

Book Topic AND POC Q&A CALL

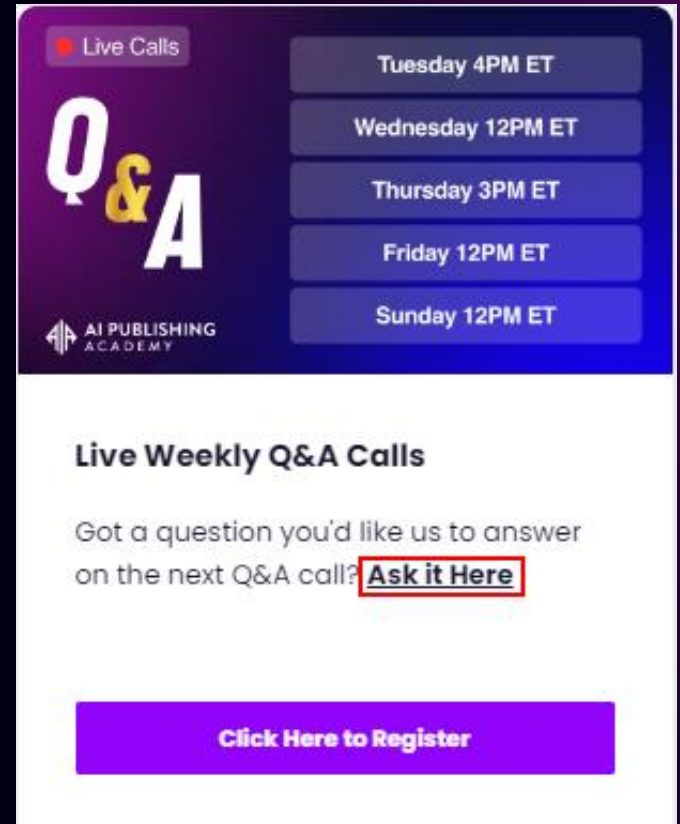
Thursday Sept 21, 2023



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

Q&A

AI PUBLISHING ACADEMY

Tuesday 4PM ET

Wednesday 12PM ET

Thursday 3PM ET

Friday 12PM ET

Sunday 12PM ET

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.

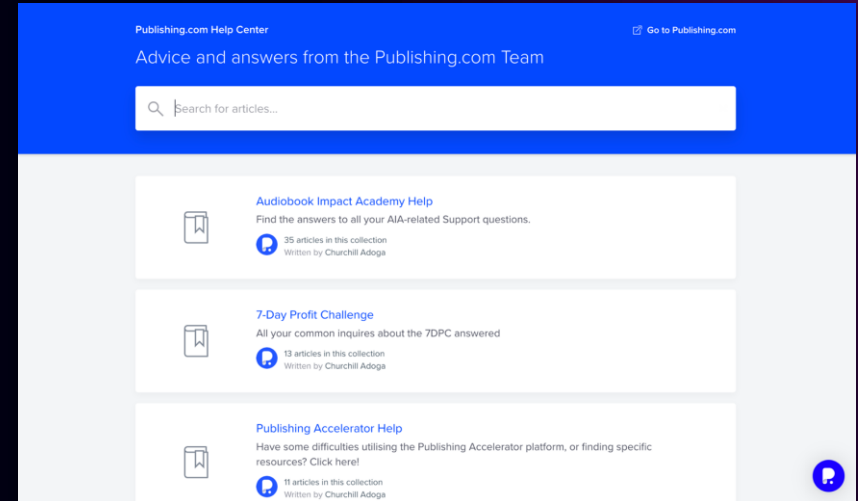
Most Frequently Asked Q&A Questions:

Visit our Help Center

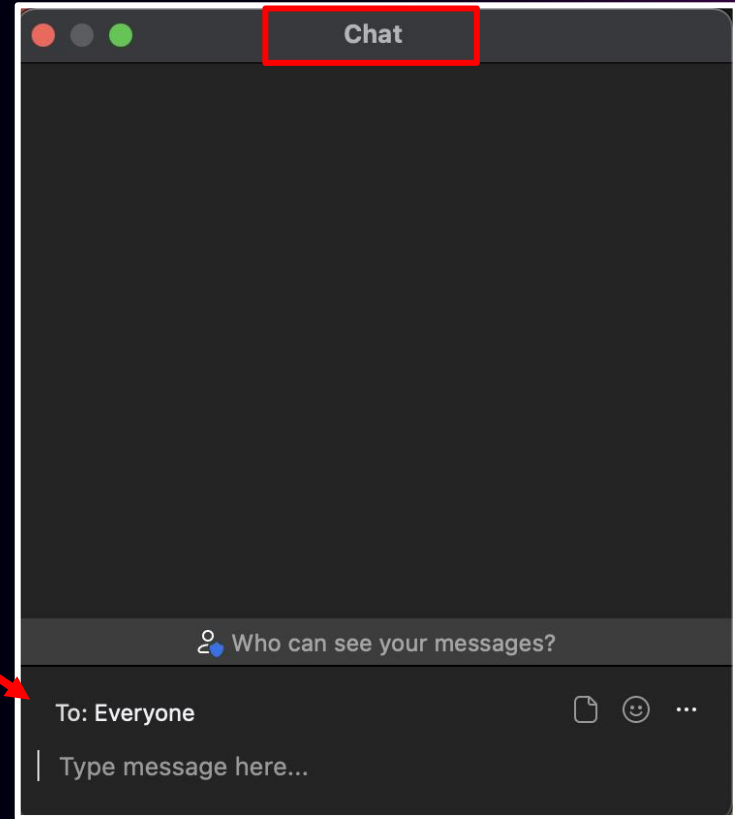
help.publishing.com

- 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 - September

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

BOOKOUTLINE10

Students get **10%** off Outline 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://publisher.business>

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?

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*

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

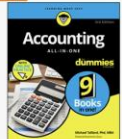
TOP 100 BOOK TOPICS

 **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
\$28⁹⁹ 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



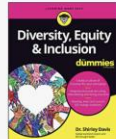
Bookkeeping All-in-One For Dummies
by Lita Epstein and John A. Tracy
★★★★☆ - 696

Paperback
\$20⁹⁹ List: \$29.99
-prime
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon
Or fastest delivery Sat, May 20
More Buying Choices
\$14.98 (56 used & new offers)
Other format: Kindle



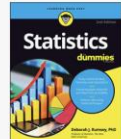
Real Estate Investing For Dummies, 4th Edition
by Eric Tyson MBA, Robert S. Griswold MBA MSBA CFE, et al.
★★★★☆ - 747

Audible Audiobook
\$0⁰⁰ List: \$24.49
Free with Audible trial
Available instantly
Other formats: Paperback, Kindle, Audio CD



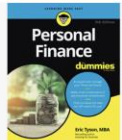
Diversity, Equity & Inclusion For Dummies
by Dr. Shirley Davis
★★★★☆ - 142

Paperback
\$29⁹⁹
-prime
FREE delivery Wed, May 24
Or fastest delivery Tomorrow, May 19
More Buying Choices
\$19.69 (50 used & new offers)
Other format: Kindle



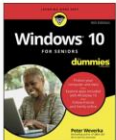
Statistics For Dummies (For Dummies (Lifestylal))
by Deborah J.J. Rumsey
★★★★☆ - 1,863

Paperback
\$11⁹⁹ List: \$19.99
-prime
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon
Or fastest delivery Sat, May 20
More Buying Choices
\$2.62 (98 used & new offers)
Other format: eTextbook



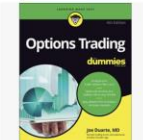
Personal Finance For Dummies
by Eric Tyson
★★★★☆ - 1,217

Paperback
\$13⁹⁹ List: \$24.99
-prime
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon
Or fastest delivery Sat, May 20
More Buying Choices
\$7.71 (76 used & new offers)
Other formats: Audible Audiobook, Kindle, Audio CD



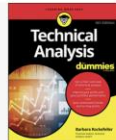
Windows 10 For Seniors For Dummies (Computer/Tech)
by Peter Wierwka
★★★★☆ - 917

Paperback
\$15⁹⁹ List: \$24.99
-prime
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon
Or fastest delivery Tomorrow, May 19
More Buying Choices
\$3.96 (54 used & new offers)
Other format: Kindle



Options Trading For Dummies
by Joe Duarte
★★★★☆ - 285

Paperback
\$19⁹⁹ List: \$29.99
-prime
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon
Or fastest delivery Sat, May 20
More Buying Choices
\$15.59 (55 used & new offers)
Other formats: Audible Audiobook, Kindle, Audio CD



Technical Analysis For Dummies
by Barbara Rooker-Ritter
★★★★☆ - 992

Paperback
\$17⁹⁹ List: \$29.99
-prime
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon
Or fastest delivery Tomorrow, May 19
More Buying Choices
\$9.58 (59 used & new offers)
Other format: Kindle



Sewing For Dummies
by Jen Saunders Marsh
★★★★☆ - 1,252

Paperback
\$10⁹⁹ List: \$19.99
-prime
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon
Or fastest delivery Sat, May 20
More Buying Choices
\$5.22 (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?

