

# **Weight Loss Niche Domination Secrets**

**BEST SELLING BOOKS**

*...and why you should care*

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## **What You Need to Know**

I'm going to point you to books that are hot selling today based on the Amazon Bestselling books for "weight loss" and highly related topic. This list will definitely change! I make no claims that this list is static.

*So...*

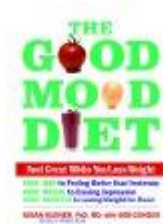
You might be wondering why I am going to even bother. Well, the reason is very simple. Over the last few years, I've been able to extract some of my very best ideas simply from the book titles alone.

But, there's another reason too. What I've found is that there are certain "absolutes" but there are also ways to hunt trends using nothing more than the data Google provides.

First, I'll provide you with a list of best selling books plus some important comments. Pay attention to the comments more than the literal titles.

Second, I'll show you how to instantly exploit the information I give you using a couple of simple tools.

Third, I'll give you an "insider secret" about domination in your weight loss subniche. This is very surprising stuff and I'm saving it for last.

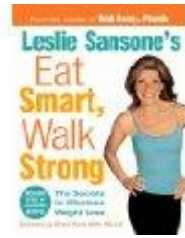


## ***“The Good Mood Diet: Feel Great While You Lose Weight”***

Notice that this top selling book focuses on the state of mind of the reader. It’s not so much about weight loss as it is about how you will FEEL as a result of the weight loss.

As my research indicates, this is an area of huge opportunity. Not only can you “win” by using psychological triggers, very few marketers focus on the success mindset that determines purchase decisions.

**LESSONS:** People don’t care about losing weight! They care about success. They care about feeling good. They care about looking good. Why? They want to live longer. They want to attract a mate. These are biological imperatives that no good marketer can ignore.



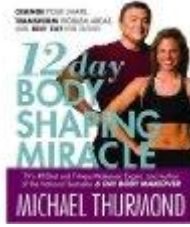
## ***“Leslie Sansone's Eat Smart, Walk Strong: The Secrets to Effortless Weight Loss”***

There are a few smart things about this title. First, there is a name in the title. This will help focus and orient many people. I do not personally know Leslie but many thousands of people do, and so she'll have a competitive advantage. This helps build a “moat” around her franchise.

“Eat Smart” is good because... everyone wants to be smart. “Walk Strong” is good because... it's pretty easy to walk and that phrase also implies a certain level of pride and dignity. This is a powerful trigger.

Of course, everyone LOVES secrets and further, everyone who wants to lose weight wants it to be effortless.

**LESSONS:** Exploit name and celebrity power. Use words that imply simplicity. Combine many factors together for extra juice in your language.



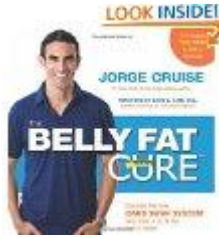
## ***“12-Day Body Shaping Miracle: Change Your Shape, Transform Problem Areas, and Beat Fat for Good”***

One of the things you’ll notice is that this is a long title. Virtually all of the top selling books have long, keyword rich titles. And, they are very much like headlines. This is really something critical to understand. On Amazon and on Google keywords can make or break you. That’s even true with sales letters and title tags on sales letter pages. This is ignored too often!

Next, the “12-Day” part of the title is very smart. It doesn’t seem fake or arbitrary. It seems tested and scientific. Notice that it’s not about weight loss but “body shaping” and “change your shape” which really translates to a sexy body and therefore sex. It also is more targeted to women as a result. (More niche-oriented as a result; wise move.)

The word “transform” is powerful and not too sensational. Very wise. And, “Beat Fat” is pretty good to... since many people see fat as an enemy. Of course fat is NOT an enemy per se, but that does not matter. Customers (“The Market”) sees fat as evil. That’s the reality that matters.

**LESSONS:** Specific claims are smart. Keywords can make or break you, especially online or if you’re found via any search or database. Using science to your advantage means higher sales and profits. Following the mind of the market is fine. The key example here is that *Fat Is Evil*. True or not, the market has spoken.



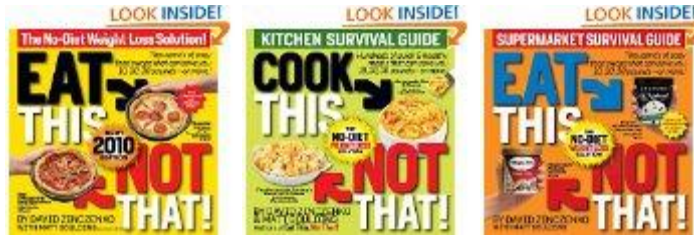
## ***The Belly Fat Cure: Discover the New Carb Swap System and Lose 4 to 9 lbs. Every Week***

This is an interesting book title and headline. First, you have to recognize that the target isn't just fat. It's *belly* fat. That's a specific area of the body that people want to fix with a weight loss pill or diet. That focus is powerful.

