

Kindle Boot Camp/ Look In Class

Class 2 – Research Walkthrough: finding the best of the best niches.

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Purpose: The purpose of this document is to provide step by step instructions for finding the best niches within the ones you have researched.

By this point you should have already researched and picked out 20 niches that meet these criteria:

- At least \$3,000 Total Monthly Gross Sales as shown in eBook Niche Explorer.
- A 'Green' or 'Yellow' Designation within eBook Niche Explorer.

Now we want to look at each niche and pick the five niches out of the 20 that have the *best* chance for success.

Our “measuring stick” to determine the “best chance for success” is Average Best Seller Rank within eBook Niche Explorer.



All 20 niches should meet our other criteria above so we know they are all good niches. Picking the five that have the best Average Best Seller Rank will really tip the scales into our favor.

*This is probably a good time to mention that the **lower** the Average Best Seller Rank, the better the niche. This is because the eBook with a Best Seller Rank of 1 is **the** bestselling eBook; rank of 2 is the second bestselling eBook and so on. So an average Best Seller Rank of 48,743 is better than 73,000. And 10,302 is better than 11,108. And so on.*

Now, you *could* just take the five niches with the best Average Best Seller Rank from your 20 niches and be done with it.

But you can actually be a lot more precise by looking at individual eBooks within each niche with a critical eye and eliminating the eBooks with issues that could affect sales (and therefore improve the **Average Best Seller Rank**).

So for each of your 20 niche markets look at the poor performing eBooks in eBook Niche Explorer and determine if you can justify excluding them from the Average Best Seller Rank calculation.

Take a look at this example: superfoods

#	Book name	Author	Price	Est Sales	Monthly Income	# Reviews	Stars	Sales Rank
<input checked="" type="checkbox"/>	2 Superfoods 101 (The Superfo	Charlene Carter	\$3.97	~25	\$99.25	6	4.8	79,846
<input checked="" type="checkbox"/>	3 Superfoods: The 101 Best Foc	Health Research Staff	\$0.99	~650	\$643.50	35	4.4	6,729
<input checked="" type="checkbox"/>	4 Superfoods to Boost Your Met	Melissa Gates	\$0.99	~300	\$297.00	7	5.0	19,146
<input checked="" type="checkbox"/>	5 Superfoods: 22 Foods For A H	DeAngelo Monette	\$3.47	~0-1	\$3.47	3	5.0	408,693
<input checked="" type="checkbox"/>	6 The Superfood Kitchen (The S	Barbara Porter	\$4.99	~0-1	\$4.99	2	5.0	653,687
<input checked="" type="checkbox"/>	7 Superfoods: The Food and Me	David Wolfe	\$8.37	~650	\$5,440.50	97	4.5	7,446
<input checked="" type="checkbox"/>	8 27 Amazing Superfoods: Eat T	Jack Paisley	\$1.97	~55	\$108.35	18	4.8	48,997
<input checked="" type="checkbox"/>	9 Superfoods: 101 Best Raw Su	Rachel Rofe	\$0.99	~35	\$34.65	18	3.9	61,147
<input checked="" type="checkbox"/>	10 Sexy Superfoods - Top 15 Sup	Sarah Hamshere	\$2.99	~25	\$74.75	37	4.3	75,192
<input checked="" type="checkbox"/>	11 Superfoods:Top 45 Superfood	Sarah Sparrow	\$2.99	~0-1	\$2.99	2	3.0	567,957
<input checked="" type="checkbox"/>	12 Superfoods: The Simple Facts	Katey Goodrich	\$0.99	~25	\$24.75	9	4.7	84,751
<input checked="" type="checkbox"/>	13 Superfoods: 18 Superfoods to	Sarah Sparrow	\$2.99	~0-1	\$2.99	8	2.9	365,956
<input checked="" type="checkbox"/>	14 Superfood Recipes (Healthy E	Susan Daniels	\$2.99	~75	\$224.25	11	4.4	31,575
<input checked="" type="checkbox"/>	15 Green Smoothie Recipes and	Kristin Schiffer, Little Pearl	\$4.99	~100	\$499.00	16	4.4	26,213
<input checked="" type="checkbox"/>	16 Superfoods - Healthy Food Fo	Carter McGuire	\$0.99	~2	\$1.98	6	4.7	176,275

Search Date: Thu Feb 28 2013

Total Results: 208

Sales Rank:

Best: 6,729

Worst: 653,687

Average: 166,569

Truncated Average: 143,192

Profit Enhancers

Average Price: \$2.98

Average Reviews: \$18.06

Average Stars: \$4.38

Total Gross Sales: 7,566

This niche has an Average Best Seller Rank of 166,569 but that average is significantly higher because of 5 eBooks with high (bad) numbers. (remember: lower is better)

So let's look at the individual bad books and see if we can justify excluding one or more from the calculations.

