

# Topic Thursday

● May 23, 2024



# Q&A TIME

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

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

Live Calls

Tuesday 4-6PM EST

Wednesday 12-2PM EST

Thursday 3-5PM EST

Friday 12-2PM EST

Sunday 12-2PM EST

**Q&A**

AUDIOBOOK  
IMPACT ACADEMY

### Live Weekly Q&A Calls

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

[Click Here to Register](#)

# SPECIAL SEGMENTS

Special Segment!

Today's Q&A is on:

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

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



# OPEN Q&A

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





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

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

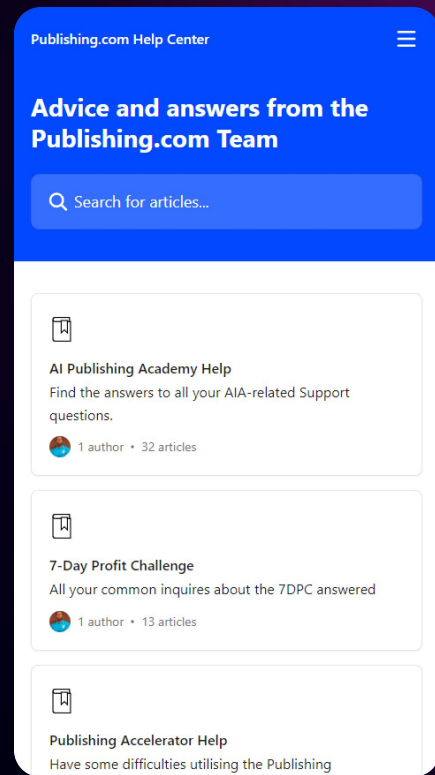
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

# F.A.Q.

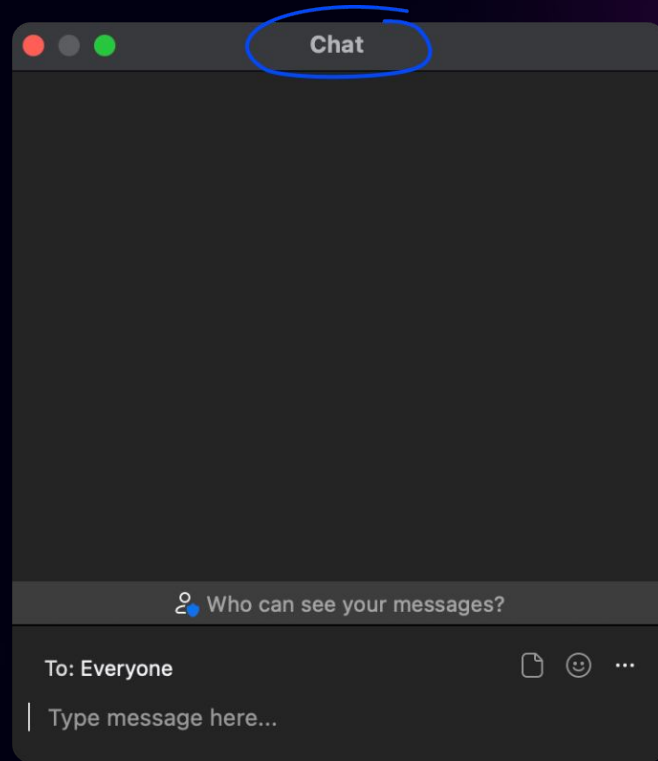
Visit our Help Center at [help.publishing.com](https://help.publishing.com)

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

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



Change your chat  
settings to "Everyone"



# PUBLISHING.AI NOW OPEN TO EVERYONE

## What Can Publishing.ai Offer You?

Access the platform and enjoy features like:

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

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



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

# PS MONTHLY DISCOUNT

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



**POLISH10**

Students get 10% off Editing & 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?

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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?

