

Book Topic AND POC Q&A CALL

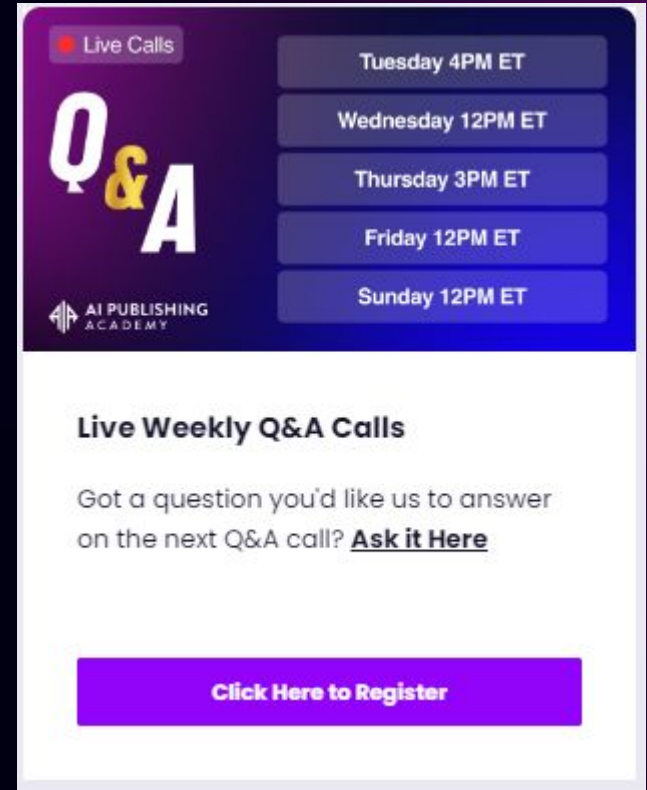
Thursday, August 24, 2023



Q&A Time

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

Average length: 45 - 60 mins.



Live Calls

Tuesday 4PM ET

Wednesday 12PM ET

Thursday 3PM ET

Friday 12PM ET

Sunday 12PM ET

AI PUBLISHING ACADEMY

Live Weekly Q&A Calls

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

[Click Here to Register](#)

Special Segment!

Today's Q&A is on:

1. Finding a book topic
2. Establishing Proof of Concept for your book topic

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



Open Q&A

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



FYI

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

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

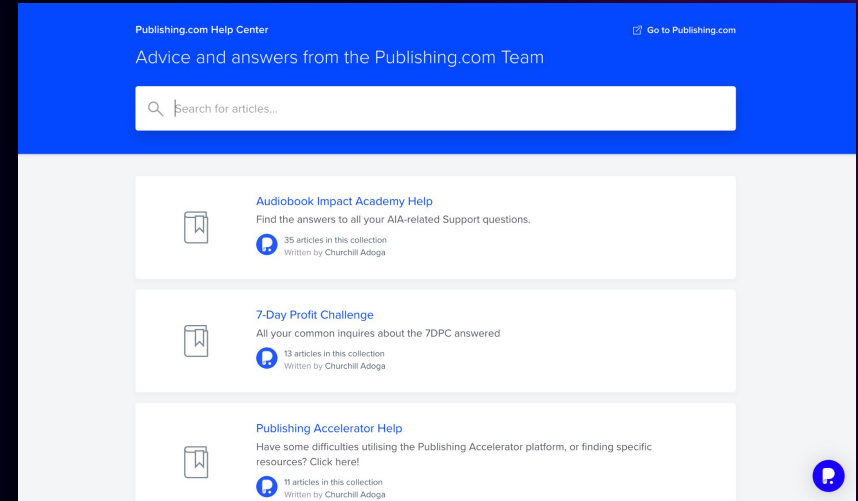
Most Frequently Asked Q&A Questions:

Visit our Help Center

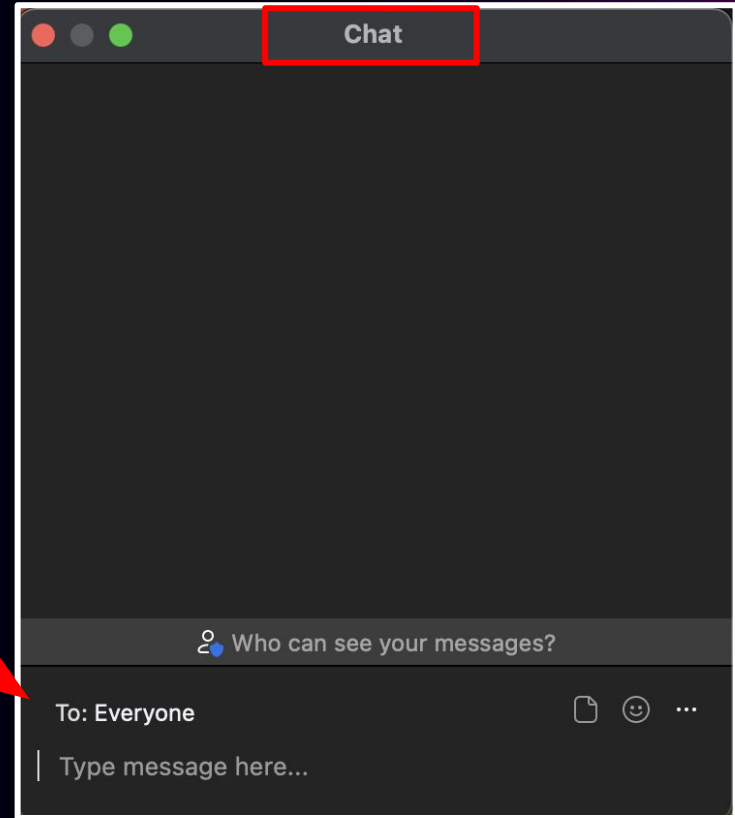
help.publishing.com

- 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 - August

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

APLUS10

Students get **10% off A+ Content Package.**



COMMUNITY SURVEY

WE WANT TO HEAR FROM YOU



Let's Begin!

- 1. How To Find A Topic**
- 2. Finding Proof Of Concept (POC)**
- 3. Q&A**

How To Find A Topic



What IS a Book Topic?

A good book topic:

Solves a specific problem, solved in a specific way for a specific group of people

- Clearly state what the book is actually about
- Terms people are searching on Amazon
- Specific (not vague)

Good book topic = *usually between 2 - 6 words*

What IS a Book Topic?

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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
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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

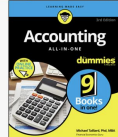
TOP 100 BOOK TOPICS

 **AUDIOBOOK**
INCOME ACADEMY

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



Best Seller



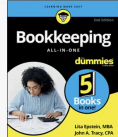
Accounting All-in-One For Dummies (+ Videos and Quizzes Online) (For Dummies (Business & Personal Finance))
by Michael Taillard, Joseph Kraynak, et al.
★★★★☆ - 74

Paperback
\$28⁹⁹ List: \$34.99

prime
FREE delivery Wed, May 24
Or fastest delivery Sat, May 20
More Buying Choices
\$21.44 (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)

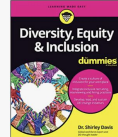
Other format: Kindle



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

Paperback
\$29⁹⁹ List: \$34.49

Free with Audible trial
Available instantly
Other formats: Paperback, Kindle, Audio CD

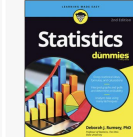


Diversity, Equity & Inclusion For Dummies
by Dr. Shirley Davis
★★★★☆ - 142

Paperback
\$29⁹⁹ List: \$34.49

prime
FREE delivery Wed, May 24
Or fastest delivery Tomorrow, May 19
More Buying Choices
\$19.69 (50 used & new offers)

Other format: Kindle

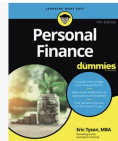


Statistics For Dummies (For Dummies (Lifestyle))
by Deborah J. Rumsey
★★★★☆ - 1,865

