

**TOPIC & POC**  
**Thursday!**  
**February 27, 2025**

● 2025



**FYI**

**PREREQUISITE**  
for today's call

Watched:  
**Module 2 | Choosing a Topic**



## 2 | Choosing a Topic



### **The Journey to Six Figures**

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



### **The Core 4 Pieces Of A Successful Book**

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



### **Choosing a Book Topic**

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



### **Business Fundamentals**

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



### **Action Items**

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



# Q&A TIME

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

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

Live Calls

Tuesday 4-6PM EST

Wednesday 12-2PM EST

Thursday 3-5PM EST

Friday 12-2PM EST

Sunday 12-2PM EST

**Q&A**

AUDIOBOOK  
IMPACT ACADEMY

**Live Weekly Q&A Calls**

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

[Click Here to Register](#)



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# 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)

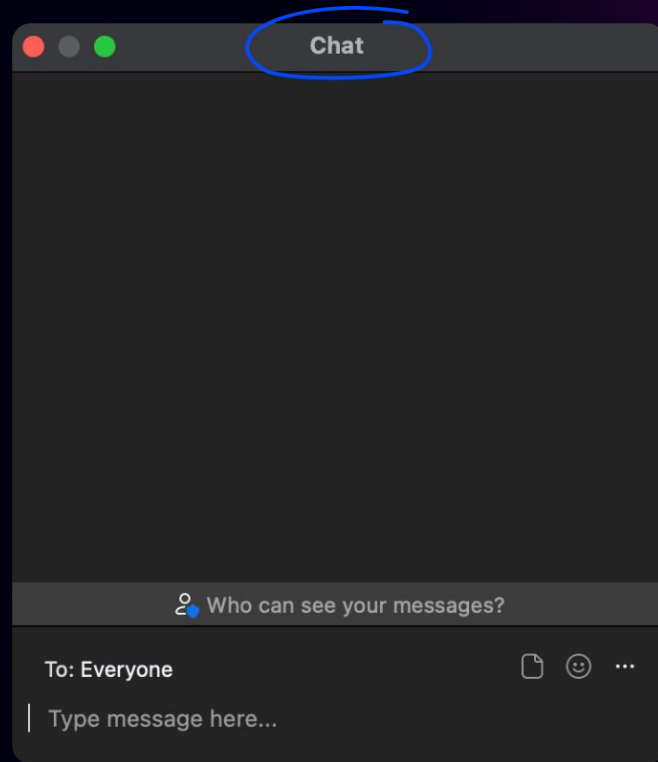
- Account related (resetting password, Facebook group, etc.)
- KDSpy, incognito, Chrome etc.
- 7 Day Profit Challenge
- Pen names

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*

**LET'S BEGIN!**

# Topic Research

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



# How To Find A Topic



# What IS a Book Topic?

A good book topic:

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

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

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



# What IS a Book Topic?

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How to read music	Beekeeping for beginners
Food truck business	At home workouts
Public speaking for beginners	Gut health
Off grid living	Decluttering your home
Rental property investing	Budgeting for college students
Meditation for entrepreneurs	Leadership for women
Social media marketing	Cognitive behavioral therapy
How to small talk	Chess for kids

# What ISN'T a Book Topic?

- Book titles
- Niches
- Sub-niches
- Vague terms
- Famous authors

Ask yourself - Are people searching for these terms regularly on Amazon?





# What ISN'T a Book Topic?

- Book titles
- Niches
- Sub-niches
- Vague terms
- Famous authors

Ask yourself - Are people searching for these terms regularly on Amazon?



