Present Moment:

- Mindful presence
- Savoring the present
- Mindful activities

7. Simplifying Life:

- Minimalism
- Decluttering techniques
- Essentialism

8. Finding Meaning and Purpose:

- Personal mission statement
- Exploring passions
- Legacy and impact

9. Nurturing Relationships:

- Healthy boundaries
- Effective communication
- Empathy and understanding

10. Self-Care and Well-being Practices:

- Holistic self-care
- Mind-body connection
- Creating daily rituals

These keywords can serve as starting points for further exploration and research on each subtopic.

Regenerate response

- From those 10 topics, can you identify 3 keywords for each that could also be a topic?



K If I am writing a book on Stress Management, who would be the target audience?



The target audience for a book on stress management can vary depending on the specific approach and focus of the book. However, in general, the target audience for a book on stress management would typically include individuals who experience high levels of stress or are seeking ways to effectively manage and reduce stress in their lives. Here are some potential target audiences for a book on stress management:

1. **General Readers:** This would include a broad range of individuals who are interested in learning about stress management techniques and strategies to improve their overall well-being.
2. **Working Professionals:** This audience may include individuals in high-pressure jobs, corporate settings, or any profession that involves demanding workloads and responsibilities.
3. **Students:** Students at various levels, such as high school or college, often experience stress related to academics, exams, and other obligations. They can benefit from learning stress management techniques to maintain their mental well-being.
4. **Parents and Caregivers:** Raising children, managing a household, and balancing multiple responsibilities can be stressful. A book on stress management targeted at parents and caregivers can provide guidance on maintaining personal well-being while fulfilling their roles effectively.
5. **Health and Wellness Enthusiasts:** This audience may consist of individuals who are actively interested in self-improvement, personal growth, and maintaining a healthy lifestyle. They may be seeking strategies to manage stress as part of their overall wellness goals.
6. **Individuals with Specific Conditions:** People dealing with specific conditions that are often associated with stress, such as anxiety disorders or chronic illnesses, may benefit from a book tailored to their specific needs and challenges.

It's important to define the specific target audience for your book early on, as it will help shape the content, tone, and approach of your writing. Consider the needs, interests, and demographics of your intended readers to create a book that resonates with them and provides valuable insights into managing stress effectively.

- If I am writing a book on Stress Management, who would be the target audience?

What is the book about?

Who is it for?

# Work Backwards

- Topic doesn't meet POC
- Ask ChatGPT why someone would need a book on this topic
- Boom! More topic ideas
- Then get even more ideas by asking it for some keywords that could be potential book topics

K

Why would someone need a book on Inner Peace?



There are several reasons why someone might need a book on inner peace. Here are a few common ones:

1. **Stress and Anxiety:** Many people struggle with stress and anxiety in their daily lives. A book on inner peace can provide valuable insights and techniques to help manage and reduce these feelings. It can offer guidance on calming the mind, cultivating mindfulness, and finding peace amidst the chaos.
2. **Self-Reflection and Personal Growth:** Inner peace is closely tied to self-awareness and personal growth. Books on inner peace often encourage self-reflection and exploration of one's thoughts, emotions, and beliefs. They can help individuals gain a deeper understanding of themselves and their inner world, leading to personal growth and a greater sense of peace.
3. **Overcoming Challenges and Adversity:** Life is full of challenges, setbacks, and difficult situations. A book on inner peace can offer guidance on how to navigate these challenges with grace and resilience. It can provide tools for finding inner strength, developing a positive mindset, and maintaining equilibrium even in the face of adversity.
4. **Improved Relationships:** Inner peace can positively impact our relationships with others. When we are internally calm and balanced, we are more likely to approach relationships with compassion, understanding, and patience. Books on inner peace often offer insights and practices to cultivate healthier relationships and resolve conflicts peacefully.
5. **Spiritual Growth and Connection:** For those on a spiritual journey, a book on inner peace can serve as a guide to deepening their spiritual practices and connection with something greater than themselves. It can explore themes of spirituality, mindfulness, meditation, and provide tools for finding spiritual fulfillment and peace.
6. **Overall Well-being and Happiness:** Inner peace is an essential component of overall well-being and happiness. A book on inner peace can provide practical techniques and perspectives to help individuals lead more fulfilling lives, experience greater contentment, and find joy in the present moment.

Ultimately, the reasons why someone might seek a book on inner peace can vary from person to person. Whether it's to manage stress, foster personal growth, navigate challenges, improve relationships, explore spirituality, or enhance well-being, a book on inner peace can offer valuable insights and practices to support individuals on their journey toward a more peaceful and balanced life.

