

**TOPIC & POC**  
**Thursday!**  
**November 7, 2024**

● 2024

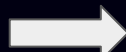


# PRE-REQUISITE

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

  
AUDIOBOOK  
IMPACT ACADEMY

Tuesday 4-6PM EST

Wednesday 12-2PM EST

Thursday 3-5PM EST

Friday 12-2PM EST

Sunday 12-2PM EST

**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](#)

# FREE AIA COACHING CALL!!!

1 per students (these are for AIA students only)

- First come first serve
- Student will not receive a recording
- No-shows will not be given another one

<https://publishing.as.me/limited-time-coaching-calls>



# 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.





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.

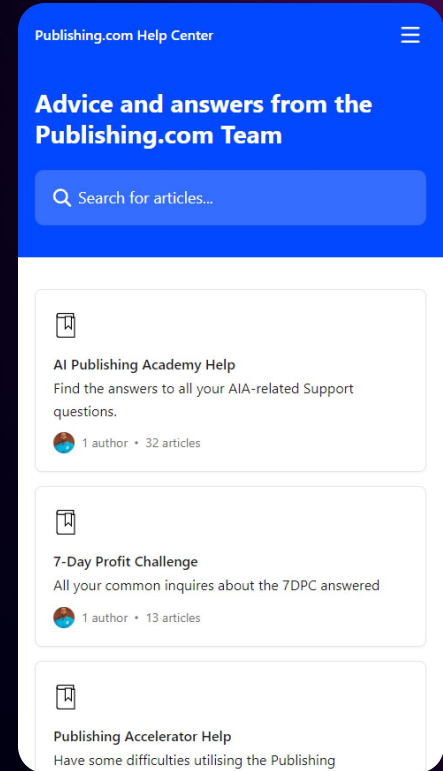
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.



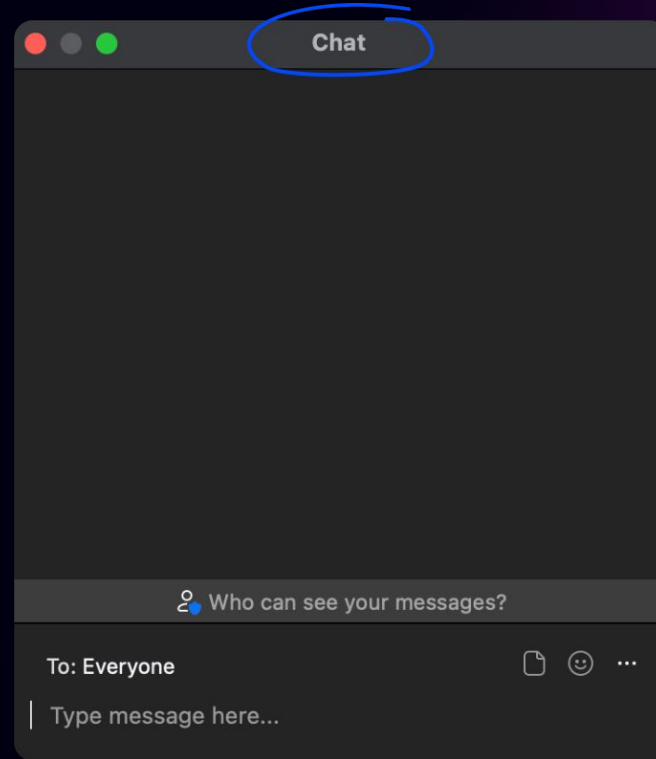
Visit our Help Center at [help.publishing.com](https://help.publishing.com)

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

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



Change your chat  
settings to "Everyone"



# PUBLISHING.AI NOW OPEN TO EVERYONE

## What Can Publishing.ai Offer You?

Access the platform and enjoy features like:

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

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



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

# PS MONTHLY DISCOUNT

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



## WINNINGCOVER

Students get **10% off** Book Cover Design Package

**LET'S BEGIN!**



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

# How To Find A Topic



# What IS a Book Topic?

A good book topic:

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

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

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

# What IS a Book Topic?

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

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
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- 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

**Best Seller**



**Accounting for Dummies**  
(+ Videos and Quizzes Online) (For Dummies (Business & Personal Finance))  
by Michael Taillard, Joseph Kraynak, et al.  
★★★★☆ - 74  
Paperback  
**\$28<sup>99</sup>** List: \$44.99  
-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**