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

**BONUS**

# TOP 100 BOOK TOPICS

 **AUDIOBOOK**  
INCOME ACADEMY

Note: "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>Accounting All-in-One For Dummies</b> 9 Books Included</p>	<p><b>Bookkeeping All-in-One For Dummies</b> 5 Books Included</p>	<p><b>Real Estate Investing For Dummies</b></p>	<p><b>Diversity, Equity &amp; Inclusion For Dummies</b></p>	<p><b>Statistics For Dummies (For Dummies) (Lifestyle)</b></p>
<p>Accounting All-in-One For Dummies (+ Videos and Quizzes Online) (For Dummies) (Business &amp; Personal Finance) by Michael Taillard, Joseph Krajnyak, et al. ★ ★ ★ ★ ☆ - 74 Paperback <b>\$28.99</b> List: \$34.99 -prime FREE delivery Wed, May 24 Or fastest delivery Sat, May 20 More Buying Choices \$21.44 (51 used &amp; new offers) Other format: Kindle</p>	<p>Bookkeeping All-in-One For Dummies by Lisa Epstein and John A. Tracy ★ ★ ★ ★ ☆ - 656 Paperback <b>\$20.99</b> List: \$29.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Sat, May 20 More Buying Choices \$14.98 (36 used &amp; new offers) Other format: Kindle</p>	<p>Real Estate Investing For Dummies, 4th Edition by Eric Tyson MBA, Robert S. Griswold MBA MSBA CFE, et al. ★ ★ ★ ★ ☆ - 747 Audiobook <b>\$49.99</b> List: \$49.99 Free with Audible trial Available instantly Other formats: Paperback, Kindle, Audio CD</p>	<p>Diversity, Equity &amp; Inclusion For Dummies by Dr. Shirley Davis ★ ★ ★ ★ ☆ - 142 Paperback <b>\$29.99</b> List: \$34.99 -prime FREE delivery Wed, May 24 Or fastest delivery Tomorrow, May 19 More Buying Choices \$18.69 (19 used &amp; new offers) Other format: Kindle</p>	<p>Statistics For Dummies (For Dummies) (Lifestyle) by Deborah J.J. Rumay ★ ★ ★ ★ ☆ - 1,865 Paperback <b>\$11.99</b> List: \$19.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Sat, May 20 More Buying Choices \$2.62 (88 used &amp; new offers) Other format: eTextbook</p>
<p><b>Personal Finance For Dummies</b></p>	<p><b>Windows 10 For Seniors For Dummies (Computer/Tech)</b></p>	<p><b>Options Trading For Dummies</b></p>	<p><b>Technical Analysis For Dummies</b></p>	<p><b>Sewing For Dummies</b></p>
<p>Personal Finance For Dummies by Eric Tyson ★ ★ ★ ★ ☆ - 1,217 Paperback <b>\$13.99</b> List: \$24.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Sat, May 20 More Buying Choices \$7.73 (76 used &amp; new offers) Other formats: Audible Audiobook, Kindle, Audio CD</p>	<p>Windows 10 For Seniors For Dummies (Computer/Tech) by Peter Wroble ★ ★ ★ ★ ☆ - 917 Paperback <b>\$15.99</b> 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 &amp; new offers) Other format: Kindle</p>	<p>Options Trading For Dummies by Joe Duarte ★ ★ ★ ★ ☆ - 285 Paperback <b>\$19.99</b> List: \$29.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Sat, May 20 More Buying Choices \$15.69 (55 used &amp; new offers) Other formats: Audible Audiobook, Kindle, Audio CD</p>	<p>Technical Analysis For Dummies by Barbara Rockefeller ★ ★ ★ ★ ☆ - 952 Paperback <b>\$17.99</b> List: \$29.99 -prime FREE delivery Wed, May 24 on \$25 of items shipped by Amazon Or fastest delivery Tomorrow, May 19 More Buying Choices \$9.98 (19 used &amp; new offers) Other format: Kindle</p>	<p>Sewing For Dummies by Jan Saunders Marech ★ ★ ★ ★ ☆ - 1,292 Paperback <b>\$10.99</b> 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 &amp; new offers) Other format: Kindle</p>

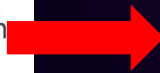
# FOR DUMMIES - "INVESTING"

## Chat Gpt Prompt



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

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



**CHECK  
THESE  
TOPICS  
FOR POC**

# Brainstorm With ChatGPT



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

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



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

### 1. **Cardio Workouts**

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

### 2. **Strength Training**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

# Using Pub.AI To Generate Book topic Ideas

## 💡 Book Topic Ideas

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

Category you'd like to explore \* ?

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 search interface for the term 'container'. The search bar is at the top, and the results are displayed in a grid. The grid is divided into three main sections: a list of search suggestions on the left, a 'Keywords Before' section in the middle, and a 'Keywords After' section on the right. Each suggestion includes a magnifying glass icon, the text of the suggestion, and a small bar chart icon with a question mark.

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

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

# AMZ Suggestion Expander

# Proof of Concept (POC)

Is the book topic in demand?