## ● Why would someone need a book on Inner Peace?

K

Can you provide a list of keywords that could be potential book topics



Certainly! Here is a list of keywords that could potentially be book topics related to inner peace:



1. Mindfulness
2. Meditation
3. Finding tranquility
4. Emotional well-being
5. Stress reduction techniques
6. Self-compassion
7. Healing from past trauma
8. Cultivating inner strength
9. Inner peace and relationships
10. Spirituality and peace
11. Self-reflection and introspection
12. Letting go of negativity
13. Inner peace in a busy world
14. Finding balance and harmony
15. Gratitude and contentment
16. Mind-body connection
17. Overcoming anxiety and worry
18. Peaceful living principles
19. Nurturing inner peace in children
20. Holistic approaches to inner peace.

These keywords can serve as a starting point for exploring various aspects of inner peace and developing book topics that delve deeper into these areas.

- **Can you provide a list of keywords that could be potential book topics?**

# 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 with a question mark, representing search volume. 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.

Search Results	Keywords Before	Keywords After	Other
container gardening for beginners	keywords before	container gardening books for beginners	
container gardening	kids lunch container		
container security	containers for mini fridge		
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	

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: =< 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:  $\leq 150$

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

+

Same topic

Same audience



# Proof of Concept

Example:

The screenshot displays the KDSPY PRO software interface. At the top, there is a navigation bar with the KDSPY PRO logo, a notification that the extension was updated to v5.11.2, and buttons for 'Options' and 'Logout'. Below the navigation bar, the search results are for the keyword 'puppy training'. Summary statistics include: Results: 1-20, Avg. Sales Rank: 66,123, Avg. Monthly Rev: \$4,143, Avg. Price: \$16.08, and Avg. No. Reviews: 2,130. A table lists 20 books with columns for #, Book Title, More, Length, Price, Est. Mo. Sales, Est. Mo. Rev., Reviews, and Sales Rank. At the bottom, there are filters for 'Kindle' (19) and 'Audiobooks' (7), a 'Pull Results 21-40' button, and a summary section showing 'Total Monthly Rev. \$82,870' and 'Popularity Potential Competition' with three colored circles (green, green, red).

**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
3	Dog Training: Impulse Control and Frustrati...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	180	\$14.9114	224	\$ 3,340	29	19,104
15	The Complete Puppy Training Manual: Ever...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	105	\$11.9911	8	\$ 96	36	613,185
9	The Do No Harm Dog Training and Behavio...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	346	\$34.0034	37	\$ 1,258	120	138,637
19	Tips and Tales: On Training Your Bird Dog	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	246	\$28.9528	74	\$ 2,143	149	66,308
11	Mental Exercise for Dogs: A Step-by-Step Ill...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	112	\$15.9715	243	\$ 3,881	269	17,391
20	Complete Dog Training for Beginners: 2 Bo...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	207	\$18.9718	45	\$ 854	294	113,348
7	Clicker Training for Dogs: Master Basic Trai...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	146	\$9.399	171	\$ 1,607	340	26,061
18	Mental Exercise for Dogs: The Best Dog G...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	147	\$16.1916	195	\$ 3,157	460	22,396
12	Dog Training 101: Step-by-Step Instructions...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	176	\$9.64	176	\$ 1,697	558	25,333
2	The Dog Training Bible: [2 in 1] A 4-Week P...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	92	\$19.9719	117	\$ 2,337	991	40,161
1	Dog Training Bible: Everything You Need to...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	103	\$19.3619	563	\$ 10,901	1,098	6,244
4	Puppies For Dummies	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	432	\$13.57	233	\$ 3,162	1,152	18,259
17	Puppy Training: How to Housebreak Your P...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	114	\$9.87	217	\$ 2,142	1,784	19,850
16	Dog Training for Kids: Fun and Easy Ways t...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	176	\$14.36	451	\$ 6,476	2,315	8,247
8	Zak George's Guide to a Well-Behaved Do...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	224	\$13.49	240	\$ 3,238	2,578	17,630
5	Training the Best Dog Ever: A 5-Week Prog...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	304	\$9.39	244	\$ 2,291	2,704	17,285
13	Puppy Training in 7 Easy Steps: Everything...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	178	\$11.79	355	\$ 4,185	3,629	11,042
14	The Art of Raising a Puppy (Revised Edition)	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	352	\$15.78	836	\$ 13,192	4,399	3,769
6	Zak George's Dog Training Revolution: The...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	240	\$11.99	1,341	\$ 16,079	8,830	2,012
10	Easy Peasy Puppy Squeazy: Your Simple S...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	272	\$21.95	38	\$ 834	10,866	136,200

