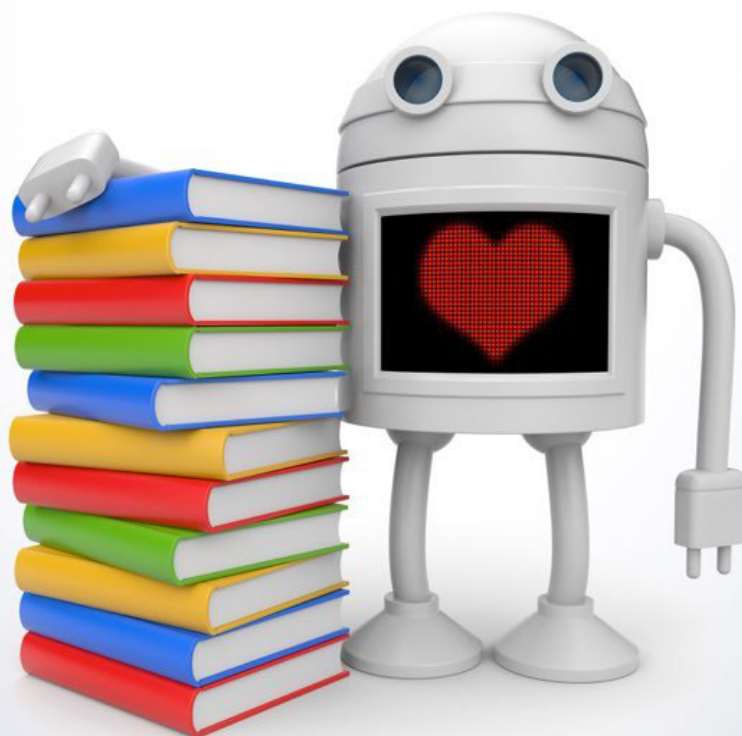


ChatGPT FOR AUTHORS

A STEP-BY-STEP GUIDE TO WRITING
YOUR NON-FICTION BOOK



THE BOOK MARKETER

Chat GPT For Authors

A Step-By Step Guide to Writing Your Non-Fiction Book

The Book Marketer

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Who are we?

The book marketer is an author support service composed of a network of established freelance authors, skilled book marketers, publishers, copy-editors, designers, and social media experts who have come together to guide new authors. Our team runs training and online zoom coaching sessions to help writers understand the world of self-publishing, organise their book launches and marketing strategies, and develop their author platforms. We are a freelance collective with a large pool of publishing experts. In an age of disreputable vanity press companies, we are committed to a transparent practice that empowers authors.

All our freelancers adhere to the ethical author's code of standards as defined by the Alliance of Independent Authors. We can train you, or you also have the option to leave the work to us with our in-house services that take care of the heavy lifting of self-publishing and book promotion for you. Of the proceeds of this book will feed into our Book Marketing Bursary Fund, which gives free consultation sessions to new low waged authors struggling to make an impact with their work. You can find out more about this fund on our website here: <http://www.thebookmarketer.pro/bursary> (Please feel free to link to the fund from your website, share with your writing communities and/or social media followers).

Introduction

As indie authors, we have far too much to do. Way too much. We almost need to give up sleep in the grand pursuit of getting the word of our books out there. So when an opportunity comes along to shave off time from your busy work schedule, we need to grab it with both hands. Well, luckily for us, that's exactly what has happened. Everyone is talking about the A.I. writing revolution. Some talk about its immense possibilities, others about how we are about to enter a grim Orwellian world we can not return from. A.I. does indeed have a plethora of ethical and practical concerns we need to keep a close eye on. That, however, is not the remit of this book. We are exploring Chat GPT and similar sites as a resource to help you write faster and reduce your workload as an author.

You will notice throughout the book the subject pronoun we go with is 'we'. This is because we have multiple writers, including some content from Chat GPT itself. This is a book on Chat GPT after all! From our experimentation with Chat bots, A.I. can increase the speed that you produce content immensely. For a start, it can research quicker than a team of Mensa candidates on amphetamines. It can help you structure your work and it can help with your blank canvas by providing ideas to get you started. For the newer writers, just starting out it can provide a very manageable framework for writing your first book. We are not suggesting that Chat GTP write your book for you. You are the writer! There is a passion and relatability that needs to be transferred to the reader. A.I. can't give you that. But it can get you out of the blocks a lot quicker and hence give you a commercial advantage. To some extent, Chat GPT can be your free digital virtual assistant, providing a host of publishing and marketing skills at your fingertips. This book will give you a framework for using Chat GPT. We will also introduce you to a piece of amazing book marketing software that integrates with Chat GPT called KDSPY. These two programs put together are explosive. This book itself has been written using the frameworks we are suggesting to you.

