Publishing Profits:
Module 2

Jay Boyer & John S. Rhodes

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Introduction

(0:05)

Welcome to the second session of the Kindle Bestseller Bootcamp training. In this lesson the homework will be reviewed. The most important part of the homework was to find 20 possible book niches. Hopefully, you had a good time searching for new niches and using your new software.

More niche research techniques will be covered here. As was noted in the last lesson, learning how to research effectively is will be fundamental to your success. If you get your research right, then your book will be positioned to do well. In fact, when you have performed sufficient research first, you know that your book will excel even before you create the content.

Many people make the mistake of not doing their research upfront, focusing solely on creating the content, and their book goes nowhere. This is sad because sometimes some really great works are created in this way; however, this doesn't matter if no one ever really gets a hold of it, does it? After all, what is a great work of art if no one ever sees it? That is why so much time is being devoted to research in this training. Furthermore, this bootcamp was created to teach you how to make money using with Kindle publishing, which is nearly impossible if your research is not done upfront.

After the niche research has been covered, a case study on market research will be demonstrated. Even if you are an intermediate or an advanced publisher, there are still going

to be things that you can learn from this case study. So, please don't discard this information. The book in this case study was published just a few days before the training was done, and it is doing really well. You are going to be able to see how the market research was done step-by-step. So, you will have the opportunity to see the things that were done to ensure the success of this book prior to its publication. Be sure to take note of these.

E-Book Niche Explorer is going to be updated this week. So, you are going to be receiving a brand new version of the program. By the time you are reading this, it will probably be made available to you, in fact. The changes that were made to the program will be covered within this lesson as well. Finally, at the end of the lesson the homework for this coming week will be explained and assigned.

Session 1 – Homework Review

Session 1 - Homework Review

- What are some of the 20 niches you discovered in your research?

- What keywords did you find for your existing books?

- Based upon that info, would you publish to that niche again?

- Did you get inside the Apex Author's FB Group yet?

FORBIDDEN KINDLE

(3:42)

In the previous training session some homework was assigned that entailed finding 20 useful niches. What are some of the 20 niches you discovered in your research? Did you have a hard time? Did you have fun? If you found 20 niches that looked like they may work, it is likely that one of them has the potential to be a gold mine. So, you should be very proud of your work.

Several people made comments on their experience with this assignment. Beth says "E-Book Niche Explorer is addictive. I found well over 150 niches." Be careful, this is another trap to get into; that is why you were only assigned 20. It can be really fun to perform this research though. Other students mentioned how addictive this process can be as well. Some students mentioned that they had a hard time finding niches and that everything that they searched for came up as a bad niche on E-Book niche explorer. If you had this sort of trouble, don't worry. Later on in the lesson some of the reasons for this will be examined.

There was a supplementary assignment given to the people who were already published. If you are a published author, you were supposed to find 5 keywords related to you existing book. How did that go? Several people had trouble with this. Julie, for example, said that she finally found 5 good ones; from this she learned that she needed to be broader in her research. Stephen said that he came up with a lot of bad niches, but at least he was able to eliminate many of them.

Some students, upon looking at their published works, found that the niche that they used was not the best one. One student commented that the person had performed the research for his book didn't appear to have given it a category. Obviously, that was a good thing to find out. There are others that have found that their niche is not working. In this type of case you may want to move forward with another project and put this book and any sequels that you have in mind on a back burner for now.

Has everyone gotten inside the Apex Author's Facebook Group yet? This is really important, and in fact essential, because this is going to be the launching pad for your book. If you don't already have a Facebook account, don't worry; contrary to popular belief, many people don't. Get one started today though. As an author or publisher, this is going to be of a great value to you. Really, you may not realize it now, but the people in this group are going to become your best friends. They are going to be the ones who help you launch your book now and in the future. In other words, these are going to be the people who will give you the 'Likes', reviews, and downloads that you need to make your book a success.

There are over 800 authors in this Facebook group, most of which are going to be willing to help you get started because they have been there before and know that you will be willing to someday help them in return. Jay is keeping a count of the people who sign up, and it is obvious that everyone hasn't signed up yet. If you haven't, go ahead and request to be added. After you request, hit Jay up with a private message on Facebook telling him that you just applied. Be sure to tell him what your name is and that you are part of the bootcamp training. It is sometimes it is difficult to tell who people are just based on their Facebook page.

Keyword & Niche Research (Part 2)
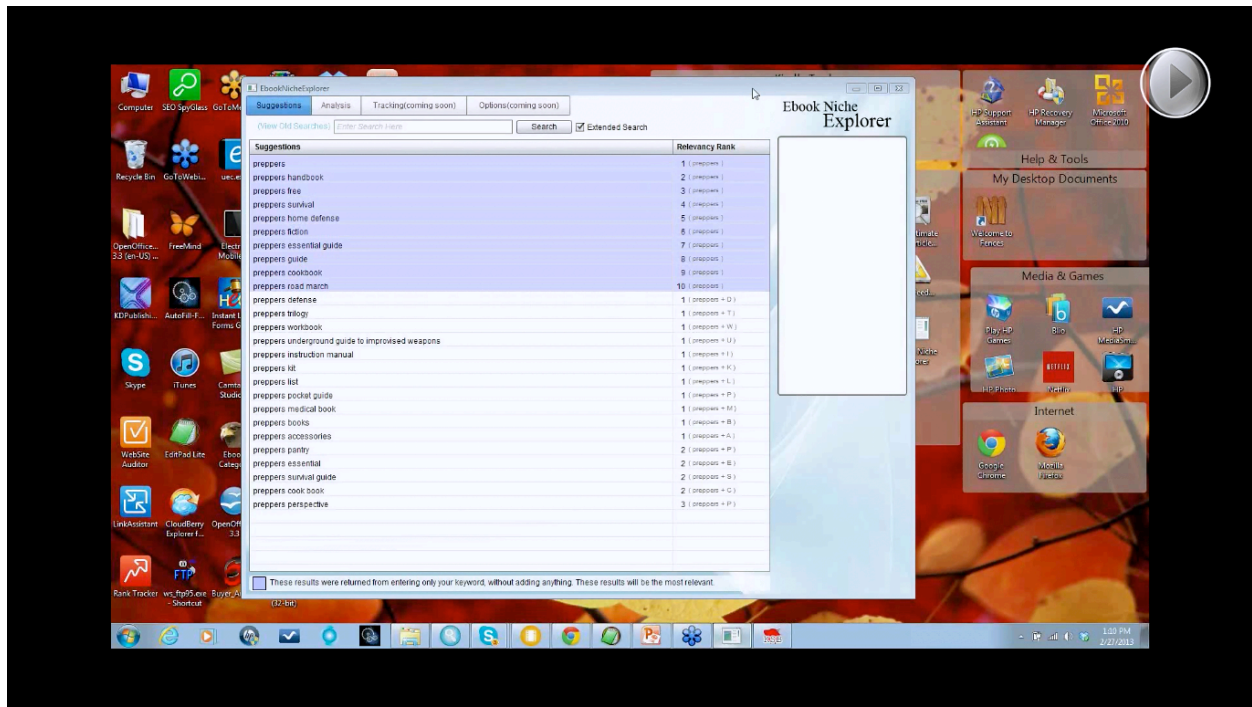
(9:32)

Look at the picture above and you will immediately be able to tell that E-Book Niche Explorer looks dramatically different. You may have also noticed that Kindle is now displaying 16 results instead of 12. This is one of the reasons for the program change. The new E-Book Niche Explorer takes this into account.

James examined the problems people have had with their homework, and found that in most cases the amount of competition was the thing that was causing people to have bad results. At this point in the training, the team is trying to teach you how to gather the low-hanging fruit. Later in the training you will learn how to deal with higher competition areas effectively. For now, there are plenty of low-competition niches out there to be found. So, you still need to go for that green or yellow box every time.

