

TOPIC & POC
Thursday!
January 23, 2025

● 2025



FYI

PREREQUISITE
for today's call

Watched:
Module 2 | Choosing a Topic



2 | Choosing a Topic



The Journey to Six Figures

Resources: Download slides here Pubby Review Method
Lesson Timestamps: 00:00 - Intro00:19 - W...



The Core 4 Pieces Of A Successful Book

Resources: Download the slides here Access the Spanish
version of this lesson here Timestamps: ...



Choosing a Book Topic

1. Topic Research 101 2. Essential Research Tools 3.
Coming Up With Book Topic Ideas 4. Using Pub...



Business Fundamentals

1. Setting Up Your Publishing Accounts 2. Personal Finance
101 (How Not To Be Broke) 3. Accountin...



Action Items

Congratulations on completing Module 2! Below is a
checklist for all the actions and tasks you ne...



Q&A TIME

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

Average length: **45 - 60 mins.**

Live Calls

Tuesday 4-6PM EST

Wednesday 12-2PM EST

Thursday 3-5PM EST

Friday 12-2PM EST

Sunday 12-2PM EST

Q&A

AUDIOBOOK
IMPACT ACADEMY

Live Weekly Q&A Calls

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

[Click Here to Register](#)

SPECIAL SEGMENTS

Special Segment!

Today's Q&A is on:

- Finding a book topic
- Establishing Proof of Concept for your book topic

***General questions will resume on the next Q&A**



OPEN Q&A

Submit your Topic or Proof of Concept questions live on the call in the Zoom Q&A field. We will pick and choose the best questions to answer.



The logo consists of the letters 'FYI' in a bold, white, sans-serif font, centered on a blue rectangular background that has a slightly distressed or torn edge effect.

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

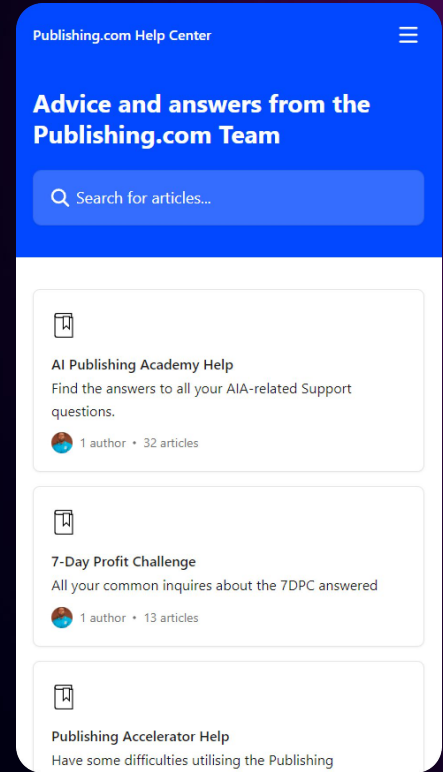
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

F.A.Q.

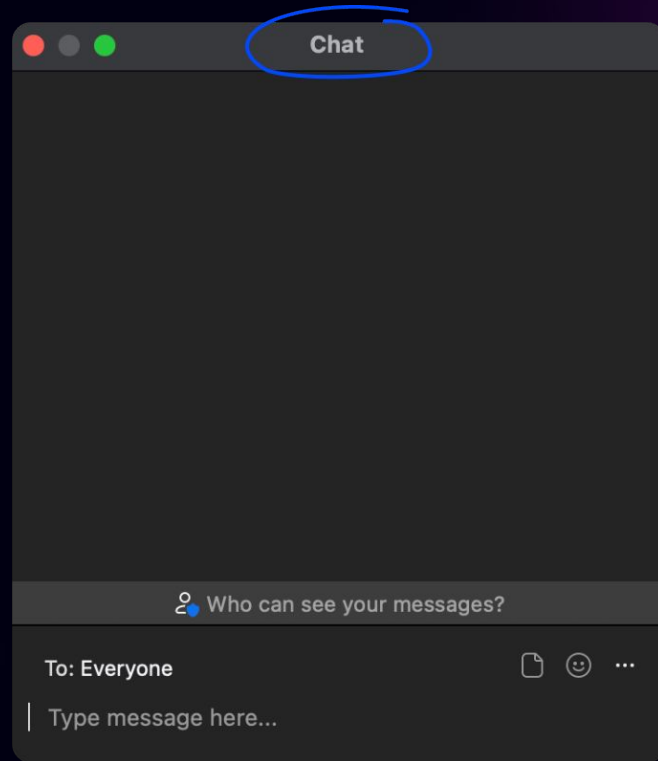
Visit our Help Center at help.publishing.com

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

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



Change your chat settings to "Everyone"



PUBLISHING.AI NOW OPEN TO EVERYONE

What Can Publishing.ai Offer You?