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: $\Rightarrow \$500$

+

Same ??

Same ??



Proof of Concept

Review from the Course

Number of Reviews: ≤ 150

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

+

Same topic

Same ??



Proof of Concept

Review from the Course

Number of Reviews: ≤ 150

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

+

Same topic

Same audience



Proof of Concept

Example:

Options Logout

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

Results:	Avg. Sales Rank:	Avg. Monthly Rev:	Avg. Price:	Avg. No. Reviews:
1-20	294,210	\$1,662	\$18.13	173

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
2	Estate Planning For Dummies	I S C	400	\$20.29	153	\$ 3,104	5	29,633
6	When I Die Planner and Organizer for Acc...	I S C	152	\$17.99	123	\$ 2,213	8	37,849
7	Your Level Up Guide to Asset Protection, Tr...	I S C	233	\$19.99	54	\$ 1,079	10	93,560
13	Estate Planning Basics	I S C	256	\$15.19	51	\$ 775	15	99,972
8	Plan Your Estate	I S C	528	\$29.6	81	\$ 2,398	18	60,167
16	Every Californian's Guide To Estate Plannin...	I S C	368	\$13.59	52	\$ 707	41	97,278
5	Estate Planning 101: From Avoiding Probat...	I S C	272	\$11.98	63	\$ 755	45	79,675
20	Savvy Estate Planning: What You Need to ...	I S C	314	\$49.95	1	\$ 50	45	3,864,240
18	My Personal Affairs Portfolio: Everything Yo...	I S C	84	\$14.78	24	\$ 355	63	214,438
10	The Wall Street Journal Complete Estate-Pl...	I S C	208	\$10.96	35	\$ 384	84	148,129
1	Savvy Estate Planning: What You Need to ...	I S C	344	\$14.04	132	\$ 1,853	89	35,244
19	Get It Together: Organize Your Records So ...	I S C	440	\$16.99	408	\$ 6,932	95	9,324
15	A Gift For The Future: Conversations About...	I S C	272	\$17.9	12	\$ 215	96	445,512
11	My Estate Planner: Essential Information fo...	I S C	124	\$10.05	86	\$ 864	109	56,568
17	Estate Planning is Dead!: Asset Protection ...	I S C	122	\$13.99	39	\$ 546	150	131,245
3	The Complete Book of Wills, Estates & Trus...	I S C	416	\$13.73	223	\$ 3,062	209	19,222
12	Estate Planning For Dummies	I S C	384	\$35.67	22	\$ 785	248	238,111
14	End of Life Planning Workbook : Shit You'll ...	I S C	102	\$11.95	27	\$ 323	615	195,438
9	My Family Estate Legal Document Kit (inclu...	I S C	80	\$11.69	288	\$ 3,367	741	14,196
4	Living Trusts for Everyone: Why a Will Is N...	I S C	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 \(0\)](#)

