

Publishing Profits:

Module 1

Jay Boyer & John S. Rhodes

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Introduction

Here's What We're Covering:

- How to get the most out of this course
- What you can expect from us
- What we require from you
- 'The Big Picture'
- Research: Part 1
- Your Homework



Welcome to the first session of the *Forbidden Kindle Bestseller Bootcamp*. This is going to be an exciting session and a lot is going to be covered here. For the most part this session is going to serve as an introduction to the rest of the course. Some of the most basic and important secrets will be provided within this material as well. To give you a better idea, the lesson is outlined below. The following information will be covered in this lesson:

- How to get the most out of this course
- What you can expect from the team
- What will be required of You
- 'The Big Picture'
- Research: Part 1
- Your homework

You should take the time to ask as many questions as you can throughout the course. This will allow you to take full advantage of this material. The information that is presented can be a little hard to take in at times, but don't forget that there are video replays and excess materials available for your review.

It has recently been decided that this course will be extended for another 8 weeks. During this 8 week period the team will be covering everything over again. So, if you got in under the deadline, you will have access to 8 more weeks in case you weren't able to join a session or you have had technical problems with the videos.

How to Get the Most Out of This Course

How to Get the Most Out of This Course:

- Do not buy any other online course or training for the next 8 weeks
- Forget everything you know about Kindle self-publishing
- Give yourself *permission to succeed* with this training



Don't buy any other online courses or training for at least the next 8 weeks. This training can be hindered by outside influences that contradict what you are learning here. Just like a tennis coach restricts his students from working with any other coaches, this team requests that you refrain from being coached elsewhere as well. Unsubscribe yourself from any email lists, don't go to the warrior forum, and don't purchase any other products related to publishing. You have been unsubscribed from our email lists too. If there are any new kindle-related products available, you will be let in on that information in the member's area. You need to focus on this training to get the most out of it.

Forget everything that you know about Kindle self-publishing. The people who have joined this course come from different backgrounds and all have different experience levels when it comes to publishing. Some of the members of this training have never published before. On the other hand, some are intermediate and even advanced publishers. No matter what you know, please put this aside. This training will work best for you if you are looking at this through the eyes of a newborn. If you are having trouble publishing, for example, there may be a reason for it that has to do with the way you go about things. You may not realize that there is something getting in your way, and the only way that you will find out is if you enter this training with a clean slate and an open mind.

Please give yourself permission to succeed with this training. Ninety-percent of your success is going to depend on your mindset during the training. So, please keep a healthy outlook and

allow your internal conversations to remain positive. Henry Ford once said “Whether you think you can or you can’t – you’re right.” He was absolutely right. If you are telling yourself “They can do this, but I will never be able to.”, then you will not get anything out of this. You have to tell yourself that this is something that you can accomplish and come at this training with an attitude that you can succeed.

What You Can Expect from the Team

What You Can Expect From Us:

- 8 weeks of systematic training laying out the roadmap to Kindle profitability
- Supplementary content & training added to the member's area every week
- An insiders' perspective on what's working RIGHT NOW inside % outside of Amazon
- No-holds-barred and honest feedback of your book
- Your most urgent questions answered



There are 8 weeks of systematic training ahead in which the team will be laying out the roadmap to Kindle profitability. This training will consist of two sessions each week. The first will be on Monday or Tuesday, and in some cases it will land on a Wednesday. You can find the schedule posted within the member's area.

Each week the first sessions are going to focus on the training itself; the secondary sessions are going to consist of Question & Answer sessions and 'hot seat' exercises. This means that you will be submitting your work to the team and it will be reviewed live. This is not meant to embarrass you. It is so that the team can provide you with constructive criticism which will allow you to move forward with the best advice possible.

If you have not explored the member's area, you should do so. There is already a lot of information posted there. More information will be added week to week. By scoping out the website you will also be able to find both streaming replays of the weekly training there as well as downloadable versions of the training. Kindle related products, software, and additional training will also be made available here as it relates to the training each week.

Throughout the training you are going to get an insider's perspective on what is working right now inside and outside of Amazon. The team consists of four different members who are all seven-figure internet marketers. All of these super-successful publishers got their start as internet marketers. Therefore, you are going to be able to build upon the combined experience

of four different people who do things very differently but are all doing extremely well in the Kindle Marketplace.

During the 'hot-seat' session, you are going to receive honest feedback on your manuscripts, covers, and live books in Amazon. Again, the team does not want to offend you. Team members may criticize your work at times, but only to give you the right advice and push you towards success. In other words, if you are doing something that team members would not recommend, they will let you know. They will be kind about it, so there is nothing to be afraid of. You deserve honest feedback. You are here because you were part of the 1% who took action. You are one of the few who took a stand and said "I am going to achieve this for myself and my family" and you should be very proud of yourself for that.

Your most urgent questions are going to be answered during the Q&A and 'hot-seat' sessions each and every week. Remember, there is no such thing as a stupid question. If you have a question, it is likely that several other people in the class want to ask the same thing. So, don't hesitate to ask anything. The team is here to help you with whatever you need and you are here to make the most of your training.

What Will Be Required of You

What We Require From You:

- Attend the 2 weekly trainings (or view the replays in the members area)
- Submit all your questions every week to the form in the member's area
- Complete all homework assignments each week before the Tuesday training



You will need to attend each of these training sessions. Some of you may be working at the time of the training and some people live in different time zones and therefore cannot join in on the live sessions. Don't worry about this. If you cannot attend the sessions live replays are available for that reason.

The picture above states that you can submit your questions to a form in the member's area. **This has changed.** Any questions that you have can be emailed to 10kbookhelp@gmail.com. These questions will be part of our second session each week, so it is important that you submit them as soon as you can after the training sessions end.

There will be homework assigned each week. Each week's homework will need to be completed before the first training session of the following week. You will be expected to take it upon yourself to complete each of these assignments. No one is going to follow you around to make sure you do this, but it is important that you do so in order to get what you need out of this training and to ensure that you are able to keep up with the rest of the class.

The Big Picture

Your Goal:

To create multiple streams of recurring monthly income by publishing to Amazon via Kindle Direct Publishing...



It is imperative that you begin this training with the right outlook. In order to do that, everyone needs to understand the goals of this course. Your ultimate goal is:

To create multiple streams of recurring monthly income by publishing to Amazon via Kindle Direct Publishing...

You should also understand the following fact:

It has never been easier to make money than it is right now...

Know this as a FACT:

*It has never been **easier** to make money
than it is **right now...***



Do you believe this to be true? It is absolutely true. Let this idea sink in. You need to believe this on every level, and you need to take the time to internalize this. Throughout this course, you need to hold on to the feeling that you can make money doing this.

If you do not believe this to be true, none of the team members are going to be able to help you. So, if you have any doubt in your mind that you are going to be able to do this, then this is not the place for you. You need to just step away now or else you are going to be wasting the valuable time and resources of others. Upon entering this course, and throughout this entire course, you will need to believe in yourself. You have to be sure that this is something that you want and need and that you are going to accomplish. Please give yourself permission to succeed before continuing on.

Why is it easier now than in any other time in history to make money now? The answer is leverage. Today we have leverage when it comes to time, when it comes to technology, and when it comes to various operations. Kindle publishing via Amazon will be our vehicle to achieve this kind of leverage.

Here's how we're leveraging Amazon:

- Give you 70% royalties
- Send you a check or direct deposit every month like clockwork
- Process all your payments
- Let you submit and host your book content for free
- Give you access to over \$200 million+ BUYERS w/credit cards on file
- Leverage over 50 million Kindle delivery devices out there
- Access the 5th largest search engine on the planet
- Partner with the most trusted seller on the web
- Mail out for you to their HUGE email list
- Take care of all customer service for you
- Purchase paid advertising for your book

FORBIDDEN KINDLE



You have leverage through Amazon because:

Amazon gives you 70% in royalties. Until recently this was unheard of in the publishing world. The reason why Amazon is now able to do this is because the delivery costs for eBooks add up to virtually nothing. So, they can super-incentivize authors and self-publishers to send them their best content and pay them the lion's share of the profits.

Amazon is going to send you a check or direct deposit every month like clockwork. This is your goal. It is highly unlikely that by the time this training is over you won't be receiving passive income from Amazon.

They will process all of your payments for free. You don't need a PayPal account, you don't need a merchant account, and you don't need to swipe the credit card yourself. It is all taken care of for you.

Amazon is going to allow you to submit and host your book's content for free. It doesn't cost you anything to do so as it does on other sites.

Amazon is going to give you access to over \$200 million buyers. Each of these customers has credit cards on file and is set up to buy. This is the most important part. Amazon is the biggest buyer's website in the world. Think about it. How much would most people pay to have a billboard placed on a highway where over 200 million people drive? You're going to receive this and it's going to be yours for free. Plus, you know that each of these customers have credit cards already set up, so that they can purchase with that one click 'buy now' button. How amazing is that?

People trust Amazon. Year after year, Amazon is ranked ‘most trusted merchant’ and the ‘most trusted website’. Amazon customers are going to trust you as a publisher by association as well. They know that their money is going through a secure site, so they are not scared to click that ‘buy now’ button. They don’t hesitate like many would on other websites.

There are over 50 million Kindle delivery devices out there. This count is even rising higher because tens-of-millions were just purchased over the holidays. This isn’t even counting all of the apps that people have on their phone, iPads, and Android devices. This is a massive delivery system which is completely unprecedented and you have full access to it.

Amazon is the 5th largest search engine on the planet. There is one major difference between this search engine and others such as Google. What is it? The people searching on Amazon are all buyers! Again, they are there looking to buy and they have their credit card set up to purchase at the click of a button. In this training you are going to learn how to get your book ranked via keywords so that it is at the top of the stack. So, as they browse your book will be one of the first to come up. What a great deal, right?

Amazon is going to be promoting your book via the website and through emails. Have you ever purchased a book from Amazon? You get an email that says “If you liked this, you may also like...” and then you are shown several books that may fit your interests. Just think, some of these emails are going to include your book. In many cases people who receive these emails go on to buy; this is great for your sales and the advertising is completely free.

They are going to take care of the customer service for you. They are going to cover the delivery costs for you as well. In this training, in addition to learning to publish to Kindle, you will learn to publish paperbacks through Amazon’s CreateSpace as well. When people order your paperback book, you don’t have to deal with the cost or put any effort into shipping it out. You will be able to take advantage of their physical distribution at no cost to you.

Amazon will also be purchasing paid advertising for your book. So, you are going to get to take advantage of even more free advertising for your book. How this works will be explained later on in the training.

Amazon has your back and so does this team. All you have to do is provide the belief that you can do it and take action. That is what the homework assignments and ‘hot-seat’ sessions are for. It doesn’t matter if you have been out of work for three years. It doesn’t matter if you’re 8 years old or 82 years old. This can work for you.

Kindle publishing is still in its infancy. We are just wading in the warm waters of an enormous ocean of opportunity. If you get your books published to Kindle now, they are going to be

ranking in a couple of years and you will still be raking in profits from work you put in years prior. Understand that you are on the cutting edge of something that is really just taking off.

How can you get even more leverage?

So far we've just been talking about "regular old" Kindle publishing...



How Can You Get More Leverage?

Let us widen the aperture a little bit more. We have been talking about the leverage that you have with just one book. During your training you are going to learn how you can take one idea and expand it into a vast number of formats and sales channels as well. Think about all of the different formats that you have available to you:

- Audio books
- Paperback books
- Informational products

The screenshot shows an Amazon product page for the book "Chicken Wing Recipes: Hot Wings, BBQ Wings, Buffalo Wings, Spicy Wings, Teriyaki Wings and Cajun Wings" by Cain Marko. The page includes a book cover image, a "Click to LOOK INSIDE!" button, and a "Book Description" section. The description states that the book contains over 100 recipes and is a number 1 bestseller. The page also features a "Share your own customer images" link and a "Search inside this book" link.