Access the platform and enjoy features like:

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

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



Check your email inbox for more info or contact support

LET'S BEGIN!

Topic Research

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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| | |
|-------------------------------|--------------------------------|
| 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?

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| | |
|---------------------|---------------------|
| Self help | Atomic Habits |
| Exercise | Think and Grow Rich |
| Diet | Money secrets |
| Music | Tony Robbins |
| Outdoors | Money magic |
| Love | Weight loss magic |
| Why anxiety sucks | For women |
| I can't lose weight | Math |

BONUS

TOP 100 BOOK TOPICS

 **AUDIOBOOK**
INCOME ACADEMY

Note: "For Dummies" is Copyrighted, so you will be using this term just to get

IDEAS!





Deliver to Beverly H... 90210

Books

FOR DUMMIES



EN

Hello, sign in Account & Lists

Returns & Orders



All Medical Care Groceries Best Sellers Amazon Basics Today's Deals New Releases Prime Registry Customer Service Music Books Pharmacy Amazon Home Fashion Gift Cards

Books Kindle Rewards Advanced Search New Releases Best Sellers & More Amazon Book Clubs Children's Books Textbooks Textbook Rentals Best Books of the Month Best Books of 2023 Your Company Bookshelf

1-24 of over 50,000 results for "FOR DUMMIES"

Sort by: Featured

| | | | | |
|--|--|---|---|--|
| <p>Accounting All-in-One For Dummies 9 Books Included</p> | <p>Bookkeeping All-in-One For Dummies 5 Books Included</p> | <p>Real Estate Investing For Dummies</p> | <p>Diversity, Equity & Inclusion For Dummies</p> | <p>Statistics For Dummies (For Dummies) (Lifestyle)</p> |
| <p>Accounting All-in-One For Dummies (+ Videos and Quizzes Online) (For Dummies) (Business & Personal Finance) by Michael Taillard, Joseph Krajnyak, et al. ★★★★☆ - 74 Paperback \$28.99 List: \$34.99 -prime FREE delivery Wed, May 24 Or fastest delivery Sat, May 20 More Buying Choices \$21.44 (51 used & new offers) Other format: Kindle</p> | <p>Bookkeeping All-in-One For Dummies by Lisa Epstein and John A. Tracy ★★★★☆ - 656 Paperback \$20.99 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 (36 used & new offers) Other format: Kindle</p> | <p>Real Estate Investing For Dummies, 4th Edition by Eric Tyson MBA, Robert S. Griswold MBA MSBA CFE, et al. ★★★★☆ - 747 Audiobook \$49.99 List: \$49.99 Free with Audible trial Available instantly Other formats: Paperback, Kindle, Audio CD</p> | <p>Diversity, Equity & Inclusion For Dummies by Dr. Shirley Davis ★★★★☆ - 142 Paperback \$29.99 List: \$34.99 -prime FREE delivery Wed, May 24 Or fastest delivery Tomorrow, May 19 More Buying Choices \$18.69 (19 used & new offers) Other format: Kindle</p> | <p>Statistics For Dummies (For Dummies) (Lifestyle) by Deborah J.J. Rumay ★★★★☆ - 1,865 Paperback \$11.99 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 (88 used & new offers) Other format: eTextbook</p> |
| <p>Personal Finance For Dummies</p> | <p>Windows 10 For Seniors For Dummies (Computer/Tech)</p> | <p>Options Trading For Dummies</p> | <p>Technical Analysis For Dummies</p> | <p>Sewing For Dummies</p> |
| <p>Personal Finance For Dummies by Eric Tyson ★★★★☆ - 1,217 Paperback \$13.99 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 \$7.73 (76 used & new offers) Other formats: Audible Audiobook, Kindle, Audio CD</p> | <p>Windows 10 For Seniors For Dummies (Computer/Tech) by Peter Wroble ★★★★☆ - 917 Paperback \$15.99 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</p> | <p>Options Trading For Dummies by Joe Duarte ★★★★☆ - 285 Paperback \$19.99 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 \$15.69 (55 used & new offers) Other formats: Audible Audiobook, Kindle, Audio CD</p> | <p>Technical Analysis For Dummies by Barbara Rockefeller ★★★★☆ - 952 Paperback \$17.99 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 \$9.98 (19 used & new offers) Other format: Kindle</p> | <p>Sewing For Dummies by Jan Saunders Marech ★★★★☆ - 1,292 Paperback \$10.99 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</p> |

FOR DUMMIES - "INVESTING"