Another reason that your results may have shown red is because of long-tailed search keywords. You can overcome this by finding broader keyword terms that fits in that particular market. An example of a long-tailed keyword term may be 'pregnancy diet'. Instead, you may want to start out looking at 'pregnancy'. From there you can begin narrowing the terms that

you use by looking at other keywords that come up in the program. Eventually, you will find words that aren't so broad, but will not be rejected by the program.

So, to reiterate, when you are having this problem, try to think of a much broader keyword term to start your search with. Then, start trying to find more specific keyword terms to use. Typing in these broader terms first will usually give you a larger range of niche possibilities as well.
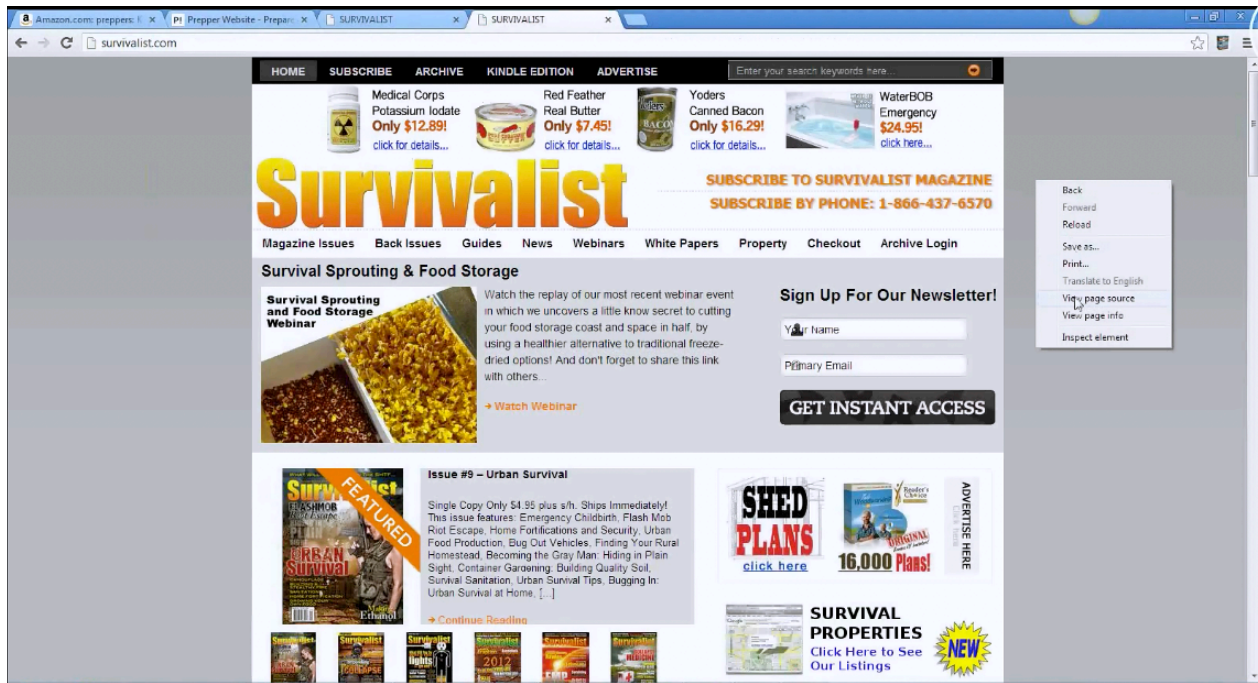

(16:20)

As was demonstrated in the last lesson, you want to begin your keyword term search by searching for a particular keyword in Google. There should be a number of authority websites that come up. Visit one of these and then right click on the page and the click on 'View page source' to access the page's meta-keywords. In his demonstration, James used authority websites for both keyword terms 'survivalist' and 'prepper'. He then constructed a keyword list from the meta-keywords that he found from these sites.

The reason he looks at these sites to find keyword terms is because these keyword terms are generally better than those you would find through E-Book Niche Explorer or by any other means. Mainly, this is because all of the keywords that you find in other ways are always going to start with your seed words. For example, if you type these in the Amazon search bar, the keywords that come up will always start with 'survivalist' or 'prepper'.

On the authority websites you are going to find words that are related but do not necessarily include the seed terms. For instance, words like 'apocalypse' or 'bushcraft' are related but do not include the words 'prepper' or survivalist. This brings up another question. What is bushcraft?
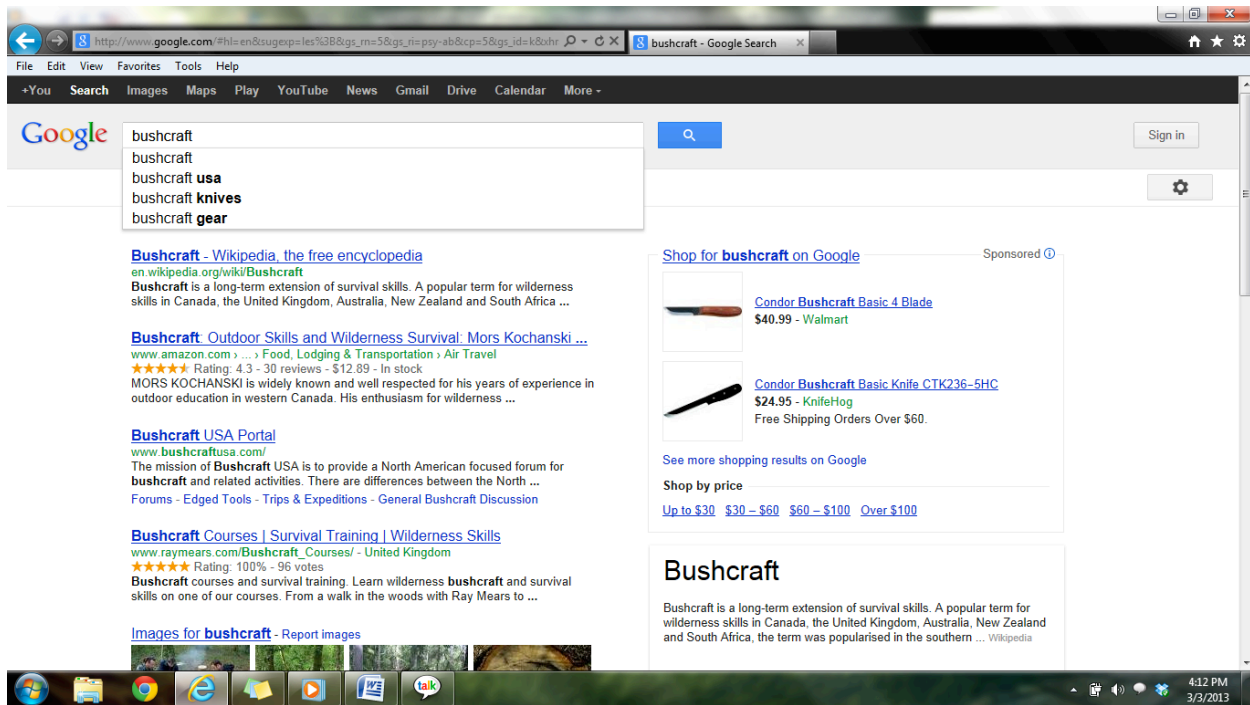
(17:53)

If you run across a keyword and you don't know what it means, just simply search for it in Google and the definition will usually pop up in the results. In this case, it was found that 'Bushcraft is a long-term extension of survival skills. A popular term for wilderness skills….'. Obviously, this is a term that someone searching for 'prepper' books would know of and likely use in a search. Other words in the list James compiled included homesteading, off-grid, and outdoor survival. These are all great candidates for words to be used in the book's title, table of contents, and description, tags, etc.

The terms 'survival book' may be useful. Anytime you have the word 'book' within a keyword phrase it may be good to add to your list because people have a tendency to add the word to the end of their search terms even if they know that all they are only searching through books. It is just human nature and it happens in relation to any subject. Therefore, this is a trick that works with any niche.