You can use the exact same content that you're publishing to Kindle and change it into different formats to bring in a lot more profits for hardly any more work. The picture above depicts a book which was published by John Rhodes. It is a book of chicken wing recipes that was published in 2010. This book is currently a number 1 bestseller. You can search for this book in a number of different ways and it still comes up first.

This book alone has made John \$145 this month. That may not seem like a lot, but just think, this is one out of many that has been continuing to make him money for years and he has only had to do the work for it once. Each book that you publish, each product that you put out, is like a soldier that works to make money for you. The more soldiers that you add the more money you will make. This is a paperback, what if it was also published to Kindle and published in a different language? What about the different platforms you could use such as:

- Barnes & Noble
- Apple iBooks
- Google Books
- Smashwords

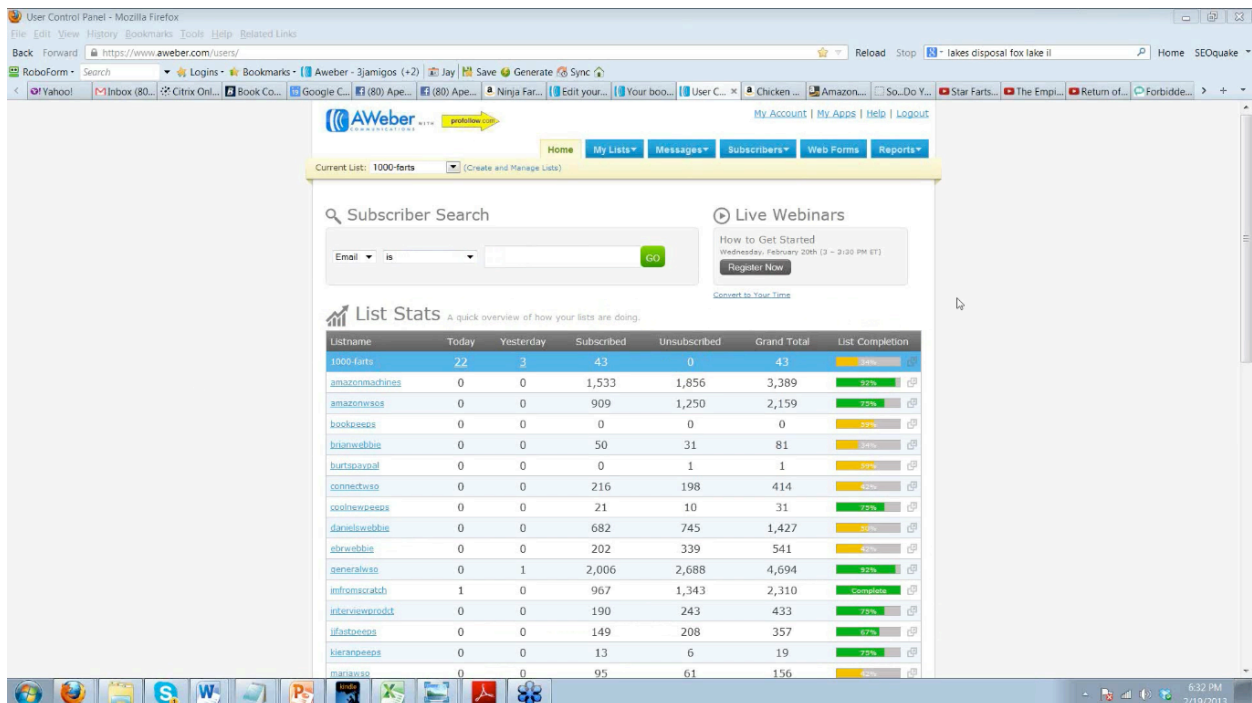
You can publish the exact same content to different formats and different platforms in order to make an abundance of profit off of just one product. You can really go a long way with this. If you are new to this, don't let this scare you off. You will soon find out just how easy this can be.

Now, what if you were to create lists of buyers? You could take this same book even further, right? Do you have an AWeber account or Mailchimp account? Have you been building lists of buyers? If you have not, you don't have to worry. You are going to learn about this.

Email marketing is very powerful. Each member of the team creates lots of lists and has found tons of subscribers through them. J&J Fast Publishing, which is the business Jay Boyer has with John Rhodes, generated over a million dollars last year just from the email lists that they have put together. In fact, you can make much more money off the email lists than you can off of just posting your book in various platforms.

Ask yourself this: If Amazon was to disappear tomorrow, would you be able to connect with your buyers? Where would you stand? Would you still have a business at all? An email list allows you to stay connected with buyers and continually let them know about new products that you have put out.

A good example of what you can do comes through a self-published cookbook author named Ron Douglas. He began publishing in 2008. Within a year's time he built a list of over 200,000 buyers. At that point he attracted the attention of some major publishers and is now doing quite well for himself. One of the reasons for his success is that he already had a platform and a list of fans that couldn't wait for him to come out with his next book.



The screenshot shows the AWeber user interface. At the top, there's a navigation bar with 'Home', 'My Lists', 'Messages', 'Subscribers', 'Web Forms', and 'Reports'. Below this, there's a 'Subscriber Search' section with a search bar and a 'Live Webinars' section with a 'Register Now' button. The main content area is titled 'List Stats' and contains a table with the following data:

Listname	Today	Yesterday	Subscribed	Unsubscribed	Grand Total	List Completion
1000-farts	22	3	43	0	43	100%
amazonmachines	0	0	1,533	1,856	3,389	92%
amazonwso	0	0	909	1,250	2,159	75%
bookspessa	0	0	0	0	0	0%
brunwebblue	0	0	50	31	81	62%
burtspaypal	0	0	0	1	1	0%
connectwso	0	0	216	198	414	62%
coolnewspeps	0	0	21	10	31	75%
darnwebblue	0	0	682	745	1,427	55%
ehwebblue	0	0	202	339	541	45%
generalwso	0	1	2,006	2,688	4,694	92%
infomscrabzb	1	0	967	1,343	2,310	100%
intervinoprodit	0	0	190	243	433	78%
ifastnews	0	0	149	208	357	97%
kierapeeps	0	0	13	6	19	75%
mapnews	0	0	95	61	156	65%

The picture above is of Jay's AWeber account. This list was created for a new book that Jay just launched, which is a sequel to *The Fart Book* called *1,000 Farts*. He only started this list last

Thursday and it already includes 47 people. Now, just think, if he added 50 people to this list every week, he would have over 2,500 people on it by the end of the year. Think how powerful this can be. Jay is planning on rolling out the books in this series every two weeks and notifying each of these people of each book.

There are, of course, many ways to engage this audience. One way that Jay plans to do so is by sending out emails for some of his releases that says something like “I’m trying to choose a cover for my next book, which one do you like better?” This lets them know what is about to happen, it engages them, and it builds anticipation.

So...Do You Think Farts Are Funny?

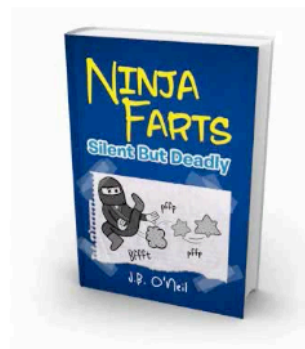
Me too! Hi I'm bestselling author J.B. O'Neil, and I'd love to send you a FREE audiobook version of my hilarious new book called "Ninja Farts."

Here's what readers are saying about my side-splitting, bottom-burping Fart Book Series:

- "I haven't heard my daughter laughing and giggling that much since she started school. Thank you J.B O'Neil - I will definitely get all your books to keep my child laughing." --**Lisa D.**
- "Absolutely hysterical!... If you want to laugh your way through, from page to page, this is perfect. It will put a smile on your face!" --**Tom Foster**
- "This ebook had me and my kids laughing from start to finish!... Talk about a fun Friday night!" --**Rob Rodenparker**

This mp3 audiobook currently sells for \$9.97, but you can access it instantly and listen to it right now (you and your kids will love the stinky sound effects!).

Just enter your name and email address in the box to the right (so I know where to send it), and I'll deliver this hilarious "Ninja Farts" audiobook right to your inbox!



[Download Now](#)

Another way to attract attention and more sales is to offer Giveaways. For this particular book pre-launch, Jay is offering a giveaway of his *Fart Ninja* audio book. The picture above is the squeeze page for the offer. It states:

So...Do You Think Farts Are Funny?

Me too! Hi I'm bestselling author J.B. O'Neil, and I'd love to send you a FREE audio book version of my hilarious new book called "Ninja Farts."

Here's what readers are saying about my side-splitting, bottom-burping Fart Book Series:

"I haven't heard my daughter laughing and giggling that much since she started school. Thank you J.B. O'Neil – I will definitely get all you books to keep my child laughing." – Lisa D.

"Absolutely hysterical!...If you want to laugh your way through, from page to page, this is perfect. It will put a smile on your face!" – Tom Foster

“This ebook had me and my kids laughing from start to finish!...Talk about a fun Friday night! – Rob Rodenparker

This mp3 audio book currently sells for \$9.97, but you can access it instantly and listen to it right now (you and your kids will love the stinky sound effects!).

Just enter your name and email address in the box to the right (so I know where to send it), and I’ll deliver this hilarious “Ninja Farts” audio book right to your inbox!

This is a high-value giveaway item, and it is not surprising that 47 people have already opted in to join this list. By the end of the year there will likely be thousands of people on the list. After that Jay will be able to promote his own products as well as affiliate products and other people’s books.



How is Jay getting traffic to this page exactly? There are many ways to drive traffic here, but in this particular case he has placed the link to this page in *The Fart Book*. Right up front in the book it states:

Free Bonus – Ninja Farts Audiobook

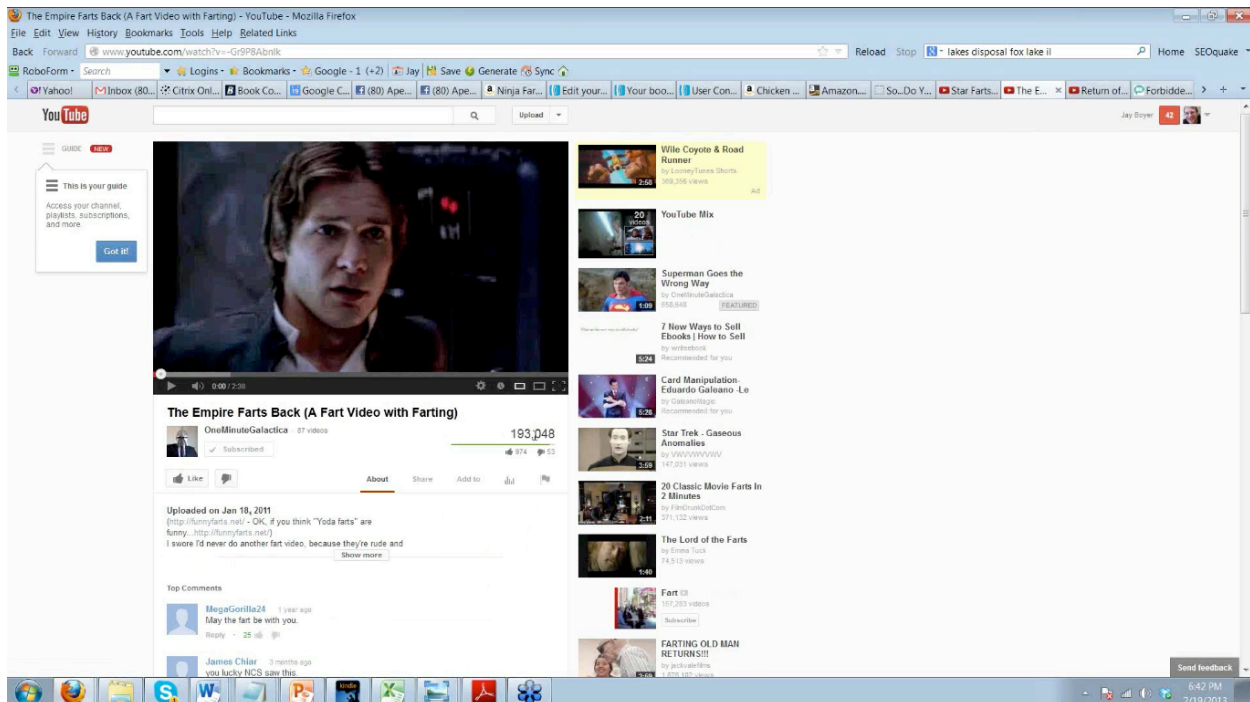
Hey gang...If you’d like to listen to an audiobook version of Ninja Farts while you follow along with this ebook, you can download it for free for a limited time by clicking on this link: <http://funnyfarts.net/>

Enjoy!