Chat Gpt
Prompt



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

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



CHECK
THESE
TOPICS
FOR POC

Brainstorm With ChatGPT



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

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

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

1. **Cardio Workouts**

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

2. **Strength Training**

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

3. **Yoga and Flexibility**

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

4. **Mind-Body Wellness**

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

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

5. **Sports Specific Training**

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

6. **Rehabilitation Exercises**

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

7. **Dance Workouts**

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

8. **Nutrition and Wellness**

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

9. **Martial Arts Training**

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

10. **Outdoor and Adventure Sports**

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

1. **Senior Fitness**

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

1. **Pregnancy and Postpartum Exercise**

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


1. **Kids and Family Workouts**


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

Using Pub.AI To Generate Book topic Ideas

Book Topic Ideas

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

Category you'd like to explore * 

Subcategory to refine the idea * 

Generate

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

Output



◀ 2 of 2 ▶

Copy



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

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

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

How do you like your output?

I like it, it's good!



It could be better...



Use Autosuggestion

The screenshot shows the Amazon search interface for the term 'container'. The search bar at the top contains 'Books container'. Below the search bar, a list of search suggestions is displayed. The suggestions are categorized into two groups: 'Keywords Before' (highlighted in pink) and 'Keywords After' (highlighted in green). Each suggestion is accompanied by a small bar chart icon and a question mark, indicating search volume and relevance. The 'Keywords Before' group includes terms like 'kids lunch container', 'containers for mini fridge', and 'containers with lids for organizing'. The 'Keywords After' group includes terms like 'container gardening books for beginners', 'pizza storage container collapsible', and 'dog food storage container 50 lbs capacity'. At the bottom of the screenshot, there is a footer with the text 'ASE v2.1.42', a gear icon, a yellow button labeled 'Download Keywords!', a download icon, and a tip: 'Want to see Search Volume for these keywords? Go PRO! | Tip: You may have to scroll to the right to see all keyword suggestions.'

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

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 (POC)

Is the book topic in demand?

Proof Of Concept

Review from the Course

Number of Reviews: =< ??

Est. Monthly Sales: \Rightarrow \$??

+

? x Books

Same ??

Same ??



Proof Of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: \Rightarrow \$??

+

? x Books

Same ??

Same ??



Proof Of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: ⇒ \$500

+

? x Books

Same ??

Same ??



Proof Of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: ⇒ \$500

+

3 x Books

Same ??

Same ??



Proof Of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: ⇒ \$500

+

3 x Books

Same Topic

Same ??



Proof Of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: ⇒ \$500

+

3 x Books

Same Topic

Same Audience



Proof Of Concept



Red Flags

Investigate any red flag:

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

Automatic disqualification:

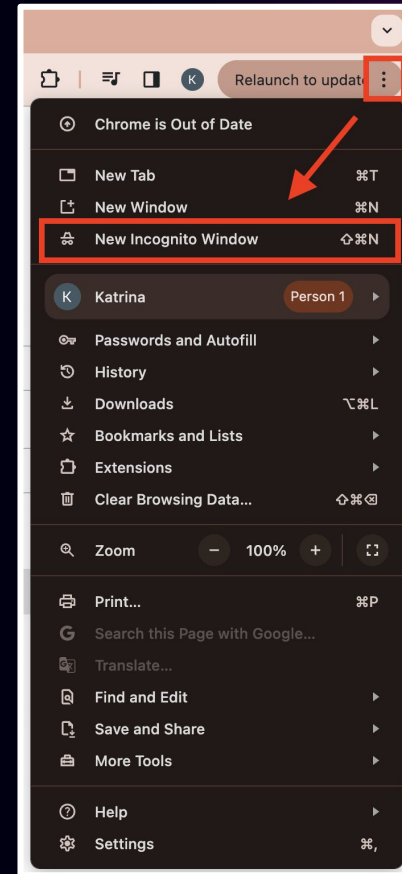
- Low content books
- Journals
- Workbooks*
- Bundles

