



## Kindle Niche Selection

### Purpose

The purpose of this lesson is to walk you through the various considerations and strategies used to find a Kindle niche that you can potentially do very well in.

### What is Your Goal?

Before you can really determine which niche you want to work in, you need to decide what the goal is that you want to achieve in publishing on Kindle. It's not really enough to just randomly select a niche simply because you think it sounds good. Here are some questions you can ask yourself with regards to determining your goal:

**1. Is your goal to promote an existing business/website?**

In the Promotion module you will learn great ways to leverage your Amazon listings for getting incredible SEO results. If this is your goal then you will want to have a business/website related keyword in your title and, obviously, this will also dictate what your book is about. This will also mean that selecting your niche will be focused as you'll want to pick one according to the type of business/website you're looking to promote.

**2. Is your goal to make money selling Kindle books?**

If all you want to do is make selling Kindle books a source of income, you'll want to look at what the hot topics are before you start writing. For example, you may write and publish a fantastic book, but if it isn't something people are looking for, you're going to have a hard time selling it. The easiest money is in the hottest topics and as that grows, so does your selection.

**3. Are you after industry/market authority and credibility?**

To achieve this particular goal, you'll be writing about relevant topics. For example, a chiropractor may write a book about back pain. The topic doesn't have to be an exact match to the profession or market but it should still be relevant to either/both. You'll learn in later lessons how to really leverage this through choice keywords, etc. so this is definitely a great goal to have.

**4. Is your goal to promote other products on Amazon?**

Again, you want to write relevant material. For example, if your product is a metal detector, you'll want to write about metal detecting. This is covered more in-depth in the Promotion module.

**5. Is your goal to build a list?**

Building customer lists is a goal that allows great flexibility in that you can utilize any of the above-mentioned tactics. You can get a book ranked in Google and that could make more people buy it on Amazon. You can add a URL to the front of the book so that even people who don't buy on Amazon may come to your website and hopefully sign up for your list. You can use hot Kindle book topics to get a ton of downloads, increasing your



chances to grow your list. You can write books related to a specific industry or market which will get people to come to your website and hopefully sign up on your list. In short, you can write about any topic that will sell on Kindle and use multiple strategies to achieve this goal.

## Fiction Books

One niche that is not mentioned much in this training but is still highly relevant is the 'Fiction Books' niche. You may be here looking to learn how to write fiction books and choose the right niche to sell them in and feel sold short because of this lack of focus on fiction books.

To be certain, if you can write a half-decent fiction book and use what you learn in this course to promote it, there is every reason to believe that you can get in the top 100 ranking on Amazon. This amounts to thousands of downloads a day. Obviously there is no guarantee, but this course will definitely provide you with the necessary means to get there.

A highly recommended resource that you should consider is John Locke's "How I Sold 1 Million Ebooks in 5 Months". The promotion tactics you'll learn in this course are more advanced than what John Locke used but his whole niche was fiction and he used a very logical approach to working in this niche.

Here are a few notes that can be highlighted from that book (which sells for \$0.99):

- **Drill down on your target audience, not widen your audience.** This coincides with other promotion strategies in that you want people to buy a series of your books. Go too wide and you end up writing books that may not have enough appeal from varied audiences to result in them purchasing more of your books. Keep a focused target and you'll likely sell more, especially series.
- **Go for a loyal fan base of guaranteed buyers.** This goes for any book but can be especially effective in the fiction niche. Appeal enough to an audience and you'll guarantee continued sales on existing and future books. Remember, these same buyers are also reviewers so this can result in thousands of positive reviews.
- **Write to your specific audience.** This goes along with picking a target audience. You don't have to please everyone when writing a fiction book. You do want to write to a specific audience, making sure you're reaching out to those people.
- **Interact with them through social media.** Facebook, Twitter, personal blog, etc. are all great social interaction tools to keep in touch with your audience and learn what they do and don't like so you can give them more of what they do like.



## Hot Kindle Niches

There are far too many niches to list here but, having said that, it's worth noting some of the niches that are doing really well right now:

- **Fiction** – 90% of the free and paid books come from this category so if you don't like writing these kind of books, maybe it's worth finding someone who does that you can partner with to promote their books.  
**Note:** even though this niche dominates the bestsellers' list doesn't mean other categories are not doing well monetarily speaking.
- **Recipes** – people LOVE looking at recipes on their Kindle devices because, for example, having a handful on their Kindle device (e.g. \$0.99 recipe book) may be more appealing than in a thrown together cookbook in their kitchen. These books are very easy to put together (can even outsource to someone who can pull a bunch of recipes together for you) and are presently making good profit on Amazon. Some example niches in this category are vegan, healthy eating, etc.
- **Games/puzzles** – books on popular games like "Angry Birds" are doing really well (top 100) and puzzle books like "Sudoku" and other brain puzzles, which people find very convenient to do on their Kindle device, are also doing quite well.
- **Diet & fitness** – weight loss and those kinds of topics are doing very well.
- **Personal development**
- **Time management**
- **Holidays** – these come and go but if you time it right (e.g. a week before the holiday) and write about an upcoming holiday or tie your topic in with an upcoming holiday (e.g. Puzzles for Valentine's Day), you can do very well as people are thinking about the holiday and may be wanting to purchase books related to it.