So, people can click right into this squeeze page from their Kindle or related devices before they even begin reading *The Fart Book*. After people come to the giveaway page and submit their name and email address, an email is sent to them in which there is a link to the audio file for *Fart Ninja*. Within that same email, Jay has taken the opportunity to promote yet another one of the books in the series. Please note that you don't want to hit your customers up with a promotion in every email. You want to try and form a lasting relationship with them as well. For instance, the next time Jay emails his customers he may send them a link to a funny YouTube video that they might enjoy.

If this is a lot to take in at first, please understand that these are just examples of some of the things that you can do. You will be shown how to do this step by step later on in the training. You will also be provided information on how to use AWeber and similar websites, which will be made available within the member's area soon.

Driving Traffic to Your Amazon Page



We just covered one way that you can generate traffic to new books in your series and to your squeeze page. What are some other ways? You can generate traffic from outside of Amazon to your book's listing inside of Amazon. When you drive traffic into the site, Amazon takes notice and helps you to promote your book even more.

One great way to drive traffic is by using YouTube. All you have to do is find viral YouTube videos that are related to your book's subject and then place a link on the page (which leads to your book's page at Amazon). When you do this you'll want to say something like "hey, if you think this video is funny, you got to check this out!"

This service is not free, but it is not very expensive either. It only cost Jay \$15 for lifetime access. These videos get two or three thousand views every week, so it is well worth it. Doing this will drive enormous amounts of traffic to your book's page. This is not a beginner's strategy. It is an internet marketing strategy that not very many people think to use. Hopefully, this gives you an idea of some of the things that you can do.

This has just been an introduction of what is to come. You are not expected to know how to do any of this just yet. The groundwork for all of this will soon be laid out for you though. Now you know some of the possibilities that are in store for you. Some of you may already know about some of these methods. If you do, please take the time to review these processes anyway. There may be something that you don't know about mixed in and you don't want to miss out on any of this.

Research: Part 1

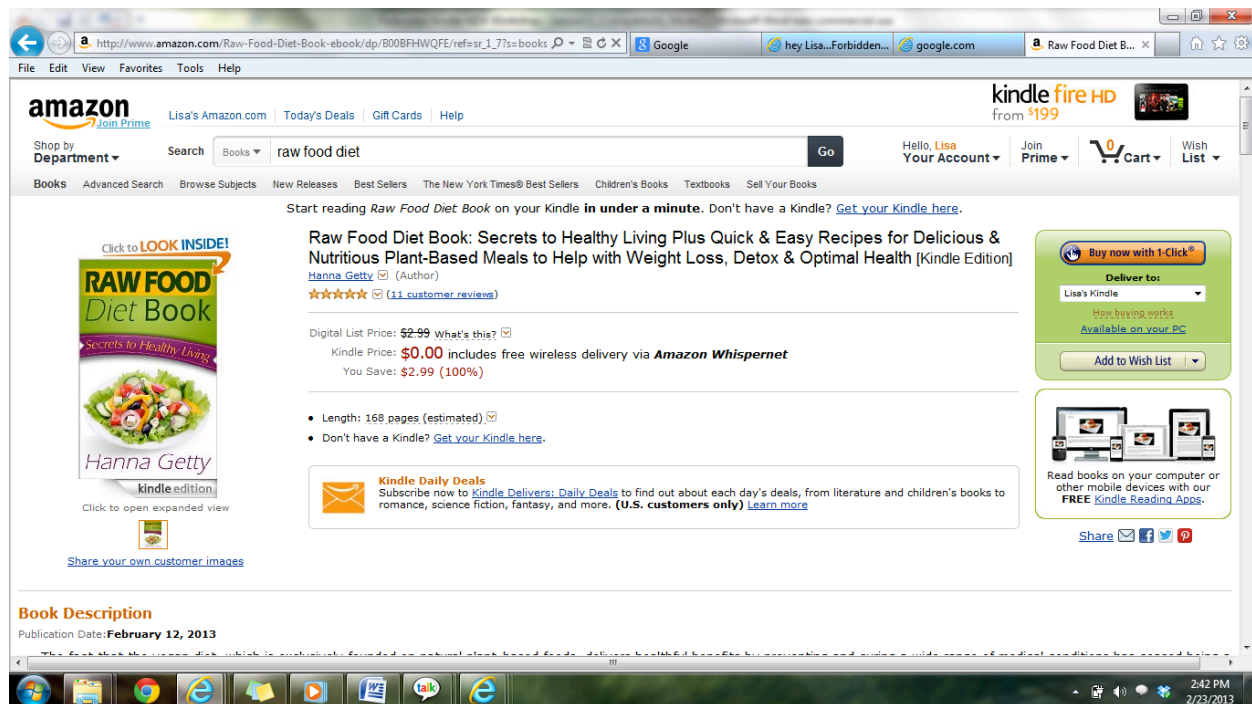
Doing avid research is what is going to assure you of your book's success. It allows you to explore popular topics and get an idea of what is already selling. If you have already chosen a topic, research will also help you find the best keywords to use for that topic. This will help you to create your book in a way that will make it more successful. No matter where you are in the process of writing or marketing your book, please follow along and learn the tricks of the trade so that you will have a thorough understanding of how to do this research for future books.



The picture above is of a mind map that is used to explore the different niches in the Kindle marketplace. The mind map will be made available (for both MAC and PC) in the member's area for download so that you can use it yourself. You may notice that one of the boxes say 'Warning Will Robinson'. This is a Lost in Space reference if you didn't catch it. This was put on there to warn you that every niche that is covered in the presentation is not necessarily a good niche to use.

You have to learn to do your own research to find the best niche for your book. Begin this process by going to the Amazon website and searching certain keywords that are related to the subject of your book. Say, for example, that you have just written a diet book. The first thing that you should do is type the word 'diet' into the search bar at Amazon. As you do this, be sure to restrict the search to the Kindle Store. This is an option that you can choose from the

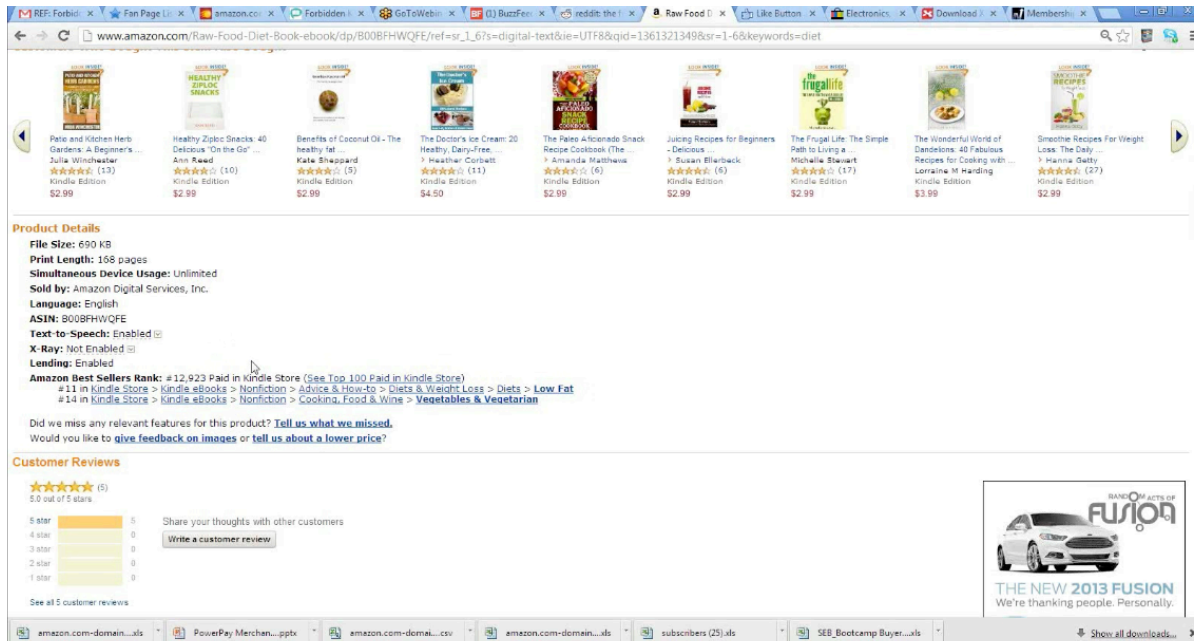
dropdown box right beside the search bar. Now, when the search results come up, you will also see an option to sort the results on the right-hand side of the screen. You want to leave this set to 'Relevance' because this is the default setting, so it is the way that most customers have their search results set.



The picture above depicts a popular raw food diet book which was found on the first page of the search results. You can go to the book's page by clicking on the thumbnail of the book. Once you get to the book's page, you can click on the picture book again to read the first 10% of the book. So, if you choose a book that is 100 pages long, you will get a preview of the first 10 pages.

This book was written by a woman named Hanna Getty. If you click on her name, you can see a list of other books that she has. In many cases, bestselling authors have more than one bestselling book. This can help in your research because the author may have books in niches or sub-niches that you wouldn't have thought of on your own.

The book description for this particular book is not that great. You will learn to do much better in this training course. John and Jay have a tool which will allow you to use different formatting options in your book's description such as bullet points, bold lettering, and different fonts. They will, of course, provide this tool to you as well.



The most vital information to your research can be found within the book's product details. You can find this by scrolling down the book's page a little. The most important part of the book's product details is the Amazon Best Sellers Rank. This shows how the book is ranked in comparison to all of the other books in the Kindle Store.

This particular raw foods book is ranked as #12,923. That doesn't sound too impressive, but when you consider that there are a couple of million books in Kindle, you will understand that it is actually selling a lot. Really anything that is ranked lower than 25,000 in Kindle is doing quite well. There is a chart within the mind map that will help you estimate how many books an author is selling based on their bestsellers ranking.

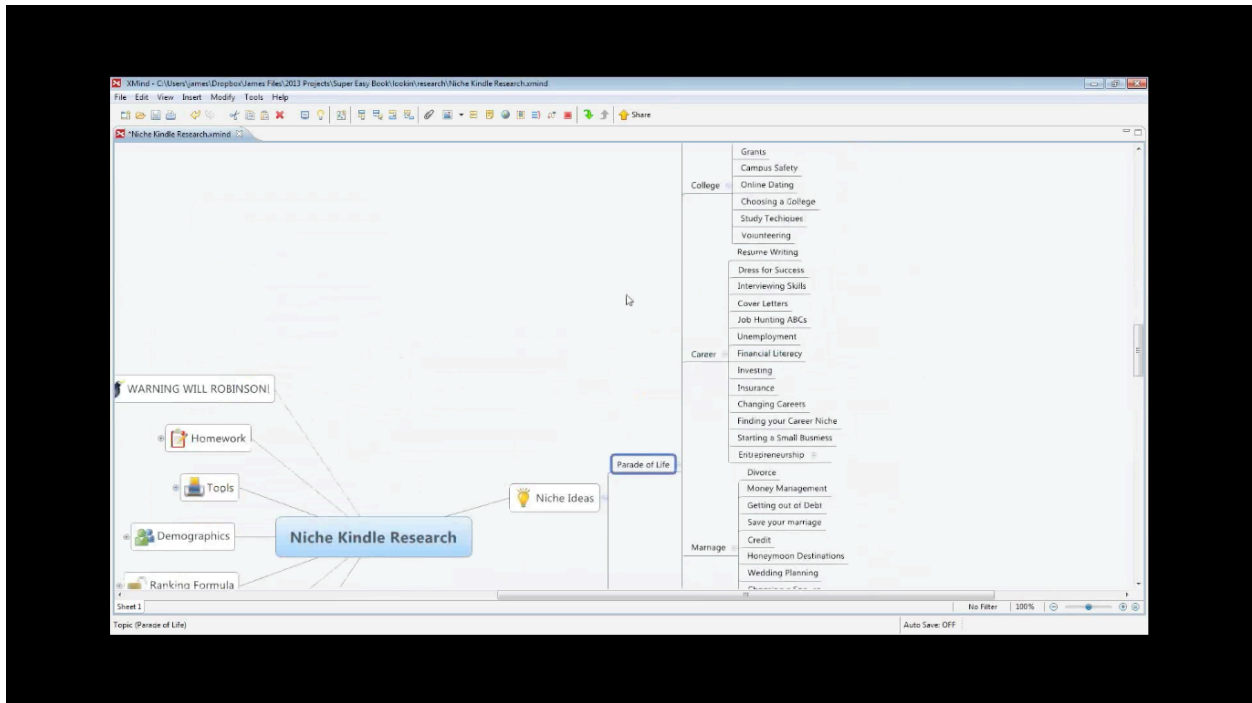
If you will look underneath the bestsellers rank, you will see the other categories that the book is in along with how the book is ranked within each category. This book is doing quite well in each of its categories. Be sure to take note of the price as you are doing your research as well. The raw food book was priced at \$2.99.