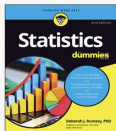
**Bookkeeping for Dummies**  
Bookkeeping All-in-One For Dummies  
by Lisa Epstein and John A. Tracy  
★★★★☆ - 1096  
Paperback  
**\$20<sup>99</sup>** List: \$29.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$14.98 (\$4 used & new offers)  
Other format: Kindle



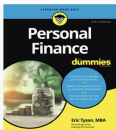
**Real Estate Investing for Dummies**, 4th Edition  
by Eric Tyson MBA, Robert S. Griswold MBA, MESA CRE, et al.  
★★★★☆ - 747  
Audible Audiobook  
**\$29<sup>99</sup>** List: \$24.49  
Free with Audible trial  
Available instantly  
Other formats: Paperback, Kindle, Audio CD



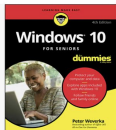
**Diversity, Equity & Inclusion For Dummies**  
by Dr. Shirley Davis  
★★★★☆ - 142  
Paperback  
**\$29<sup>99</sup>**  
-prime  
FREE delivery Wed, May 24  
Or fastest delivery Tomorrow, May 19  
More Buying Choices  
\$19.69 (50 used & new offers)  
Other format: Kindle



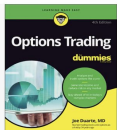
**Statistics For Dummies** (For Dummies (Lifestyle))  
by Deborah J. J. Rumsey  
★★★★☆ - 1,863  
Paperback  
**\$11<sup>99</sup>** List: \$19.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$2.62 (98 used & new offers)  
Other format: eTextbook



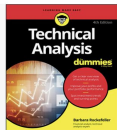
**Personal Finance for Dummies**  
by Eric Tyson  
★★★★☆ - 1,217  
Paperback  
**\$13<sup>99</sup>** List: \$24.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$7.71 (75 used & new offers)  
Other formats: Audible Audiobook, Kindle, Audio CD




**Windows 10 For Seniors For Dummies** (Computer/Tech)  
by Peter Novotny  
★★★★☆ - 917  
Paperback  
**\$15<sup>99</sup>** 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



**Options Trading For Dummies**  
by Joe Duarte  
★★★★☆ - 285  
Paperback  
**\$19<sup>99</sup>** List: \$29.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$15.69 (55 used & new offers)  
Other formats: Audible Audiobook, Kindle, Audio CD



**Technical Analysis For Dummies**  
by Barbara Rockefeller  
★★★★☆ - 992  
Paperback  
**\$17<sup>99</sup>** 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  
**\$10<sup>99</sup>** 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  
\$3.22 (71 used & new offers)  
Other format: Kindle

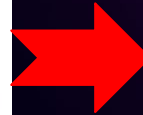
## FOR DUMMIES - "INVESTING"

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

 Deliver to **Beverly H... 90210**

Books ▾ container

Q container gardening for beginners	📈?	<b>Keywords Before</b>	<b>Keywords After</b>
Q container gardening	📈?	kids lunch container 📈?	container gardening books for beginners 📈?
Q container security	📈?	containers for mini fridge 📈?	<b>Other</b>
Q container gardening book	📈?	containers with lids for organizing 📈?	pizza storage container collapsible 📈?
Q container vegetable gardening	📈?	containers for organizing clothes 📈?	dog food storage container 50 lbs capacity 📈?
Q container home	📈?	containers for organizing pantry 📈?	oxo pop container 📈?
Q container garden	📈?	container 📈?	sharps disposal container for home use 📈?
Q container home book	📈?	containers for beads 📈?	sterilite 3-drawer storage container 📈?
Q container garden book	📈?	containers for food organizing 📈?	dog food storage container 30 lb 📈?
Q 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:  $\leq 150$

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

+

? x Books

Same ??

Same ??



# Proof of Concept

## *Review from the Course*

Number of Reviews:  $\leq 150$

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

+

? x Books

Same ??

Same ??



# Proof of Concept

## *Review from the Course*

Number of Reviews:  $\leq 150$

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

+

3 x Books

Same ??

Same ??





# Proof of Concept

## *Review from the Course*

Number of Reviews:  $\leq 150$

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

+

3 x Books

Same Topic

Same ??