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	I S C	400	\$20.29	153	\$ 3,104	5	29,633 ✓
6	When I Die Planner and Organizer for Acc...	I S C	152	\$17.99	123	\$ 2,213	8	37,849 ✓
7	Your Level Up Guide to Asset Protection, Tr...	I S C	233	\$19.99	54	\$ 1,079	10	93,560 ✓
13	Estate Planning Basics	I S C	256	\$15.19	51	\$ 775	15	99,972 ✓
8	Plan Your Estate	I S C	528	\$29.6	81	\$ 2,398	18	60,167 ✓
16	Every Californian's Guide To Estate Plannin...	I S C	368	\$13.59	52	\$ 707	41	97,278 ✓
5	Estate Planning 101: From Avoiding Probat...	I S C	272	\$11.98	63	\$ 755	45	79,675 ✓
20	Savvy Estate Planning: What You Need to ...	I S C	314	\$49.95	1	\$ 50	45	3,864,240 ✓
18	My Personal Affairs Portfolio: Everything Yo...	I S C	84	\$14.78	24	\$ 355	63	214,438 ✓
10	The Wall Street Journal Complete Estate-Pl...	I S C	208	\$10.96	35	\$ 384	84	148,129 ✓
1	Savvy Estate Planning: What You Need to ...	I S C	344	\$14.04	132	\$ 1,853	89	35,244 ✓
19	Get It Together: Organize Your Records So ...	I S C	440	\$16.99	408	\$ 6,932	95	9,324 ✓
15	A Gift For The Future: Conversations About...	I S C	272	\$17.9	12	\$ 215	96	445,512 ✓
11	My Estate Planner: Essential Information fo...	I S C	124	\$10.05	86	\$ 864	109	56,568 ✓
17	Estate Planning is Dead!: Asset Protection ...	I S C	122	\$13.99	39	\$ 546	150	131,245 ✓
3	The Complete Book of Wills, Estates & Trus...	I S C	416	\$13.73	223	\$ 3,062	209	19,222 ✓
12	Estate Planning For Dummies	I S C	384	\$35.67	22	\$ 785	248	238,111 ✓
14	End of Life Planning Workbook : Shit You'll ...	I S C	102	\$11.95	27	\$ 323	615	195,438 ✓
9	My Family Estate Legal Document Kit (inclu...	I S C	80	\$11.69	288	\$ 3,367	741	14,196 ✓
4	Living Trusts for Everyone: Why a Will Is N...	I S C	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

Example:

15 books
Under 150
reviews

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**

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
2	Estate Planning For Dummies	I S C	400	\$20.29	153	\$ 3,104	5	29,633 ✓
6	When I Die Planner and Organizer for Acc...	I S C	152	\$17.99	123	\$ 2,213	8	37,849 ✓
7	Your Level Up Guide to Asset Protection, Tr...	I S C	233	\$19.99	54	\$ 1,079	10	93,560 ✓
13	Estate Planning Basics	I S C	256	\$15.19	51	\$ 775	15	99,972 ✓
8	Plan Your Estate	I S C	528	\$29.6	81	\$ 2,398	18	60,167 ✓
16	Every Californian's Guide To Estate Plannin...	I S C	368	\$13.59	52	\$ 707	41	97,278 ✓
5	Estate Planning 101: From Avoiding Probat...	I S C	272	\$11.98	63	\$ 755	45	79,675 ✓
20	Savvy Estate Planning: What You Need to ...	I S C	314	\$49.95	1	\$ 50	45	3,864,240 ✓
18	My Personal Affairs Portfolio: Everything Yo...	I S C	84	\$14.78	24	\$ 355	63	214,438 ✓
10	The Wall Street Journal Complete Estate-Pl...	I S C	208	\$10.96	35	\$ 384	84	148,129 ✓
1	Savvy Estate Planning: What You Need to ...	I S C	344	\$14.04	132	\$ 1,853	89	35,244 ✓
19	Get It Together: Organize Your Records So ...	I S C	440	\$16.99	408	\$ 6,932	95	9,324 ✓
15	A Gift For The Future: Conversations About...	I S C	272	\$17.9	12	\$ 215	96	445,512 ✓
11	My Estate Planner: Essential Information fo...	I S C	124	\$10.05	86	\$ 864	109	56,568 ✓
17	Estate Planning is Dead!: Asset Protection ...	I S C	122	\$13.99	39	\$ 546	150	131,245 ✓
3	The Complete Book of Wills, Estates & Trus...	I S C	416	\$13.73	223	\$ 3,062	209	19,222 ✓
12	Estate Planning For Dummies	I S C	384	\$35.67	22	\$ 785	248	238,111 ✓
14	End of Life Planning Workbook : Shit You'll ...	I S C	102	\$11.95	27	\$ 323	615	195,438 ✓
9	My Family Estate Legal Document Kit (inclu...	I S C	80	\$11.69	288	\$ 3,367	741	14,196 ✓
4	Living Trusts for Everyone: Why a Will Is N...	I S C	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