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

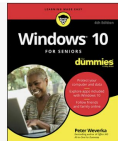


Personal Finance For Dummies
by Eric Tyson
★★★★☆ - 1,217

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

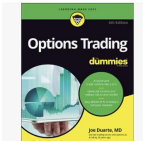


Windows 10 For Seniors For Dummies (For Dummies (Computer Tech))
by Peter Weverka
★★★★☆ - 917

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

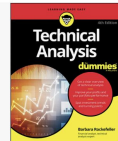


Options Trading For Dummies
by Joe Duarte
★★★★☆ - 285

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
\$15.99 (85 used & new offers)

Other formats: Audible Audiobook, Kindle, Audio CD



Technical Analysis For Dummies
by Barbara Rockefeller
★★★★☆ - 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
\$9.98 (59 used & new offers)

Other format: Kindle



Sewing For Dummies
by Jan Saunders Marech
★★★★☆ - 1,292

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. At the top left is the Amazon logo and the delivery location 'Beverly H... 90210'. The search bar contains the text 'Books container'. Below the search bar, a list of search suggestions is visible, including 'container gardening for beginners', 'container gardening', 'container security', 'container gardening book', 'container vegetable gardening', 'container home', 'container garden', 'container home book', 'container garden book', and 'containers for tops and cotton balls'. Each suggestion has a small signal strength icon to its right.

Overlaid on the search results is a keyword analysis tool. It features three columns:

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

At the bottom of the tool, there is a footer with the following text: 'ASE v2.1.42 | Download Keywords! | Want to see Search Volume for these keywords? Go PRO! | Tip: You may have to scroll to the right to see all keyword suggestions.'

AMZ Suggestion Expander

Proof of Concept

Is the book topic in demand?

Proof of Concept

Review from the Course

Number of Reviews: =< ??

Est. Monthly Sales: => \$??

+

Same ??

Same ??



Proof of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: => \$??

+

Same ??

Same ??



Proof of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: => \$500

+

Same ??

Same ??



Proof of Concept

Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: => \$500

+

Same topic

Same ??



Proof of Concept

Review from the Course

Number of Reviews: ≤ 150

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

+

Same topic

Same audience



Proof of Concept

Example:

The screenshot displays the KDSPY PRO software interface. At the top, there is a navigation bar with the KDSPY PRO logo, a notification that the extension was updated to v5.11.2, and buttons for 'Options' and 'Logout'. Below the navigation bar, the search results for the keyword 'puppy training' are shown. The results include a summary of key metrics and a detailed table of book listings.

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

Results: 1-20 **Avg. Sales Rank:** 66,123 **Avg. Monthly Rev:** \$4,143 **Avg. Price:** \$16.08 **Avg. No. Reviews:** 2,130

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

Kindle 10 Books Audiobooks 7

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



Keyword: **puppy training**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

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Kindle **19**

Books

Audiobooks **7**

[Pull Results 21-40](#)



Keywords



Export



Help

USA

Region

Total Monthly Rev.
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Popularity Potential Competition





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10	Easy Peasy Puppy Squeezy: Your Simple S...	I S C	272	\$21.95	38	\$ 834	10,866	136,200

Kindle **19**

Books

Audiobooks **7**

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Keywords



Export



Help



Region

Total Monthly Rev.
\$82,870

Popularity Potential Competition





i Keyword: **puppy training**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

Results:	Avg. Sales Rank:	Avg. Monthly Rev:	Avg. Price:	Avg. No. Reviews:
1-20	66,123	\$4,143	\$16.08	2,130

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
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Kindle **19**

Books

Audiobooks **7**

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Keywords

Export

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USA Region

Total Monthly Rev.
\$82,870

Popularity Potential Competition

Example:

3 books
Over \$500
/month



Keyword: **puppy training**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

Results:
1-20

Avg. Sales Rank:
66,123

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Kindle **19**

Books

Audiobooks **7**

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Keywords



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Total Monthly Rev.
\$82,870

Popularity Potential Competition



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

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Kindle **19**

Books

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

Keywords



Export



Help

USA v

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Total Monthly Rev.