Niche Ideas

Hopefully, you have already downloaded the mind map from the member's area. If you have, go ahead and open it up. Clicking on 'Niche Ideas' will bring up a few helpful branches which include:

- Parade of Life

- Evergreen Markets
- Long Term Trends
- Own Knowledge and Expertise
- Which Niches Does Amazon Believe are Great?



‘Parade of Life’ is a very long list to go through, but it can give you a lot of ideas on what to write about. This branch of niches is divided into the different stages of life such as:

- Pregnancy
- New Born
- Infant
- Toddler
- Preschooler
- Middle childhood
- Teenager
- Etc.

This continues on through 'Senior Citizen'. Each of these niches contains a list of subjects related to the niche. Each of these depicts different markets that you could check into. For example, beside the 'Pregnancy' category are the words Health Conscious, Body Changes, Baby Names (which is a really good niche), Baby Clothes, Holistic Health Choices, Exercise, Home Birth. You could create a book related to any of these subjects. So, once you have chosen one, you simply begin finding keywords that are related to that subject in order to better market your book.

The next group of niches on the mind map is the 'Evergreen Markets'. These are niches that will always be popular such as relationships, sports, hobbies, pets, children, self-help, etc. People have been reading about forever and will likely continue to, so this branch can be very helpful as well.

After this is the Long Term Trends. This includes things like Frugal Living, Survivalism, Gun Rights, Aging Baby Boomers, Niche Fitness etc. The subject of Gun Rights have been particularly controversial, and therefore popular, as of late because of the many recent events involving this issue. Another popular niche within this group is Aging Baby Boomers. The baby boomers are retiring, and the issues surrounding this will soon open up many more niche marketing possibilities. Finally, Niche Fitness market is growing and can be a very popular niche to get into.

The next category of niches to explore is your 'Own Knowledge and Expertise'. You can write a book about anything that you have experience in. For example, James explains that he has been a programmer, a restaurant manager, a business owner, and he has quit smoking. So, essentially he could write about how to do any of these things. If you are interested in writing a how-to book, these are the niches that you need to look at.

Research & Discover

Now that you have chosen a niche that you think may work, you will need to begin researching it. Say, for example, you have chosen 'survivalism'. Click on 'Research & Discover' and you will find a list of various websites you can use to find information about the niche you are looking into. For this scenario we are going to begin by going to Google and typing 'survivalism' into the search bar. What you want to look for is an authority website which has to do with the chosen subject.

```
1 <!-- #include "survpert0.incl" -->
2 <HTML>
3 <HEAD>
4 <!-- end include -->
5
6 <TITLE>Survivalist.info - INFORMATION FOR SURVIVALISTS</TITLE>
7 <META NAME="description" CONTENT="Links to all the best survival and emergency preparedness information">
8 <META NAME="keywords" CONTENT="emergency preparedness, food storage, survivalism, survival links, survival websites, survivalist links, survivalism,
9 survivalists, self reliance, self-reliance, self sufficiency, disaster preparedness, disaster planning,
10 emergency supplies, survivalist.info, survival information, survivalist information,terrorism, bio warfare,
11 chemical warfare, biological warfare, biological terrorism, survivalist information, survivalism information,
12 bioterrorism, nuclear warfare, nags, survivalist.info, www.survivalist.info, http://www.survivalist.info,
13 survivalist, anti terror, anti terrorism, homeland security, survivalists, survivalism, emergency preparedness,
14 survivalist dot info, survivalism info, survivalist info,terror survival,terrorism survival,
15 terror preparation lists, safe room, safe rooms, preparedness, emergency preparedness lists, check lists,
16 checklists, survival kits, survival kit, terrorism,terrorist attack preparation,terrorism,
17 terrorism preparedness,terror attack prepa,earthquake preparedness, earth quake, evacuation,terror attack safety,terror attack survival,terrorism attack survival,terrorism safety">
18
19 <!-- #include "survpert1.incl" -->
20 </HEAD>
21 <BODY BGCOLOR="#555555" LINK="#0000FF" ALINK="#FF0000" VLINK="#663399">
22
23
24 <!--
25 <A HREF="http://www.newscuties.com"><font COLOR="#FF0000" face="Verdana,Arial,Helvetica"><b>Newscuties.com</b></font></a> &nbsp; &nbsp; &nbsp; <A HREF="http://www.roboticbabes.com"><font
26 COLOR="#FF0000" face="Verdana,Arial,Helvetica"><b>RoboticBabes.com</b></font></a><br>
27 -->
28
29 <!-- <A HREF="http://www.roboticbabes.com"><IMG SRC="http://www.survivalist.info/images/roboticbabes.jpg" BORDER="0"></a><br>
30 (Advertisement)
31 <br>
32 -->
33 <CENTER>
34 <br>
35 <A HREF="http://www.nra.org/"><font COLOR="#00FF00" SIZE="+1" FACE="Geneva, Arial, Helvetica, sans-serif"><b>Click here for the National Rifle Association website -
36 NRA.org</b></font></a><br>
37 <A HREF="http://www.survivalist.info/secondamendment"><font COLOR="#00FF00" SIZE="+1" FACE="Geneva, Arial, Helvetica, sans-serif"><b>California's Gun Control Tyrants (list of public
38 officials)</b></font></a><br>
39 <TABLE BORDER="1" CELLPADDING="5">
40
41 <tr>
42 <td ALIGN="CENTER" COLSPAN="3" BGCOLOR="#CCCCCC">
```

One of the websites that you could use is survivalist.info. Once the website opens up you can look into the page’s source information. You can do this by right clicking on the page and choosing ‘view page source’. This will bring up a page of basic information about the website. You are looking for the section which says ‘<META NAME = “keywords”’. Copy this entire section and paste it into your notepad. Now you have a list of keywords that you can use to further your research.

Return to Google to see if you can find more authority sites in this niche. This time change the term to ‘survivalist’. Repeat the process above to get even more keywords. Some websites don’t have a list of Meta Keywords, but many of them do. The reason why they have them is that in the old days of search engine optimization it used to help to get your site indexed in the search engine. It doesn’t really help to do this nowadays, but in many cases they are still listed. To be able to explore the niche in-depth, you will want to find as many relevant keywords as you possibly can.

EBay is a very helpful website when it comes to researching keywords. Head over to the website and you will see why. Type ‘survival’ into the search bar on Ebay’s main page and you will notice that a drop box will come up with keyword suggestions inside. Websites like Amazon, Google, and Ask.com all have this feature, but eBay’s is a little bit different. At most websites ‘survival’ would be the first word to come up in each of the keyword suggestions. So, word groups like ‘survival kit’ and ‘survival gear’ would be shown. In EBay the keyword that you type in may be in the middle or the end of the word group, so you can come up with word

groups like 'zombie survival kit' or 'military survival'. Therefore, here you can get keywords results here that you can't find anywhere else. These can be very helpful.

Now, take time to play with around with this. Try typing a letter after your main keyword. For example, type in 'survival a' and you come up with words like 'survival axe'. Now try 'survival b' and words like 'survival blanket' pop up. Continue to go through the alphabet and keep the keywords that look like. Think particularly of words that could be used in you book's title. The words 'survival prepper', for instance, could be a really good keyword to use. So, you would want to add this to your list. Just keep adding to this list until you run out of ideas. It does seem like a lot of work, but stick with it. Throughout the training you will come to find that it is well worth the effort.

Another great website to use for finding a particular niche is Fanpagelist.com. This website lists the fan pages that are getting the most 'likes' and the most 'shares' at any particular time. Begin by clicking on 'Trending Facebook' which can be found on the top of the page. One of the results that you will find is 'WWE WrestleMania' and as you continue to search through this website you will find that there are a lot of WWE wrestlers on the list as well. So, this may make you consider writing a book, or a series of books, about WWE wrestling since it is so popular. You would, of course, want to do some more research before you go on to make this decision.

Another website on the mind map, called Likebutton.com, can be a helpful research tool. This website allows you to take a look at how many 'likes' there have been on popular media sites such as YouTube and CNN. You can sometimes find great topics to write here.

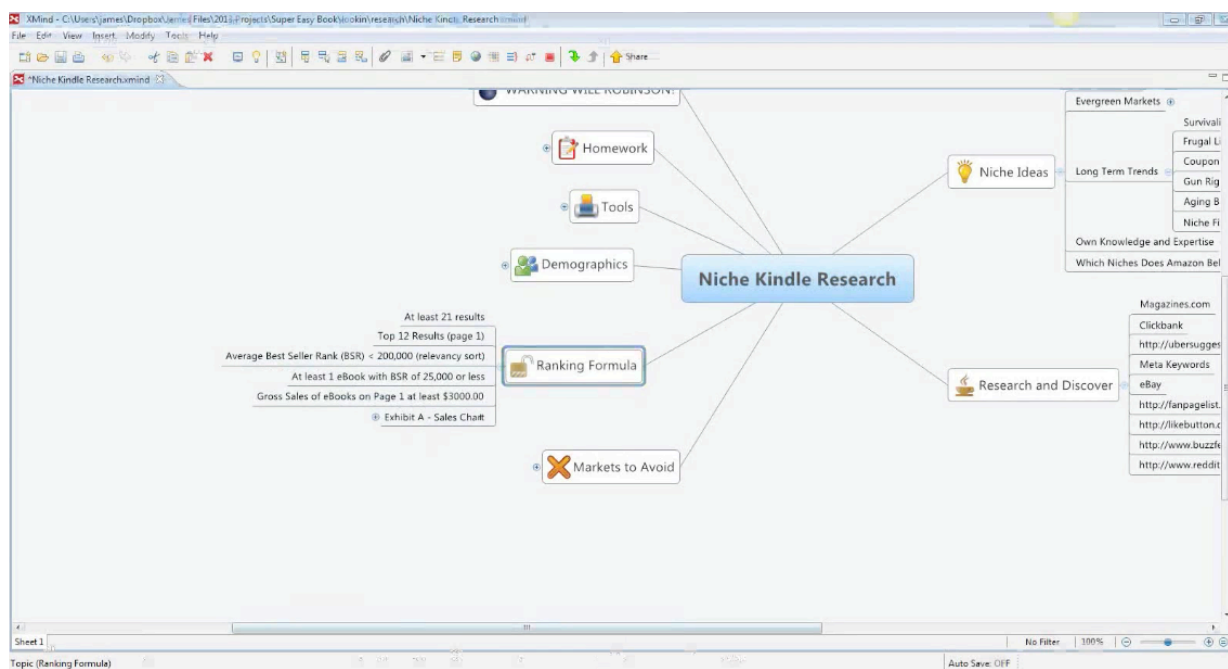
Buzzfeed.com is another website that James uses in his research. You can find some very weird and interesting stuff here. Every once in a while you will find interesting subject matter that you can put a book together with. For example, James recently found a title called "22 Things They Lied About When You Were a Child". You could easily turn this subject matter into a humorous book. The problem with these types of subjects, however, is that you really don't know if they will sell well until you try to market them.