To exclude an eBook from the calculations I look for the following:

- a) Recent publish date. Within 4 weeks of the current date is a good rule of thumb. This is enough to exclude the eBook because it has not had time to develop an Average Best Seller itself. During this time the individual Best Seller Rank will swing wildly because the eBook doesn't have enough sales to pinpoint its individual Average Best Seller Rank.

OR

- b) **Two or more** of the following:

- 1) Bad cover design. Cover text that is unreadable or a cover that does not convey with a glance what the eBook is about.
- 2) A Bad review on the first page -- if there is a one or two star review on the first page that's bad news for this eBook.
- 3) Multiple bad reviews – if there are multiple one or two star reviews on the first page stick a fork in this eBook – it's done!
- 4) Less than three reviews.
- 5) Average Review Ranking of less than three.
- 6) Description – the description should be both easy and fun to read. In the case of a non-fiction eBook it should convey the main benefits of buying the eBook.
- 7) Look inside feature -- does it entice you to read more or turn you away?
- 8) Is the price significantly higher than the average price for an eBook in this niche? Rule of thumb: \$3.00 or more higher than the Average in eBook Niche Explorer.

9) Categories – is this eBook utilizing BOTH category spots and is it in the correct category? (look at the other eBooks in the niche to determine the correct category)

10) Title – does it contain the main keyword phrase for this niche?

Now let's take a look at the eBooks on our example:

<input checked="" type="checkbox"/>	16	Superfoods - Healthy Food For	Carter McGuire	\$0.99	~2	\$1.98	6 4.7	176,275
<input checked="" type="checkbox"/>	13	Superfoods: 18 Superfoods to V	Sarah Sparrow	\$2.99	~0-1	\$2.99	8 2.9	365,956
<input checked="" type="checkbox"/>	5	Superfoods: 22 Foods For A He	DeAngelo Monette	\$3.47	~0-1	\$3.47	3 5.0	408,693
<input checked="" type="checkbox"/>	11	Superfoods:Top 45 Superfoods	Sarah Sparrow	\$2.99	~0-1	\$2.99	2 3.0	567,957
<input checked="" type="checkbox"/>	6	The Superfood Kitchen (The Su	Barbara Porter	\$4.99	~0-1	\$4.99	2 5.0	653,687

The worst is #6, *The Superfood Kitchen*, with a Best Seller Rank of 653,687.

<http://www.amazon.com/dp/B00BEMDJZG>

At the time of this writing this book is still new at less than 3 weeks published so using the “Recent Publish Date” rule above we can eliminate this eBook.

To eliminate it all you have to do is uncheck its select box within eBook Niche Explorer and eBook Niche Explorer recalculates the numbers:

The screenshot shows the eBook Niche Explorer interface. At the top, there is a search bar with the text "superfoods" and buttons for "Refresh Data" and "Analyze Niche". Below the search bar is a table with columns: Book name, Author, Price, Est Sales, Monthly Income, # Reviews, Stars, and Sales Rank. The table contains 8 rows of data. Row 6, "The Superfood Kitchen (The Su" by Barbara Porter, is highlighted in blue and has its selection checkbox unchecked. A red arrow points to this checkbox. To the right of the table is a yellow summary panel with the following information: Search Date: Thu Feb 28 2013, Total Results: 208, Sales Rank: Best: 6,729, Worst: 567,957, Average: 134,094, and Truncated Average: 110,518. A red arrow points to the "Average" value.