“Discover” and “New Carb Swap System” are good because they sound fresh and innovative. It's like a secret has been finally revealed. That's strong.

And, lastly, you are given a specific claim that seems attainable (4-9 lbs. per week) although the “every week” is a bit too unbelievable.

**LESSONS:** You can go niche in many ways. Targeting a type of problem or an area of the body, if you can do so ethically and truthfully, is extremely smart. Being fresh and innovative is critical so find ways to do it, e.g., using language the right way in relation to your product and your market.



## ***“Eat This Not That! 2010: The No-Diet Weight Loss Solution”***

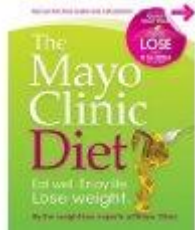
## ***“Cook This, Not That!: Kitchen Survival Guide”***

## ***“Eat This Not That! Supermarket Survival Guide: The No-Diet Weight Loss Solution”***

I’m grouping together three “Not That!” books for one reason: FRANCHISE. If you can develop an approach that allows you to expand in multiple directions in a smart way, it’s money in your pocket.

In the first book title we see that “no diet” is required. In the second, we see that the kitchen can KILL you (i.e., twisting around “survival”). In the third, we see more about staying alive (survival!) and “no diet” required. These might seem sensational, but they are... The market LOVES these books. They are selling well and the brand is strong. Notice that these books, like many others, use a two-step approach. First, use some hook or catch. In this case, it’s the franchise (x THIS, y THAT). Second, there is the claim or the benefit, or both. Of course, it’s all very emotionally driven.

**LESSONS:** If you can create a franchise, do it. In fact, you ought to strategically plan out a line of related products and services, that build on each other to provide a full solution. Also, listen to the market and you will succeed. Build on what works and follow the herd, and feed them. And lastly, be on the hunt for your most powerful words and powerful benefits, and think of the emotions associated with those words and benefits. Use this for your salescopy and advertising assault.



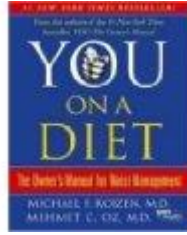
## ***“The Mayo Clinic Diet: Eat Well, Enjoy Life, Lose Weight”***

This is definitely an exploitation of brand power. Virtually all Americans will recognize “Mayo Clinic” and this instantly lends a high level of legitimacy and credibility to the book.

Notice what comes after the colon. “Eat well” and “Enjoy Life” which implies that the diet is simple and easy. And that it doesn’t require much exercise. It’s almost a professional way of saying, “weight loss is easy!” but it’s wrapped up in nice language. The Mayo Clinic name associated with this book gives it room to be... nice.

**LESSONS:** Brand power can be VERY powerful and extremely useful. It can make sense to partner with an organization or individual to get “star power” for your weight loss product or service. It will drive sales.



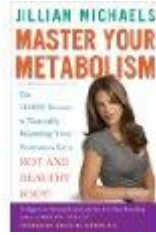


## ***“You: On A Diet: The Owner's Manual for Waist Management”***

This title works for one reason. It puts you in total control! Very few people feel like they have control of their diets. And, many people feel that exercise isn't possible because of “them” and other outside forces. What a smart marketing move.

This directly ties into my research on the Success Mindset. If you can be a positive force, you will make more money. If you empower and embolden someone they will appreciate you more and buy more from you. Similarly, it's a good idea to put a lot of energy into injecting these emotions into your headlines, salescopy, autoresponder messages, direct mail and so on. This language resonates with people.

**LESSONS:** Being a Force of Good can drive profits. More importantly, the Success Mindset can significantly boost a strong product or service by being better in tune and in alignment with the market.

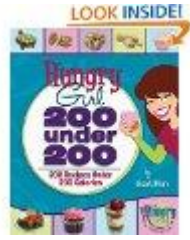


## ***“Master Your Metabolism: The 3 Diet Secrets to Naturally Balancing Your Hormones for a Hot and Healthy Body”***

I’ll keep this one short and simple. Once again, this book puts YOU in control. “Your” is a very powerful word here and in the weight loss and health niches. Notice that there are 3 secrets. That’s an easy number to digest (no pun intended). And, they are ... secrets. People love secrets. As if, these will solve all their problems. Also note that there are claims of being natural and using your own body to succeed. Very savvy, very smart.

**Note:** This is by Jillian Michaels of The Biggest Loser.

**LESSONS:** Pretty obvious. Anything with “You” and “Your” will be appealing to the weight loss market. It’s empowering. Anything organic and all natural will similarly please this market. “The Biggest Loser” influence here is a key sales driver, no doubt.