One of the most unique words that James found on his list was 'TEOTWAWKI' which means 'the end of the world as we know it'. Obviously, this is a term that people in this niche may know

about. See how useful looking up these keywords can be? This is a keyword term that most people probably wouldn't think of on their own unless they were actually into this niche.

During his presentation, James took these words and performed searches in Amazon with them. 'Homesteading' brought up 290 results, 'off-grid' brought up no results, 'preparedness' is targeted a lot, and 'survival gear' brings up 30 results. By going through your list of keywords on Amazon in this way, you can get an idea of how many people are targeting each of them, and you can start eliminating the keywords that no one is targeting like 'off-grid'.

A funny thing is that once you start digging deep into these categories, you will start noticing related subjects more and more. For example, James pointed out that since he has been looking into this 'prepper' niche he has been noticing survival tactics more and more. You just naturally become more aware of things that relate to the subject matter you are starting to take an interest in. That is a good thing because it gives you a chance to find more keywords and related information for your book.

When the keyword 'bushcraft' was entered in E-Book Niche Explorer, it turned out not to be a very good term to use. According to the program, the average sales rank for this term is too low. In other words, there are not enough books in this niche and the existing books in this niche are not doing well. The keyword term 'TEOTWAWKI', on the other hand, seems to be a very good keyword term to use. Its total sales (for the first 16 results) ended up being $22,000. So, this is definitely going to be a keyword phrase that James is going to enter when he lists his 'prepper' book.

Out of the 20 niches that you have already found, you will need to find the best one. To accomplish this, you have to perform a deeper analysis of each niche. When you look at each of the books under 'prepper', for instance, you will see that some of them are doing well and some are not. Start your analysis by looking at the books that are not doing well and see if you can figure out why that is. Once you figure out why they are failing, you can systematically eliminate them from your results.
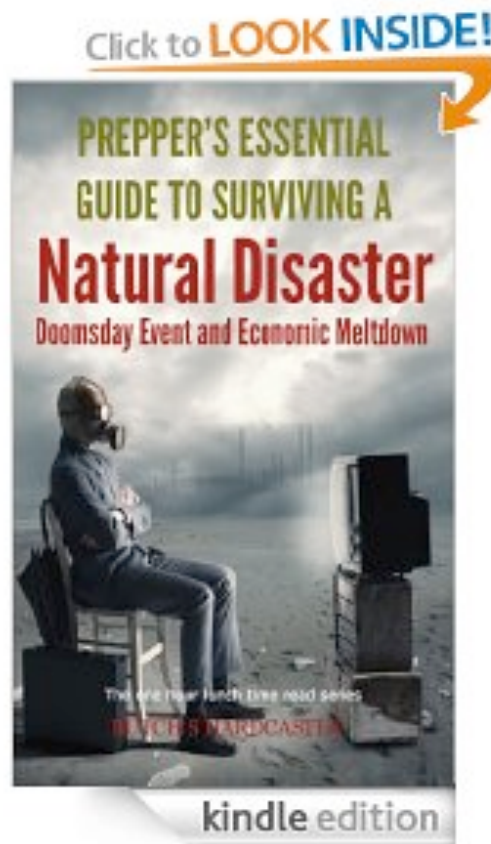
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Look at the book in the picture above. It has only had 4 sales per month. Why? The first thing to look at is the cover. Is there anything wrong with it? It is not the best looking cover, but it is simple, concise, and clear like a cover should be. So, it is probably not the cover that is keeping it from doing well. The next thing to look at is the reviews. Upon looking into this, you will see that the very first review is a bad review. So, even though he's got 6 reviews with an average of four stars, people are going lose interest in this book upon reading that first review. This could be something that is affecting its sales.

What else could be wrong with this book? How about the book's description? Is it easy to read? Although it could use some bullet points, overall it isn't bad. Take a peek inside and you will see that everything looks good there too. Sometimes, if the price is out of line, it affects the sales of a book too. No. The price is $2.99, so it is priced fairly cheaply. Plus, it is cheaper than the other books which are around $3.99 on average. It could also be the length of the book affecting the sales. It is 32 pages, so that isn't bad.

So, what could it be? Well it seems as though the problem may be in the way the book is categorized. He only has one category listed and it is under 'Advice & How To > Health Mind &

Body > Safety & First Aid'. At the very least, he needs to have his book listed in more categories. Similar books in this niche are listed under 'Disaster Relief', 'Natural Disasters', and/or 'Instructional', so he is probably missing his target audience by using the wrong category and not enough categories.
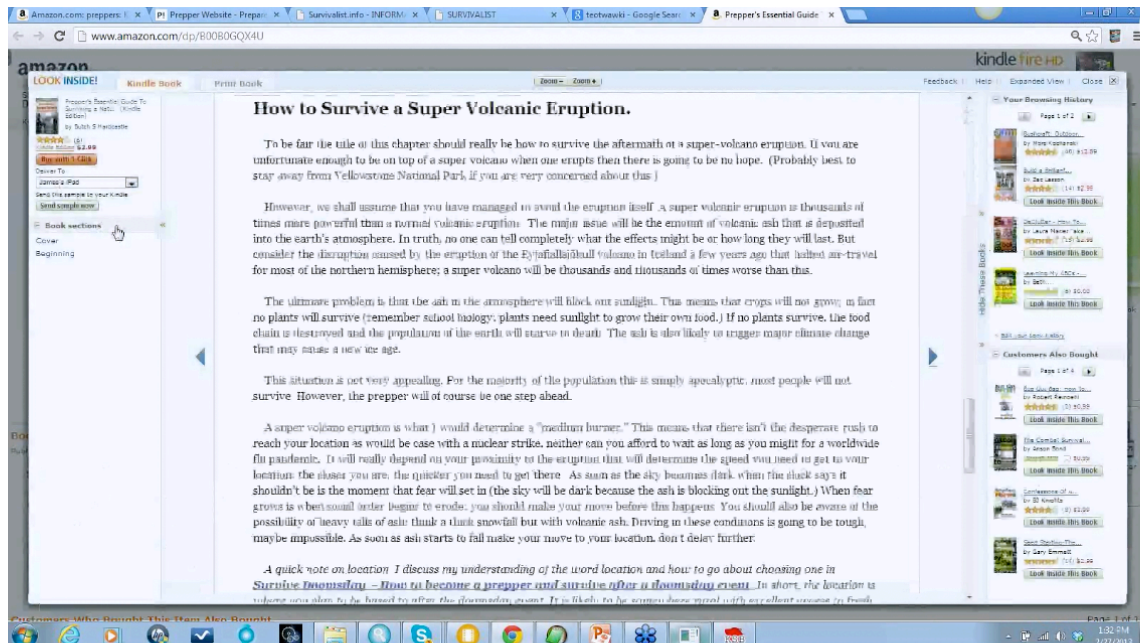
(32:38)

When this book was being overviewed, one student, named Betty, pointed out that the first chapter of the book seemed out of place too. Upon inspection James found that one of the chapters, 'How to Survive a Super Volcanic Eruption' seemed to pose an unlikely scenario and that the subject matter didn't seem to fit among the subject matter of most 'prepper' books. In any case, this book has been found to have two black marks against it. Once a book has two mistakes that put the fault upon the publisher it can be taken off the list. You can take this book out of your analysis simply by un-checking the box beside the book in E-Book Niche Explorer.

To complete your analysis, you will need to follow this exact same process with each one of your niches. In other words, within each niche put a critical eye to each of the books that aren't doing so well. Specifically for this assignment, you should look at any books that are not selling at least 55 copies.