# Proof of Concept

## *Review from the Course*

Number of Reviews:  $\leq 150$

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

+

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:

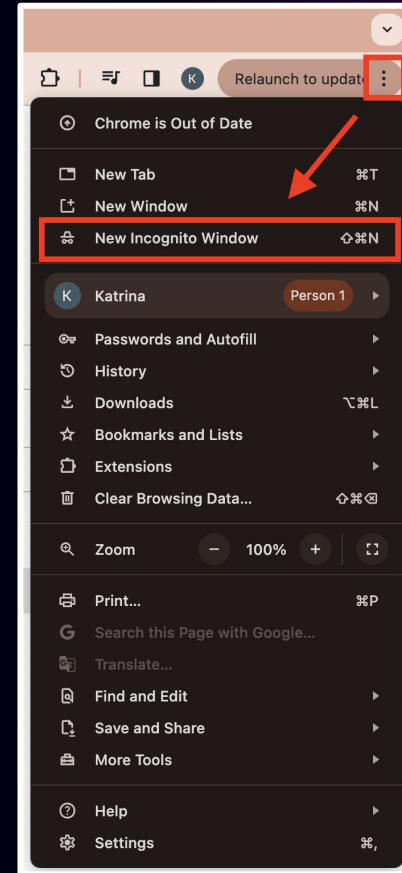
- Low content books
- Journals
- Workbooks\*
- Bundles

# Proof of Concept

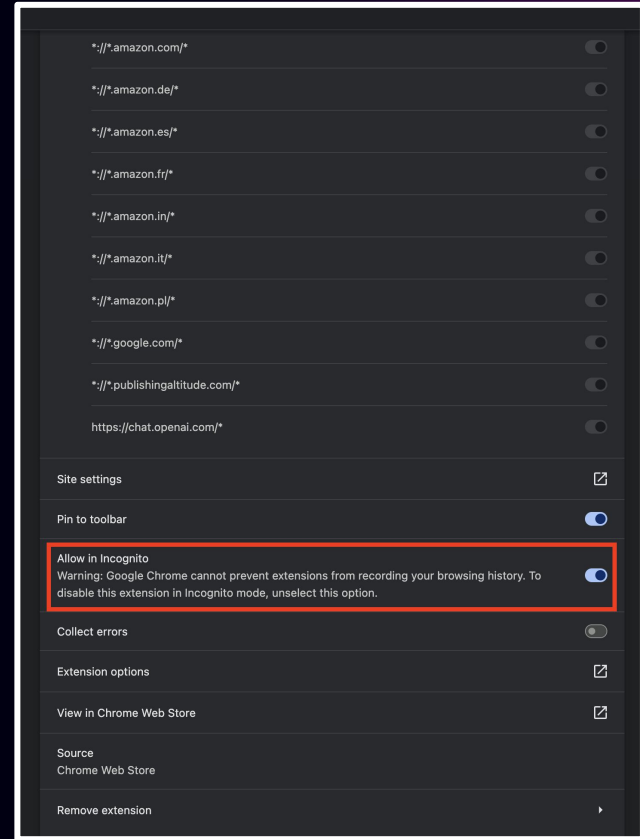


# PoC Example

- Open a new incognito window



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



- **Search your  
topic in Amazon**



USA ✓ Books ✓ Topic

Incognito ✓

amazon.com/?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 Hills, 90210 Books chair exercises for seniors

Incognito

1-2 of over 2,000 results for "chair exercises for seniors"

Sort by: Featured

Selected filters (1) Clear all

- Books

Eligible for Free Shipping

- ☐ Free Shipping by Amazon

Get FREE Shipping on eligible orders shipped by Amazon

Kindle Unlimited

- ☐ Kindle Unlimited Eligible

Department

< Any Department

Books

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

**Get Paid to Turn Other People's Content Into Books.** Learn More

And Collect the Cash Before You Even Write a Word.

By AMZ Suggestion Expander

Illustrated Book for Women, Beginners and Seniors

Shop Alessandra Villanucci Books >

WALL PILATES SENIORS 28-day challenge

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

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

Results

28 DAYS OF CHAIR YOGA FOR SENIORS

CHAIR YOGA FOR SENIORS TO LOSE WEIGHT

CHAIR YOGA FOR WEIGHT LOSS


50 CHAIR EXERCISES FOR SENIORS

SIT, STRETCH, and STRENGTHEN

Click on the  
KDSpy icon

Click on  
Reviews to  
put them in  
order

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

 **KDSPY**<sup>pro</sup> Your extension was recently updated to v5.13.2 [Learn what's new](#) X

Options Logout

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


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

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




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

[Pull Results 21-40](#)

Keywords Export Help

USA  Region

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

Popularity Potential Competition  
  

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Options



Logout

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

Results:

**1-20**

Avg. Sales Rank:

**38,992**

Avg. Monthly Rev:

**\$11,201**

Avg. Price:

**\$13.31**

Avg. No. Reviews:

**233**

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
6	50 SIMPLE CHAIR EXERCISES for SENIO...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	103	\$13.9...	115	\$ 1,609	4	41,167 ✓
18	Chair Yoga for Seniors Over 60: Chair Yoga...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	75	\$14.9...	405	\$ 6,055	6	9,390 ✓
20	Chair Yoga for Seniors Over 60: Fully Illustr...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	146	\$13.5...	257	\$ 3,488	30	16,285 ✓
2	Sit, Stretch and Strengthen: A 14-Day Chair...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	138	\$12.9...	135	\$ 1,754	33	34,178 ✓
4	Chair Exercises for Seniors: Rediscover Pai...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	130	\$16.9...	198	\$ 3,360	38	22,103 ✓
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Kindle **20**

Books

Audiobooks **3**[Pull Results 21-40](#)

Keywords



Export



Help



Region

Total Monthly Rev.

**\$224,022**

Popularity Potential Competition



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



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Options



Logout

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

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Kindle **20**

Books

Audiobooks **3**[Pull Results 21-40](#)

Keywords



Export



Help

USA

Region

Total Monthly Rev.

**\$224,022**

Popularity Potential Competition



Purple line is our  
cut-off point

Under 150  
reviews making  
\$500 or more

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Options



Logout

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

Results:

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Kindle **20**

Books

Audiobooks **3**[Pull Results 21-40](#)

Keywords



Export



Help

USA

Region

Total Monthly Rev.

**\$224,022**

Popularity Potential Competition



From this line up  
all books have  
150 reviews or  
less

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Options



Logout

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

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Kindle **20**

Books

Audiobooks **3**[Pull Results 21-40](#)

Keywords



Export



Help

USA ▼

Region

Total Monthly Rev.

**\$224,022**

Popularity Potential Competition



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



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

Options



Logout

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Books

Audiobooks **3**[Pull Results 21-40](#)

Keywords



Export



Help

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Region

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Popularity Potential Competition



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

**KDSPY**<sup>pro</sup>Your extension was recently updated to v5.13.2. [Learn what's new](#) X

Options



Logout

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Kindle **20**

Books

Audiobooks **3**[Pull Results 21-40](#)

Keywords



Export



Help

USA

Region

Total Monthly Rev.

**\$224,022**

Popularity Potential Competition



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

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



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By AMZ Suggestion Expander

# SIT, STRETCH, and STRENGTHEN

A 14-Day Chair Exercise  
Program for Seniors

Roll over image to zoom in

[Read sample](#)

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Jordan Frank

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## Sit, Stretch and Strengthen: A 14-Day Chair Exercise Program for Seniors Paperback – July 11, 2023

by Jordan Frank (Author)

5.0 ★★★★★ 33 ratings

[See all formats and editions](#)

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

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

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

*Of course not!*

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

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

Why Seniors Love This Illustrated Exercise Book:

[Read more](#)

Print length



138 pages

Language



English

Publication date



July 11, 2023

Dimensions

8.5 x 0.32 x 11  
inches

ISBN-13



979-8850536848

**The Amazon Book Review**Book recommendations, author interviews, editors' picks, and more. [Read it now.](#)

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

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Options



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

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Kindle

20

Books

Audiobooks

3

[Pull Results 21-40](#)

Keywords



Export



Help



Region

Total Monthly Rev.

**\$224,022**

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

KDSPY<sup>pro</sup>Your extension was recently updated to v5.13.2. [Learn what's new](#) X

Options



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Books

Audiobooks **3**[Pull Results 21-40](#)

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Export



Help



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Total Monthly Rev.

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Popularity Potential Competition



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Export



Help

USA ▼

Region

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Popularity Potential Competition