- 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                |



**Q&A Call**

● 2024

**BONUS**

# TOP 100 BOOK TOPICS

 **AUDIOBOOK**  
INCOME ACADEMY

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

## IDEAS!





Deliver to Beverly H... 90210

Books

FOR DUMMIES



EN

Hello, sign in Account & Lists

Returns & Orders



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

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

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

Sort by: Featured

|   |  |   |   |   |
|---|--|---|---|---|
| <p><b>Best Seller</b></p>  <p><b>Accounting All-in-One For Dummies</b><br/>(+ Videos and Quizzes Online) (For Dummies (Business &amp; Personal Finance))<br/>by Michael Taillard, Joseph Kranyak, et al.<br/>★★★★☆ - 74<br/>Paperback<br/><b>\$28<sup>99</sup></b> List: \$34.99<br/>-prime<br/>FREE delivery Wed, May 24 or fastest delivery Sat, May 20<br/>More Buying Choices<br/><b>\$21.44</b> (51 used &amp; new offers)<br/>Other format: Kindle</p> | <p><b>Best Seller</b></p>  <p><b>Bookkeeping All-in-One For Dummies</b><br/>by Lita Epstein and John A. Tracy<br/>★★★★☆ - 1096<br/>Paperback<br/><b>\$20<sup>99</sup></b> List: \$29.99<br/>-prime<br/>FREE delivery Wed, May 24 on \$25 of items shipped by Amazon<br/>Or fastest delivery Sat, May 20<br/>More Buying Choices<br/><b>\$14.98</b> (\$8 used &amp; new offers)<br/>Other format: Kindle</p> |  <p><b>Real Estate Investing For Dummies, 4th Edition</b><br/>by Eric Tyson MBA, Robert S. Griswold MBA MBA CRE et al.<br/>★★★★☆ - 747<br/>Audible Audiobook<br/><b>\$0<sup>00</sup></b> List: \$24.49<br/>Free with Audible trial<br/>Available instantly<br/>Other format: Paperback, Kindle, Audio CD</p>   |  <p><b>Diversity, Equity &amp; Inclusion For Dummies</b><br/>by Dr. Shirley Davis<br/>★★★★☆ - 142<br/>Paperback<br/><b>\$29<sup>99</sup></b><br/>-prime<br/>FREE delivery Wed, May 24 or fastest delivery Tomorrow, May 19<br/>More Buying Choices<br/><b>\$19.69</b> (\$9 used &amp; new offers)<br/>Other format: Kindle</p>  |  <p><b>Statistics For Dummies (For Dummies (Lifestyle))</b><br/>by Deborah J. J. Rumsey<br/>★★★★☆ - 1,985<br/>Paperback<br/><b>\$11<sup>99</sup></b> List: \$19.99<br/>-prime<br/>FREE delivery Wed, May 24 on \$25 of items shipped by Amazon<br/>Or fastest delivery Sat, May 20<br/>More Buying Choices<br/><b>\$2.62</b> (\$8 used &amp; new offers)<br/>Other format: eTextbook</p> |
|  <p><b>Personal Finance For Dummies</b><br/>by Eric Tyson<br/>★★★★☆ - 1,217<br/>Paperback<br/><b>\$13<sup>99</sup></b> List: \$24.99<br/>-prime<br/>FREE delivery Wed, May 24 on \$25 of items shipped by Amazon<br/>Or fastest delivery Sat, May 20<br/>More Buying Choices<br/><b>\$7.71</b> (\$5 used &amp; new offers)<br/>Other format: Audible Audiobook, Kindle, Audio CD</p>   |  <p><b>Windows 10 For Seniors For Dummies (Computer/Tech)</b><br/>by Peter Novinka<br/>★★★★☆ - 917<br/>Paperback<br/><b>\$15<sup>99</sup></b> List: \$24.99<br/>-prime<br/>FREE delivery Wed, May 24 on \$25 of items shipped by Amazon<br/>Or fastest delivery Tomorrow, May 19<br/>More Buying Choices<br/><b>\$3.96</b> (\$4 used &amp; new offers)<br/>Other format: Kindle</p>                         |  <p><b>Options Trading For Dummies</b><br/>by Joe Duarte<br/>★★★★☆ - 285<br/>Paperback<br/><b>\$19<sup>99</sup></b> List: \$29.99<br/>-prime<br/>FREE delivery Wed, May 24 on \$25 of items shipped by Amazon<br/>Or fastest delivery Sat, May 20<br/>More Buying Choices<br/><b>\$16.69</b> (\$5 used &amp; new offers)<br/>Other format: Audible Audiobook, Kindle, Audio CD</p> |  <p><b>Technical Analysis For Dummies</b><br/>by Barbara Rockefeller<br/>★★★★☆ - 992<br/>Paperback<br/><b>\$17<sup>99</sup></b> List: \$29.99<br/>-prime<br/>FREE delivery Wed, May 24 on \$25 of items shipped by Amazon<br/>Or fastest delivery Tomorrow, May 19<br/>More Buying Choices<br/><b>\$9.98</b> (\$8 used &amp; new offers)<br/>Other format: Kindle</p> |  <p><b>Sewing For Dummies</b><br/>by Jan Saunders Marech<br/>★★★★☆ - 1,292<br/>Paperback<br/><b>\$10<sup>99</sup></b> List: \$19.99<br/>-prime<br/>FREE delivery Wed, May 24 on \$25 of items shipped by Amazon<br/>Or fastest delivery Sat, May 20<br/>More Buying Choices<br/><b>\$5.82</b> (\$7 used &amp; new offers)<br/>Other format: Kindle</p>                                   |