Proof Of Concept

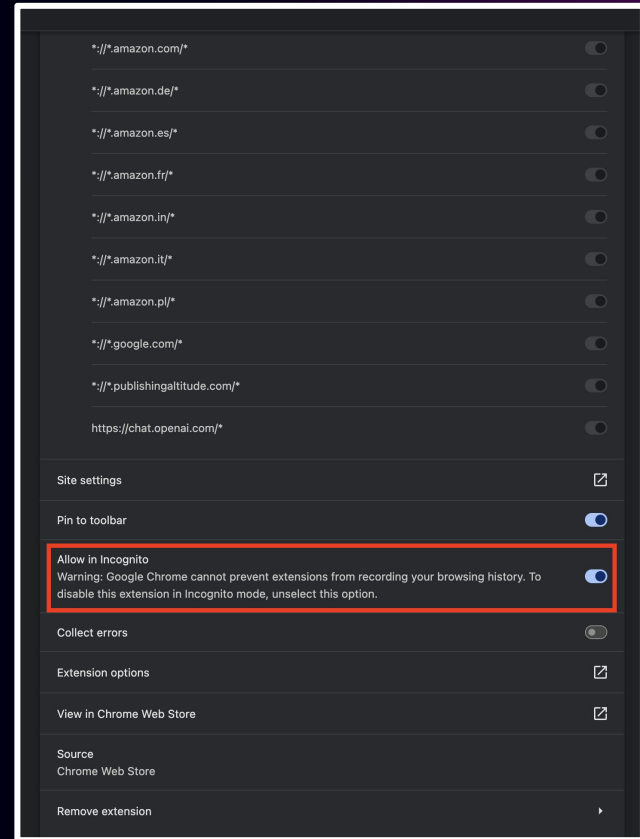


POC Example

- Open a new incognito window



- Make sure KDSpy is available in incognito



**Search your
topic in Amazon**

amazon.com/s?k=chair+exercises+for+seniors&l=stripbooks&crd=2EF3G8DOZNV00&sprefix=chair+exercises+for+seniors%2Cstripbooks%2C173&ref=nb_sb_noss_1

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

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

Selected filters (1) Clear all

- Books

Eligible for Free Shipping

- Free Shipping by Amazon

Get FREE Shipping on eligible orders shipped by Amazon

Kindle Unlimited

- Kindle Unlimited Eligible

Department

< Any Department

Books

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

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

By AMZ Suggestion Expander

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

WALL PILATES SENIORS
28-day Challenge
★★★★★ 114
prime

Wall Pilates for Seniors: Rediscover The Joy of Movement and Become Independent Once Again...

CHAIR YOGA WEIGHT LOSS SENIORS
28-Day Challenge to Lose Belly Fat Sitting Down with Low-Impact Exercises
★★★★★ 183
prime

Chair Yoga for Weight Loss: 28-Day Challenge to Lose Belly Fat Sitting Down with Low-Impact Exercises...

BALANCE EXERCISES SENIORS
12-Week Plan to Prevent Falls and Walking with Confidence in...
★★★★★ 20
prime

Balance Exercises Bible for Seniors: 12-Week Plan to Prevent Falls and Walking with Confidence in...

Results

28 DAYS OF CHAIR YOGA FOR SENIORS
500 TOP RATED EXERCISES
OTTIE OZ

Sponsored

CHAIR YOGA FOR SENIORS TO LOSE WEIGHT
EXCLUSIVE CONTENT INSIDE
WITH ILLUSTRATED EXERCISES
SHEERFITNESSVIBES

Sponsored

CHAIR YOGA FOR WEIGHT LOSS
BONUS VIDEO TUTORIALS
40+ Exercises
18 Routines and Illustrations
80+ Video Tutorials
28-day Challenge
SHEERFITNESSVIBES

Sponsored

50 CHAIR EXERCISES FOR SENIORS
BEST CHAIR WORKOUT AND STRETCH ROUTINE TO BUILD STRENGTH, FLEXIBILITY, BALANCE, AND STABILITY. IMPROVE POSTURE, PREVENT FALLS, AND SLEEP BETTER.
JORDAN FRANK

50 Chair Exercises For Seniors: Best Chair Workout For Older Adults To

SIT, STRETCH, and STRENGTHEN
A 14-Day Chair Exercise Program for Seniors
JORDAN FRANK

Sit, Stretch and Strengthen: A 14-Day Chair Exercise Program for Seniors



Your extension was recently updated to v5.13.32. [Learn what's new](#) X



Keyword: chair exercises for seniors

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

Results: **1-20** Avg. Sales Rank: **209,121** Avg. Monthly Rev: **\$6,741** Avg. Price: **\$15.45** Avg. No. Reviews: **359**