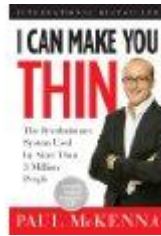
## “Hungry Girl: 200 Under 200: 200 Recipes Under 200 Calories”

Who is “hungry girl” you ask? That’s a long story. What matters is that it’s a very bold and brave position. It stands out, for sure.

The “200 calories” approach is a pretty fantastic claim too, but without any doubt, there are women (mostly) looking for ultra low calorie but good tasting, healthy meals and snacks. This is a brilliant approach for what would otherwise merely be ... a cookbook!

The repetition here is incredible but at the same time it almost blends right in. The 200 ... 200 ... 200... is a battering ram. Again, it’s VERY aggressive. It’s almost confrontational. But, that fits with the Hungry Girl brand.

**LESSONS:** Aggression can work! But, it has to be bold and fresh, and it’s best to have a unique market and unique angle in mind. I dare say that this is borderline targeting the anorexia market but maybe that’s not fair. I also like that the “aggression” is consistent, from the Hungry Girl to the repetition of 200 three times. This is very strong market positioning. It’s an interesting filter for your headlines too. Remember, this is a best seller. This approach DOES work.



## ***“I Can Make You Thin: The Revolutionary System Used by More Than 3 Million People”***

First, you can see that there is an outrageous claim: “I can make you thin” This *\*almost\** sounds like he’s a miracle worker or magician, and it’s extremely hard not to react to this very bold and almost aggressive language. But...

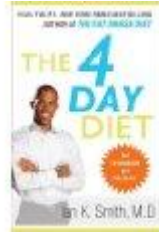
You’ll notice that he does it with a “system” – something mysterious but not just a pill. It’s a fully fledged “system” which means it’ll have a few moving parts. That increases believability quite a bit.

To close the deal he used the Bandwagon Effect. In short, he simply states that it’s been used by 3 million people. People believe big numbers like this.

“If 3 million people can do it, that **MUST** mean it works and I can believe these incredible claims!”

That’s how the market operates. The more people jump on board, the more people jump on board. Money builds money. The rich get richer, faster. This **WORKS** in salescopy. That’s certain. And, because this book is a best seller, there’s market proof too.

**LESSONS:** Outrageous claims are very effective if you can back them up and if you have tools to make them real. In this case, please understand that the system might **NOT** work! However, since 3 million people use it, the market will purchase ... due to the bandwagon effect.



## The 4 Day Diet

Simple. Powerful. But, also mysterious. What is required in those 4 days? Is it, 4 days and I'm done. Is it, 4 days per week out of 7 days in a week?

I believe it's this mystery which is driving sales. But, at the same time, there must be some substance to this book because of the sales figures. It's doing very well so it's very likely that positive ratings, positive reviews and word of mouth are doing their magic.

**LESSONS:** Short headlines can work, although it's hard to develop strong headlines in weight loss that are short. 4 days is less than a work week but it's more than 1-2 days, so it's in that gray area of believability. This adds to the mystery, which is the driving force in this title. Also, due to the sales level, this book almost certainly has a strong following in the real world, not just Amazon. This is definitely a lesson that the offline world isn't gone.

## THE KINDLE!

*Here's a little bonus for you.*

I encourage you to take a look at Amazon as soon as you can. Do some searches. Sort by bestselling and start scrolling...

When you do this, look at the media and the delivery mechanism. What's that mean? Look to see if these books are hardcover or softcover. But, also take a look to see if these are "dead tree" books or Kindle books.

Amazingly, many of these books are best sellers on the Kindle and perhaps even because of the Kindle. Furthermore, some of these books are holding a strong price as digital books, i.e., they are not just \$0.99. However, most are \$1.99 and \$2.99 (which can still add up to a lot of money since there's ZERO production cost).

The screenshot shows the Amazon search results for "WEIGHT LOSS". The search bar at the top has "WEIGHT LOSS" entered. The results are sorted by "Bestselling". Three books are highlighted with blue circles and arrows:

- 1. **The Good Mood Diet: Feel Great While You Lose Weight** by Susan M Kleiner and Bob Condon (Kindle Edition - Feb 28, 2009) - **Kindle Book**. Buy: \$2.99. Auto-delivered wirelessly. 5 stars (24). Other Editions: Hardcover, Hardcover, Paperback.
- 2. **Leslie Sansone's Eat Smart, Walk Strong: The Secrets to Effortless Weight Loss** by Leslie Sansone (Kindle Edition - Jan 1, 2006) - **Kindle Book**. Buy: \$1.99. Auto-delivered wirelessly. 5 stars (10). Other Editions: Paperback, Hardcover, Paperback, Audio CD.
- 3. **12-Day Body Shaping Miracle: Change Your Shape, Transform Problem Areas, and Beat Fat for Good** by Michael Thurmond (Kindle Edition - Dec 14, 2008) - **Kindle Book**. Buy: \$1.99. Auto-delivered wirelessly. 5 stars (21). Other Editions: Hardcover, Hardcover, Paperback.