



www.TheEbookCoach.com

Laying The Foundation For A Profitable eBook

Instructional Call 2 Research

Do the research to find a profitable niche!

Set up an account in Google Adwords if you don't have one already.

www.Google.com/Adwords

Go to "Tools"

Pull down the drop-down menu

Choose "Keyword Planner"

Put in the keywords and phrases that your potential buyers would look up to find what you offer.

Choose keywords and phrases with low competition over those with medium or high competition when possible. (Advertising will be cheaper.)

Reading the data: the numbers are not absolute, they are relative.

For Long-Tail Keywords and Phrases go to:

www.keywordtool.io

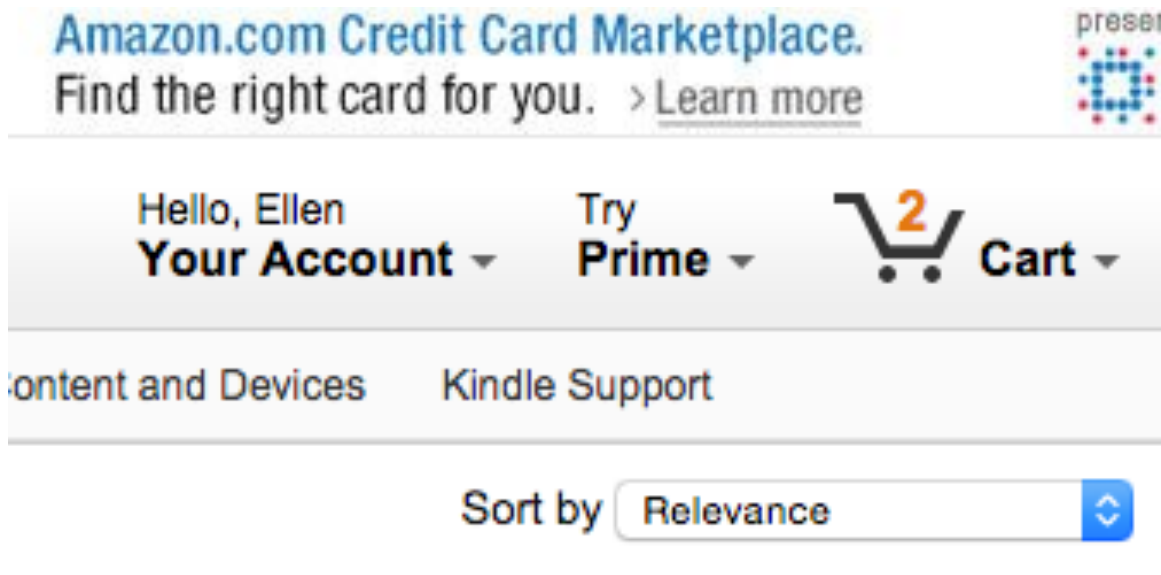
Set up a Kindle account if you don't have one yet. It's FREE! How do you know what's selling on Kindle?

When you put a keyword into Kindle and hit "Go", it will bring up a list of ebooks.



If you look over to the right---hand side of the page, you'll see a little box that says, "Sort by" and then the word "Relevance" (that's the default)

So, if you put in the word “How to be happy” titles that match that exact phrase and those closest to it will be most relevant.



Relevance to Popularity

Next, you want to look at “Popularity”, which is in the drop--- down menu This is what is actually selling that is using the key phrase “How to be happy”

You want to find a niche where several of the ebooks that show up on the first page of Kindle for “Relevance” also show up for “Popularity”.

Picking The Right Keywords/Categories

You want to find a keyword that has fewer than 200 ebooks (if at all possible). Note: It gets harder to do over time.

If you look at the phrase “How to be happy” It had 1,109 ebooks.

“Happiness” has 15,845.

If the numbers are too high, use the drop down menu to find a smaller one.

Ex: Parenting vs. “How to parent Adult Children”

Best-seller Ranking

You also want to look at the best-seller ranking for each ebook on the first page. You’ll find it under “Product Details” The lower the number the better.

Rules of Thumb

In the top 1,000 is “Crushing It”!

In the top 5-10,000 is “Killing It”

In the top 25,000 doing well

Look for 2-3 Best-Sellers

Try to find a niche where at least 2-3 ebooks have a ranking of 15,000 or less.

Study Magazine Stories

Go to www.magazines.com

Find a category that interests you.

Narrow it down by looking at the sub-categories.

Click on one of the magazines and look at the lead stories on the cover.

Magazine: Dog Fancy

Cover story: *Train Your Puppy To Protect Your*

eBook: *How to Train your Puppy to Protect you from Harm in 3 Easy Steps!*

Ezine Articles

Go to the homepage

www.ezinearticles.com

Find article categories

Or use www.searchezinearticles.com

Use Article announcement lists from email-based groups

Find publisher's lists of articles they have printed.

Other Places To Find Your Topic/Target Market

www.ezinearticles.com (look for the most downloaded articles)

www.submyourarticle.com

www.hubpages.com (they pay you!) www.scribd.com

www.squidoo.com

www.ArticleCity.com

Decide on a topic

Best Target Market

Criteria:

1. Are they online?
2. Do they have money to spend?
3. Are they fanatical about the topic?

Memorize these 3 elements to find the best target market.

Four Steps to Defining Your Target Market

1. Understand the problem you solve
2. Define the customer
3. Ask yourself, “Who will gain value from it?”
4. Why am I uniquely qualified to solve the problem?

Use Your Competitors

Who are they appealing to?

What age group?

Location?

Gender?

Income Level?

Education level?

Marital or Family Status?

Occupation?

Ethnicity?

Psychographics of your Ideal Customer

What personality type?

Attitudes?

Values?

Interests/hobbies?

Lifestyles?
Behaviors?

Create a Profile of your Ideal Customer

Give him or her a name
Where does he or she live and with whom?
What is his or her life like?
How many kids does he or she have?
What does he or she do for a living?
For fun?

© Copyright 2004-2015
Create a Splash, LLC
All Rights Reserved
Ellen Violette
www.thebookcoach.com