| # | Book Title | More | Length | Price | Est. Mo. Sales | Est. Mo. R | Reviews | Sales Rank |
|----|--|----------------------------|--------|---------|----------------|------------|---------|---|
| 16 | Chair Exercises for Seniors: Reclaiming Str... | <a>I <a>S <a>C | 168 | \$13.69 | 5 | \$ 68 | (18) | 1,053,844 <input checked="" type="checkbox"/> |
| 7 | 65 QUICK AND SIMPLE CHAIR EXERCIS... | <a>I <a>S <a>C | 92 | \$18.9 | 50 | \$ 945 | (30) | 101,940 <input checked="" type="checkbox"/> |
| 18 | Chair Yoga For Seniors Over 60: For Weigh... | <a>I <a>S <a>C | 142 | \$29.97 | 4 | \$ 120 | (30) | 1,326,670 <input checked="" type="checkbox"/> |
| 20 | Chair Yoga For Seniors Made Easy: 28-day... | <a>I <a>S <a>C | 187 | \$14.95 | 7 | \$ 105 | (44) | 706,162 <input checked="" type="checkbox"/> |
| 17 | Chair workouts for every fitness level: Chair... | <a>I <a>S <a>C | 176 | \$12.99 | 372 | \$ 4,832 | (45) | 10,443 <input checked="" type="checkbox"/> |
| 14 | Chair Exercises for Seniors Simplified: The ... | <a>I <a>S <a>C | 170 | \$11.99 | 16 | \$ 192 | (55) | 330,494 <input checked="" type="checkbox"/> |
| 13 | Chair Exercises for Seniors: Simple and Sa... | <a>I <a>S <a>C | 126 | \$14.97 | 34 | \$ 509 | (76) | 154,517 <input checked="" type="checkbox"/> |
| 15 | 50 Chair Exercises for Seniors with Picture... | <a>I <a>S <a>C | 78 | \$10.97 | 15 | \$ 165 | (85) | 356,095 <input checked="" type="checkbox"/> |
| 1 | Chair Exercises for Seniors: Your 28-Day Pl... | <a>I <a>S <a>C | 232 | \$13.69 | 441 | \$ 6,037 | (99) | 8,475 <input checked="" type="checkbox"/> |
| 10 | 10-Minute Chair Exercises for Seniors: Sim... | <a>I <a>S <a>C | 105 | \$13.99 | 152 | \$ 2,126 | (101) | 29,874 <input checked="" type="checkbox"/> |
| 2 | 28 Days of Chair Exercises For Weight Los... | <a>I <a>S <a>C | 124 | \$14.99 | 887 | \$ 13,296 | (112) | 3,488 <input checked="" type="checkbox"/> |
| 12 | The Complete Guide to Chair Yoga for Seni... | <a>I <a>S <a>C | 136 | \$13.97 | 352 | \$ 4,917 | (128) | 11,152 <input checked="" type="checkbox"/> |
| 6 | Chair Exercises for Seniors: Rediscover Pai... | <a>I <a>S <a>C | 130 | \$14.97 | 131 | \$ 1,961 | (187) | 35,345 <input checked="" type="checkbox"/> |
| 3 | 50 Chair Exercises For Seniors: Best Chair ... | <a>I <a>S <a>C | 131 | \$6.99 | 173 | \$ 1,209 | (244) | 25,708 <input checked="" type="checkbox"/> |
| 5 | Chair Yoga for Weight Loss & Toning: Com... | <a>I <a>S <a>C | 111 | \$16.3 | 1,928 | \$ 31,426 | (308) | 1,218 <input checked="" type="checkbox"/> |
| 11 | Chair Yoga for Seniors over 60: Complete ... | <a>I <a>S <a>C | 119 | \$14.51 | 694 | \$ 10,070 | (321) | 4,794 <input checked="" type="checkbox"/> |
| 19 | Chair Yoga for Weight Loss: 10 Minutes a D... | <a>I <a>S <a>C | 111 | \$15.83 | 662 | \$ 10,479 | (514) | 5,085 <input checked="" type="checkbox"/> |
| 8 | Chair Yoga for Seniors: Stretches and Pose... | <a>I <a>S <a>C | 164 | \$31.93 | 291 | \$ 9,292 | (755) | 14,019 <input checked="" type="checkbox"/> |
| 4 | Chair Yoga For Seniors Over 60: 28-day Be... | <a>I <a>S <a>C | 139 | \$12.99 | 1,904 | \$ 24,733 | (779) | 1,240 <input checked="" type="checkbox"/> |
| 9 | 5-Minute Core Exercises for Seniors: Daily ... | <a>I <a>S <a>C | 158 | \$8.69 | 1,420 | \$ 12,340 | (3,267) | 1,861 <input checked="" type="checkbox"/> |

Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA

Total Monthly Rev.
\$134,822

Popularity Potential Competition
● ● ●

Click on the *KDSpy* icon

Click on *Reviews* to put them in order



Your extension was recently updated to v5.13.32. [Learn what's new](#) X



Keyword: chair exercises for seniors [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