Reddit.com is the last website that is listed on the mind map. It is very much like the former website. It also is a website that hosts user-generated news links. These websites help you stay in touch with popular subject matter which can help you to come up with great ideas.

Markets to Avoid

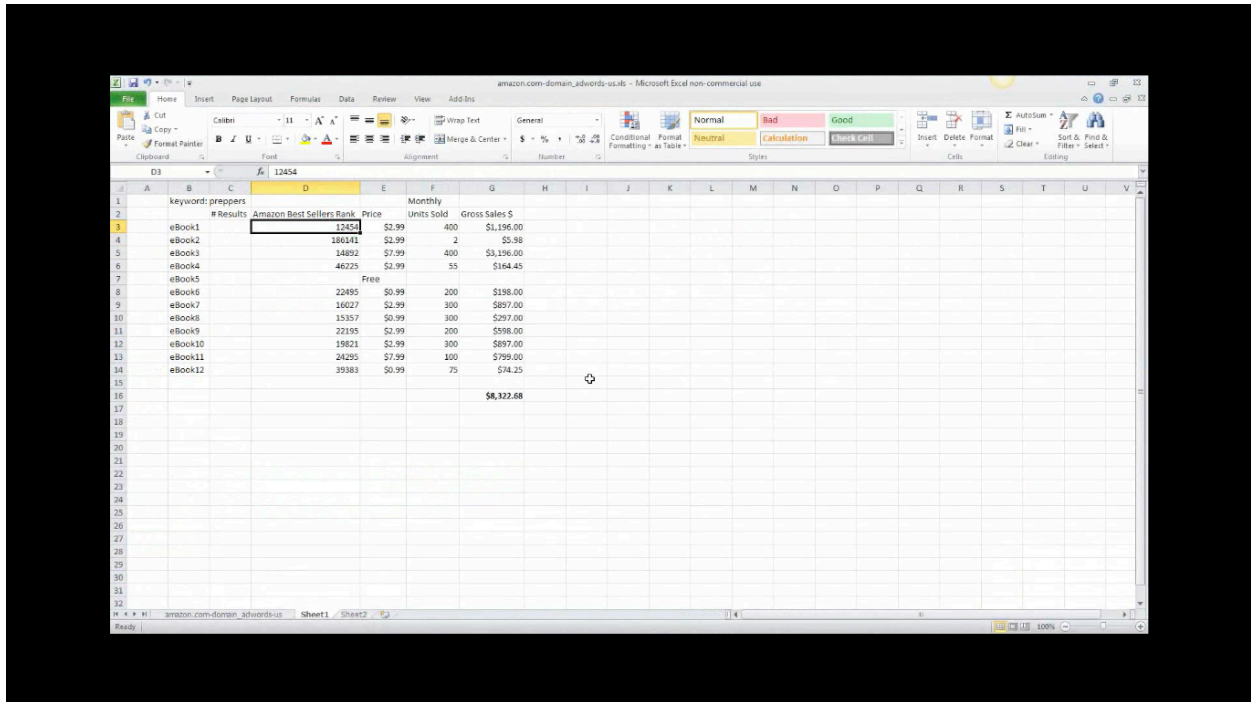
On the mind map there is a branch call 'Markets to Avoid'. Listed here are the words Fads, Seasonal, or Broad. Fads never last very long. So, stay away from these subjects or your book is not going to have lasting sales. Seasonal books, such as Christmas books, can bring in some quick cash, but you only have a few months out of the year to sell them. Fitness, dieting, business opportunities are all examples of broad subject matter. These types of books don't sell. Make your subject matter more specific; for instance, if you are going to write a book about dieting, choose a specific diet to write about.

The Ranking Formula



The Ranking Formula is really 'where the rubber meets the road' so to speak. You should know that the ranking formula does not stay the same; it changes over time. To begin using the formula, go back to Amazon and type 'prepper' into the search bar. For the formula to work right, you need at least 21 results. Remember that you should only be searching in the Kindle Store and the search should be sorted by relevance.

Now, you will be looking for the top 12 results. You want the average bestseller ranking for these books to be less than 200,000 and you want at least one book to have a bestseller ranking of 25,000. So click on the first book on the results page and scroll down to the product details. In this case the bestseller ranking for the top book is 12,454. This, of course, fits our criteria.

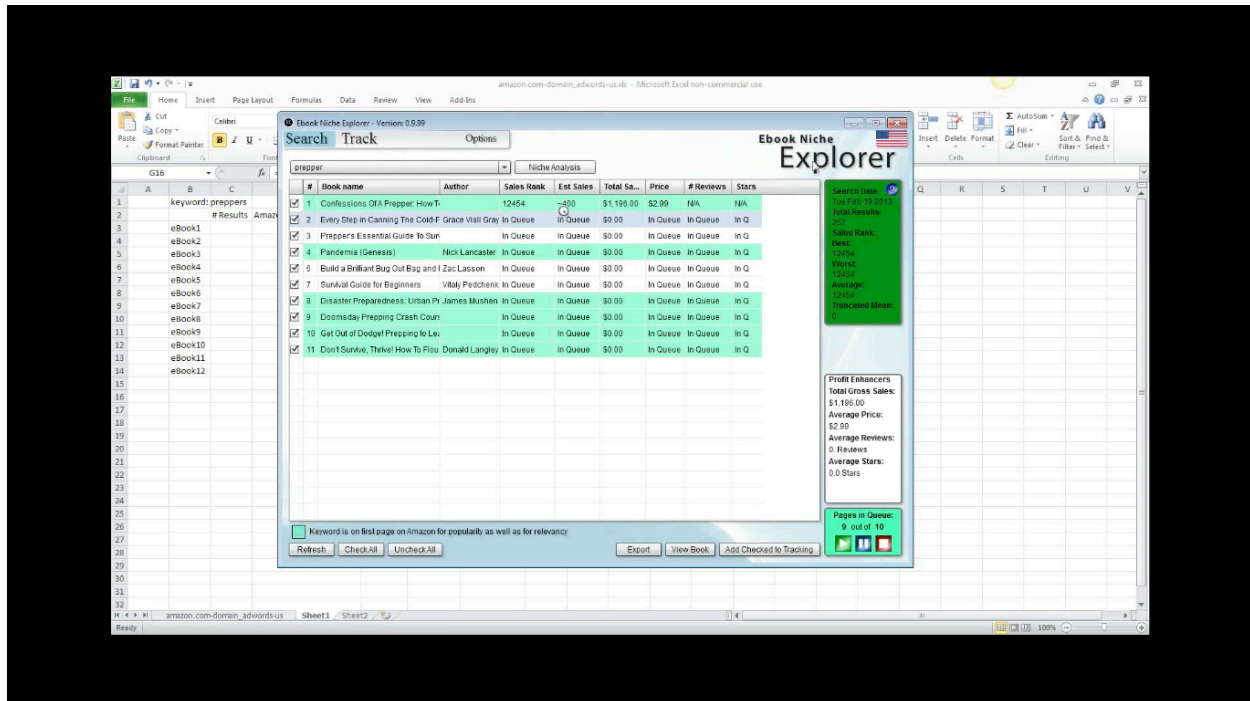


As you can see in the picture above, James has made an excel file to keep up with the numbers he is collecting. He has placed the number 12,454 in the first row under the 'Amazon Best Seller Rank' column. The excel sheet should consists of a row for each of the top 12 books and a column for each of the following:

- eBooks
- #Results
- Amazon Best Sellers Rank
- Price
- Units Sold (Monthly)
- Gross Sales (Monthly)

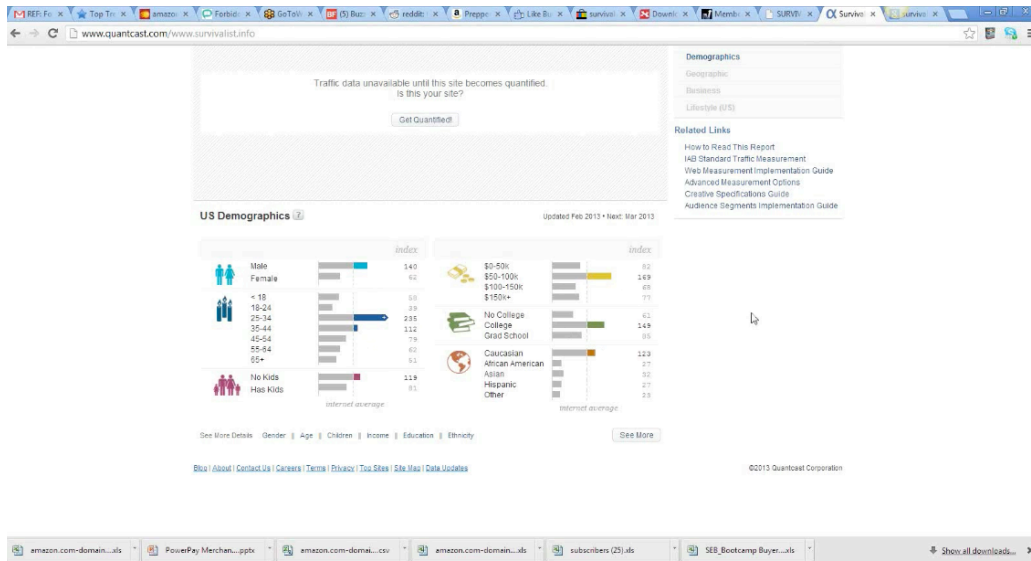
If you were to look at the mind map, you would see that part of the criteria for the formula is that the gross sales for the top 12 books should add up to at least \$3,000.00. If one of the books is free just mark it as such. In the excel sheet, James figured out the 'Gross Sales' amount by multiplying the 'Units Sold' by the 'Price'. (There is a chart which tells you the units sold amount.) Added together the amount adds up to be \$8,322.68, which fits the criteria of the formula as well.

After filling out each field in the excel sheet, you would have an understanding of whether or not this is a suitable niche by whether or not it fit the criteria of the formula. This is how you would do it if you had to do it manually, that is. This was shown to you so that you understand where all of these numbers come from and how the formula works, just in case you ever have to do it this way. However, since you are a member of this course, you will receive a program that will do all of this work for you for free. It is called 'Ebook Niche Explorer'. Actually, this program has already been provided to you. It can be found in the member's area.