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**

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
2	Estate Planning For Dummies	I S C	400	\$20.29	153	\$ 3,104	5	29,633
6	When I Die Planner and Organizer for Acc...	I S C	152	\$17.99	123	\$ 2,213	8	37,849
7	Your Level Up Guide to Asset Protection, Tr...	I S C	233	\$19.99	54	\$ 1,079	10	93,560
13	Estate Planning Basics	I S C	256	\$15.19	51	\$ 775	15	99,972
8	Plan Your Estate	I S C	528	\$29.6	81	\$ 2,398	18	60,167
16	Every Californian's Guide To Estate Plannin...	I S C	368	\$13.59	52	\$ 707	41	97,278
5	Estate Planning 101: From Avoiding Probat...	I S C	272	\$11.98	63	\$ 755	45	79,675
20	Savvy Estate Planning: What You Need to ...	I S C	314	\$49.95	1	\$ 50	45	3,864,240
18	My Personal Affairs Portfolio: Everything Yo...	I S C	84	\$14.78	24	\$ 355	63	214,438
10	The Wall Street Journal Complete Estate-Pl...	I S C	208	\$10.96	35	\$ 384	84	148,129
1	Savvy Estate Planning: What You Need to ...	I S C	344	\$14.04	132	\$ 1,853	89	35,244
19	Get It Together: Organize Your Records So ...	I S C	440	\$16.99	408	\$ 6,932	95	9,324
15	A Gift For The Future: Conversations About...	I S C	272	\$17.9	12	\$ 215	96	445,512
11	My Estate Planner: Essential Information fo...	I S C	124	\$10.05	86	\$ 864	109	56,568
17	Estate Planning is Dead!: Asset Protection ...	I S C	122	\$13.99	39	\$ 546	150	131,245
3	The Complete Book of Wills, Estates & Trus...	I S C	416	\$13.73	223	\$ 3,062	209	19,222
12	Estate Planning For Dummies	I S C	384	\$35.67	22	\$ 785	248	238,111
14	End of Life Planning Workbook : Shit You'll ...	I S C	102	\$11.95	27	\$ 323	615	195,438
9	My Family Estate Legal Document Kit (inclu...	I S C	80	\$11.69	288	\$ 3,367	741	14,196
4	Living Trusts for Everyone: Why a Will Is N...	I S C	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

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 \(0\)](#)

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	I S C	400	\$20.29	153	\$ 3,104	5	29,633 ✓
6	When I Die Planner and Organizer for Acc...	I S C	152	\$17.99	123	\$ 2,213	8	37,849 ✓
7	Your Level Up Guide to Asset Protection, Tr...	I S C	233	\$19.99	54	\$ 1,079	10	93,560 ✓
13	Estate Planning Basics	I S C	256	\$15.19	51	\$ 775	15	99,972 ✓
8	Plan Your Estate	I S C	528	\$29.6	81	\$ 2,398	18	60,167 ✓
16	Every Californian's Guide To Estate Plannin...	I S C	368	\$13.59	52	\$ 707	41	97,278 ✓
5	Estate Planning 101: From Avoiding Probat...	I S C	272	\$11.98	63	\$ 755	45	79,675 ✓
20	Savvy Estate Planning: What You Need to ...	I S C	314	\$49.95	1	\$ 50	45	3,864,240 ✓
18	My Personal Affairs Portfolio: Everything Yo...	I S C	84	\$14.78	24	\$ 355	63	214,438 ✓
10	The Wall Street Journal Complete Estate-Pl...	I S C	208	\$10.96	35	\$ 384	84	148,129 ✓
1	Savvy Estate Planning: What You Need to ...	I S C	344	\$14.04	132	\$ 1,853	89	35,244 ✓
19	Get It Together: Organize Your Records So ...	I S C	440	\$16.99	408	\$ 6,932	95	9,324 ✓
15	A Gift For The Future: Conversations About...	I S C	272	\$17.9	12	\$ 215	96	445,512 ✓
11	My Estate Planner: Essential Information fo...	I S C	124	\$10.05	86	\$ 864	109	56,568 ✓
17	Estate Planning is Dead! Asset Protection ...	I S C	122	\$13.99	39	\$ 546	150	131,245 ✓
3	The Complete Book of Wills, Estates & Trus...	I S C	416	\$13.73	223	\$ 3,062	209	19,222 ✓
12	Estate Planning For Dummies	I S C	384	\$35.67	22	\$ 785	248	238,111 ✓
14	End of Life Planning Workbook : Shit You'll ...	I S C	102	\$11.95	27	\$ 323	615	195,438 ✓
9	My Family Estate Legal Document Kit (inclu...	I S C	80	\$11.69	288	\$ 3,367	741	14,196 ✓
4	Living Trusts for Everyone: Why a Will Is N...	I S C	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