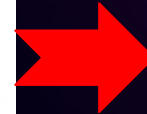
## FOR DUMMIES - "INVESTING"

Chat Gpt  
Prompt



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

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



CHECK  
THESE  
TOPICS  
FOR POC

# Brainstorm With ChatGPT



**Is “Exercise” a  
good book topic?**

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

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

### 1. **Cardio Workouts**

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

### 2. **Strength Training**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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


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


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


# Using Pub.AI To Generate Book topic Ideas


## Book Topic Ideas

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

Category you'd like to explore \* 




Health 

Subcategory to refine the idea \* 

Nutrition 

**Generate**    I already have a topic. Skip this step

## Output



  2 of 2 

**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!  I could be better... 



# Use Autosuggestion

The screenshot shows the Amazon website interface with the search term 'container' entered in the search bar. The page displays a list of search suggestions on the left and a keyword analysis tool overlay on the right. The tool is divided into three columns: 'Keywords Before', 'Keywords After', and 'Other'. Each keyword in the tool is accompanied by a small bar chart icon with a question mark, indicating search volume data.

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

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

# AMZ Suggestion Expander

# PoC

# Proof of Concept

Is the book topic in demand?

# Proof of Concept

## *Review from the Course*

Number of Reviews: =< ??

Est. Monthly Sales: => \$??

+

? x Books

Same ??

Same ??



# Proof of Concept

## *Review from the Course*

Number of Reviews:  $= < 150$

Est. Monthly Sales:  $= > \$??$

+

? x Books

Same ??

Same ??



# Proof of Concept

## *Review from the Course*

Number of Reviews:  $\leq 150$

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

+

? x Books

Same ??

Same ??



# Proof of Concept

## *Review from the Course*

Number of Reviews: =< 150

Est. Monthly Sales: => \$500

+

3 x Books

Same ??

Same ??



# Proof of Concept

## *Review from the Course*

Number of Reviews:  $\leq 150$

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

+

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:

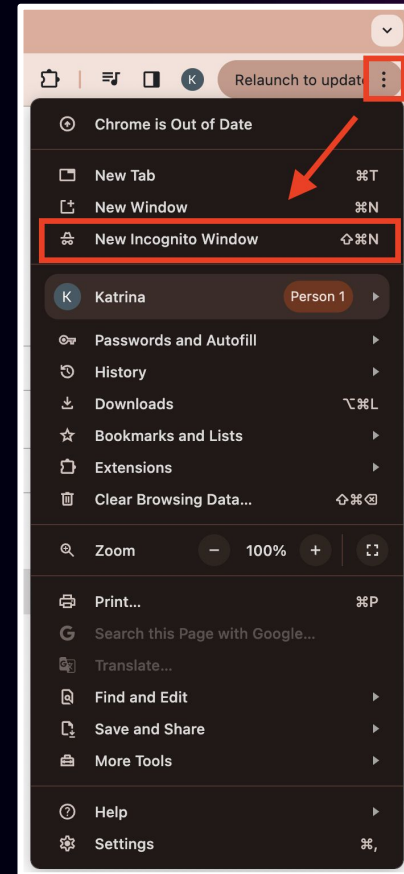
- Low content books
- Journals
- Workbooks\*
- Bundles

# Proof of Concept

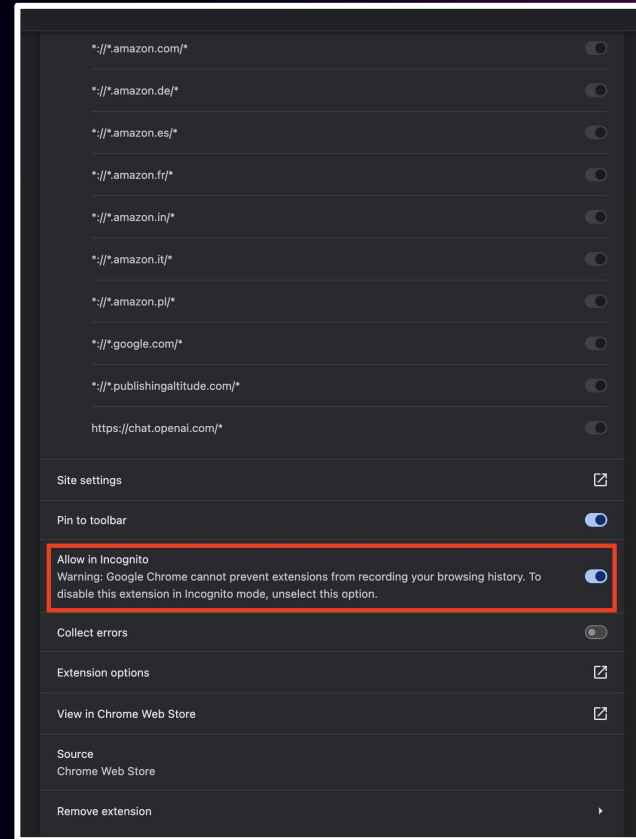


# PoC Example

- **Open a new incognito window**



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



- **Search your topic in Amazon**






Click on the  
KDSpy icon

Click on  
Reviews to  
put them in  
order

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

 **KDSPY** pro

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

Options Logout

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

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

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

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

[Pull Results 21-40](#)      Total Monthly Rev. **\$224,022** Popularity Potential Competition

**Keyword: chair exercises for seniors**

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

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Chair Exercises for Seniors: Rediscover Pain-Free Daily Activities with A Step-by-Step Illustrated Workout to Improve Balance and Strength in Just 10 Minutes a Day

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

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

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

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By AMZ Suggestion Expander

# 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)

5.0 ★★★★★ 33 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](#)

Roll over image to zoom in

[Read sample](#)

Print length



138 pages

Language



English

Publication date



July 11, 2023

Dimensions

8.5 x 0.32 x 11  
inches

ISBN-13



979-8850536848



### The Amazon Book Review

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Jordan Frank

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



**Keyword: chair exercises for seniors**

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

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

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

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

“Chair Yoga for Seniors” is a different topic

[Pull Results 21-40](#)

Keywords

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

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Books

Audiobooks **3**

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Keywords



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

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**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