Once they have at least two black marks against them, remove them from your analysis. You will soon notice that every time you uncheck a book, it is affects the rest of your numbers. Eliminating these books from your list is going to eliminate any variables in your analysis. After this is done, look at the niches that yield the 'best' numbers. These are going to be the ones

you want to go into. By 'best' we mean the ones where the 'Average' (which can be found in the top box on the right side of the program) is the lowest.

Do you understand? You want to take out the books that aren't doing well because of the author or publisher. That is because this creates a variable which throws off the numbers. Once these are removed you have a clearer picture of what the market is doing and eventually where your book will work best.

When you are examining these books, you will want to look at the following elements on the book's Amazon page. This will help you to identify what may be affecting the book's sales. In your analysis, please examine the following:

The Cover – Does it have contrasting colors? Can you see the text on it? Do immediately understand, by looking at the cover, what the subject matter of the book is?

The Reviews – If the average star rating of the reviews is under 4 stars, then that is a problem. If one of the first couple of reviews is a bad review, that is also a problem.

The Description – Is this easy to read?

The Look Inside - Is it enticing? Does it pull you in, or is it just boring?

The Publication Date – If it has just been published within the last couple of weeks, it hasn't had time to make any sales, so it should be eliminated from your analysis.

The Price of the Book – Is the price higher than the average price of the rest of the books in its niche?

The Length of the Book – Is the book significantly shorter than other books in the niche?

The Category – Is it missing the right category or categories?

Once you determine which niche you want to target, you can figure out which keywords people are using to write their books. There is a simple trick that you can use to find this out. Begin by choosing a book in your newly found niche that is doing the well. In E-Book Niche Explorer, double click on the book that you want to look at to go to the book's page in Amazon. Next, go down to the 'Product Details' and find the book's ASIN number. The ASIN number is the Amazon item number; every book on Amazon has one. Copy the number, paste it in the search bar on Amazon, and click on 'Go'.

The book that you chose will be the only one that comes up in the search results since it is the only one that has that particular ASIN number. Now, what you want to do is leave this ASIN in the search bar and then systematically paste the keywords from your list behind it. You do this

to see if his book comes up with any of those keywords. If it does, then you know that the publisher is using that particular keyword and if it doesn't than those particular keywords are not being used. Obviously, using the same keywords as the author of a well-selling book is using could give your book a big boost, and so using this technique can be very helpful to your sales.

Your research assignment for this week is to find the best niche out of the 20 niches, using the process of eliminating the badly made books from your analysis and then comparing the average. Whichever niche ends up being the best, according to the average, is the one that you are going to use to write your book.

Advanced Kindle Market Research

(45:50)

You may be asking yourself 'Okay, I have found some profitable niches...what now?" The answer is Market Research. You can, and will need to, perform market research inside and outside of Amazon. This research is often the difference between a successful book and a so-so book published to the same niche. So, be sure and pay close attention to what is being done here.

(56:19)

You are going to learn how to research your market through a case study of a book that Jay recently published specifically for the purpose of demonstrating market research. It is called *Ninja Farts*. It is a humorous and fictitious book that was written for kids ages 6-10. You can see the Amazon page for this book in the picture above.

Ninja Farts was published less than two weeks ago, and it is already doing quite well. It has a bestseller book ranking of 2,035 paid in the Kindle store. It is the top book in one of its categories and it takes second place in at least two categories. Two or three dozen copies of it have been sold per day since the book was first launched. This includes downloads. Obviously, this is a homerun and Jay is very proud.

You cannot be sure of anything. Even with all of the research that Jay did, the book could have failed. On the other hand, it didn't and the reason for its success can be attributed to the research that Jay performed. Jay chose this 'Ninja Farts' topic for several reasons. Each choice he made was based on what he found in his market research. He has also been using several methods to promote the book that not everyone is using. Jay believes this is why, to a large extent, the book has made the sales that it has.

How did Jay dial this book's success? You will come to understand how this was done as each of the questions in the section below are answered.

(49:10)

What are the Top 5 books in your niche based upon? You will rely on the E-Book Niche Explorer results and the information that you find in the related bestseller categories to answer this question. Head back over to Amazon to look at the *Ninja Farts* sales page. If you scroll down to the bottom of the page, you will see a section called 'Look for Similar Items by Category'. This is something new that you can look at to explore possible categories for books that are similar to what you want to publish. This is golden information. So, as you scour through books in your niche, copy this information, paste it into your notepad, and save it.

No matter what niche you want to publish in, you want to start by looking at the top books within each of the categories related to your niche. You should always look at the top 3 books in each category at the very least. Understand that you are looking for the low-hanging fruit, so you don't want to choose a category with a lot of competition. That doesn't mean that you shouldn't take note of the characteristics of these categories and the top-selling books within, however. For example, 'Social Situations' seems like a high-competition category, but it contains a lot of sub-categories which may not be as competitive. They include:

- Bullies

- Emotions & Feelings

- Friendship

- Manners

- Peer-Pressure

- Self-Esteem & Self-Respect

- Values

At this point in the process you are just brainstorming categories. Continue to browse through the various categories related to your book. As stated above, you want to look for categories that are relatively non-competitive. You're looking for those which will allow you to swoop in and take over, basically.

If you want to write a book like Jay's you would probably start looking within the 'Humor' category first. Look at the top books within this category first, and then look at which other categories these books are being place in. Next, scroll down to the 'Look for Similar Items by Category' section to see what other categories are available. You should copy and paste these categories into your notepad, in order to save these ideas, as you go along.

Advanced Kindle Market Research

- Why do you think these books are bestsellers?

- What are the "hooks" and/or common themes of these books?

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(54:00)

After you have looked at each category and sub-category systematically, you will want to choose the one that you think would work best. Then, you want to take note of the top 5 books within that category. It is always good to scope out the competition, right? So, once you have found the top 5 books in your chosen category. Ask yourself:

Why do you think these books are bestsellers?

What are the "hooks" and/or common themes of these books?

Head back over to Amazon.com to look at the top 5 books that you've found. In Jay's category, one of the books that are in the top 5 is The *Underwear Dare (Nerd vs. Bully!)*. This is a knock-off of one of the biggest books in this niche: *Diary of a Wimpy Kid*. Both books are based on the ever-so-popular theme of the weak surviving in an ever-pressing world. This is a theme that has been around since the beginning of time, right? That is the hook for these types of books.
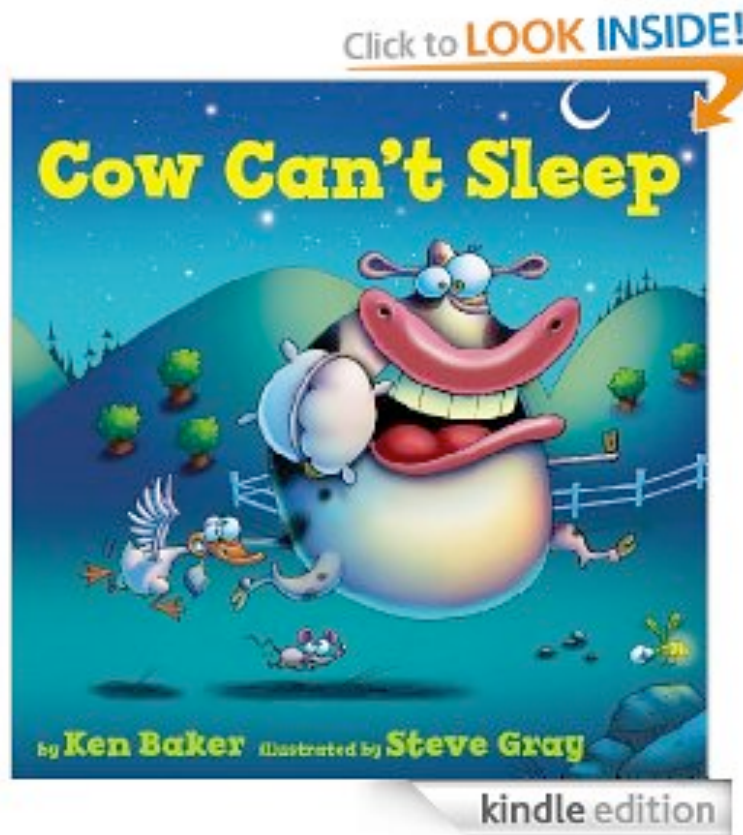
(55:00)

Another book that is in the top 5 of Jay's category is *Cow Can't Sleep*. You can see its cover in the picture above. This is a funny barn yard story about a cow. You could use this book to spin your own off of. Maybe you could write a book like *Duck Gets in Trouble* or *The Horse Who Ate Too Much*. However, it is not really the topic that sells this book, is it? It is the illustrations. As a matter of fact, you could give this book any title at all. With a picture like that on the cover, it will sell just as well. So, if you were going to take a hint from this book to figure out what to do for your own, you would make sure that your book had some really great illustrations, right?