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 \(0\)](#)

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	I S C	400	\$20.29	153	\$ 3,104	5	29,633
6	When I Die Planner and Organizer for Acc...	I S C	152	\$17.99	123	\$ 2,213	8	37,849
7	Your Level Up Guide to Asset Protection, Tr...	I S C	233	\$19.99	54	\$ 1,079	10	93,560
13	Estate Planning Basics	I S C	256	\$15.19	51	\$ 775	15	99,972
8	Plan Your Estate	I S C	528	\$29.6	81	\$ 2,398	18	60,167
16	Every Californian's Guide To Estate Plannin...	I S C	368	\$13.59	52	\$ 707	41	97,278
5	Estate Planning 101: From Avoiding Probat...	I S C	272	\$11.98	63	\$ 755	45	79,675
20	Savvy Estate Planning: What You Need to ...	I S C	314	\$49.95	1	\$ 50	45	3,864,240
18	My Personal Affairs Portfolio: Everything Yo...	I S C	84	\$14.78	24	\$ 355	63	214,438
10	The Wall Street Journal Complete Estate-Pl...	I S C	208	\$10.96	35	\$ 384	84	148,129
1	Savvy Estate Planning: What You Need to ...	I S C	344	\$14.04	132	\$ 1,853	89	35,244
19	Get It Together: Organize Your Records So ...	I S C	440	\$16.99	408	\$ 6,932	95	9,324
15	A Gift For The Future: Conversations About...	I S C	272	\$17.9	12	\$ 215	96	445,512
11	My Estate Planner: Essential Informa	I S C	4	Get It Together: Organize Your Records So Your Family Won't Have To	4	109	56,568	
17	Estate Planning is Dead!: Asset Protection ...	I S C	122	\$15.99	39	\$ 546	150	131,245
3	The Complete Book of Wills, Estates & Trus...	I S C	416	\$13.73	223	\$ 3,062	209	19,222
12	Estate Planning For Dummies	I S C	384	\$35.67	22	\$ 785	248	238,111
14	End of Life Planning Workbook : Shit You'll ...	I S C	102	\$11.95	27	\$ 323	615	195,438
9	My Family Estate Legal Document Kit (inclu...	I S C	80	\$11.69	288	\$ 3,367	741	14,196
4	Living Trusts for Everyone: Why a Will Is N...	I S C	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

Example:

What are the main topics of the books?

Who are they written for?

Discover, play, repeat
Toys subscription clubs

Subscribe now ▶

Books › Business & Money › Personal Finance



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

Best Seller

in Estates & Trusts

See all formats and
editions

Law

Kindle

\$12.99

Read with Our **Free App**

Paperback

\$20.99

24 Used from \$15.49

24 New from \$16.99

Roll over image to zoom in

Read sample

Follow the Author

Melanie
Cullen

Follow

Everything you need to get organized

Do your loved ones know where to find your insurance policies, passwords, title to your car, real estate deeds, health care directive, or even your will?

If you're like a lot of people, you keep important information—

▼ Read more

Enjoy fast, **FREE** delivery, exclusive deals and award-winning movies & TV shows with Prime
Try Prime and start saving today with **Fast, FREE Delivery**

Delivery

Pickup

Buy new:

\$20.99List Price: ~~\$26.99~~ Details

Save: \$6.00 (22%)

Get **Fast, Free Shipping** with

Amazon Prime

FREE Returns ▾

FREE delivery **Monday, September 25** on orders shipped by Amazon over \$25Or fastest delivery **Thursday, September 21**. Order within 3 hrs

27 mins

📍 Deliver to Beverly Hills 90210

Qty: 1 ▾

Discover, play, repeat
Toys subscription clubs

Subscribe now ▶

Books › Business & Money › Personal Finance



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

Best Seller

in Estates & Trusts

See all formats and
editions

Law

Kindle

\$12.99

Read with Our **Free App**

Paperback

\$20.99

24 Used from \$15.49

24 New from \$16.99

Roll over image to zoom in

Read sample

Follow the Author

**Melanie
Cullen**

Follow

Everything you need to get organized

Do your loved ones know where to find your insurance policies, passwords, title to your car, real estate deeds, health care directive, or even your will?