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| 10 | 10-Minute Chair Exercises for Seniors: Sim... | I S C | 105 | \$13.99 | 152 | \$ 2,126 | (101) | 29,874 <input checked="" type="checkbox"/> |
| 2 | 28 Days of Chair Exercises For Weight Los... | I S C | 124 | \$14.99 | 887 | \$ 13,296 | (112) | 3,488 <input checked="" type="checkbox"/> |
| 12 | The Complete Guide to Chair Yoga for Seni... | I S C | 136 | \$13.97 | 352 | \$ 4,917 | (128) | 11,152 <input checked="" type="checkbox"/> |
| 6 | Chair Exercises for Seniors: Rediscover Pai... | I S C | 130 | \$14.97 | 131 | \$ 1,961 | (187) | 35,345 <input checked="" type="checkbox"/> |
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| 5 | Chair Yoga for Weight Loss & Toning: Com... | I S C | 111 | \$16.3 | 1,928 | \$ 31,426 | (308) | 1,218 <input checked="" type="checkbox"/> |
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| 19 | Chair Yoga for Weight Loss: 10 Minutes a D... | I S C | 111 | \$15.83 | 662 | \$ 10,479 | (514) | 5,085 <input checked="" type="checkbox"/> |
| 8 | Chair Yoga for Seniors: Stretches and Pose... | I S C | 164 | \$31.93 | 291 | \$ 9,292 | (755) | 14,019 <input checked="" type="checkbox"/> |
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| 9 | 5-Minute Core Exercises for Seniors: Daily ... | I S C | 158 | \$8.69 | 1,420 | \$ 12,340 | (3,267) | 1,861 <input checked="" type="checkbox"/> |

Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA

Total Monthly Rev.
\$134,822

Popularity Potential Competition
● ● ●

We are looking for **3 books** making **\$500** or more with **150 reviews** or less



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Keyword: chair exercises for seniors

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

Results: **1-20** Avg. Sales Rank: **209,121** Avg. Monthly Rev: **\$6,741** Avg. Price: **\$15.45** Avg. No. Reviews: **359**

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| 7 | 65 QUICK AND SIMPLE CHAIR EXERCIS... | I S C | 92 | \$18.9 | 50 | \$ 945 | (30) | 101,940 <input checked="" type="checkbox"/> |
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| 14 | Chair Exercises for Seniors Simplified: The ... | I S C | 170 | \$11.99 | 16 | \$ 192 | (55) | 330,494 <input checked="" type="checkbox"/> |
| 13 | Chair Exercises for Seniors: Simple and Sa... | I S C | 126 | \$14.97 | 34 | \$ 509 | (76) | 154,517 <input checked="" type="checkbox"/> |
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Blue line is our cut-off point

Under 150 reviews making \$500 or more

Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA Region

Total Monthly Rev. **\$134,822**

Popularity Potential Competition



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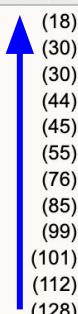


Keyword: chair exercises for seniors

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

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| 18 | Chair Yoga For Seniors Over 60: For Weigh... | <a>I <a>S <a>C | 142 | \$29.97 | 4 | \$ 120 | (30) | 1,326,670 <input checked="" type="checkbox"/> |
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| 17 | Chair workouts for every fitness level: Chair... | <a>I <a>S <a>C | 176 | \$12.99 | 372 | \$ 4,832 | (45) | 10,443 <input checked="" type="checkbox"/> |
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From this line up
all books have
150 reviews or
less

Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA

Total Monthly Rev.
\$134,822

Popularity Potential Competition
● ● ●



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Keyword: chair exercises for seniors

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

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| 17 | Chair workouts for every fitness level: Chair... | <a>I <a>S <a>C | 176 | \$12.99 | 372 | \$ 4,832 | (45) | 10,443 ✓ |
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Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA ▼
Region

Total Monthly Rev.
\$134,822

Popularity Potential Competition
● ● ●

Now we need to find the ones that are making \$500 or more per month



Your extension was recently updated to v5.13.32. [Learn what's new](#) X



Keyword: chair exercises for seniors [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

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| 15 | 50 Chair Exercises for Seniors with Picture... | <a>I <a>S <a>C | 78 | \$10.97 | 15 | \$ 165 | (85) | 356,095 <input checked="" type="checkbox"/> |
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At first glance this looks like 7 books have PoC, but now we need to see what the books are actually about

Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA
 Region

Total Monthly Rev. **\$134,822**

Popularity Potential Competition
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Keyword: chair exercises for seniors [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

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28 Days of Chair Exercises For Weight Loss: Three Levels for Strength, Posture, and Fitness in Just 10 Minutes a Day, 99 Illustrated Exercises Organized Into 28 Routines, Video Included

Hover over the title to see what the book is actually about

Remember we are looking for the same topic for the same audience

Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA

Total Monthly Rev. **\$134,822**

Popularity Potential Competition

SIT, STRETCH, and STRENGTHEN

A 14- Day Chair Exercise
Program for Seniors



Sit, Stretch and Strengthen: A 14-Day Chair Exercise Program for

Seniors Paperback – July 11, 2023

by Jordan Frank (Author)

4.6 ★★★★★ 80 ratings

[See all formats and editions](#)

Who Said You Can't Stay Fit and Healthy As You Grow Up?