Sweet Farts #1 is another one of the top-sellers. Kind of reminds you of Jay's fart books, doesn't it? The author of *Sweet Farts #1*, Raymond Bean, has a whole series of these books, all of which sell really well. By the way, when you are thinking of books think of terms of making a series out of it. You wouldn't want to make a series out of every book that you publish, but you want to keep the option open. That way if your book starts to really take off, you can compound your royalties by making it into a series, just as Jay has done with *The Fart Book*.

From the look of things, joke books are selling like hot-cakes. So, are humorous school-related books like *Diary of a Wimpy Kid*. This is what you are looking for. In particular, you want to

know: What are the commonalities among some of the top selling books most closely related to the book you are thinking of writing?

(58:08)

Another thing that you want to look at is the table of contents inside each of these books. This is another way to find possible hooks for your own books. You can also use this information to find possible topics for your own books. For example, if you find a book within your niche that has 20 topics within its table of contents, you can take each of these topics and expand them into 20 different books, one for each topic.

During his presentation, Jay looked into a book called *101 Knock Knock Jokes for Kids*, in order to demonstrate how to pull ideas from the table of contents. It didn't have one. However, he was able to demonstrate how easy it would be to write a book like this. "You cannot copyright a joke." he stated. This is a valid point. You could probably find dozens of knock knock jokes in the public domain and put together a book like this pretty quickly.

The table of contents for these books would probably not be as useful for a fiction writer as it would be for a non-fiction writer. However, you could still look to them for ideas. *Super Zombie Juice Mega Bomb* has a table of contents that you could use. In fact, it contains a really good example of one. Your table of contents should always be created in a way that gives people a taste of what's inside. This book has done this effectively. Exit the preview and scroll down on the book's page a little further. Now, take a look at the 'Customers Who Bought This Item Also Bought' section. You can probably tell that all of these books run in the same circles. One of these books is titled *Diary of a 6th Grade Ninja*, does that sound at all familiar to you?
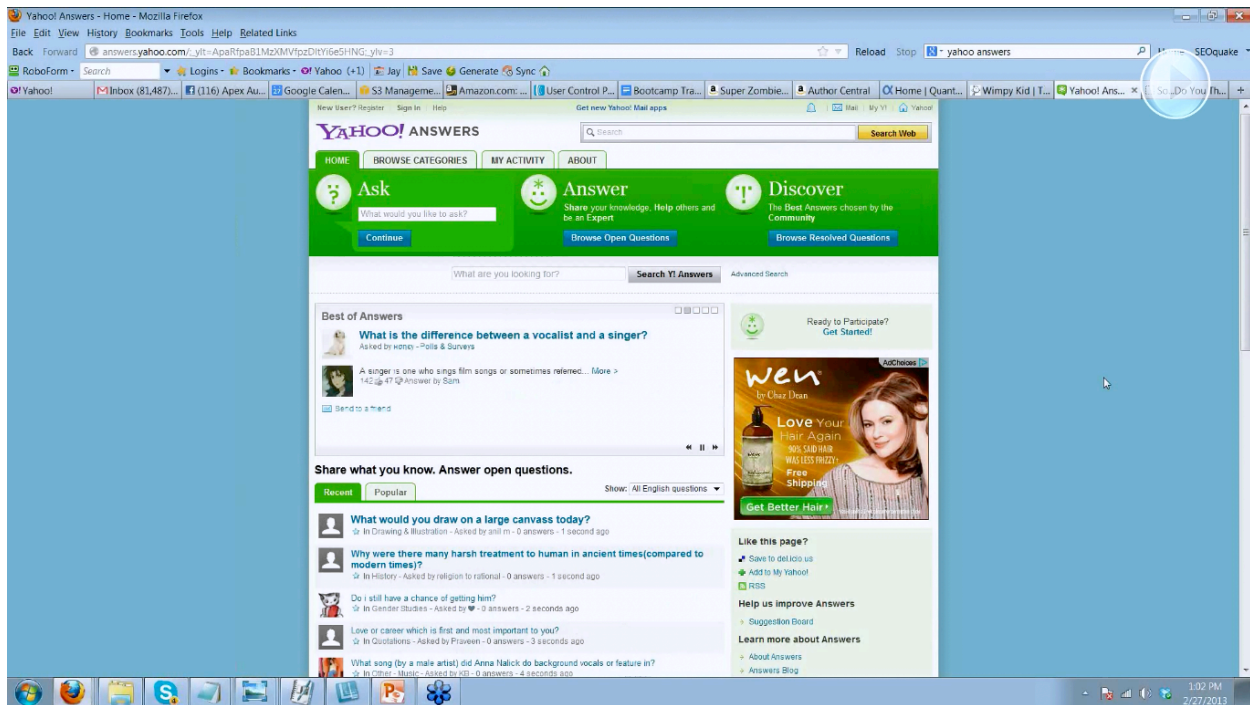
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Here is your next question: **What questions are people asking related to your book topic?**
You can find the answer to this question by checking websites like Yahoo Answers. This is
another great place to go for market research. Yahoo Answers is a website where you can go to
ask about just about anything under the sun. One way to search through these questions is by
category, another is by keyword.

Now, how can you use this to your advantage? The answer is simple. Say, for example, you are
writing a book about love and romance. If there are more questions like 'My husband is
cheating on me, what do I do?' than 'What do I do to keep my husband from cheating on me?'
then you may want your book to be geared toward more 'after the fact' advice, right? In other
words, you can use some of these questions to figure out which direction to go with your book.
This insight could give you the insight that you need to better create your title, content, and
even your cover. You may also find a popular question that you can use as a hook to draw
people in and get them to buy your book.

This would be great to use for the survival niche, wouldn't it? There are probably tons of
questions being asked about surviving in the wilderness here. In fact, a search of the term
'survivalism' yielded over 200 results. You could use these questions and plug them the table of
contents and your book's outline would be done nearly automatically. On the other hand, if
there were a lot of related questions about a particular type of survival scenario, then you may
want to focus your book's content on that particular type of scenario.

What is the 'lowest hanging fruit' regarding sub-categories in your niche? You find the 'lowest hanging fruit" simply by cruising around through the various sub-categories in your niche. A good example of how to do this can be found by looking at Ana Davis' books. Ana made her success by drilling down into the 'Baby-3' sub-categories. Her book, *Big Day for Baby*, could have fit into many of the sub-categories found here, but she played her cards right and placed her book in 'Children's eBooks > Baby-3 > Basic Concepts > Time' and 'Children's eBooks > Baby-3 > Basic Concepts > Words'. These were sub-categories that could easily be dominated. The 'time' sub-category, for example, only had one other book in it to compete with. This turned her into a bestseller almost instantaneously.