# Proof Of Concept

## *Review from the Course*

Number of Reviews: =< ??

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

+

? x Books

Same ??

Same ??





# Proof Of Concept

## *Review from the Course*

Number of Reviews: =< 150

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

+

? x Books

Same ??

Same ??



# Proof Of Concept

## *Review from the Course*

Number of Reviews: =< 150

Est. Monthly Sales: ⇒ \$500

+

? x Books

Same ??

Same ??



# Proof Of Concept

## *Review from the Course*

Number of Reviews: =< 150

Est. Monthly Sales: ⇒ \$500

+

3 x Books

Same ??

Same ??



# Proof Of Concept

## *Review from the Course*

Number of Reviews: =< 150

Est. Monthly Sales: ⇒ \$500

+

3 x Books

Same Topic

Same ??



# Proof Of Concept

## *Review from the Course*

Number of Reviews: =< 150

Est. Monthly Sales: ⇒ \$500

+

3 x Books

Same Topic

Same Audience



# Proof Of Concept



## Red Flags

### Investigate any red flag:

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

### Automatic disqualification:

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

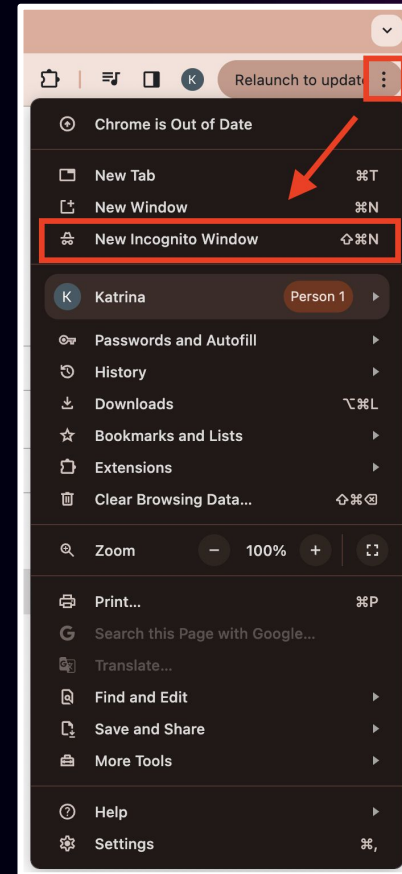
# Proof Of Concept



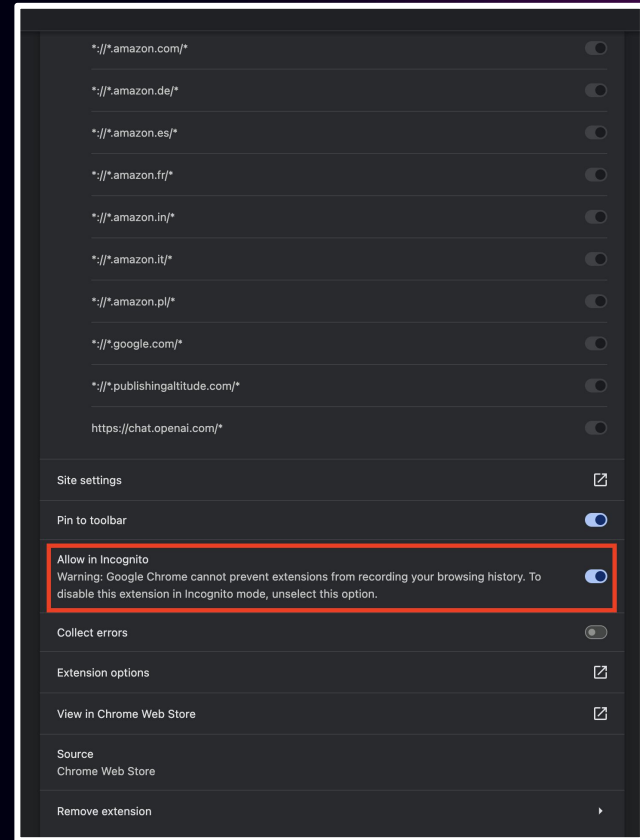
# POC Example



- Open a new incognito window



- Make sure KDSpy is available in incognito



**Search your  
topic in Amazon**

amazon.com/s?k=chair+exercises+for+seniors&l=stripbooks&crd=2EF3G8DOZNV00&sprefix=chair+exercises+for+seniors%2Cstripbooks%2C173&ref=nb\_sb\_noss\_1