Unfortunately, the body's balance, coordination, and ability to bounce back from injuries weaken as you age. That is why implementing regular exercise in your daily routine is essential to prevent fall incidents, strengthen your body and improve your overall well-being.

Does this mean you have to spend your money on fancy equipment or overpriced gym memberships?

Of course not!

Presenting "SIT, STRETCH, AND STRENGTHEN: A 14-DAY CHAIR EXERCISE PROGRAM FOR SENIORS" by Jordan Frank!

This game-changing book presents a 14-day chair exercise plan specifically designed for seniors. The book explains the benefits of exercise in detail while walking you through everything you need to perform the program safely in the comfort of your home.

Why Seniors Love This Illustrated Exercise Book:

[Read more](#)

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Print length



138 pages

Language



English

Publication date



July 11, 2023

Dimensions



8.5 x 0.32 x 11
inches

ISBN-13



979-8850536848



Roll over image to zoom in



[Read sample](#)

Follow the author



Jordan Frank

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28 Days of Chair Exercises For Weight Loss: Three Levels for Strength, Posture, and Fitness in Just 10 Minutes a...

by Ottie Oz

★★★★★ 112 | \$14.99 [prime](#) | Paperback

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click on the book
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Keyword: chair exercises for seniors [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(1\)](#)

Results: **1-20** Avg. Sales Rank: **209,121** Avg. Monthly Rev: **\$6,741** Avg. Price: **\$15.45** Avg. No. Reviews: **359**

| # | Book Title | More | Length | Price | Est. Mo. Sales | Est. Mo. Rev. | Reviews | Sales Rank |
|----|--|---|--------|---------|----------------|---------------|---------|------------|
| 16 | Chair Exercises for Seniors: Reclaiming Str... | I S C | 168 | \$13.69 | 5 | \$ 68 | (18) | 1,053,844 |
| 7 | 65 QUICK AND SIMPLE CHAIR EXERCIS... | I S C | 92 | \$18.9 | 50 | \$ 945 | (30) | 101,940 |
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| 15 | 50 Chair Exercises for Seniors with Picture... | I S C | 78 | \$10.97 | 15 | \$ 165 | (85) | 356,095 |
| 1 | Chair Exercises for Seniors: Your 28-Day Pl... | I S C | 232 | \$13.69 | 441 | \$ 6,037 | (99) | 8,475 |
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| 2 | 28 Days of Chair Exercises For Weight Los... | I S C | 124 | \$14.99 | 887 | \$ 13,296 | (112) | 3,488 |
| 12 | The Complete Guide to Chair Yoga for Seni... | I S C | 136 | \$13.97 | 352 | \$ 4,917 | (128) | 11,152 |
| 6 | Chair Exercises for Seniors: Rediscover Pai... | I S C | 130 | \$14.97 | 131 | \$ 1,961 | (187) | 35,345 |
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| 4 | Chair Yoga For Seniors Over 60: 28-day Be... | I S C | 139 | \$12.99 | 1,904 | \$ 24,733 | (779) | 1,240 |
| 9 | 5-Minute Core Exercises for Seniors: Daily ... | I S C | 158 | \$8.69 | 1,420 | \$ 12,340 | (3,267) | 1,861 |

Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA [v](#)
Region

Total Monthly Rev.
\$134,822

Popularity Potential Competition
● ● ●

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

“Chair Yoga for Seniors” is a different topic



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

Kindle **20** Books Audiobooks **4**

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That leaves us with 4 books about the same topic for the same audience

Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA [v](#)
Region

Total Monthly Rev. **\$134,822**

Popularity Potential Competition

Do we have Proof Of Concept?

We have a winner! 🎉



Proof of Concept

Red Flags Examples



Investigate any red flag:

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

Automatic disqualification:

- Low content books
- Journals
- Workbooks*
- Bundles

Textbooks

Disqualified!



How do you identify a
Textbook?



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

Textbooks

Who are well known textbook publishers?