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

[Pull Results 21-40](#)      [Keywords](#)      [Export](#)      [Help](#)      USA [v](#)      Total Monthly Rev. **\$82,870**      Popularity Potential Competition ● ● ●

Region

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

Results:

**1-20**

Avg. Sales Rank:

**66,123**

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**\$4,143**

Avg. Price:

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7	Clicker Training for Dogs: Master Basic Trai...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	146	\$9.399	171	\$ 1,607	340	26,061
18	Mental Exercise for Dogs: The Best Dog G...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	147	\$16.1916	195	\$ 3,157	460	22,396
12	Dog Training 101: Step-by-Step Instructions...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	176	\$9.64	176	\$ 1,697	558	25,333
2	The Dog Training Bible: [2 in 1] A 4-Week P...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	92	\$19.9719	117	\$ 2,337	991	40,161
1	Dog Training Bible: Everything You Need to...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	103	\$19.3619	563	\$ 10,901	1,098	6,244
4	Puppies For Dummies	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	432	\$13.57	233	\$ 3,162	1,152	18,259
17	Puppy Training: How to Housebreak Your P...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	114	\$9.87	217	\$ 2,142	1,784	19,850
16	Dog Training for Kids: Fun and Easy Ways t...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	176	\$14.36	451	\$ 6,476	2,315	8,247
8	Zak George's Guide to a Well-Behaved Do...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	224	\$13.49	240	\$ 3,238	2,578	17,630
5	Training the Best Dog Ever: A 5-Week Prog...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	304	\$9.39	244	\$ 2,291	2,704	17,285
13	Puppy Training in 7 Easy Steps: Everything...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	178	\$11.79	355	\$ 4,185	3,629	11,042
14	The Art of Raising a Puppy (Revised Edition)	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	352	\$15.78	836	\$ 13,192	4,399	3,769
6	Zak George's Dog Training Revolution: The...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	240	\$11.99	1,341	\$ 16,079	8,830	2,012
10	Easy Peasy Puppy Squeazy: Your Simple S...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	272	\$21.95	38	\$ 834	10,866	136,200

Kindle **19**

Books

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

Keywords



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Total Monthly Rev.

**\$82,870**

Popularity Potential Competition



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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15	The Complete Puppy Training Manual: Ever...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	105	\$11.9911	8	\$ 96	36	613,185
9	The Do No Harm Dog Training and Behavio...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	346	\$34.0034	37	\$ 1,258	120	138,637
19	Tips and Tales: On Training Your Bird Dog	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	246	\$28.9528	74	\$ 2,143	149	66,308
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13	Puppy Training in 7 Easy Steps: Everything...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	178	\$11.79	355	\$ 4,185	3,629	11,042
14	The Art of Raising a Puppy (Revised Edition)	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	352	\$15.78	836	\$ 13,192	4,399	3,769
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Kindle **19**

Books

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

Keywords



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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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9	The Do No Harm Dog Training and Behavio...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	346	\$34.0034	37	\$ 1,258	120	138,637 ✓
19	Tips and Tales: On Training Your Bird Dog	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	246	\$28.9528	74	\$ 2,143	149	66,308 ✓
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10	Easy Peasy Puppy Squeazy: Your Simple S...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	272	\$21.95	38	\$ 834	10,866	136,200 ✓

Kindle **19**

Books

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

Keywords



Export



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Total Monthly Rev.

**\$82,870**

Popularity Potential Competition





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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19	Tips and Tales: On Training Your Bird Dog	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	246	\$28.9528	74	\$ 2,143	149	66,308
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Kindle **19**

Books

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

Keywords



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Total Monthly Rev.

**\$82,870**

Popularity Potential Competition



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**

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**2,130**

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Kindle **19**

Books

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

Keywords



Export



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Region

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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...	<a href="#">I</a>   <a href="#">S</a>   <a href="#">C</a>	207	\$18.9718	45	\$ 854	294	113,348
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Kindle **19**

Books

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

Keywords



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Help

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Region

Total Monthly Rev.

**\$82,870**

Popularity Potential Competition



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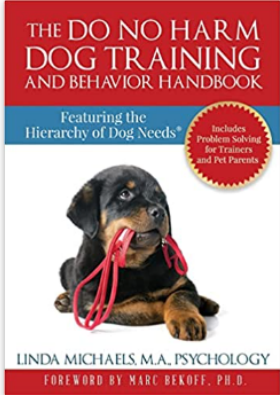
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**THE DO NO HARM DOG TRAINING AND BEHAVIOR HANDBOOK**  
Featuring the Hierarchy of Dog Needs®  
LINDA MICHAELS M.A. PSYCHOLOGY  
FOREWORD BY MARC BEKOFF, PH.D.

