Super Easy Books:

Super Easy Research

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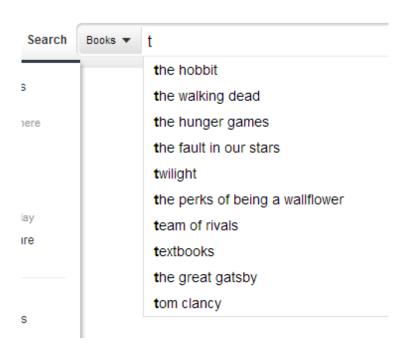
Researching Book Niches on Amazon

You can write a Super Easy Book on just about anything. Researching isn't absolutely essential to get started, but it's useful if you're looking to focus exclusively on the highest potential books.

Amazon is probably the most valuable tool for research available to book publishers like you and I. Amazon doesn't have a keyword tool, but it does have it's own "buyer's search engine."

You can see exactly what people want to buy, right from the horse's mouth.
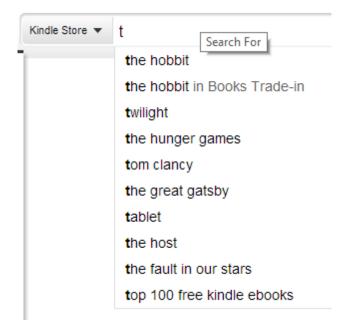
First, go to Amazon.com.

Next, click the drop down box next to the search bar in Amazon. The second you start typing...

Amazon INSTANTLY tells you exactly what products and keywords are the most important to buyers in the "Books" category.

When you change the category to Kindle, you get completely different results, which gives you even more free buyer's data...

Remember that Amazon is a Selling Machine.

Their only purpose is to sell as many products as humanly possible. Amazon spends millions tweaking their website, and you can bet that they spend much more than that analyzing buyer activity on their website.

Amazon is in a never-ending process of optimizing their website to "get the sale." The higher the conversions, the more money they make.

Every search, every query, every click is monitored by Amazon. So, you can bet that the keyword searches near the top of the list they provide are the keyword phrases that people are looking for (and BUYING) the most.

"The Hobbit" is one of the most popular books right now, along with The Hunger Games and Tom Clancy...it's no surprise these appear towards the top.

So, you can use this extremely powerful tool to determine what kind of books that PROVEN BUYERS are looking to purchase from Amazon.

You can use this powerful tool to research both general and niche-specific keyword phrases and ideas.
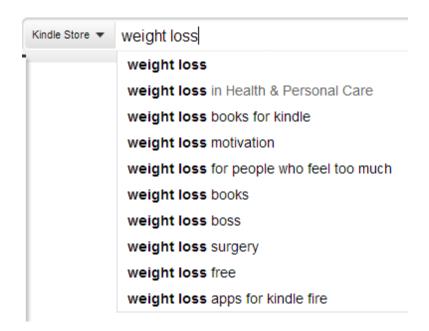
Here's how to do it...

To brainstorm, you can type in extremely general starter keywords, such as:

Improve	Can't	My	He	She
How	Best	Remedy	Hurt	Help
Why	Better	Self	Idea	Where
Fix	Fast	Won't	Find	Does

To "drill down" once you've chosen a niche, simply enter your keyword and related seed keywords into the search bar in the same way.
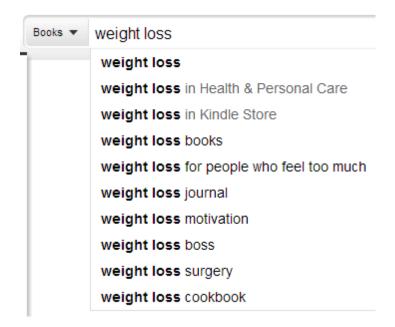
Take weight loss as an example. You'll probably want to look at other niches as well... "lose weight," "diet," "exercise," and so on.

Once you enter the keyword, e.g., "weight loss," then you can start seeing exactly what topics and keywords specifically are selling best...

That means, out of all weight loss keywords, "weight loss motivation," "weight loss boss," and "weight loss surgery" are the **absolute most popular types of weight loss books** selling on the Kindle store right now.

In the Amazon book store, we can see virtually the same results...

In that list, we see "weight loss motivation," "weight loss boss," and "weight loss surgery" again, but also some more great ideas...

"Weight Loss Journal"
"Weight Loss Cookbook"

Both of these things tend to be "offline books," which is why it's important that we checked the "Books" category for the keyword as well.

If we hadn't checked it, you wouldn't have gotten the idea to create your own weight loss journal or cookbook.

If you want to get more ideas – and you always should! - you can find the books that are the "relative hottest" by adding a space and another letter...

But, that's not the only point of powerful data that Amazon gives to us.

Tracking Competitive Sales on Amazon

Every single book and Kindle book on Amazon has a "Best Sellers Rank." **The lower the rank, the more sales that book is getting per day.**

As a general rule of thumb:

Any sales rank under 10,000 is excellent, getting dozens of sales per day.
Any sales rank under 20,000 is great, getting several sales per day.
Sales rank between 20,000 and 100,000 is getting a few sales per day.
Sales rank over 100,000 is poor, generally only a small trickle of sales.

The common sense law still applies. If a book is priced significantly higher, or if it's been released for a long period of time, or if there are multiple versions, these numbers could vary. Even a small trickle of sales on a $100 - $200 "mega book" is likely worth it.

A book without a Best Sellers Rank means that that book has not sold yet or is very new.

You can find the bestseller rank for any product or book on the bottom of any book or Kindle page...

Here are some general rules for determining the best keyword-related books to create and sell. When you search for the keyword phrase, it should have:

> at least 37 total results (4 pages)
> no more then 200 results (17 pages)
> at least one big player on page 1 (sales rank under **10,000** = excellent)
> at least one smaller player on page 1 (sales rank under **20,000** = great)
> a lot of players doing poorly on any page (over **100,000** = poor)
> a position on the first page I can take over

You're looking for a balance between too much competition and too little market share. Too many best selling books on the first few pages and you'll find it difficult to get any traction in the marketplace. Too few best selling books and the market might not be worth your while.

Again, the rules above are to guide you when determining the strength of competition in a marketplace. They can be bent or broken, especially if there are extra circumstances which could help give you a competitive edge.

Think outside of the box when approaching these possible book niches and you will be greatly rewarded. Research is only the beginning...there are super easy (and profitable) ideas everywhere.