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

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

**Selected filters (1)** Clear all

- Books

**Eligible for Free Shipping**

- Free Shipping by Amazon

Get FREE Shipping on eligible orders shipped by Amazon

**Kindle Unlimited**

- Kindle Unlimited Eligible

**Department**

< Any Department

**Books**

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

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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

Wall Pilates for Seniors: Rediscover The Joy of Movement and Become Independent Once Again...  
★★★★★ 114  
prime

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

Chair Yoga for Weight Loss: 28-Day Challenge to Lose Belly Fat Sitting Down with Low-Impact Exercises...  
★★★★★ 183  
prime

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

Balance Exercises Bible for Seniors: 12-Week Plan to Prevent Falls and Walking with Confidence in...  
★★★★★ 20  
prime

**Results**

**28 DAYS OF CHAIR YOGA FOR SENIORS**  
500+ poses  
Ottie Oz

Sponsored

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

Sponsored

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

Sponsored

**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  
JORDAN FRANK

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

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

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



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



**Keyword: chair exercises for seniors**

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

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

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

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

[Pull Results 21-40](#)



USA ▼  
Region

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

Popularity Potential Competition  
● ● ●

Click on the *KDSpy* icon

Click on *Reviews* to put them in order



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

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

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

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Region

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

Popularity Potential Competition  
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**Keyword: chair exercises for seniors**

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

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

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Blue line is our cut-off point

Under 150 reviews making \$500 or more

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

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USA

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

Popularity Potential Competition



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**Keyword: chair exercises for seniors**

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From this line up  
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Kindle **20**      Books      Audiobooks **4**

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USA

Total Monthly Rev.  
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Popularity Potential Competition  
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**Keyword: chair exercises for seniors**

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

[Pull Results 21-40](#)



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



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At first glance this looks like 7 books have PoC, but now we need to see what the books are actually about

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6	Chair Exercises for Seniors: 28 Days of Chair Exercises For Weight Loss: Three Levels for Strength, Posture, and Fitness	I   S   C	97	\$15.83	131	\$ 1,961	(187)	35,345
3	50 Chair Exercises For Seniors: 99 Illustrated Exercises in Just 10 Minutes a Day, 99 Illustrated Exercises	I   S   C	99	\$15.83	173	\$ 1,209	(244)	25,708
5	Chair Yoga for Weight Loss: Organized Into 28 Routines, Video Included	I   S   C	3	\$15.83	1,928	\$ 31,426	(308)	1,218
11	Chair Yoga for Seniors over 60: 28 Days of Chair Exercises For Weight Loss: 28 Days of Chair Exercises For Weight Loss: 28 Days of Chair Exercises For Weight Loss	I   S   C	51	\$15.83	694	\$ 10,070	(321)	4,794
19	Chair Yoga for Weight Loss: 10 Minutes a Day...	I   S   C	111	\$15.83	662	\$ 10,479	(514)	5,085
8	Chair Yoga for Seniors: Stretches and Pose...	I   S   C	164	\$31.93	291	\$ 9,292	(755)	14,019
4	Chair Yoga For Seniors Over 60: 28-day Be...	I   S   C	139	\$12.99	1,904	\$ 24,733	(779)	1,240
9	5-Minute Core Exercises for Seniors: Daily ...	I   S   C	158	\$8.69	1,420	\$ 12,340	(3,267)	1,861

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

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

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

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

[Pull Results 21-40](#)



USA ▼  
Region

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

Popularity Potential Competition  
● ● ●



# SIT, STRETCH, and STRENGTHEN

A 14- Day Chair Exercise  
Program for Seniors



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

Seniors Paperback – July 11, 2023

by Jordan Frank (Author)

4.6 ★★★★★ 80 ratings

[See all formats and editions](#)

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

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

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

**Of course not!**

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

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

Why Seniors Love This Illustrated Exercise Book:

[Read more](#)

[Report an issue with this product or seller](#)

Print length



138 pages

Language



English

Publication date



July 11, 2023

Dimensions



8.5 x 0.32 x 11  
inches

ISBN-13



979-8850536848



Roll over image to zoom in



[Read sample](#)

### Follow the author



Jordan Frank

[Follow](#)



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

by Ottie Oz

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

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click on the book  
and investigate