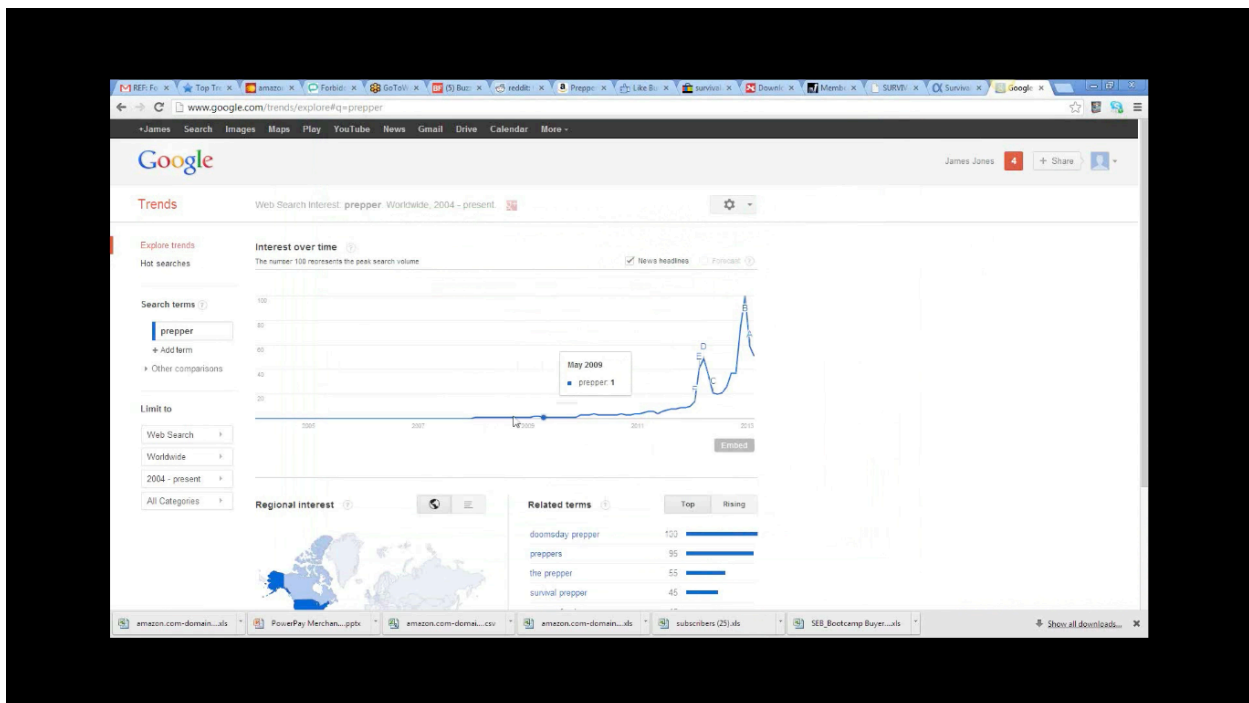


In Ebook Niche Explorer all you have to do is type 'prepper' into the search bar and the program will pull the information you need and calculates everything that you need to know. You can see in the picture above that the information is listed in the middle. The calculations that you need show up in the boxes on the right side of the program. So, all you have to do now is check this against the formula. If all of the criteria meets what is called for in the formula, than this is a good niche to use.

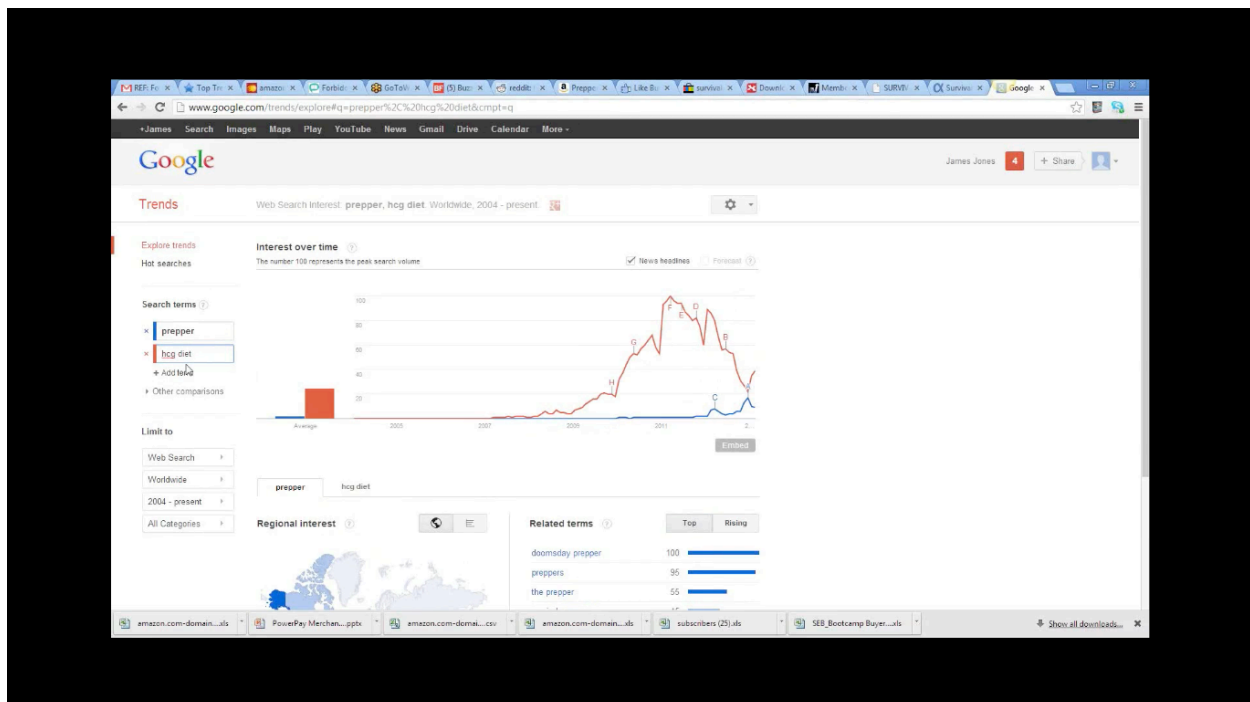
Once you find a good niche, like 'prepper' turned out to be, you will want to start looking at the demographics. A helpful website to use to examine the demographics is quantcast.com. Before you go here though, you want to find one of the top authority websites in your market, copy the URL to the website. Then head over to quantcast.com, paste the URL into the search bar, and click search. For this scenario, survivalist.info was used.



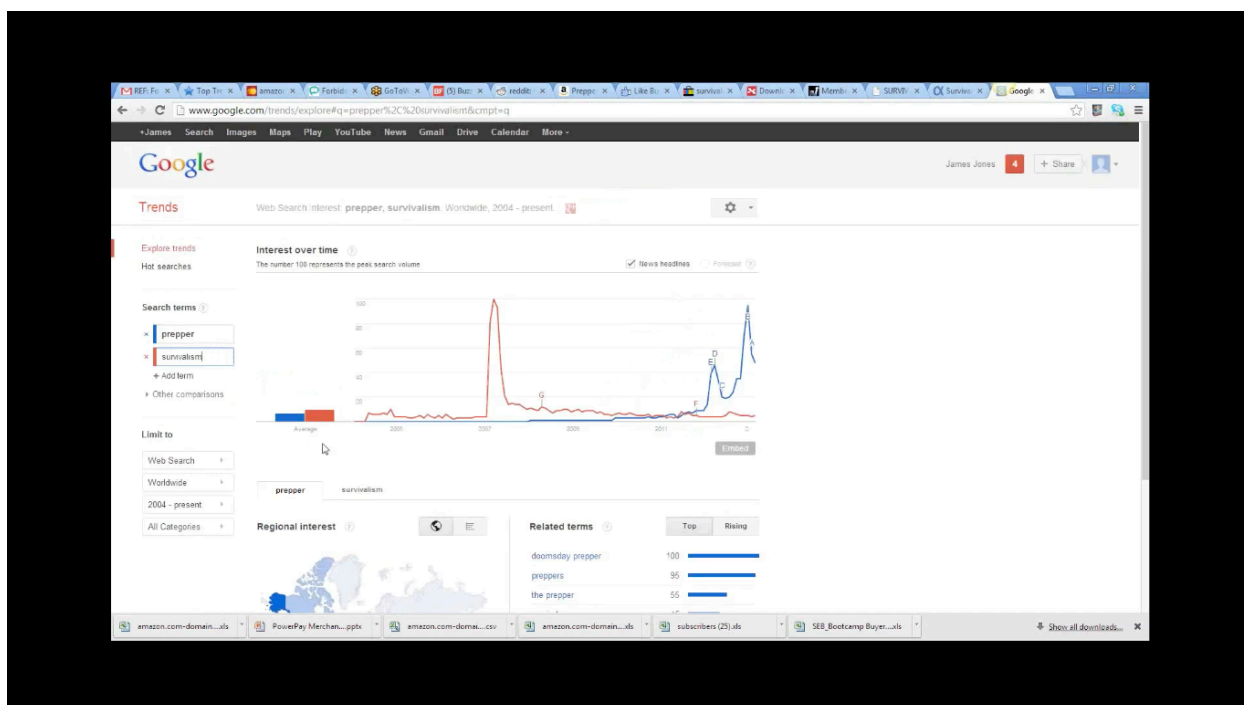
The search results on this site will provide certain information about the niche or market you have chosen. In this case the website has revealed that this subject is most popular among young men who are college graduates. The demographics show that they are predominately Caucasian, have no kids, and are between the ages of 25-35. This information can give you a great deal of insight. As you probably know, demographics are used in all forms of marketing. One decision that you might make based on this information is to create a pen name that would fit a young white male because it would help your sales demographically.



Google Trends (google.com/trends) is another great website to use. Type in your keyword, which in this case would be 'prepper', and a graph will soon appear. This graph shows the popularity of this keyword. The numbers that you are seeing are not the number of searches made with these keywords but the quantities of an index which reflects upon the popularity of the term. Even though the graph above may be difficult to see, you can probably see it well enough to tell that this term was virtually unused until after 2011 and then it reached its peak just prior to 2013. It went down in popularity since then, but it is still pretty high, so it would still be a popular niche.



So what if you couldn't decide between writing a book about prepper fiction and writing a book about the HTC diet? If you look on the left side of the screen, you will see an option to add in another term. This allows you to compare the popularity of the two terms. Above the 'HTC diet' trend is depicted in red and the 'prepper' trend is still depicted in blue. As you can see the HTC diet has been very popular, but currently isn't very much more popular than the prepper niche. It is a good idea to use this tool to compare a niche that you know is doing well with the niche that you want to use.



You can also use this tool to determine which keyword related to your niche is best to use. For example, the graph above compares the trends between the term 'survivalism' and 'prepper'. The keyword term 'survivalism' peaked back in 2007, but now 'prepper' is the more popular term. What this shows is that back in 2007 there was probably some major news story that brought the term 'survivalism' its popularity. From this information we know that 'prepper' is the better keyword to use.

These results are confirmed by the Ebook Niche Explorer which shows that the top 11 books in the niche have made a gross total of \$5,866. If you look, you can see that individually some of the books aren't doing that great. However, this could be for any number of reasons such as the cover not being well-made. Anyway, the evidence shows that overall 'prepper' is a good keyword to use and a good niche to get into.

Tools

Return to the mind map and you will see a section called 'Tools'. Branched off from 'Tools' you will see a list of helpful programs. There is soon going to be a new version of eBook Niche Explorer made available. This new version has been adapted to accommodate some of the recent changes that Amazon has made; it will also be more robust and easier to use. The new version will be available for you soon. You should go ahead and download the current version and start playing around with it though. It can be found within the member's area.

Xmind is the program that you need in order to download the next mind map. This program is available for Mac, PC, and Linux users. An email will be sent out to you soon that will include the link to download this from.

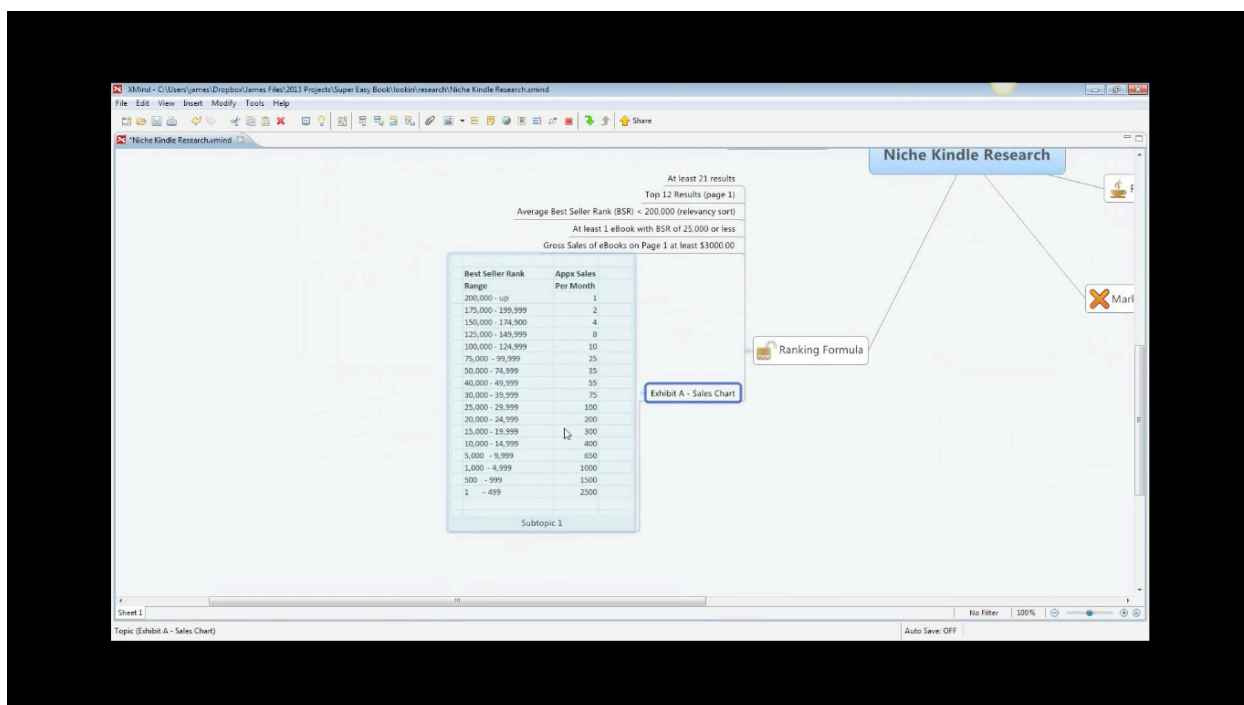
Jing is a program that will help you immensely. You can use it to capture screen shots and edit them in any way that you need. For example, say that you were exploring various markets in Ebook Niche Explorer and you decided that you wanted to compile all of this information in one Word document. You can just take a screen shot of the results by clicking on 'Capture', scroll over to select the area of the screen that you would like a picture of, and then click on 'Capture Image'. Now you have an editable image that you can write on, draw on, or mark with arrows.

