

TOPIC & POC
Thursday!
December 26, 2024

● 2024



FYI

PRE-REQUISITE

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 appearance.

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.

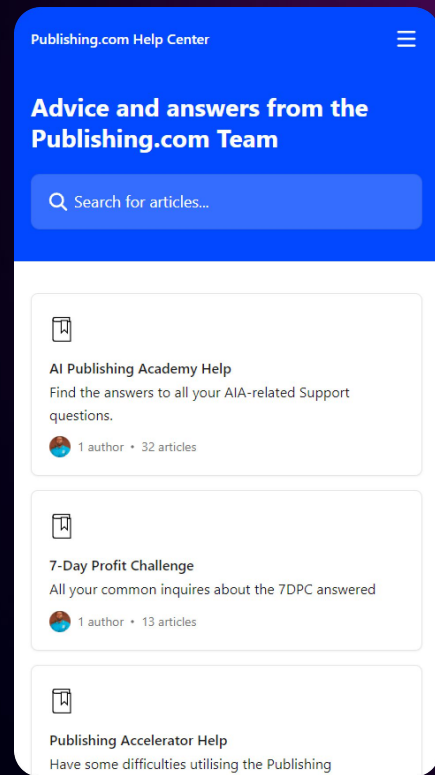
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

F.A.Q.

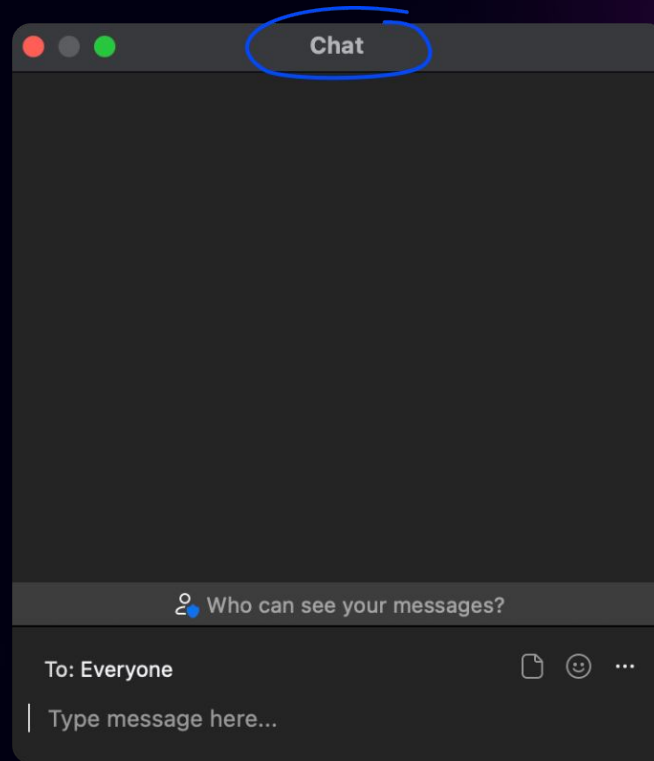
Visit our Help Center at help.publishing.com

- 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!

- 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>Best Seller</p>  <p>Accounting All-in-One For Dummies (+ Videos and Quizzes Online) (For Dummies (Business & Personal Finance)) by Michael Taillard, Joseph Kranyak, 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</p> | <p>Best Seller</p>  <p>Bookkeeping All-in-One For Dummies by Lita Epstein and John A. Tracy ★★★★☆ - 1096 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 (\$8 used & new offers) Other format: Kindle</p> |  <p>Real Estate Investing For Dummies, 4th Edition by Eric Tyson MBA, Robert S. Griswold MBA MESA CRE et al. ★★★★☆ - 747 Audible Audiobook \$0⁰⁰ List: \$24.49 Free with Audible trial Available instantly Other format: Paperback, Kindle, Audio CD</p> |  <p>Diversity, Equity & Inclusion For Dummies by Dr. Shirley Davis ★★★★☆ - 142 Paperback \$29⁹⁹ -prime FREE delivery Wed, May 24 or fastest delivery Tomorrow, May 19 More Buying Choices \$19.69 (\$9 used & new offers) Other format: Kindle</p> |  <p>Statistics For Dummies (For Dummies (Lifestyle)) by Deborah J. J. Rumsey ★★★★☆ - 1,985 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 (\$8 used & new offers) Other format: eTextbook</p> |
|  <p>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 (\$5 used & new offers) Other format: Audible Audiobook, Kindle, Audio CD</p> |  <p>Windows 10 For Seniors For Dummies (Computer/Tech) by Peter Novinka ★★★★☆ - 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 (\$4 used & new offers) Other format: Kindle</p> |  <p>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 \$15.69 (\$5 used & new offers) Other format: Audible Audiobook, Kindle, Audio CD</p> |  <p>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 (\$9 used & new offers) Other format: Kindle</p> |  <p>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 \$5.82 (\$7 used & new offers) Other format: Kindle</p> |