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

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

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

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

[Pull Results 21-40](#)



USA [v](#)  
Region

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

Popularity Potential Competition  
● ● ●

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

“Chair Yoga for Seniors” is a different topic



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



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

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

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18	Chair Yoga For Seniors Over 60: For Weigh...	<a>I</a> <a>S</a> <a>C</a>	142	\$29.97	4	\$ 120	(30)	1,326,670
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3	50 Chair Exercises For Seniors: Best Chair ...	<a>I</a> <a>S</a> <a>C</a>	131	\$6.99	173	\$ 1,209	(244)	25,708
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Kindle **20** Books Audiobooks **4**

[Pull Results 21-40](#)



USA [v](#)  
Region

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

Popularity Potential Competition  
● ● ●

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





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

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

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9	5-Minute Core Exercises for Seniors: Daily ...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	158	\$8.69	1,420	\$ 12,340	(3,267)	1,861

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

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

[Pull Results 21-40](#)



USA [v](#)  
Region

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

Popularity Potential Competition  
● ● ●

# Do we have Proof Of Concept?



**We have a winner!** 🎉



# Proof of Concept

## Red Flags Examples



### Investigate any red flag:

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

### Automatic disqualification:

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

# Textbooks

Disqualified!



How do you identify a  
Textbook?



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

# Textbooks

Who are well known textbook publishers?



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



# Authority Figures

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

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

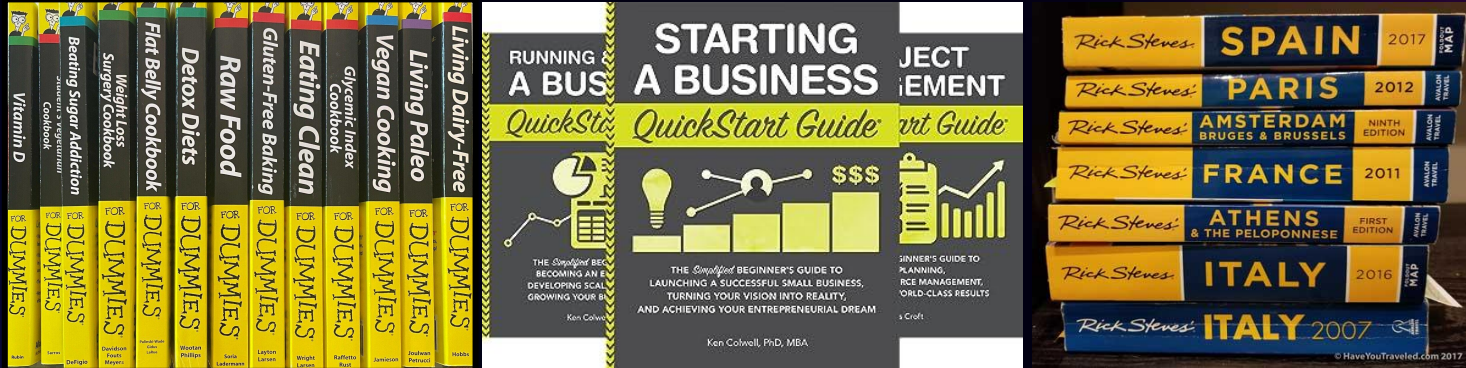
Example:

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



# Authority Figures

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



They dominate a niche!

# Questions?

What additional questions can we answer for you?



# Submitted Questions

(Then Q&A Submissions on Zoom)



# TOPIC RULES 😊

- Each student is allowed to submit **one topics** for proof of concept (POC) testing by coaches.
- If a student submits more than one topics, the one 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.

# Jessica L.

If I go with my topic of attachment styles, should the book focus on one particular style, and then in the next book, focus on another style, which would allow me to bundle in the future, or should I keep it more broad and discuss all styles, maybe appealing to a wider audience?

# Rodolfo S.

Hello Coaches, please verify the following POCs:

- Emotional Regulation for Kids.
- Overcoming toxic behaviors
- AI for beginners
- Career Growth

Thank you so much.

All the best

# Julia J

Hello!

Would you mind helping me verify Proof of Concept for the following topic?

- Ai for beginners

I appreciate your help!

# joy praise

Hello Coaches, thank you for your good works.

Kindly help me to evaluate these two for POC. And please let me know if both Topics and Titles are ok.