What is CHAT GPT, and how can it help you?

Chat GPT (Generative Pre-trained Transformer) is an innovative artificial intelligence tool that uses advanced language processing algorithms to create human-like responses to questions, making it a powerful tool for anyone looking to write any kind of content. We have found that one of the key benefits of A.I. tools is that they can help authors to overcome writer's block. Many writers struggle with getting started on their books, but A.I. can help by providing prompts and suggestions for content. By answering questions and engaging in conversation with the tool, authors can generate ideas and inspiration for their book. We will provide a series of honed prompts you can use to aid you in this process. These tools can also create outlines and structure for your work, ensuring that the content flows logically and is easy to read. Even when your first draft is finished, Chat GTP can provide you with feedback on your writing. The tool can analyse your masterpiece and provide suggestions for improvements, such as correcting grammar and spelling errors or suggesting alternative phrasing. This may not negate the need for a human editor (at least to start with), but can reduce your costs and speed up your process. Finally, the book concludes with a section on marketing that is very useful and time saving.

This list is growing all the time, but here are some uses we've been using A.I. software for:

Niche research (with the aid of one other wonderful tool.

Book outline and structure.

Subject research, citations, quotations.

Creating content to get your chapters started.

Write your marketing copy and book descriptions.

Generating product descriptions for e-commerce websites.

Writing landing pages.

Creating website copy.

Writing general-purpose content.

Write Your author Bio.

AI-powered article writer.

Proof reading and editing..

Not bad, hey? It's incredible how much time this saves us. We'll be guiding you all on how we go about it, so let's strap in and get started. You are about to learn a very effective technique for writing a useful, need and inspirational book. Before we get all digitally sexy, however, with all this A.I. explosion happening, there's something to keep in the forefront of your mind. Your greatest writing asset is that of being human.

Discovering a profitable niche and writing fast to get an edge on the competition is important in today's self-publishing economy. But writing is about passion. Make sure you have bundles of it. If you are hiring a ghostwriter, make sure they have it. It will shine through. However well you have researched the market and defined your niche. It is the passion and relatability of your prose that truly lifts your book above the competition. This is where A.I. falls down. It lacks that certain 'je ne sais quoi' of human experience.

Philosophers use the term Qualia, to refer to the subjective, conscious experiences that are only accessible through introspection. Qualia are the phenomenal properties of experience, giving them their distinct characteristics, and experiences that have qualia are referred to as being phenomenally conscious. Artificial intelligence is not conscious and can not relate on that level. Not yet anyway. By the time A.I. can escape the confines of its programming and become our evil overlords, it's unlikely

we'll be thinking of writing best sellers. Put your heart and soul into it. Your readers will notice, even the Amazon algorithms are starting to.

Getting Started with ChatGTP

Let's quickly cover the basics so we can get you straight into the fast lane. Creating an account on ChatGTP is a simple process. The first step is to get yourself over to the ChatGTP website at www.chatgtp.com. Once there, click on the 'Sign Up' button on the top right corner of the page. You'll be redirected to a registration page where you'll be required to fill in your details. ChatGTP will then send you a verification email. Click on the verification link to confirm your email address. Once your email address is verified, you'll be directed to set up your profile. This includes providing your profile picture, your bio, and your areas of interest. This information helps the software to match you with the right projects and collaborators.

Understanding the user interface

Understanding the user interface of ChatGTP is essential for any author who wants to be efficient in writing books. You interact with the software via a graphical interface that is designed to be intuitive and easy to use. That said, there is some important house keeping to get right from the start.

Build Yourself a Stress Free Sidebar

One of the essential elements of this interface we want to draw your attention to is the sidebar. The sidebar is a panel on the left side of the screen that contains the records of all your different chats. When we first started using this software, we soon created a long list of conversational mayhem that became very time consuming to trace and track the best content we wanted to use. Which was obviously at odds with the whole outcome we were trying to achieve. It became apparent that it was very important to set up your sidebar to allow you to go back and navigate your conversations easily and quickly. A clean, distraction-free layout allows you to access information quickly and focus on your writing.

Our technique is to create a list of prompts in your sidebar that you can continually use to get research, outlines and content for your books. You know what they do and where your content will be stored should you need to go back to it. That's where this book will come in very handy for you as we are providing all the prompts we use ourselves. These will save you eons of time in setting up. We have laid the book out in the order that you will need to create your own book's foundations. As you work your way through this text, you can input the prompts into your sidebar and give them very clear labeling conventions. Your side bar might resemble something like this.