(1:06:43)

It doesn't matter if there are only 2 books in your category, you will still be considered a #1 bestseller by Amazon. Ana can now brag all she wants, use her new-found title for leverage, and even use it to sell more books. If you can become a bestseller, for example, you can easily sell more by placing a '#1 bestseller' sticker on your book cover. To her credit, she is ranking well where she has more competition too. The point is that she was smart enough to take advantage of this category. Now, don't be misled. This isn't always the best method to use and it isn't generally recommended. There isn't much traffic here, and she is not likely to make much selling from this category. She wanted a bestseller more than profit in this case,

however, and she got what she wanted by doing the right research and applying it in the right ways.

What do the bestselling book covers in your niche look like? Go to the *Ninja Farts* page on Amazon and scroll down to the 'Customers Who Bought This Item Also Bought' section. You may notice that several of the books on this list are Jay's. You may also notice that all of his book covers are similar. He modeled each of these after the popular *Diary of a Wimpy Kid* book series. Each of the covers of Jay's books have what seems to be a torn piece of notebook paper with a doodle on it on the front, as do the *Diary of a Wimpy Kid* books. Jay was not the only one to do this, so did creators of *Super Zombie Book Mega Bomb*, the *Big Nate* series, and many others.

You can find similar features among the other bestsellers as well. *Cows Can't Sleep* has a fantastic illustration on the cover, as we have already established. Of course, many of the top children's books are going to have eye-catching illustrations. Many of the joke books have pictures or illustrations of kids smiling and laughing. There are several where underwear is featured somewhere in the drawing, because kids think this is funny of course. There are also a lot of school-related elements on many of these covers. School buses work and are featured on many children's books, for example. That is because school-related items are things that kids can relate to.

Whatever niche you choose to go into, have no doubt that the covers in your niche will have similarities. Take time to look closely to discover what they are. Look at both the thematic and the visual similarities and then find a way to model after them. There is no reason to re-invent the wheel. Pay attention to what sells and well as what the people in your niche are attracted to, be they child or adult.

Does your topic or niche lend itself to a book series or sequels? This was touched upon earlier in the lesson. The 'prepper' niche would definitely be a good niche for this, wouldn't it? Absolutely. You could go into categories about hoarding food, bug-out bags, and even the death of a dollar, making a new set of books for each category. A niche like that is absolutely gold because you could spin it off into dozens of related books. Now, just think if you were to build a list of buyers like Jay is doing with the fart books on top of that. This builds a platform with an audience that continually follows your books, and if you have a lot of different books for them to follow, the resulting profits can be immense.

Jay has added over 300 people within the last two weeks to his AWeber auto-responder list. He is going to use this to mail out information about the release of each new book that he comes out with. Most of the people who opted into the list are buyers, although many people found this book when he downloaded it. About 2,000 people have downloaded it. This is because he

promoted the book through KDP Select. KDP Select offers a program where people can borrow books for 24 , 48, or 72 hour periods of time. So, a lot of people got Jay's book for free, but this is just going to add to Jay's following. In fact, many of these people have already opted to be part of his mailing list.

(1:13:16)

These days Jay doesn't bother with 'one-off books'. These are books where there is no way of taking them into any other direction. They are simply no longer worth his time.   Most of the time there is a way to get a book or a series of books to go further. For example, if it is a larger topic, you can break it down and create a number of different books out of it. You don't want to make every book that your write into a series. You just want to have a series in mind in case your book becomes a hit.

What related products or services can you offer to customers within your niche? For instance, are there affiliate products that you can offer that are related to your book's subject? Obviously, there would be if your book was in the 'prepper' niche. You can find affiliate products for just about any niche though. All you have to do is go to ClickBank and you'll see several dozen products that are related to your book's topic in most cases. Offering these products to your subscribers can be beneficial to both you and them. Aside from this, you can also begin promoting other books through the Amazon Associate Program.

What about merchandise? One of Jay and James' students recently wrote a book about a lizard. Now, he is actually coming up with little plush dolls of his main character. How cool is that? Jay will be creating t-shirts for Ninja Farts as well. He is setting it up on Zazzle.com. This is part of his case study, so you will end up hearing more about this.

It doesn't have to stop with t-shirts or toys. You can have mugs, sweatshirts, hats, etc.   Just think about it. What if you created a Zazzle store and you had a list of people on an auto-responder. Certainly many of the people who enjoyed your books would buy your merchandise as well, especially after they got informed by email of where to find it. Furthermore, if people begin wearing your t-shirts, more people would start to know about your books, right?

What are we doing? We are putting our marketing caps on and pre-qualifying some of these 20 niches that you researched, thinking about where you can go with these ideas. Can I create sequels from it? Are there related affiliate products? Can I create merchandise out of my ideas? Take time to figure out how you can monetize your book. These are all in the pre-qualifying process that is going to be used to select your topic for next week anyway.
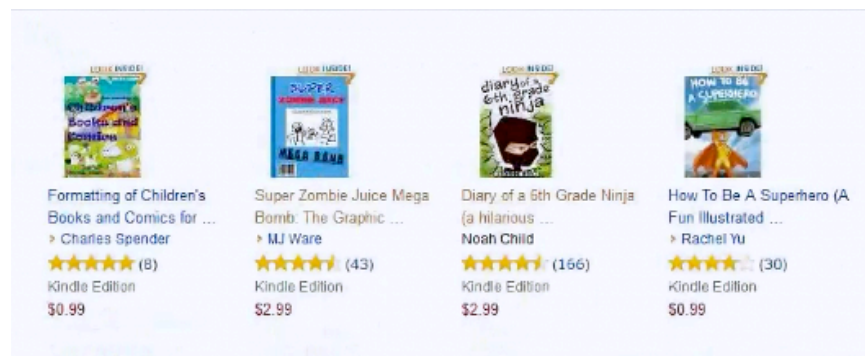
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What's trending in related Kindle books and categories connected to your niche? How can you incorporate these trending topics, elements, and themes into your book? How did Jay come up with *Ninja Farts*, for example? It could have been *Elephant Farts* or *Grandpa Farts*. Ninjas are hot in Kindle and Jay knows this because he has done his market research. Just look in the list above. One of the books in this list is *Diary of a 6th Grade Ninja*.

This author, Noah Child, has a whole series of kid's books about ninjas and they are all doing really well in the Kindle store. What does the title remind you of? *Diary of a Wimpy Kid*, right? Well, Jay's *Ninja Farts* is a combination of *Diary of a Wimpy Kid*, *Diary of a 6th Grade Ninja*, and *The Fart Book*.

This is a knock-off, make no bones about it, but he is not ripping these books off. The trick is to model after it, but make it your own. You have to distinguish and differentiate your book from the book that you are modeling. You are not just replicating it; you are adding additional value and putting a hook on it as well. There is nothing wrong with taking a look at the trends and using what sells. Learn to trend topics, characters, and other popular elements about these books and you will learn to use what sells. This can apply to your niche as well.

What other keywords are these related books ranking for? You were shown earlier in this lesson how to find this out using the book's AISN. If the books don't use these keywords, that is better for you. This gives you a chance to move in using some of high-traffic keywords, and if those books aren't there, you can dominate those keywords.