	▲	Book name	Author	Price	Est Sales	Monthly Income	# Reviews	Stars	Sales Rank
<input checked="" type="checkbox"/>	1	Superfoods	Asmley Reiss	\$2.99	~35	\$104.05	14	4.2	51,497
<input checked="" type="checkbox"/>	2	Superfoods 101 (The Superfoo	Charlene Carter	\$3.97	~25	\$99.25	6	4.8	79,846
<input checked="" type="checkbox"/>	3	Superfoods: The 101 Best Foo	Health Research Sta	\$0.99	~650	\$643.50	35	4.4	6,729
<input checked="" type="checkbox"/>	4	Superfoods to Boost Your Meta	Melissa Gates	\$0.99	~300	\$297.00	7	5.0	19,146
<input checked="" type="checkbox"/>	5	Superfoods: 22 Foods For A He	DeAngelo Monette	\$3.47	~0-1	\$3.47	3	5.0	408,693
<input type="checkbox"/>	6	The Superfood Kitchen (The Su	Barbara Porter	\$4.99	~0-1	\$4.99	2	5.0	653,687
<input checked="" type="checkbox"/>	7	Superfoods: The Food and Med	David Wolfe	\$8.37	~650	\$5,440.50	97	4.5	7,446
<input checked="" type="checkbox"/>	8	27 Amazing Superfoods: Eat Th	Jack Paisley	\$1.97	~55	\$108.35	18	4.8	48,997

Search Date: Thu Feb 28 2013
 Total Results: 208
 Sales Rank:
 Best: 6,729
 Worst: 567,957
 Average: 134,094
 Truncated Average: 110,518

The next worse one is Number 11, *Superfoods:Top 45 Superfoods to help relief fatigue, boost energy and live much healthier*, with a Best Seller Rank of 567,957. <http://www.amazon.com/dp/B00B2Q4DPY>

Looking at the listing for this eBook it only has 2 reviews (strike 1) and one of the reviews is only two stars (strike 2).

Two strikes and its out! So we can eliminate this eBook from the mix:

	▲	Book name	Author	Price	Est Sales	Monthly Income	# Reviews	Stars	Sales Rank
<input checked="" type="checkbox"/>	1	Superfoods	Ashley Reiss	\$2.99	~35	\$104.65	14	4.2	51,497
<input checked="" type="checkbox"/>	2	Superfoods 101 (The Superfood	Charlene Carter	\$3.97	~25	\$99.25	6	4.8	79,846
<input checked="" type="checkbox"/>	3	Superfoods: The 101 Best Food	Health Research Sta	\$0.99	~650	\$643.50	35	4.4	6,729
<input checked="" type="checkbox"/>	4	Superfoods to Boost Your Metab	Melissa Gates	\$0.99	~300	\$297.00	7	5.0	19,146
<input checked="" type="checkbox"/>	5	Superfoods: 22 Foods For A He	DeAngelo Monette	\$3.47	~0-1	\$3.47	3	5.0	408,693
<input type="checkbox"/>	6	The Superfood Kitchen (The Su	Barbara Porter	\$4.99	~0-1	\$4.99	2	5.0	653,687
<input checked="" type="checkbox"/>	7	Superfoods: The Food and Med	David Wolfe	\$8.37	~650	\$5,440.50	97	4.5	7,446
<input checked="" type="checkbox"/>	8	27 Amazing Superfoods: Eat Th	Jack Paisley	\$1.97	~55	\$108.35	18	4.8	48,997
<input checked="" type="checkbox"/>	9	Superfoods: 101 Best Raw Sup	Rachel Rofe	\$0.99	~35	\$34.65	18	3.9	61,147
<input checked="" type="checkbox"/>	10	Sexy Superfoods - Top 15 Super	Sarah Hamshere	\$2.99	~25	\$74.75	37	4.3	75,192
<input type="checkbox"/>	11	Superfoods:Top 45 Superfoods	Sarah Sparrow	\$2.99	~0-1	\$2.99	2	3.0	567,957
<input checked="" type="checkbox"/>	12	Superfoods: The Simple Facts	Katey Goodrich	\$0.99	~25	\$24.75	9	4.7	84,751
<input checked="" type="checkbox"/>	13	Superfoods: 18 Superfoods to V	Sarah Sparrow	\$2.99	~0-1	\$2.99	8	2.9	365,956

Explorer

Search Date: Thu Feb 28 2013

Total Results: 208

Sales Rank: Best: 6,729 Worst: 408,693

Average: 103,104

Truncated Average: 85,670

Profit Enhancers

Average Price: \$2.83

Average Reviews: \$20.36

Average Stars: \$4.43

Total Gross Sales: 7,558

Now the numbers are looking a lot better. But even though this is now a “green” (best) niche I’m not going stop here and neither should you. I’m going to continue and look at the other three eBooks on my list:

#5 *Superfoods: 22 Foods For A Healthy You*, with a Best Seller Rank of 408,693.