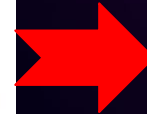
FOR DUMMIES - "INVESTING"

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

- **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 ▶ 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 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' (pink background), 'Keywords After' (green background), and 'Other' (grey background). Each keyword in the tool is accompanied by a small bar chart icon with a question mark, representing search volume data.

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

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

AMZ Suggestion Expander

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: $\Rightarrow \$??$

+

? x Books

Same ??

Same ??



Proof of Concept

Review from the Course

Number of Reviews: ≤ 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: =< 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:

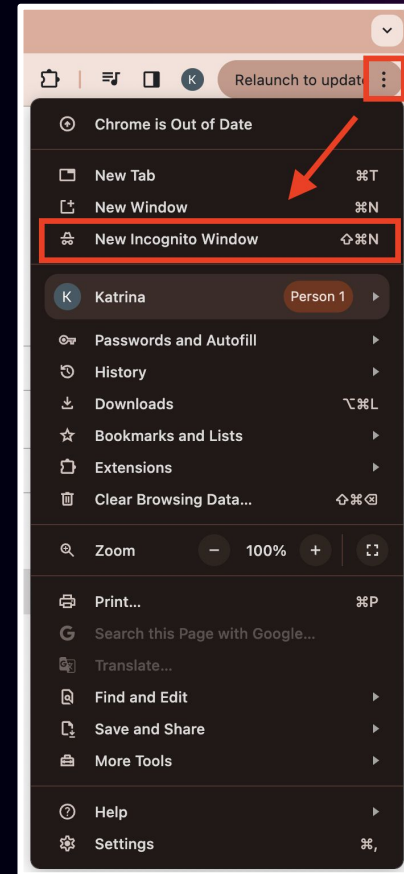
- Low content books
- Journals
- Workbooks*
- Bundles