1. Raised bed and Container gardening for first-timers. Subtitle: Ultimate guide to utilize (convert) spaces around your home into lush garden and year round harvest of fresh and organic produce.
2. Home stretch exercise to stay young.. Subtitle. Practical workouts to keep you energized, mentally alert, pain free and agile.

# Shereen

Which of these topics has more poc

1- LLM for engineers

2- Ai for prompt engineering

# Brian Christie

Please review POC for topic: "No Grid Survival"


Refer to [Topic Research Sheet](#)



Please discuss the "15 in 1", "30 in 1" designations in the title whether it refers to "bundling."

Also, the edition year on some of the covers.

... next slide for screenshot

# Brian Christie ... continued


KDSPY<sup>PRO</sup>
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 Options
  Logout




**Keyword: no grid survival** [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking\(0\)](#)


Results: **1-20**      Avg. Sales Rank: **38,436**      Avg. Monthly Rev: **\$43,517**      Avg. Price: **\$22.26**      Avg. No. Reviews: **868**

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
10	No Grid Survival Projects: Practical Step-by-...	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	107	\$15.72	133	\$ 2,091	15	34,936
12	No Grid Survival Projects Bible: The Ultimat...	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	241	\$18.98	133	\$ 2,524	15	34,745
15	No Grid Survival Projects for Beginners: St...	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	132	\$12.99	82	\$ 1,065	21	59,466
20	No Grid Survival Projects for Beginners: A ...	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	91	\$11.49	29	\$ 333	34	180,860
17	No Grid Survival Projects: The Ultimate DIY...	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	340	\$23.99	38	\$ 912	35	134,493
7	No Grid Survival Projects: Step-by-Step DI...	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	154	\$18.9	230	\$ 4,347	41	18,480
13	No Grid Survival Project Bible: [15 in 1] The...	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	121	\$25.97	92	\$ 2,389	51	52,242
4	No Grid Survival Project: Master the Art of ...	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	183	\$15.1	1,047	\$ 15,810	75	2,806
16	No Grid Survival Projects: The 1000-Day Bl...	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	143	\$19.17	159	\$ 3,048	96	28,333
9	The Practical Prepper's Survival Bible: Your...	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	237	\$39.95	64	\$ 2,557	112	78,453
11	No Grid Survival Projects Bible: How to Ma...	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	142	\$22.47	324	\$ 7,280	147	12,343
5	No Grid Survival Projects Bible: The Definiti...	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	213	\$24.97	870	\$ 21,724	528	3,580
18	Survival Projects for Off-Grid Living: Surviv...	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	358	\$23.99	90	\$ 2,159	537	53,598
3	Off Grid Survival Projects Bible: The Compl...	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	220	\$25.97	3,642	\$ 94,583	606	482
2	No Grid Survival Projects Bible: Secure You...	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	216	\$24.98	1,995	\$ 49,835	801	1,161
14	Prepare Your Home for a Sudden Grid-Dow...	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	242	\$16.99	616	\$ 10,466	1,130	5,576
6	The Survival Medicine Handbook: The Ess...	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	694	\$30.37	1,927	\$ 58,523	3,666	1,219
19	When the Grid Goes Down: Disaster Prepa...	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	78	\$12.99	164	\$ 2,130	3,974	27,463
1	NO GRID Survival Projects	<a href="#">T</a> <a href="#">S</a> <a href="#">C</a>	288	\$39	13,976	\$ 545,064	4,622	52




Kindle **16**    Books    Audiobooks **4**

[Pull Results 21-40](#)

 Keywords
  Export
  Help

USA  Region

Total Monthly Rev.  
**\$826,840**

Popularity Potential Competition  






# Sahar Naghshi

dear coaches,

I am new here and in the process of choosing the topic for my first book. Also I did try the POC on KDspy, but I'm not sure if my search was correct. Could you please check the POC of those topics for me, I would really appreciate it a lot:

1. Emotional regulation for kids
2. Chair yoga for weight loss for women
3. Chair exercise for weight loss for women
4. How to get in hormonal balance for women

Thank you in advance.

# Ronald S. Martinez

I chose Tech Savvy Parenting as my topic, however, it appears there are insufficient sales or review for POC.

However, it would seem the topic would be relevant in today's market. Should I pursue it nonetheless?

Thank you!