<http://www.amazon.com/dp/B00BAGHWW>

This is a fairly new eBook but it does fall outside the 4 week range so it is fair game.

The cover is “OK”. Not great but it does have contrasting colors and you can read the text. (Try to be as objective in your analysis as possible – just because you don’t like it doesn’t mean it’s bad.)

It has 5 stars and 3 reviews so it meets the review rules.

The price is in line with other eBooks in the niche.

Take a look at the description:

Superfoods are widely available strong, nutritious, and healthy dietaries that boost the strength and energy level of the body and keep it healthy and younger. The book contains nutrition rich diets with high vitamin, mineral, protein, and other nutrient percentage including grapes, apples, wheat, figs, salmon, and lychees. This guide contains information and knowledge about the complete background, historical and current uses, and the health benefits attached to the use of each superfood providing a detailed knowledge about the 22 different foods that are very healthy in keeping the body strong.

I have a big problem with that description because although it does bring up some of the benefits of Superfoods it doesn't talk about the benefits of reading this particular eBook.

Look at this sentence: *The book contains nutrition rich diets with high vitamin, mineral, protein, and other nutrient percentage including grapes, apples, wheat, figs, salmon, and lychees.*

That may look like a benefit loaded sentence but it isn't. All the things listed are features, not benefits.

I would have rewritten this description something like this:

Superfoods are widely available strong, nutritious, and healthy foods that boost the strength and energy levels of your body and keep it healthy, strong and younger.

In *Superfoods: 22 Foods For A Healthy You*, you'll learn all about the 22 almost magical Superfoods including:

Superfood #1 -- this food contains a potent ingredient that greatly reduces your risk factors for Heart Disease, Stroke and Diabetes. Eat this food at least once per week.

Superfood #9 – eat this food when you're wanting to lose weight. It's low calorie BUT has the amazing ability to fill you up quickly PLUS it reduces your cholesterol levels.

Superfood #13 – you'll want to eat this great tasting sweet food daily because it contains a special agent that will keep your skin soft and smooth. *(And it also slows down the aging process)*

Etc, etc...

There is another problem with this eBook that I'll let you discover on your own. *Here's a hint: take a look at the Look Inside feature.*

Next up is #13, *Superfoods: 18 Superfoods to Weight Loss: How to Lose Weight Quickly by Utilizing These Superfoods* with a Best Seller Rank of 365,956.

<http://www.amazon.com/dp/B00AQN4XS>

One two star review (strike 1).

Another problem is that it's not in a category but for some reason I'm seeing a lot of eBooks that are missing categories today so I'm going to ignore that. Could be an Amazon issue.

The cover is very plain and bland when compared to the other books in this niche and you can't read all the text when viewing it from the Amazon search results (strike 2).

Last up is #16, *Superfoods - Healthy Food For Your Daily Life* with a Best Seller Rank of 176,275.

<http://www.amazon.com/dp/B00AR026UK>

The cover on this eBook is a mess! Viewing it from the Amazon search results you cannot read the text. And that image – what exactly is that, a plasma particle? (Strike 1)

Other than that it actually looks pretty good so I would leave it in the mix.