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

**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

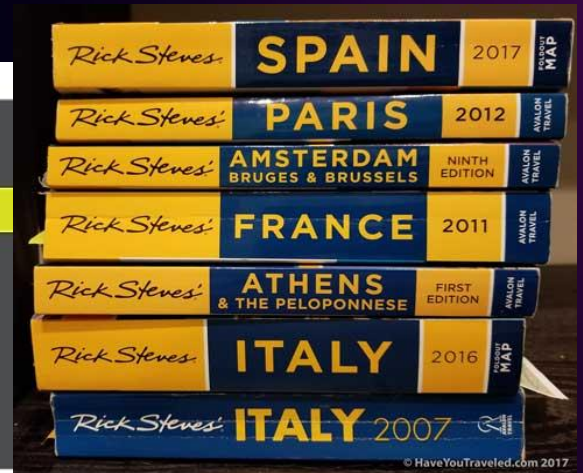
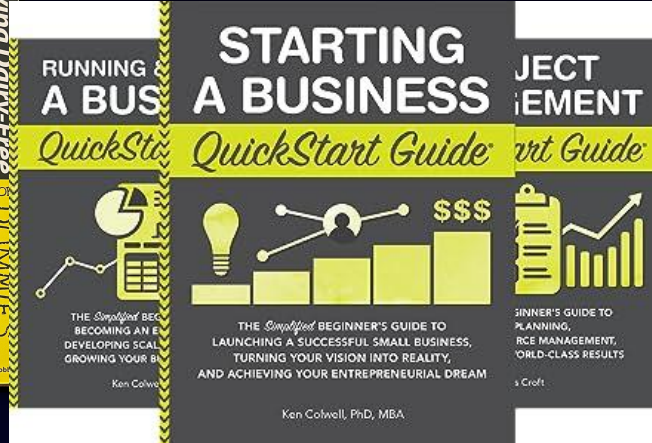
Example:

<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.



# Halima Lawal

Please could you review the following Topics for PoC?:

Topic 1- Financial Freedom by Design: Time Management Techniques for Debt Reduction

Sub-Topic: Simple steps to help you become financially literate and create a personal money management system that practically runs on auto-pilot.

Topic 2 - From exhaustion to empowerment: Mental Wellness for Busy Parents.

Sub-Topic: Learn strategies for cultivating inner calm amid chaos, build resilience for challenging days and strengthen your parent-child connection to foster a balanced and positive family environment.



# Gloria Nye

For Thursdays Topic Research. Please advise re this topic choice: "Meditations for Seniors 60 and over." Thanks



# Rachele Phommacharinh

Coaches Manya, Dani, and Tobie

I'm trying to get a handle on the POC concept.

Here are two topics I am interested in. I have been struggling with Topics and Titles. I will also revisit the AIA videos.

- 1) Raised Bed Gardening for Beginners
- 2) Investing for Beginners

Rachele Phommacharinh



# Godwin Onohwosa

Greetings Coaches! Kindly help ascertain if any of the topics below meets POC requirements.

Thanks.

Godwin

Growth mindset for teens

Life skills for teens

20 Life skills for young adults

Ultimate life skills for teens

# Michelle

Hello Coaches, could you please help me confirm if these 3 topics pass POC? I already tested it and they did but I want to be sure I did it right. Thank you.

1. Container gardening for beginners
2. Carnivore diet cookbook for beginners
3. Waterbath canning for beginners

Also, among the three, which one is the best?



# Rebecca Brown

Hi Coaches,

I would like a bit more information about how to interpret the Proof of Concept? I have KD Spy and have done several topic and keyword reviews, ranking from lowest # reviews, etc. I just need some clarification on how to know it's a successful POC? Do we need to focus on the three dots at the bottom (green-yellow-red) about Popularity, Potential & Competition? I've been getting two greens and red on some topics, but have \$100 K in monthly revenue, for example. I have watched the POC module several times.

Thank you!

# Neil Honey

Hello please can we check that the topic of Energy Healing meets POC?

# Andreea/Arianna Honey

hello, please can we check that the topic of 'Joy' meets POC? thank you and kind regards

# Barb Harris

How much should we drill down? I want to be more specific with my topic (focused for seniors) but I can't find POC. I can find plenty of POC for the general topic, but I want my book to be more focused. any advice?



# Robin Hall

Hello Coaches! Here I am again, looking for my topics/titles, to get my book started. I have found 2 that seem to meet POC, but need help to make sure I'm on track! These are my choices so far, "small business" & "entrepreneuership". I think I'm getting POC on both, but still need to put a title together. Am I doing this correctly, y also need to know how to share my screen, when I'm in "incognito" mode, using KDSPY, here? Please and thank you!





# David Ogles

When doing POC, and I am checking to make sure that there are at least 3 books on the topic with less than 150 reviews and over \$500 in monthly revenue, should I exclude books on the topic that are workbooks? Example: Lucid dreaming, lucid dreaming, lucid dreaming work book...



# Marlin Johnson

Looking for confirmation of my Topic, which was verified with coach Carol earlier this week. She recommended I submit for further validation on this call before next steps. The Topic: Menopause for Women.

There are 4 of 5 books that meet the requirements in the top 20, per the method to research. (Less than 150 reviews/ more than \$500/mos rev; timing of publication, price point, etc.) Anything further I should consider or red flags to look out for? Thanks!

Marilyn