Once you are done marking the image the way that you need to, click on 'Copy' and it will be copied to your clipboard. Now you can just paste the image into your word document. This is a really handy way to save your data. You can also use this to communicate with the people you outsource to or take screen shots to remind yourself of various things you've found in your research.

Homework

You will need to use these programs as you do this week's homework. Your homework assignment is to find 20 niche markets that meet the criteria of the ranking formula. The ranking formula can be found on the mind map, but it is also outlined below. The criteria of the formula require:

1. That the niche market has at least 21 results
2. You look at the top 12 results (even though the first page of results now shows 16).
3. The Average Bestseller ranking for the 12 books should be less than 200,000. That can be found under 'Average' in the green box on the right hand side of the eBook Niche Explorer window.
4. At least one of the 12 eBooks should have a bestseller ranking of 25,000 or less. You can find this under 'Best' within the same green box referred to above.
5. The sum of the Gross Sales of these eBooks should total up to at \$3,000.00 or more. This information can be found under 'Total Gross Sales' inside of the white box on the right hand side of the eBook Niche Explorer window.



If you look under 'Ranking Formula' on the mind map, you will see that one of the lines that stem out from this says 'Exhibit A – Sales Chart'. This is not part of the formula. This chart shows what kind of sales you can expect from a particular bestseller ranking. So, if you have a bestseller ranking between 30,000 and 39,000, for example, you can expect to make 75 sales per month. Obviously, this can help you to pin-point your goals as well as help you to better understand a niche you are researching.

Which Niche Markets Does Amazon Believe Are Great?

One thing that was skipped over earlier in the training was 'Which Niche Markets Does Amazon Believe are Great?'. This can be found under the 'Niche Ideas' section of the mind map. SEM Rush Data is used to determine this. This data can be found on SEMRush.com. The website requires a membership which costs a \$150 a month, but you will soon see that it can be well worth the cost.

This website is really awesome. The thing that makes this so great is that you can pull a report on Amazon's ads on Adwords. In other words, it shows you every ad which Amazon places on Google Adwords. From this information, you can find out which keywords Amazon is using in its advertising. If Amazon is using a certain keyword, then you know that they (for one reason or another) know that keyword is a good one to use. Using an Amazon keyword that is related to your book's subject is therefore likely to bring more consumers to your book.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
2675	->	Garden Buy <sb>garden wheel barrow	7	0	5	0.6	www.amazon.com/	0	0	1	3740000	http://www.amazon.com/s/?sfrf%3DQ				
2676	PC2->	Save on P pc 5300 867	2	1	5	0	www.amazon.com/computers	0	0	0	6180000	http://www.amazon.com/s/?sfrf%3DQ				
2677	->	Motor Big Saving television wall mounted	6	0	5	2.81	www.amazon.com/Electronics-Accessories	0	0	0.94	6280000	http://www.amazon.com/s/?sfrf%3DQ				
2678	->	Maui Buy <sb>hawaiian style	2	1	12	0.63	www.amazon.com/	0	0	0.84	249000	http://www.amazon.com/s/?sfrf%3DQ				
2679	->	hp 661 Save on d hp goc	2	2	5	0.94	www.amazon.com/computers	0	0	0.43	261000	http://www.amazon.com/s/?sfrf%3DQ				
2680	->	James Buy Popul jamie ebersold	1	1	58	0.48	www.amazon.com/	0	0	0.17	5790000 0.79,0.79	http://www.amazon.com/s/?sfrf%3DQ				
2681	->	Wind Buy <sb>w pc window washer	6	2	5	0.92	www.amazon.com/	0	0	0.67	1820000	http://www.amazon.com/s/?sfrf%3DQ				
2682	->	Waco at Amazon S vacool bikini	4	5	5	3.18	www.amazon.com/clothing	0	0	1	1070000	http://www.amazon.com/s/?sfrf%3DQ				
2683	->	Kidie Buy <sb>re redhead hats	6	2	91	0.23	www.amazon.com/Clothing	0	0	0.77	2340000 0.54,0.54	http://www.amazon.com/s/?sfrf%3DQ				
2684	->	Kora C->	1	1	5	0	www.amazon.com/	0	0	0	833000	http://www.amazon.com/s/?sfrf%3DQ				
2685	->	Cellul Save on s cellulite dimples	1	1	28	13.31	www.amazon.com/books	0	0	0.14	243000	http://www.amazon.com/s/?sfrf%3DQ				
2686	->	Metan Buy <sb>m tracy anderson metanoraho	1	1	1300	0.27	www.amazon.com/	0	0	0.24	29000 0.28,0.28	http://www.amazon.com/s/?sfrf%3DQ				
2687	->	Stain Buy <sb>st hose clamp stainless steel	4	0	5	1.8	www.amazon.com/	0	0	1	4770000	http://www.amazon.com/s/?sfrf%3DQ				
2688	->	2 Year Save on d 2 year old learning toys	2	1	22	0.92	www.amazon.com/toys	0	0	0.98	2320000	http://www.amazon.com/s/?sfrf%3DQ				
2689	->	Guarri Find Thoi guarri moisterizer	7	3	5	5.78	www.amazon.com/beauty	0	0	0	634000	http://www.amazon.com/s/?sfrf%3DQ				
2690	->	Histor 1MM e<u>historical fiction book series</u>	1	1	16	2.99	www.amazon.com/Kindle-eBooks	0	0	0.13	4120000	http://www.amazon.com/s/?sfrf%3DQ				
2691	->	DPST <sb> Buy DPST ceiling djdi avrtdi	6	1	12	0.99	www.amazon.com/	0	0	0.76	84000	http://www.amazon.com/s/?sfrf%3DQ				
2692	->	Trans Buy <sb>tr transformer 3 movies	1	0	5	1.61	www.amazon.com/	0	0	0.4	4790000	http://www.amazon.com/s/?sfrf%3DQ				
2693	->	Air Rifle ->	1	1	18	0.27	www.amazon.com/sports	0	0	0.67	400000	http://www.amazon.com/s/?sfrf%3DQ				
2694	->	Airbu Buy <sb>air brush sets	2	1	26	1.11	www.amazon.com/	0	0	1	2590000	http://www.amazon.com/s/?sfrf%3DQ				
2695	->	DayTi Buy <sb>D daytimer planner	4	4	46	0.86	www.amazon.com/Office-Supplies	0	0	1	130000 0.49,0.63	http://www.amazon.com/s/?sfrf%3DQ				
2696	->	Kids S Qualified kids sheets sets	3	3	58	1.22	www.amazon.com/bedding	0	0	1	3400000 0.66,0.83	http://www.amazon.com/s/?sfrf%3DQ				
2697	->	Geolo Buy <sb>g geologist hand lens	1	1	12	0.27	www.amazon.com/	0	0	0.25	45000	http://www.amazon.com/s/?sfrf%3DQ				
2698	->	Coral Buy <sb>c coral bark maple tree	1	2	91	0.51	www.amazon.com/	0	0	0.39	101000 0.35,0.35	http://www.amazon.com/s/?sfrf%3DQ				
2699	->	Target <sb> Buy target ebay missoni	2	6	480	0.54	www.amazon.com/	0	0	0.27	2380000 0.01,0.01	http://www.amazon.com/s/?sfrf%3DQ				
2700	->	Collag Low Price:11x14 collage frame	5	5	12	1.3	www.amazon.com/home	0	0	1	76000	http://www.amazon.com/s/?sfrf%3DQ				
2701	->	El Cam Buy <sb>el camino shirts	2	4	12	0.44	www.amazon.com/clothing	0	0	1	2420000	http://www.amazon.com/s/?sfrf%3DQ				
2702	->	Fleec Buy <sb>f women's fleec pullover	9	2	140	1.85	www.amazon.com/clothing	0	0	1	1440000 0.68,0.35	http://www.amazon.com/s/?sfrf%3DQ				
2703	->	Mica Buy <sb>m gold mica	1	0	58	0.82	www.amazon.com/	0	0	0.09	3420000 0.99,0.99	http://www.amazon.com/s/?sfrf%3DQ				
2704	->	Dewall Save on e fli dewall lly battery	3	1	12	0.53	www.amazon.com/books	0	0	0.7	253000	http://www.amazon.com/s/?sfrf%3DQ				
2705	->	Power Buy <sb>p john deer power wheels	2	6	58	0.45	www.amazon.com/	0	0	0.98	1290000 0.34,0.34	http://www.amazon.com/s/?sfrf%3DQ				
2706	->	Honda Buy <sb>h honda odyssey accessories 2	11	0	22	0.93	www.amazon.com/	0	0	1	1910000	http://www.amazon.com/s/?sfrf%3DQ				

Above is a list of keywords that James has compiled within an Excel sheet. This list includes the first 30,000 keywords out of the 5 million keywords that Amazon is using in its advertising through Adwords. The keywords are listed in column 'C' in the picture above and column H lets you know where on Amazon the keyword is linked too. You want to concentrate on the links which are related to Kindle specifically. In other words, a keyword that has something like 'www.amazon.com/Kindle-eBooks' within column H would be one of the best to use.

Some of the keywords that are used are unclear and some of them are too broad. So, you kind of have to be a little particular about which ones you choose and it may take a little time to find the right one. However, have no doubt that a good keyword from this list is well worth it. Once you have found a keyword that you think may work, perform a search with that keyword in the eBook Niche Explorer to see what comes up. This list, used in combination with the niche program, will allow you to cherry-pick the very best niches.

As stated above, the membership to this website costs the team \$150 a month. To help you out, the team is going to give you this Excel compilation for free. Not only that, but they will update it for you from month to month throughout 2013. Since this Excel sheet is so difficult to navigate through, they are going to take this report and turn it into a program. So, they are going to make it even easier for you to find the best keywords for your book. How exciting is that?

When you download this list, try using it in combination with eBook Niche Explorer. One of these keyword phrases, 'historical fiction book series', brought about some good results when

tested. Aside from a high amount of competition, the numbers that came up for this list looked very promising. After all, the Total Gross Sales for this niche came out to be \$17,021.36. The team can teach you how to rank your book well despite high competition, so this can be worked around.

Related Information

There will be more to niche-related research to be covered in the next class. You will get the chance to dive a little deeper into what eBook Niche Explorer can do for you. You will also get to try out another program called Blood Hound. Blood Hound is a really great program which searches all of the suggest tools in websites like EBay, Amazon, Google, Bing, and Ask.com.