Proof of Concept

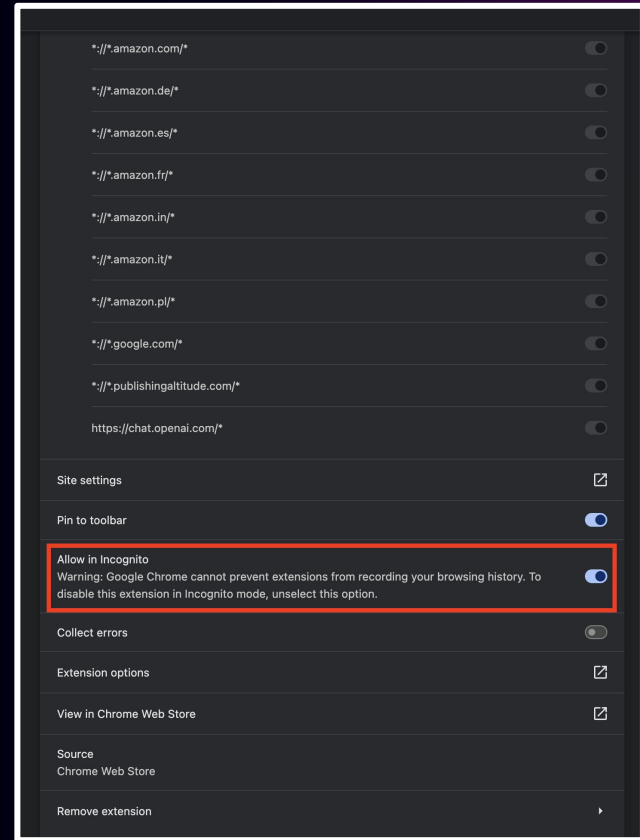


PoC Example

- **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

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By AMZ Suggestion Expander

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

WALL PILATES FOR SENIORS
28-day challenge
★★★★★ 114
prime

CHAIR YOGA WEIGHT LOSS
28-day challenge
★★★★★ 183
prime

BALANCE EXERCISES BIBLE FOR SENIORS
12-week plan
★★★★★ 20
prime

Results

28 DAYS OF CHAIR YOGA FOR SENIORS
Ottie Oz

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

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


50 CHAIR EXERCISES FOR SENIORS
BEST CHAIR WORKOUT PLAN READY ADAPTED TO YOUR STRENGTH, FLEXIBILITY, BALANCE, COORDINATION, POSTURE, HEALTH, MOVEMENT PREFERENCES, AND GOALS. WITH SPECIAL PREVENTION

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

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

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

[Pull Results 21-40](#)  Keywords  Export  Help USA Region 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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| 7 | Chair Yoga for Weight Loss: 10 Minutes a D... | I S C | 109 | \$16.1... | 2,280 | \$ 36,848 | 113 | 960 ✓ |
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We are looking for 3 books making \$500 or more with 150 reviews or less

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

[Pull Results 21-40](#)

Keywords

Export

Help

USA Region

Total Monthly Rev. **\$224,022**

Popularity Potential Competition

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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Purple line is our cut-off point

Under 150 reviews making \$500 or more

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

[Pull Results 21-40](#)

Keywords

Export

Help

USA Region

Total Monthly Rev. **\$224,022**

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

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less

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Keywords

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At first glance this looks like 14 books have PoC, but now we need to see what the books are actually about

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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

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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:

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Roll over image to zoom in

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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



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“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](#)

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Help

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| 5 | 10-Minute Chair Exercises for Seniors; 7 Si... | I S C | 161 | \$13.9... | 51 | \$ 714 | 163 | 100,308 ✓ |
| 8 | Chair Yoga for Weight Loss: 28-Day Challe... | I S C | 99 | \$17.9... | 1,461 | \$ 26,257 | 183 | 1,791 ✓ |
| 12 | Quick and Simple Chair Yoga for Seniors O... | I S C | 169 | \$12.99 | 738 | \$ 9,587 | 725 | 4,432 ✓ |
| 16 | 5-Minute Core Exercises for Seniors: Daily ... | I S C | 158 | \$7.227 | 1,952 | \$ 14,107 | 2,540 | 1,197 ✓ |

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

Kindle **20**

Books

Audiobooks **3**

[Pull Results 21-40](#)