If you're like a lot of people, you keep important information—

Read more

Enjoy fast, **FREE** delivery, exclusive deals and award-winning movies & TV shows with Prime
Try Prime and start saving today with **Fast, FREE Delivery**

Delivery

Pickup

Buy new:

\$20.99

List Price: \$26.99 Details
Save: \$6.00 (22%)Get **Fast, Free Shipping** with
Amazon Prime
FREE Returns ▾FREE delivery **Monday, September 25** on orders shipped by Amazon over \$25Or fastest delivery **Thursday, September 21**. Order within 3 hrs 27 mins

Deliver to Beverly Hills 90210

Qty: 1 ▾

Example:

What are the main topics of the books?

Who are they written for?

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

Example:

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
2	Estate Planning For Dummies	I S C	400	\$20.29	153	\$ 3,104	5	29,633
6	When I Die Planner and Organizer for Acc...	I S C	152	\$17.99	123	\$ 2,213	8	37,849
7	Your Level Up Guide to Asset Protection, Tr...	I S C	233	\$19.99	54	\$ 1,079	10	93,560
13	Estate Planning Basics	I S C	256	\$15.19	51	\$ 775	15	99,972
8	Plan Your Estate	I S C	528	\$29.6	81	\$ 2,398	18	60,167
16	Every Californian's Guide To Estate Plannin...	I S C	368	\$13.59	52	\$ 707	41	97,278
5	Estate Planning 101: From Avoiding Probat...	I S C	272	\$11.98	63	\$ 755	45	79,675
20	Savvy Estate Planning: What You Need to ...	I S C	314	\$49.95	1	\$ 50	45	3,864,240
18	My Personal Affairs Portfolio: Everything Yo...	I S C	84	\$14.78	24	\$ 355	63	214,438
10	The Wall Street Journal Complete Estate-Pl...	I S C	208	\$10.96	35	\$ 384	84	148,129
1	Savvy Estate Planning: What You Need to ...	I S C	344	\$14.04	132	\$ 1,853	89	35,244
19	Get It Together: Organize Your Records So ...	I S C	440	\$16.99	408	\$ 6,932	95	9,324
15	A Gift For The Future: Conversations About...	I S C	272	\$17.9	12	\$ 215	96	445,512
11	My Estate Planner: Essential Information fo...	I S C	124	\$10.05	86	\$ 864	109	56,568
17	Estate Planning is Dead!: Asset Protection ...	I S C	122	\$13.99	39	\$ 546	150	131,245
3	The Complete Book of Wills, Estates & Trus...	I S C	416	\$13.73	223	\$ 3,062	209	19,222
12	Estate Planning For Dummies	I S C	384	\$35.67	22	\$ 785	248	238,111
14	End of Life Planning Workbook : Shit You'll ...	I S C	102	\$11.95	27	\$ 323	615	195,438
9	My Family Estate Legal Document Kit (inclu...	I S C	80	\$11.69	288	\$ 3,367	741	14,196
4	Living Trusts for Everyone: Why a Will Is N...	I S C	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?