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



Authority Figures

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

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

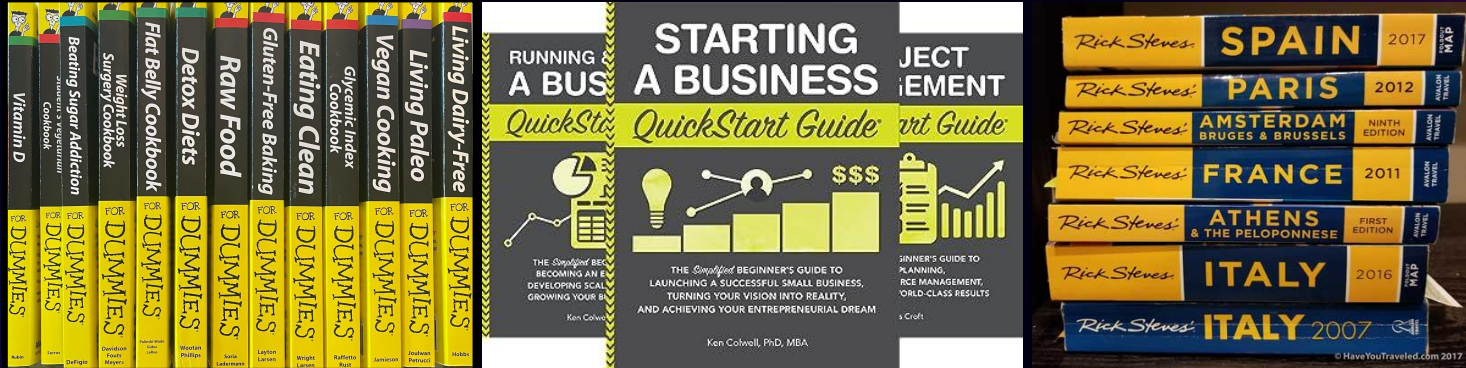
Example:

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



Authority Figures

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



They dominate a niche!

Questions?

What additional questions can we answer for you?



Submitted Questions

(Then Q&A Submissions on Zoom)

TOPIC RULES 😊

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

Greg Freebury

If you have multiple topics that meet POC, then what criteria would you use to decide between them? Say you had one topic that had 6 books in the top 20 on KDSpy that confirm POC, but the average monthly revenue for all the books is \$1000. Then you had another topic where there were only 3 books in the top 20 that confirm POC, but they are generating \$5000 average monthly revenue while all the other books in the top 20 are making little to nothing. Which of those topics would you go with?

Greg Freebury

Can you please check POC for "AI for educators" and "emotional regulation for teens"?

Hammad Sheikh

Hi Coach,

I followed the POC process to pick a book topic. I'd like to get your perspective on it.

What's the best way to get your perspective on my book topic?

Shereen

Hello

Please confirm for me which one of these has strongest poc and no red flags

1- methods of behavariol research

2- mental toughness for young soccer players

3- AI for sales and marketing

Emmanuel

Request for Feedback on POC Topics -

Hi Coaches, I've completed POC on these two potential book ideas for KDP and would greatly value your expertise in reviewing them.

Here are the topics:

1. The Senior Woman's Guide to Intermittent Fasting: Embrace Health and Vitality After 60

A Practical Guide to Wellness, Longevity, and Balanced Living After 60

2. Ageless and Energized: The Complete Intermittent Fasting Blueprint for Women Over 50

A 3-Step Plan to Lose Weight, Boost Energy, and Live Longer – Without Counting Calories!

Thank you for your time and guidance!

Nina Lockwood

Hi, Coaches! Please clarify: if my book topic is chair yoga for seniors, is POC met if comparable book titles include words like beginner, super easy, complete guide or specifies ages (50,60,70)?
TY!

geoff moseley el magnifico

Can you POC my latest finds please:

1. Chess for Beginners.
2. Chair Yoga for Seniors.

And a question: since you don't recommend cook books, why are they listed on the Topic Research spreadsheet?

Shereen

Which one of these has stronger poc

1- methods of behavariol research

2- mental toughness for young soccer players

3- AI for sales and marketing

Dan Priest

Hi Team, could you check for POC on these topics + title and subtitle?

"THE APOTHECARY ALTERNATIVE"...Reclaim control over you health and wellness and unlock the secrets of natural healing by using everyday "holy grail" herbal remedies that are applicable to the modern world.

Carol King

What if the search results on KDSPY show that the avg monthly income at the top header is only like \$232.00 but in the body of the search there are multiple books that qualify for the \$500 or more a month? Does that top header result matter at all?

Patrick

Please coaches,

can you look at these topics for POC

Healthy Marriage/Relationship

Divorce

Thanks

Nick Ochoa

Topic selection - How should you evaluate at KDspy data when there several workbooks in the topic area that meet the \$500/ 150 reviews? Should that exclude the topic?

Nick Ochoa

How specific does a topic need to be to validate the POC?

Lori Chapman-Strong

How do I get KDSpy?