Keywords



Export



Help



Region

Total Monthly Rev.
\$224,022

Popularity Potential Competition





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... | I S C | 103 | \$13.9... | 115 | \$ 1,609 | 4 | 41,167 ✓ |
| 18 | Chair Yoga for Seniors Over 60: Chair Yoga... | I S C | 75 | \$14.9... | 405 | \$ 6,055 | 6 | 9,390 ✓ |
| 20 | Chair Yoga for Seniors Over 60: Fully Illustr... | I S C | 146 | \$13.5... | 257 | \$ 3,488 | 30 | 6,285 ✓ |
| 2 | Sit, Stretch and Strengthen: A 14-Day Chair... | I S C | 138 | \$12.9... | 135 | \$ 1,754 | 33 | 34,178 ✓ |
| 4 | Chair Exercises for Seniors: Rediscover Pai... | I S C | 130 | \$16.9... | 198 | \$ 3,360 | 38 | 22,103 ✓ |
| 9 | 50 Chair Exercises for Seniors with Picture... | I S C | 78 | \$10.97 | 62 | \$ 680 | 39 | 80,851 ✓ |
| 14 | Chair Yoga for Seniors Over 60: How to Re... | I S C | 107 | \$14.2... | 1,250 | \$ 17,864 | 42 | 2,212 ✓ |
| 17 | Chair Exercises for Seniors: Simple and Sa... | I S C | 161 | \$14.9... | 74 | \$ 1,108 | 45 | 66,853 ✓ |
| 15 | 28 Days of Chair Yoga For Seniors Build St... | I S C | 187 | \$17.0... | 946 | \$ 16,169 | 48 | 3,208 ✓ |
| 10 | Chair Yoga for Seniors To Lose Weight: 28-... | I S C | 107 | \$13.9... | 900 | \$ 12,583 | 70 | 3,423 ✓ |
| 3 | Chair Yoga For Seniors Over 60: 28-day Be... | I S C | 139 | \$13.9... | 4,681 | \$ 65,493 | 89 | 328 ✓ |
| 11 | Low Impact and Gentle Chair Exercises for ... | I S C | 226 | \$13.9... | 20 | \$ 280 | 112 | 265,575 ✓ |
| 7 | Chair Yoga for Weight Loss: 10 Minutes a D... | I S C | 109 | \$16.1... | 2,280 | \$ 36,848 | 113 | 960 ✓ |
| 1 | 50 Chair Exercises For Seniors: Best Chair ... | I S C | 131 | \$6.996 | 466 | \$ 3,260 | 115 | 7,901 ✓ |
| 19 | 45 Chair Exercises For Seniors: Best Chair ... | I S C | 58 | \$5.995 | 54 | \$ 324 | 130 | 94,504 ✓ |
| 13 | Quick and Simple Chair Exercises for Senio... | I S C | 162 | \$13.0... | 190 | \$ 2,482 | 147 | 23,179 ✓ |
| 5 | 10-Minute Chair Exercises for Seniors; 7 Si... | I S C | 161 | \$13.9... | 51 | \$ 714 | 163 | 100,308 ✓ |
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That leaves us with 6 books about the same topic for the same audience

Kindle **20**

Books

Audiobooks **3**

[Pull Results 21-40](#)



Keywords



Export



Help



Region

Total Monthly Rev.
\$224,022

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

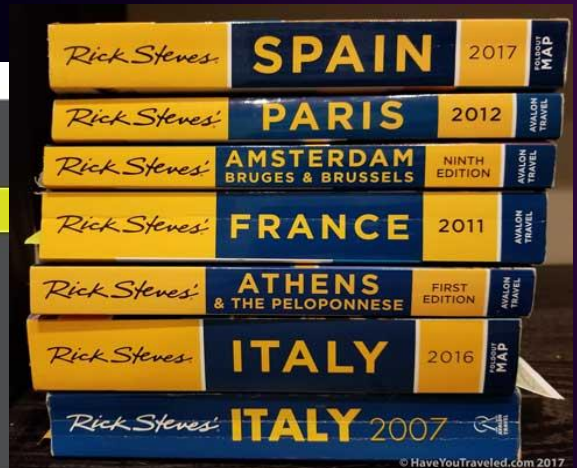
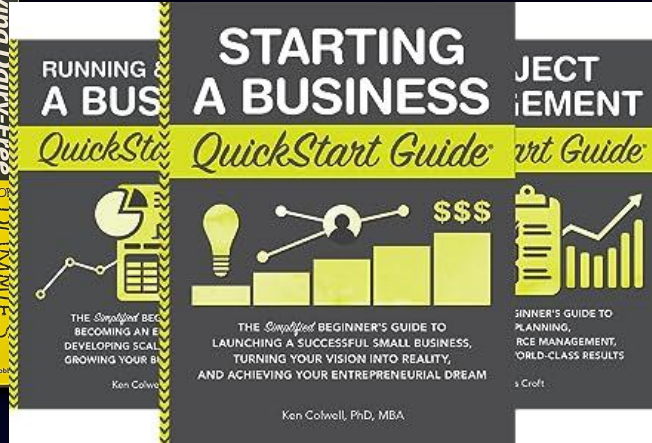
Example:

<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.

Rob Pendell

During POC I found a couple of topics with the three 150/500 criteria that were the first three on the list, the rest of the list was 150+ and big \$. Is this good or bad?