So, how does this stuff apply to children's books specifically? The research training in this session was geared more toward finding non-fiction and how-to niche markets. One thing that you need to understand about children's book research is that they are very tied to more demographic-type niches. For example, a mother is most likely to use keyword phrases like 'books for girls age 8-12', 'books for boys 0-4', 'kindle ebooks ages 4-6', etc. These are the types of keyword terms that you should target for you books.

Many people have asked about how to apply the research to fiction. One of the niches that were recently found by the team was 'prepper fiction'. Adding 'fiction' to the end of the term brought about different results. The method used above will work, for the most part, no matter what type of book you are writing. The methods may have to be slightly tweaked depending on the type of book you are writing as you can see in the case of the children's books above.

If you are feeling overwhelmed by all of this information, taking some time to review the information will help you out a lot. Remember that replays of these sessions are available in the member's area. You also have access to slides of the presentation. In addition to all of this PDF guides are being created for each training session and a roadmap will also be written up in a step-by-step manner for your use. Taking time to play around with the various programs and apply the information that you have learned will also be helpful to those who like to learn in a hands on manner. Everyone learns differently, so this information is being provided in several different formats so that you can take your time and absorb it in whatever way works best for you.

The Importance of Research

Our starting point was research. Why? It is kind of like what they say about real-estate. You don't make your money when you sell your house. You make your money when you buy your house. The same idea applies to publishing. You don't make your money when you publish your book. You make your money at the research stage.

Through your research you are finding the niches that work. It also gives you the opportunity to eliminate niches that don't measure up because they are too competitive, they are not competitive enough, there are not enough buyers, etc. In addition, research these markets and keywords gives you the opportunity to find the really hot niches that are underutilized because they lie under the radar and no one knows they're there.

This is a lot to take in on the very first session, but you have to understand that this really is the most important part. This is where you are laying the groundwork for the rest of the process. The research you are doing now is going to create a steady basis for you to build your success on.

If you get the research right and everything else right you will still be on the right track. On the other hand, if you don't get your research right, it doesn't matter how good your cover is, how good your book is, or even how your book is priced, your book will not do well. That is how important this step is. Research is the way that you should start each and every one of your books. It is your key to success. So take your time and learn how to do this to the best of your ability.

Your Homework

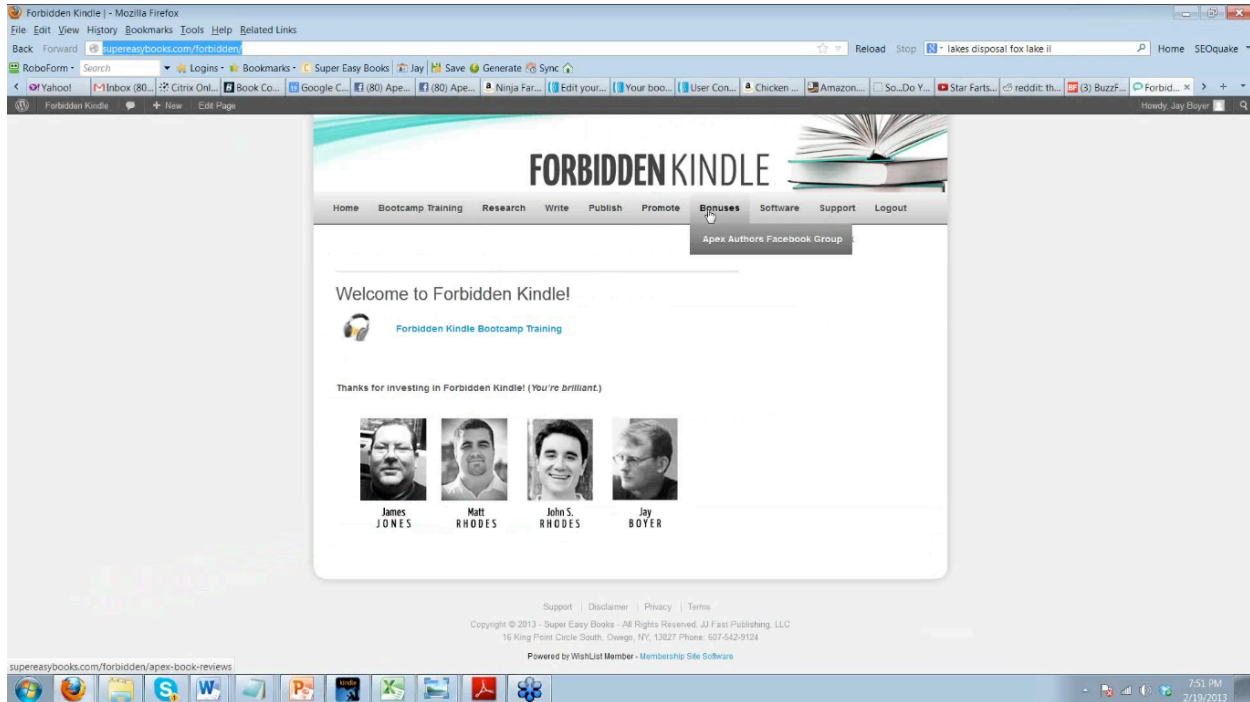
Your Homework

- Join the Apex Authors Facebook group and jump in!
- Submit your book and questions for inclusion in Thursday night's "Hot-seat Training"
- Watch James Jones' "Niche Research Training" videos



The first thing that you must do for your homework is register for the Apex Authors Facebook Group if you have not already. The Apex Author's Facebook Group is a great place to hang out, meet people, and ask questions. Once you get inside, just say 'hi' and start exploring. Here you will get the latest Amazon and Kindle news and you can talk to like-minded people who may even be able to help you out with your publishing goals. You will find out that it is a valuable research in many other different ways as well.

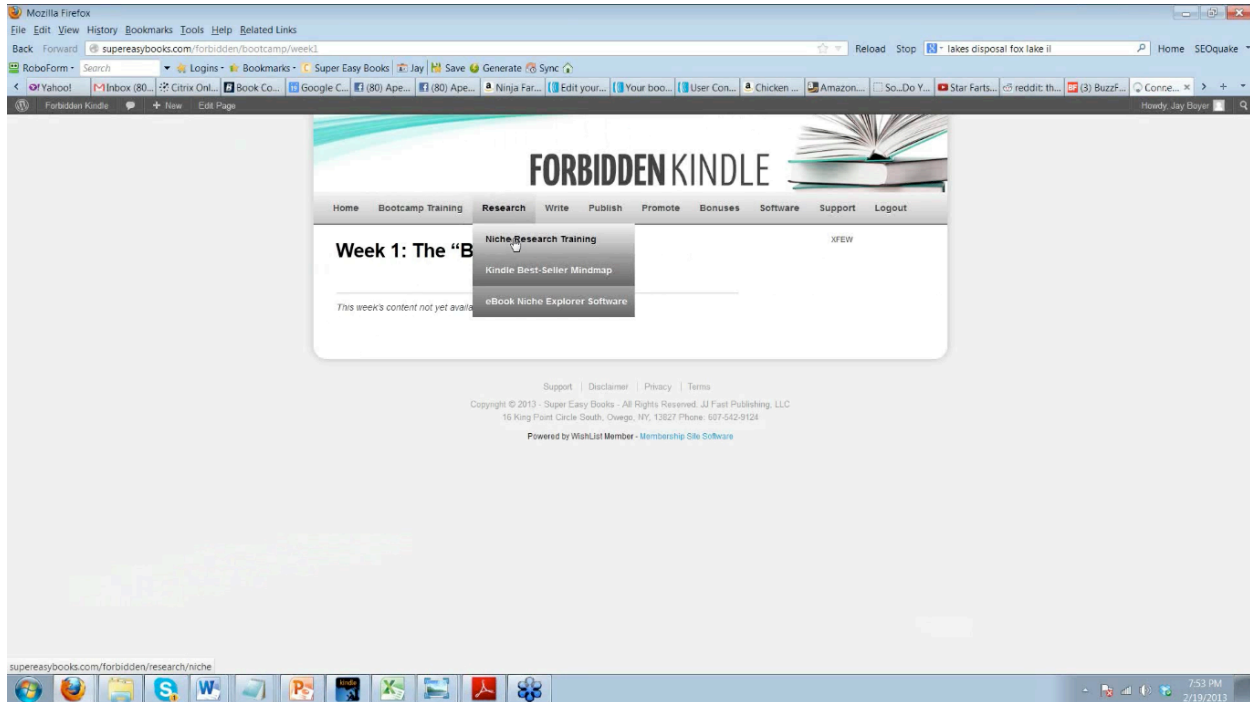
This reason this needs to be done immediately is because each person has to be added in manually. In order for the team to ensure their membership is commendable, each person will have to be cross-referenced before they can be added. This process can take a while to get done, and that is why it is so urgent that you go ahead and register.



In order to register all you have to do is log into the member's area and click on the 'Bonuses' tab. Next, click on 'Apex Author's Facebook Group'. This will bring up a new page. From this page click on the link which says 'Facebook Group' to register.

By clicking on the 'Bootcamp Training' tab in the member's area, you can find your class schedule. You will also be able to revisit the lessons week by week from this tab as well. This tab is also what you will click on to find the PDFs of the sessions and other excess material related to them.

Your book and questions also need to be submitted for inclusion on the Thursday night 'hot-seat' training. The address is to email these to is: lookin2013Vip@gmail.com. Also, use this email to send the team any material that you have for them to look over. They would like to know if you are interested in volunteering for the hot-seat as well. If you don't have a book yet, don't worry. If you are a published author, however, send us the link to your book's Amazon page so that we can critique it and give you advice on how to do even better.



In addition to that, you need to watch James Jones' "Niche Research Training" videos. To find them, simply log into the member's area and click on the 'Research' tab. Once this is done a new page will appear with a drop box full of videos to choose from. There is a lot of valuable information that is supplemental to this lesson. It is really very important that you watch these before you move along with the rest of the training. As was stated above, this research information is central to your success.

Your Homework

- Download the eBook Niche Explorer
- Find at least 20 "new" niches using eBook Niche Explorer with:
 - ✓ At least \$3,000 Total Monthly Gross Sales
 - ✓ A 'Green' or 'Yellow' Designation
- Export these niches to a new folder on your computer called "Kindle Niches"



The second part of your homework was previously explained, but for the sake of clarification, it will be explained once more. You need to begin by downloading the eBook Niche Explorer. Use this program to find at least 20 “new” niches that fit the formulas criteria. In other words, the books in each niche need to bring in at least \$3,000 in Total Monthly Gross Sales and they need to have either a ‘Green’ or ‘Yellow’ designation within the program.

As you find these niches, export them to a new folder. Label this folder ‘Kindle Niches’. You can use the Jing capture tool to do this if you so please. If you do this, you can save it as a JPG image to that folder.

Your Homework

- If you already have a book published, find the 5 highest-grossing keywords related to your book
- What did you find? Is this a good niche? Are there any “money” keywords that you’d like to rank your book for?



If you have already published a book, you have some extra homework. Use the eBook Niche Explorer to find the 5 highest-grossing keywords that are related to your book. (You only have to do this for one book if you’ve been published multiple times.) After you have finished this, take a good look at the results and analyze your book by answering the following questions:

- What did you discover?
- Is there anything that you could have done differently?
- Are you in the right niche?
- Should you continue publishing to this niche?
- Is there any “money” keywords that you’d like to rank your book for?
- What can I do to get on the first results page?

This homework is also posted in the member's area under week number 1. Don't forget to take advantage of the other materials that are available there. The mind-map, for example, should be available for download as well.

The first session of the Forbidden Kindle Bootcamp was a great success. If you cannot tell, you are getting an extreme amount of value from the free programs, the SEM Rush Excel file, and your membership to the Apex Author's Facebook page. You are also going to gain immense amount of value from learning these keyword research techniques and by watching a number of books being marketed and published live.

Hopefully this is not too overwhelming for you. If it is, just hang in there and things will get easier. In fact, you can expect this to become more and more fun as we go along. These concepts will become easier to grasp as we move along as well. Thank you for your commitment and have a great week!