



ServeNoMaster 153: Find the Perfect Topic to Write About

Highlights:

[3:52] Amazon has dead categories and some authors put their books there for easy ranking.

[4:26] Type the keyword you're interested in to observe the competition.

[5:01] There are hard categories where you need to sell a lot of books to get to the top ranks.

[5:57] Be careful and fastidious in your research.

[7:20] Check and confirm to make sure there are no false positives.

[7:27] Look at a category and confirm:

1 – Is there enough money in it? Are people actually buying books?

2 – Is the competition light enough so I can get my book ranking?

3 – Are the books in the category relevant? Or are the other authors just gaming the system?

[8:03] Put in the research when deciding what category to put your book in.

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