\$82,870

Popularity Potential Competition





Keyword: **puppy training**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(16\)](#)

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Kindle **19**

Books

Audiobooks **7**

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Keywords



Export



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Region

Total Monthly Rev.
\$82,870

Popularity Potential Competition



amazon.com/Harm-Dog-Training-Behavior-Handbook/dp/1732253706/ref=sr_1_13?crd=1C50TMOR1K7TV&keywords=p...
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The Do No Harm Dog Training and Behavior Handbook: Featuring the Hierarchy of Dog Needs® Paperback – July 5, 2022
 by Linda Michaels (Author)
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Example:

What are the main topics of the books?

Who are they written for?

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business Deliver to Kristopher Milton L9T 8J Books puppy training Office supplies store
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THE DO NO HARM DOG TRAINING AND BEHAVIOR HANDBOOK
Featuring the Hierarchy of Dog Needs® Includes Problem Solving for Trainers and Pet Parents
LINDA MICHAELS M.A., PSYCHOLOGY FOREWORD BY MARC BEKOFF, PH.D.
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4.7 ★★★★★ 120 ratings See all formats and editions
Get the dog training results you've always wanted—combining love with the science of dog psychology
Find the roadmap to success in this easy-to-follow *Do No Harm Dog Training and Behavior Handbook*
Are you tired of spending countless hours poring over articles, books, and other training
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Example:

What are the main topics of the books?

Who are they written for?

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

Results:

1-20

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66,123

Avg. Monthly Rev.:

\$4,143

Avg. Price:

\$16.08

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Kindle **19**

Books

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

Keywords



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Total Monthly Rev.

\$82,870

Popularity Potential Competition



Proof of Concept

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

Results: **1-20** Avg. Sales Rank: **66,123** Avg. Monthly Rev: **\$4,143** Avg. Price: **\$16.08** Avg. No. Reviews: **2,130**

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

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

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

Kindle 19 Books Audiobooks 7

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

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 the niche.

Questions?

What additional questions can we answer for you?



Submitted Questions

(Then Q&A Submissions on Zoom)

Stephanie

Hi, I'm looking for help with POC. The first topic I'm considering is leadership. Specifically, for first-time leaders, emerging leaders, newly promoted leaders—helping them develop the skills and strategies to excel as a respected, successful new leader. While leadership would be a great topic given my background, and I think there's POC, I'm not 100% sure. I have two other thoughts to consider if not. I will 95% be on the call Thursday unless an unforeseen work situation. Thank you!

Justin

Book Topic POC: Mergers and Acquisitions

My concern is if the topic is too wide.

When I use chatgpt for subtopics ideas, all of the suggested subtopics are interesting but have a very small market and do not cross the POC barrier. I also note the Mergers and Acquisitions topic has high competition according to KDSPY, how relevant is that score?

Justin

Book topic POC: Corporate Finance

Is the topic too wide? The chatgpt suggested subtopics are too narrow and have no POC barrier nor revenue / market potential (very little searches and transactions).

Elexis

I would like to run a topic by you to confirm proof of concept. The topic is- Teaching English to speakers of other languages

Danielle

A) I'm hoping for a little POC confirmation on my topic... I have my ghostwriters queued up for interviews, the book cover contest is underway, and I'm ready to take the next step but I'd just like to double-check that my topic passes POC muster :)

I'd like to write a couple's conversation guide. The title I have so far is "The Ultimate Couple's Conversation Guide: 9 Keys Every Couple Can Use to Build Deep Lasting Intimacy"

B) The idea is to publish this book then create one or more workbooks to accompany the guide, something along the lines of "The Ultimate Couple's Conversation Workbook: 5 Days to A Deeper Connection, Part 1/Part 2/etc."

Thanks for all your support and wisdom!!

Questions?

Submitted Q&A Time!