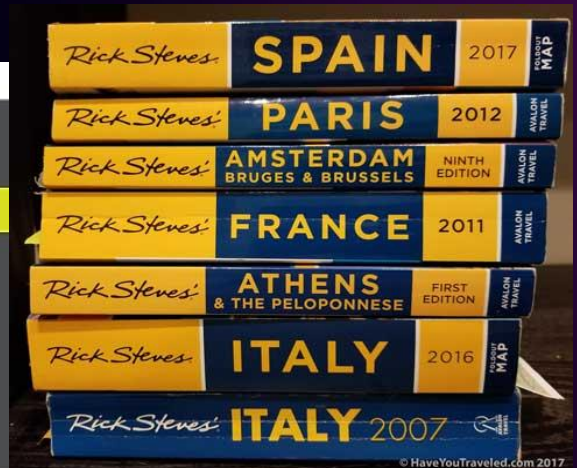
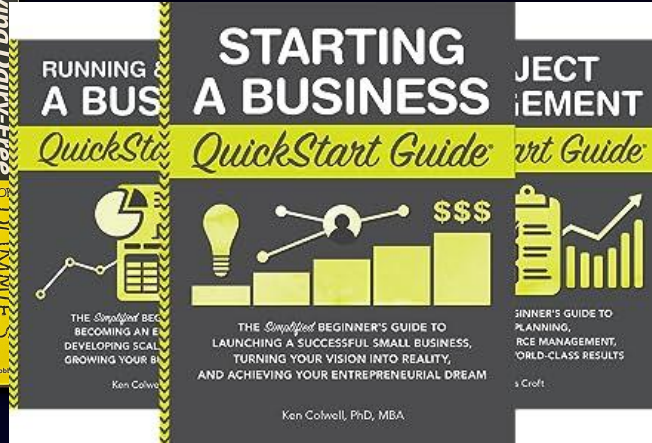
Example:

<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?



# Diana

I am having a problem with coming up with a title. I am not an expert on anything, so I am experiencing writer's block regarding coming up with a topic.

# Paul

Hi guys! Can you please check these topics for POC: Social Security for Seniors 2024  
Medicare for Seniors 2024

# Ed

Hi Coaches, I am looking for a topic for my 2nd 30k book. I was surprised to find that Tiny Houses did not pass POC. There are many titles on Amazon already. Please check it for me. I want to make sure I am doing it correctly. Thanks!

# Debbie

I would like to check Proof of Concept for the following 2 topics: 1) Intermittent Fasting for Women Over 50; and 2) Anti-inflammatory Diet for Beginners. If both meet POC I just might have Book #1 and Book #2! Thank you.

# R. Wayne

Hi Coaches, I asked these questions on the Facebook Group and last night's coaching call. Both of them referred me to submit these questions to the Thursday call. Here are my questions:

While searching for book topics, we have found several with a strong POC. We're encouraged to niche down because as the saying goes, "the riches are in the niches." However, when we narrow down a good topic, it sometimes loses its strong POC. The original topic might not be as specific but seems to still hold promise as being a profitable topic, according to what is explained in the training videos.

In these cases, is it better to proceed with the broader topic that has a good POC? Where do you draw the line on how deep to niche down for a topic. This is not so clear. If anyone can give some insights on this, it would be very much appreciated.

Thanks!



# Marcella

(Question for Thursday) I want someone to verify my POC. Self-Love Workbook/Guide for Women  
>150 Review/\$500+ = 6 and 5 relate to my topic.

# Debbie

This is for the Thursday POC Q&A. I am traveling so wanted to submit in advance. On the AIA Topic Research Sheet in the Business & Money Category I was focused on Management & Leadership Sub-category. I narrowed my niche to two topics that I would like you to validate POC. When I ran the KDSpy tool, I found POC on both of these.

1. “Coaching.” My POC search returned 4. The book concept would target individuals interested in becoming successful coaches, improving their coaching skills, or seeking guidance on building a coaching business (aspiring coaches, experienced coaches looking to enhance their practices, and individuals in leadership or manager roles).
2. “Effective Communication.” My POC search returned 4. The book concept would target people looking to enhance communication for career advancement, personal relationships, and public speaking. Benefits would be increased self-confidence, professional success, and better relationships.

# Submitted Questions

(Then Q&A Submissions on Zoom)