What are the top websites connected to your book topic or niche? To find this out check out the author page of the people that have written similar books or do a Google search of the topic or the niche itself. To continue this as a case study, let's look into *Ninja Farts* for an example. Perform an Amazon search for *Diary of a Wimpy Kid*. You may be able to find the book's website this way, although the best way is probably to look the book up in Google. This is what Jay did in his demonstration and he was led directly to the book's website. Once on the website, you can copy the URL and then paste it into the search bar at Quantcast.com. This will allow you to look at the demographics of bestselling books within your niche. You can also search the site by using keywords related to your niche.
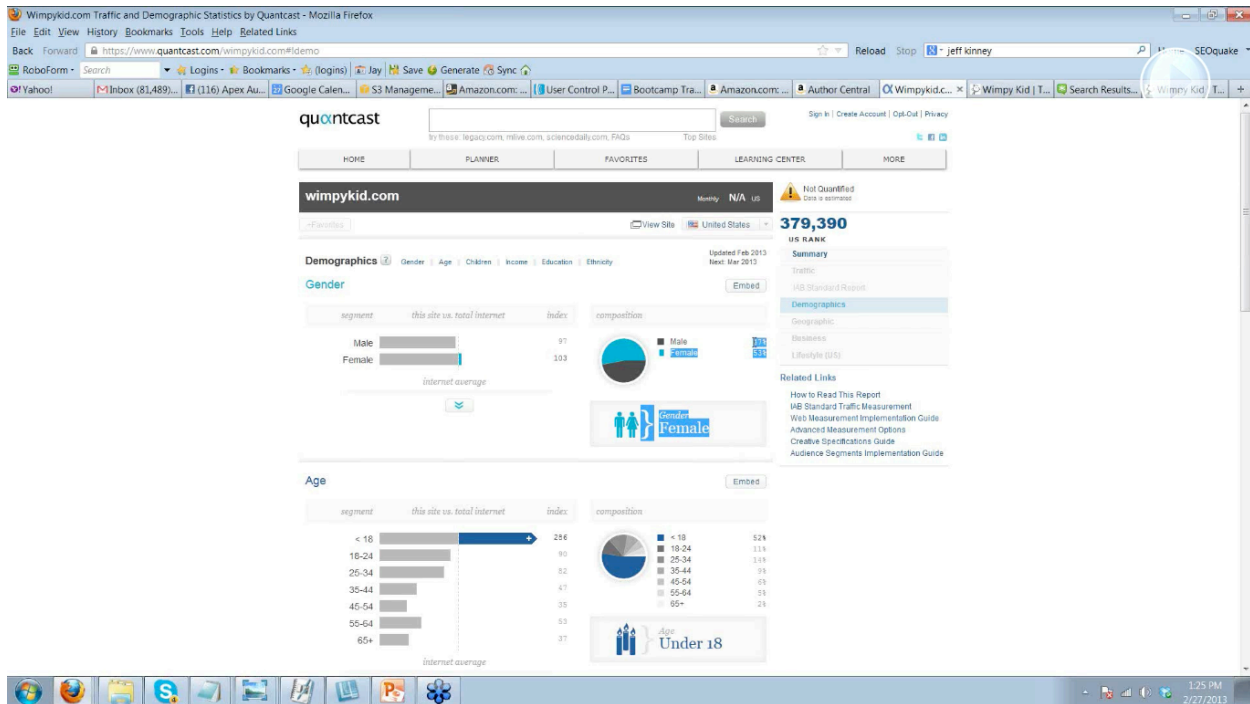
(1:24:26)

When you search the URL to the book's website on Quantcast.com, demographic information about the people who visit the book's website will pop up. Jay's search yielded some surprising results. Most people would suppose that males would visit the website since the main character in the book is a boy, but actually 57% of the website's visitors are female. This is really too close to market to one side over the other. So, this is good information to know.

The website also shows that 52% of the visitors are under 18 years old, 14% are between the ages of 25-34, and 11% are between the ages 18-24. When you look a little deeper, you will see that 77% of the adults visiting the page have kids, which makes a little more sense. You can also see that the household income level for most of the visitors of this website is between 100 -150 thousand dollars.

So, how is this information useful? Well it is obvious that examining the income levels of your customers can help you in various ways. You can also set your pen name to reflect the demographics of your customers, which can help your sales as well. For example, if you were writing a book about Yoga and most of your customers were women, you may consider using a female pen name. Basically, you can use this information to target your book to a specific audience. If your target audience is 8 year old girls, for example, you wouldn't want to use a high school level vocabulary when writing it. You may even want to use a girl's character as the main character, although in the case of *Diary of a Wimpy Kid* it doesn't seem to matter.

This website would be much more helpful for someone that is writing a non-fiction book, but it is helpful in any niche. Of course, in the case of *Ninja Farts* the target audience is pretty obvious. Do you understand how this works though? You are basically figuring out who your target audience is and then tailoring your cover, title, pen name, content, etc. to that target audience.

Another question to ask yourself is: **What can you offer your readers that's unique and valuable vs. the other books in your niche?** Every time you publish a book you should ask yourself the question: "Why should they buy my book as opposed to everyone else's books?" In *Ninja Farts*, Jay is offering extra components to his book that add value to them for his customers. First of all, the book itself contains two dozen illustrations. If you are creating a children's book, you have to include pictures that make kids giggle. These illustrations should make it so that the kid can't wait to turn the page and see the next picture.

The people who purchase this book also receive a free audio version of the book. This is the real carrot that gets people to purchase this book and because of this they are choosing it over the other ones. There are two real reasons why he does this:

1. He wants people to choose his over the other books in his niche.

2. He wants people to sign up on his mailing list.

This audio book feature is almost irresistible to his customers, and he attributes most of the book's success to this special offer. Of course, this works for a children's book such as this. What if your book wouldn't necessarily lend itself to an audio book? What other freebie could you give away? Well that is up to you.

You may need to get a little creative, but you should be able to find something of extra value that you can offer your customers. If it is a non-fiction book, maybe there is some type of free report that you can offer. If you are working within the 'prepper' niche, you could offer information on how to build a bug-out bag, for example. It doesn't really matter what you offer as long as it presents some real value to your customers. So, the real question is 'What could you possibly do to make your book irresistible to your customers?'

What is the #1 reason potential customers should buy YOUR book? That is a closely-related question to the last, but it is a very important question to ask. Again, you should start thinking in terms of positioning your book before you even begin writing it.

Session 2 - Your Homework

- Get inside Apex Author's Facebook Group if you're not already…introduce yourself and have a look around

- Pick one niche based on the additional analysis that you learned today.

FORBIDDEN KINDLE

(1:31:12)

This lesson has contains a lot of information, but you are almost finished learning how to research your book. If you can do this right, then you are 95% of the way there. The only way that you're really going to learn to do this is to do it first-hand, so here is your homework:

The very first task in the homework is to get inside Apex Author's Facebook Group if you have not already. To do this, go to the member's area of the training website. Click on the 'Bonuses' tab and then click the 'Apex Authors Facebook Group' link. Once inside, send a private message to Jay and request to be added. Be sure to tell him what your name is and that you are part of this course. After you are added, log back in, introduce yourself, and have a look around. Hurry and get this done; this is not an element of this course that you want to miss out on.

The next part of the homework was going to be to pick one niche based on the additional analysis that you learned in this lesson. However, a lot of people do not want to be trapped into working on a book they don't want to write just because the research shows that it will work the best. So, instead of basing your choice on completely on the research, you have the option of picking from the top 5 niches that you have found. So, do the research as you were shown how to do, find the five niches that yielded the best results, and choose one out of those five. That way no one gets stuck with a subject that they don't want to write about.

You are not always going to want to write about the things that the numbers point to. At the same time, part of the game is to give your audience what they want. Now that doesn't mean that you should be stuck writing about something you despise. Overall, it is a compromise.

You should pick something that you enjoy writing about. Jay, for example, enjoys writing children's books. They make him laugh, and he has kids of his own, so he is very motivated to write for a younger audience. He also loves coming up with the crazy and creative ideas that these books require. So, by all means, pick something that you can get excited about and that motivates you, but be sure to be able to qualify with the research techniques that you have learned. In other words, find a way to justify your choice through your research.

To reiterate, the first part of your homework is to be sure that you have joined the Facebook Group before the next class. The second part is to perform your research, as you have been shown to do, and narrow down the five best niches for your book out of the 20 that you have already found. Out of these five, you want to choose one that you would like to use. So, by the time the next training begins, you should have one chosen.