So now taking the other two books out of the calculations (but leaving in the 5th one in because there isn't enough wrong with it to justify taking it out of the mix) here are the results:

(Perform New Search) Refresh Data Analyze Niche Explorer

	▲	Book name	Author	Price	Est Sales	Monthly Income	# Reviews	Stars	Sales Rank
<input checked="" type="checkbox"/>	1	Superfoods	Ashley Reiss	\$2.99	~35	\$104.65	14	4.2	51,497
<input checked="" type="checkbox"/>	2	Superfoods 101 (The Superfood	Charlene Carter	\$3.97	~25	\$99.25	6	4.8	79,846
<input checked="" type="checkbox"/>	3	Superfoods: The 101 Best Food	Health Research Sta	\$0.99	~650	\$643.50	35	4.4	6,729
<input checked="" type="checkbox"/>	4	Superfoods to Boost Your Meta	Melissa Gates	\$0.99	~300	\$297.00	7	5.0	19,146
<input type="checkbox"/>	5	Superfoods: 22 Foods For A He	DeAngelo Monette	\$3.47	~0-1	\$3.47	3	5.0	408,693
<input type="checkbox"/>	6	The Superfood Kitchen (The Su	Barbara Porter	\$4.99	~0-1	\$4.99	2	5.0	653,687
<input checked="" type="checkbox"/>	7	Superfoods: The Food and Med	David Wolfe	\$8.37	~650	\$5,440.50	97	4.5	7,446
<input checked="" type="checkbox"/>	8	27 Amazing Superfoods: Eat Th	Jack Paisley	\$1.97	~55	\$108.35	18	4.8	48,997
<input checked="" type="checkbox"/>	9	Superfoods: 101 Best Raw Sup	Rachel Rofe	\$0.99	~35	\$34.65	18	3.9	61,147
<input checked="" type="checkbox"/>	10	Sexy Superfoods - Top 15 Super	Sarah Hamshere	\$2.99	~25	\$74.75	37	4.3	75,192
<input type="checkbox"/>	11	Superfoods.Top 45 Superfoods	Sarah Sparrow	\$2.99	~0-1	\$2.99	2	3.0	567,957
<input checked="" type="checkbox"/>	12	Superfoods: The Simple Facts	Katey Goodrich	\$0.99	~25	\$24.75	9	4.7	84,751
<input type="checkbox"/>	13	Superfoods: 18 Superfoods to V	Sarah Sparrow	\$2.99	~0-1	\$2.99	8	2.9	365,956
<input checked="" type="checkbox"/>	14	Superfood Recipes (Healthy Ea	Susan Daniels	\$2.99	~75	\$224.25	11	4.4	31,575
<input checked="" type="checkbox"/>	15	Green Smoothie Recipes and 9	Kristin Schiffer, Little	\$4.99	~100	\$499.00	16	4.4	26,213
<input checked="" type="checkbox"/>	16	Superfoods - Healthy Food For	Carter McGuire	\$0.99	~2	\$1.98	6	4.7	176,275

Search Date: Thu Feb 28 2013
 Total Results: 208
 Sales Rank: Best: 6,729 Worst: 176,275
 Average: 55,734
 Truncated Average: 48,581

Profit Enhancers
 Average Price: \$2.77
 Average Reviews: \$22.83
 Average Stars: \$4.51
 Total Gross Sales: 7,552

Taking the 4 offending eBooks out of the mix resulted in a big improvement in the Average Best Seller Rank – from 166,569 to 55,734! From a lukewarm niche to a red hot niche!


Do you understand now why it's a good idea to perform this exercise? eBook Niche Explorer is a great tool and it can help you zoom in on potentially hot niches. But it takes a human eye to objectively evaluate the niche.

Now you may wonder, are there any factors that could falsely affect a niche in a POSITIVE way – which would lead you to remove good eBooks from the calculations?

Yes, there are! I will remove any eBooks that are part of the Dummy Series or other series that are widely known.

I will also remove eBooks that written by known experts in that niche IF the eBooks from this author are dominating the listings on the first page.

How can you tell? Just click the Analyze Niche button in eBook Niche Explorer and it will tell you if there is an Author Dominance in the niche:

(Perform New Search) 

▲	Book name	Author	Price	Est Sales	Monthly Income	# Reviews	Stars	Sales Rank
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Note about the new version of eBook Niche Explorer:

If you used the older version of eBook Niche Explorer when doing your calculations you will have 12 or less eBooks in the niche. That's because Amazon recently updated the number of listings on the first page of the search results from 12 to 16.

You can use either version of eBook Niche Explorer but use the same version until you narrow down to your final 5 niches. If you haven't started this process yet, use the new version. Otherwise use the old version.

Then if you want you can run your final 5 niches through the newest version of eBook Niche Explorer when selecting the eBooks to possibly eliminate. You'll find it's much faster and easier to use.