## Researching Kindle

Researching popular niches is a fairly straightforward process. You can easily access the Kindle listings by going to [amazon.com/kindle-ebooks](http://amazon.com/kindle-ebooks). Alternatively, you can:

- Go to amazon.com and select "Kindle Store" from the departments list next to "Search"  
**Tip:** just selecting "Kindle Store" may not redirect you directly to the page. If this happens, just select "Kindle Store" and click the 'Go' button on the far right of the empty entry field. You may then want to click "Kindle eBooks" on the top navigation bar.
- Hover over the arrow next to "Shop All Departments" (top of left-side navigation), scroll down to "Books" and select "Kindle Books".

From here you are able to view specific listings, such as "Best Sellers", "Best Books of 2011", etc. You can also use the left-side navigation menu to browse by categories, etc.



Where you may want to start in researching the hot topics on Kindle is to click the "Best Sellers" option. This list is updated hourly so what you see is very current.

When you first open this list, what you see is the top 100 paid and top 100 free. The books that appear on this list are getting thousands of downloads per day so for the publishers of paid books, this means some good money. For publishers of free books, this amounts to great exposure that, once taken off the free list, can mean good money for them if Amazon ranks them well on the paid list.

About the free books – first, if you haven't already gone through the lesson on "KDP Select Program", you may not know what these free books are about. Basically, KDP (Kindle Publishing Direct) Select program is a program that enables Kindle publishers to promote their books by offering them for up to 5 days (not necessarily consecutive) per 90 day period.

One benefit of this to the publisher is that once their book is taken off the free list, Amazon will likely place the book higher on the paid list than the bottom because of the momentum it gained on the free list. Also, the number of reviews a free book can get can be a real boost to ranking the book better on a paid list, potentially resulting in more sales. The main point here is that if a book is doing well on the free list, it more than likely will do well on the paid list.

As you scroll through the best sellers' list, chances are you will find mostly fiction books. However, you should still see a few examples from other niches or categories that you are already looking to target or that you may decide to target.

A good tip to consider is the combining of topics. For example, one top seller was a book on puzzles for Valentine's Day. By combining games/puzzles with holidays, the publisher set this book to potentially do well in multiple categories. Now remember, it may not be best to spread yourself too thin over multiple categories but if done right, it can be quite profitable.

Another good tip is to not get too concerned about making the best sellers' list. While it has its obvious benefits, if you're publishing good material that makes it even in the top 2000, that is still a profitable position to be in.

Besides the best sellers' list, you will also want to dig into the various categories to see what the top sellers are. You may go with a category or categories you're already considering, or simply browse until you find something you think you could write a book for then go for it.

## **Nonfiction**

One category in particular that you will want to drill down into is the nonfiction category. As most of you are more likely to be writing books in this category, it's a good area to focus your research on.



When you click on the nonfiction category, you'll see there are plenty of sub-categories to choose from, ranging from "Children's Nonfiction" or "Arts and Entertainment" to "Crime and Criminals" or "Politics and Current Events", and everything in between.

The advantage of the nonfiction category is that it lends itself to a lot more options as to how you can promote the book or leverage it for other things such as promoting products or building lists.

## **Physical Books**

Another great strategy for determining a market or category you can write and publish for is to review physical book listings. You'll see how the physical books are typically priced well above Kindle books so publishing books covering a similar topic and selling them below the prices of comparable physical books is a great way to grab market share.

Whether books are physical or electronic, price-point competition is a good strategy in helping you determine if that is a category or niche you want to get into. For example, one category may have price-points that you can easily come under while other categories are already priced so low there is no way to compete on price. This won't mean you can't compete at all but it does mean that price-point alone will not likely be profitable.

## **Google Alerts and the "Piggyback Method"**

The "piggyback method" (coined by some other individual) refers to the writing and publishing of a book that "piggybacks" on the reputation of another person or entity. For example, there are a number of books written by various authors that reference "Weight Watchers Points Plus" which is very hot in the media because of Weight Watchers' multi-million dollar advertising campaign. These various authors are clearly taking advantage of the reputation of Weight Watchers and leveraging the current popularity to write and publish Kindle books.

Using this piggyback method makes it quite easy to find topics to write about and has incredible potential for great profit. A Kindle book (e.g. 30 pages) can be written fairly quickly, especially if you adapt some of the techniques and resources mentioned in this training, so you should be able to find it easy to publish relevant, current books on the latest hot topics.

One way to really leverage this or to stay on top of what's hot is to use Google Alerts. For example, you can set up an alert for an expert in your particular niche or category of interest. Every time this expert says something about anything, you could "piggyback" off their credibility, write a book about that topic and publish it on Kindle.

For example, let's say you create an alert for "Dr. Oz", a famous television doctor. Every time Dr. Oz mentions something like a new diet, a new health program, a new expert in the field, or



whatever, you will receive a notice about it. Then, all you have to do is quickly write and publish a Kindle book on that mention and you're good to go.

Remember, Amazon LOVES new content and Google loves fresh, relevant content, so when a hot topic item comes up, publishing your Kindle book and doing some promo for it (such as a video press release pointing to the Amazon listing) can definitely get you to the top of the charts both on Amazon and on Google.

## Conclusion

Hopefully by this time you can see how profitable working with Kindle can be. By predetermining your goals and using these effective strategies on determining a niche, you should be in good condition to write and publish books that will not only get sold on Kindle but even make you a good profit.