You homework does not end there. After you have chosen your niche, you should continue on with the market research for your book. While performing your market research, you should answer the following questions:

1. What are the Top 5 books in your niche based upon bestseller ranking?

2. Why do you think these books are bestsellers?

3. What are the "hooks" or common themes of these books?

4. What do the table of contents look like in the Top 5 books in your niche?

5. What questions are people asking related to your book topic? (Check Yahoo Answers)

6. What category paths are similar books using?

7. What's the easiest sub-categories & keywords to rank for in your niche?

8. What other keywords are they ranking for?

9. What do the best selling covers look like in your niche?

10. Does your topic or niche lend itself to a book series and/or book sequels?

11. What other products can you offer your customers within this niche?

12. What's trending in related Kindle categories connected to your niche?

13. How can you incorporate trending topics/themes into your book?

14. What are the top websites connected to your book topic/niche?

15. What demographic data can you find about your potential customers (using Quantcast.com)?

16. What's the "Profile" of your customers in this niche? (age, sex, income, etc.)

17. What can you offer your readers that's unique vs. the other books in your niche?

18. How can you deliver additional value to your customers with your book?

19. What's the #1 reason potential customers should buy YOUR book?

Answer all of these questions about your niche and by next week you will be 98% better off than almost anyone publishing to Kindle right now. Once you get all of this research under your belt, you will ready to begin the content creation process. As you perform this research, find a way to record and save the information to your computer.

You can use Google Docs, Excel, Microsoft Word, Notepad, etc. It doesn't really matter how you do this, just be sure that you have the data that you need and that it is centralized so that you don't have to go back and do your research again. Jay, for instance, has a Kindle folder on his computer where he has stored 2,700 different folders full of book and niche-related materials. This is so that he can bring back up information for his niches and books when he needs to. As you perform your research, create the same type of data storage system for your own work.

Session 2 - Your Homework

- Record and save all of this market research information to a new file on your computer

- Next week…you'll start writing your new book!

FORBIDDEN KINDLE

(1:37:53)

One of the major problems people are having in the Kindle Marketplace is that they don't do their research up front, and when they do it generally not saved or stored. There is no way that Jay, James, or anyone else can advise them of what they did wrong because they don't have this information to look back on. This is just one example of the problems that it can cause when you don't follow through.

This kind of thing is what separates the people who are successful from the people who never make sales and just belly-ache about it, continually wondering why things aren't working for them. It isn't working out because they are not learning, acquiring, and retaining the information they need for success. This is part of what you are learning to do, however. You should be very proud of yourself and excited that you are going to start writing your new book next week!

Related Information & Closing Statements

There are some questions being asked about how Quantcast.com gets the data that it has. They have a program that is kind of like Google Analytics that allows website owners to plug the analytics into their site. They also get it from other sources; it is uncertain how it all works and there is no real way of knowing for sure. If you want to be surer about the data you can always compare the data to that of other websites.

Another type of super-easy picture-based book that you may want to look into is video games strategy guides. James wanted to mention this because he recently was sitting behind a kid on an airplane who was playing a game called Temple Run. James had a long flight, so he downloaded it and started playing. He had a five-hour delay, so by the time he reached his destination, he pretty much had the game figured out.

Even though he already knew that strategy guides could be something that he could publish, this experience made him look into it further. There are a lot of people in Kindle who are publishing strategy guides for various games and these books are selling quite well. The best part is that these books are simple and easy to put together; basically all you have to do is take a screen shot of different portions of the game and add a few lines of text explaining what to do.

The Bloodhound Software is ready and it will be available in the member's area soon as well as other content that is related to this week's training session. The E-Book Explorer update should be ready as well. Before you use it you should know that there will be an import feature in the program which will import your old data, but when you first install it, it is going to look like all of your data is gone. Scary right? Just as a precautionary step, if you have data that needs to be saved, it is best that you take screen shots of the data and save it in folders on your computer prior to downloading the new program. Don't rely on the program to save it for you, even after the program is downloaded. Save it to a file instead.

Some students have had questions about the best ways to organize this information. Some people are good at using Excel and other types of spreadsheets, but many more people don't know how to use them at all. If you are one who has trouble with this, just take screen shots or paste the information in a Word Document. It is also best to use something that auto-saves your information so that you don't lose your data if your computer shuts down unexpectedly. That is one of the advantages of using Google Docs.

You are still going to receive the Adword Keyword list that was promised. It is still being put together. On SEMrush you are limited to 30,000 records per report and there are 5 million

records for Amazon, so they are still trying to figure out the best way to pull the information. The team is also trying to find a way to make this information easier to search through. In other words, the list will all be available as soon as these wrinkles are ironed out.

James and Matt will be hosting the session. If you have a question that has not been covered, go ahead and send it to 10kBookHelp@gmail.com. This is where you may send any questions and any hot-seat submissions. If you would like the team to provide you with constructive criticism on your book, title, cover, description etc., then send in your content along with your request.

So many people sent their stuff in last week that they actually held an extra session for some. It took about two hours to do this, but it was a lot of fun. If your book has already been published, then you can simply send a link to the book's Amazon page via email. If you want to submit your niche as a hot-seat, that will be fine too.

Be sure to review the PDF's of the training. It takes a little while for these to get done, but they are very helpful. These documents follow the videos pretty closely, so you can print them out and read them as you review the video. In fact, if you wanted to, you could probably just read these documents without missing out on any of the courses' fundamental information.

These PDF's usually include about 40 pages of information. They are not transcriptions; they actually summarize the high points of the videos. The information is easy to read and well formulated. These documents include screen shots of the vital points of the video presentations as well.
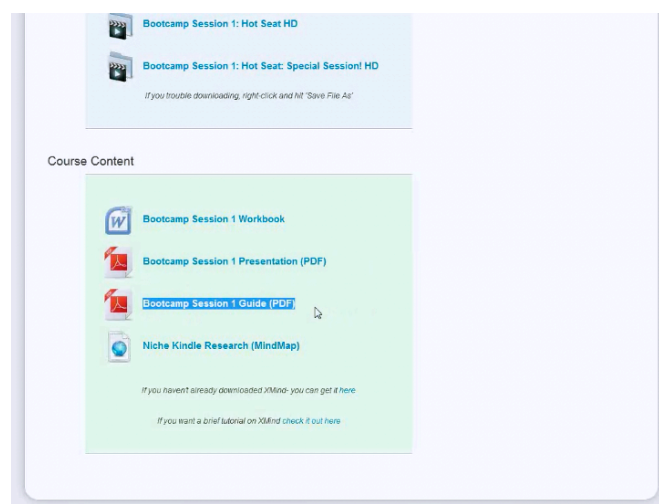
(1:51:05)

To get to these video summaries and other materials related to the training, simply enter the member's area, click on the 'Bootcamp Training' tab, and find the session that you would like to

look into. A page will then come up which includes the materials which are related to that week's training. The PDF Guides, PDF Presentations, MindMaps, and Workbooks can be found at the bottom of the page, under 'Course Content'. If you have not opened up the Workbooks yet, you should know that they contain information about the homework in case you need it. All of this information is downloadable and continually available.

Don't hesitate to let the team know of any suggestions that you might have. There are many suggestions that have already been made which we have made accommodations for, such as the glossary that was suggested and will soon be added. Lisa Allen, who creates the PDFs, has begun marking time within documents for your convenience. Currently, you can find these times underneath the pictures and screenshots that correspond with the video. This may change in the future. This was done at the request of students as well.

Some people have been asking about the illustration software which was presented in the workshop which introduced this bootcamp training.   You can find information about this software within the PDF that was created for that first introductory video. To find the PDF file for this, click on the 'Bootcamp Training' and then 'Bootcamp NDA Workshop'.

The team is enjoying this training immensely. It seems like the students are happily engaged in it too. Thank you for all of the feedback that you have given as well as the effort you are putting into this course. In closing, remember to visit the member's area for any additional materials that may be available. Also remember to join the Apex group and to finish the rest of your homework. Try your best to have fun as you do so. You will find that you learn much quicker that way. Thanks again for your participation and have a good week.