Includes Problem Solving for Trainers and Pet Parents

## 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

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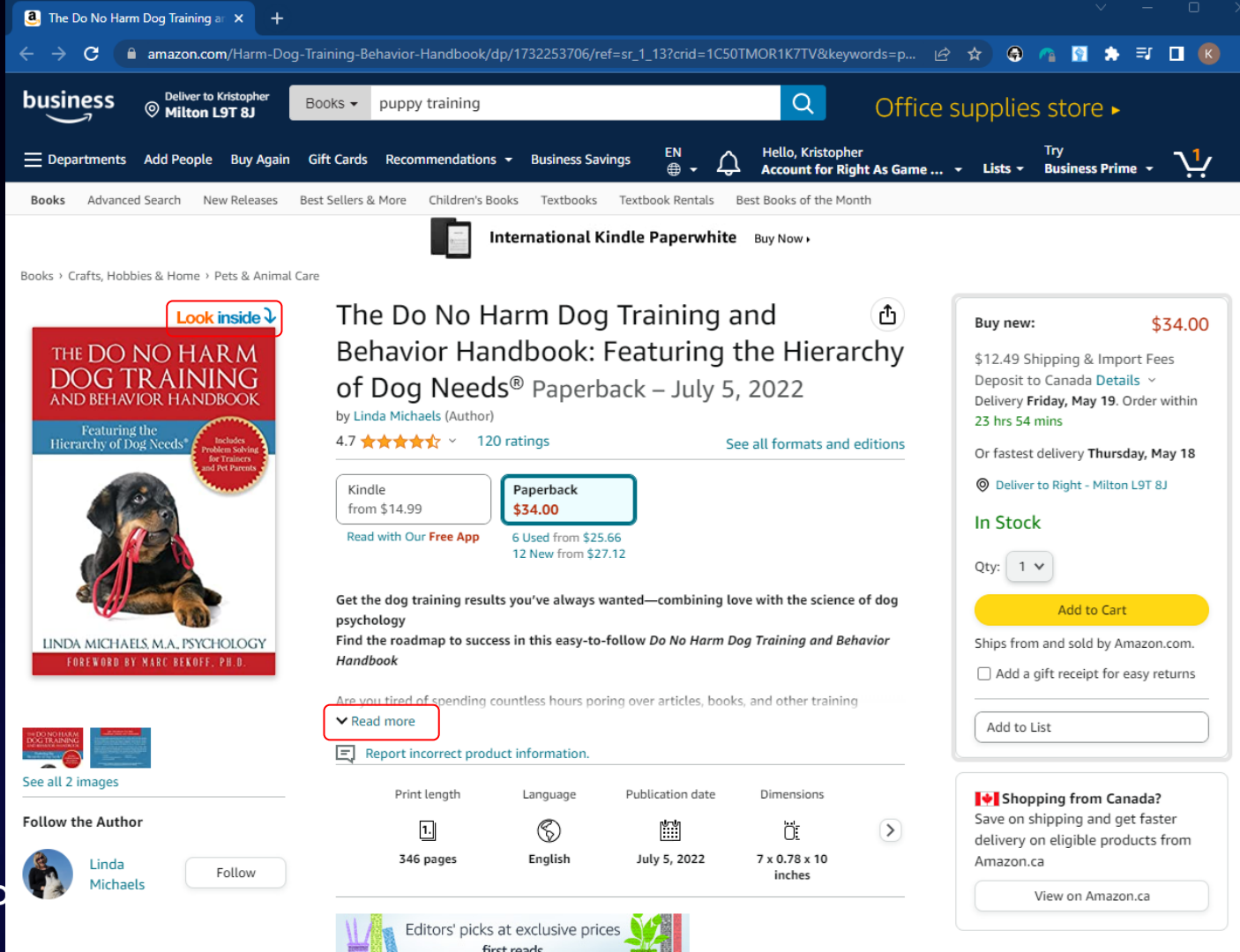
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Who are they written for?



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**

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12	Dog Training 101: Step-by-Step Instructions...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	176	\$9.64	176	\$  1,697	558	25,333
2	The Dog Training Bible: [2 in 1] A 4-Week P...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	92	\$19.9719	117	\$  2,337	991	40,161
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Kindle **19**

Books

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

Keywords



Export



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Total Monthly Rev.

**\$82,870**

Popularity Potential Competition



# Proof of Concept

Do we have proof of concept?



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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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# Proof of Concept

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# 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/>



# Lauren

Does Dementia Caregivers meet POC?(I won't be able to attend, but I will watch it tomorrow)

Thank you so much.

# Questions?

What additional questions can we answer for you?