7 Books on Estate Planning

KDSPY ^{pro} 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	I S C	400	\$20.29	153	\$ 3,104	5	29,633 ✓
6	When I Die Planner and Organizer for Acc...	I S C	152	\$17.99	123	\$ 2,213	8	37,849 ✓
7	Your Level Up Guide to Asset Protection, Tr...	I S C	233	\$19.99	54	\$ 1,079	10	93,560 ✓
13	Estate Planning Basics	I S C	256	\$15.19	51	\$ 775	15	99,972 ✓
8	Plan Your Estate	I S C	528	\$29.6	81	\$ 2,398	18	60,167 ✓
16	Every Californian's Guide To Estate Plannin...	I S C	368	\$13.59	52	\$ 707	41	97,278 ✓
5	Estate Planning 101: From Avoiding Probat...	I S C	272	\$11.98	63	\$ 755	45	79,675 ✓
20	Savvy Estate Planning: What You Need to ...	I S C	314	\$49.95	1	\$ 50	45	3,864,240 ✓
18	My Personal Affairs Portfolio: Everything Yo...	I S C	84	\$14.78	24	\$ 355	63	214,438 ✓
10	The Wall Street Journal Complete Estate-Pl...	I S C	208	\$10.96	35	\$ 384	84	148,129 ✓
1	Savvy Estate Planning: What You Need to ...	I S C	344	\$14.04	132	\$ 1,853	89	35,244 ✓
19	Get It Together: Organize Your Records So...	I S C	440	\$16.99	408	\$ 6,932	95	9,324 ✓
15	A Gift For The Future: Conversations About...	I S C	272	\$17.9	12	\$ 215	96	445,512 ✓
11	My Estate Planner: Essential Information fo...	I S C	124	\$10.05	86	\$ 864	109	56,568 ✓
17	Estate Planning is Dead! Asset Protection ...	I S C	122	\$13.99	39	\$ 545	150	131,245 ✓
3	The Complete Book of Wills, Estates & Trus...	I S C	416	\$13.73	223	\$ 3,062	209	19,222 ✓
12	Estate Planning For Dummies	I S C	384	\$35.67	22	\$ 785	248	238,111 ✓
14	End of Life Planning Workbook : Shit You'll ...	I S C	102	\$11.95	27	\$ 323	615	195,438 ✓
9	My Family Estate Legal Document Kit (inclu...	I S C	80	\$11.69	288	\$ 3,367	741	14,196 ✓
4	Living Trusts for Everyone: Why a Will Is N...	I S C	192	\$12.24	284	\$ 3,476	788	14,410 ✓

Kindle **14** Books Audiobooks **3**

[Pull Results 21-40](#) [Keywords](#) [Export](#) [Help](#) [USA](#) 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

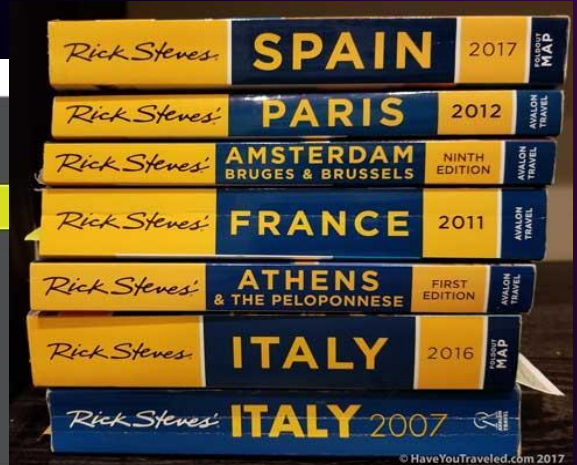
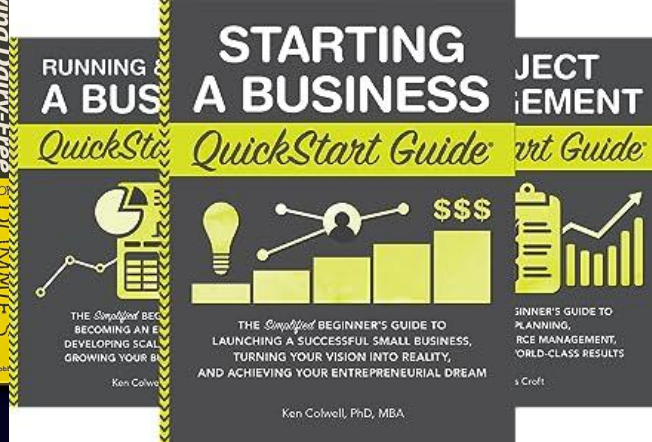
Example:

<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)

Sergio Perez

This question is for Thursday's QA. The topic I'm planning on getting my 30k book written about is Python Programming for Beginners, for which I found POC. After iterating for some time on title I came up with:

Python Programming Made Simple: A Beginner's Step-by-Step Guide to Learn Python With Hands-on Exercises, Establish Solid Coding Foundations and Use It to Showcase Your Skill, Solve Problems and Have Fun Building

I'd like that you critique it. Thanks for holding the QA calls, I find what's shared in them really useful!!

Patricia (patti)

Can we walk through an example of drilling down? I'm interested in Pilates for Seniors.

Charisse Mathis

Hello, I changed my topic because the first one wasn't passing POC. The topic keywords I want my book about is "Productivity for working moms." This book will encourage and empower working moms in regards to work and family life balance. Does this topic pass POC? I am eager to move forward in my book.

Abigail

The topic I am considering for my 30K book have POC, but there are around 13 books that meet the POC. Is this too much competition, or does that matter?

Questions?

What additional questions can we answer for you?

