

Welcome to the Kindle Bestseller Bootcamp:

Session 2

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Here's What We're Covering:

- Session 1 - Homework Review
- Keyword / Niche Research (Part 2)
- “OK I’ve found a profitable niche...what now?”
- Case Study: “Ninja Farts” Market Research
- Your Session 2 Homework

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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?

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Keyword / Niche Research (Part 2)

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Advanced Kindle Market Research

- You may be asking yourself “OK I found some profitable niches...what now?”
- The Answer is - Market Research! (both inside & outside of Amazon)
- This research is often the difference between a successful book and a so-so book published to the same niche

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Advanced Kindle Market Research

O.K. so let's use a book I just launched as a case study to talk about market research for your own ebook niche or topic...

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Advanced Kindle Market Research

- What's the Top 5 books in your niche based upon?...
 - ✓ Ebook Niche Explorer results
 - ✓ Related Bestseller Categories

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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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Advanced Kindle Market Research

- What do the TOC's look like in the Top 5 books in your niche?
- *(look for possible “hooks” for your own book)*

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Advanced Kindle Market Research

- What questions are people asking related to your book topic?
- *(check Yahoo Answers...)*

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Advanced Kindle Market Research

- What category paths are similar books in your niche using?
- *(check bestseller categories & bottom of Kindle sale page for “Look for Similar Items by Category”)*

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- What's the “lowest hanging fruit” re: sub-categories in your niche?
- *(check Top 3 bestsellers in that category, and #100 bestseller result)*

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Advanced Kindle Market Research

- What do the bestselling book covers look like in your niche?
- What's commonalities do you notice?

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- Does your topic or niche lend itself to a book series / sequels?

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- What related products or services can you offer to customers within this niche?
 - ✓ Affiliate products
 - ✓ Other books
 - ✓ Merchandise

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Advanced Kindle Market Research

- What's trending in related Kindle books & categories connected to your niche?
- How can you incorporate these trending topics / elements / themes into your book?

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Advanced Kindle Market Research

- What's trending in related Kindle books & categories connected to your niche?

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Advanced Kindle Market Research

- What are the top websites connected to your book topic/ niche?
- *(check Author Page...or Google search of bestselling author, topic, or niche)*

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Advanced Kindle Market Research

- What demographic data can you find about your potential customers?
- *(check Quantcast.com)*
- How can you best target your book to these people?

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Advanced Kindle Market Research

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

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Advanced Kindle Market Research

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

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Session 2 - Your Homework

- Get inside Apex Author's Facebook Group if you're not already...introduce yourself and have a look around
- Out of the 20 niches that you selected last week pick One Niche based on the additional analysis that you learned today.

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Session 2 - Your Homework

- What are the Top 5 books in your niche based upon bestseller ranking?
- Why do you think these books are Bestsellers?
- What are the “hooks” or common themes of these books?
- What do the TOC’s look like in the Top 5 books in your niche?
- What questions are people asking related to your book topic? (check Yahoo Answers)

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Session 2 - Your Homework

- What category paths are similar books using?
- What's the "lowest hanging fruit" re: sub categories in your niche?
- What do the best selling covers look like in your niche? What's commonalities do you notice?
- Does your topic or niche lend itself to a book series / sequels?
- What other products can you offer your customers within this niche?

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Session 2 - Your Homework

- What's trending in related Kindle categories connected to your niche?
- How can you incorporate trending topics / themes into your book?
- What are the top websites connected to your book topic / niche?
- What demographic data can you find about your potential customers (using Quantcast.com)

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Session 2 - Your Homework

- What can you offer your readers that's unique vs. the other books in your niche?
- How can you deliver additional value to your customer with your book?
- What's the #1 reason potential customers should buy YOUR book?

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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!

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