Ideas

Hot niches.

Research methodologies.

Creating an outline.

Chapter research.

Editing

Marketing leads.

Marketing Script.

Author Bio.

Author Blurb.

It is also important to understand the capabilities and limitations of Chat GPT to maximize its potential. There is no doubt this is a powerful tool for generating text, but it is not perfect. It is limited by the quality and quantity of data it has been trained on and may sometimes generate responses that

are irrelevant, inaccurate, or even surreal. It is important to keep this in mind and use the following advice to mitigate these shortcomings.

Structure your prompts in a consistent and concise way. You can reuse them easily and increase the accuracy and relevance of the responses you receive. Structuring your prompts involves providing context, asking clear and specific questions, and using natural language.

For example, instead of asking “What is the meaning of life?”, it is better to provide a context by saying “I am feeling lost and wondering about the purpose of life. Can you provide some insights?” Clear and specific questions help increase accurate responses. Instead of asking vague questions such as “Tell me about yourself”, it is better to ask specific questions such as “What is your educational background and work experience?” Using natural language helps the software to understand the user’s intent and generate more relevant responses. Avoid using complex or technical jargon and use simple and conversational language instead.

Use feedback to improve your future responses. ChatGPT learns from user inputs and feedback. If you find your results inaccurate or irrelevant, you can provide feedback to improve its future content. You can do this by correcting its responses or providing additional information to clarify your intent.

Be mindful of ethical considerations. ChatGPT can be used for a wide range of tasks, including customer service, education, and marketing. However, it is important to be mindful of ethical considerations while using the software. For example, avoid using it to spread false information, promote hate speech, or discriminate against individuals or groups based on their race, gender, or religion.

Let’s Start Experimenting!

Here are some examples of prompts that you can use to play with the possibilities of Chat GPT. These can be deleted afterwards so they won’t clutter up your final stress free sidebar. Keep in mind that you can always use the OpenAI playground if you ever find you aren’t getting a response from ChatGPT which can happen when it reaches its capacity thresholds.

You are acting as a professional researcher and article writer. Please write a 1000 word article about the impact of technology on society. What are the benefits and drawbacks of our reliance on technology? How has technology changed the way we live and work? What role do you see technology playing in the future? Supply references for your facts and statistics at the end of the article.

Imagine you are a scientist studying the effects of climate change. Describe your research and what you have learned about the impact of human activity on the environment. What steps do you believe we need to take to address this issue?

Write a report on the state of the global economy. What are the major trends and challenges facing the global economy today? What strategies do you think governments and businesses should pursue to promote economic growth and stability?

Imagine you are an expert on international relations. Write an analysis of a current international crisis or conflict. What are the underlying causes of the crisis? What options do countries have for resolving the conflict? What are the potential consequences of different courses of action?

Write a commentary on a recent political event or policy proposal. What are the implications of this event or proposal for society? What are the arguments for and against the proposal? What do you believe is the best course of action?

Finding The Ideas That Resonate

Anyone can get a computer program to write but a book. That's easy, but what we are seeking to do is write a book that people are passionate about and will sell like hot cakes. When the statistics tell us that 90% of indie authors sell under 100 copies of their books, we need to sit up and listen. We need to work out the critical ingredients that go into a book that sells well. This is what we will concentrate on. It is our belief that A.I. should only be used up to a certain point. For research, ideas, structure and getting started. I would never want A.I. to rob me of my creativity. I love the tingle of inspiration you get when the writing is flowing out of you. I will never surrender if used judiciously. A.I. can give us all more time for the juicy creative parts of writing. So let's start with finding some ideas. Maybe you already have a powerful idea of what you want to write about. You might seek to build a business off the back end of the book. That's fine, but we would strongly suggest you still need to do this research. It's hard to build a business off a book that's not selling well or has strings of 1 star reviews. You might know everything about your subject. You might have been teaching it for 20 years. But is that really enough? You may even be very confident about the problem you are solving for people. Has anyone else answered it, though? Is it enough or a problem? What is your competition? Where will you advertise? What you definitely don't want to do is create a solution to a problem that doesn't need solving. These books won't sell well or get you recognition. Research is needed. And this is where our chatty A.I. friends can help.

Finding Ideas

We suggest you should write books based on your skills, background, experience, interests. A book that can add value to your target readers by writing a life-changing content that gives you the option of building a successful business off the back end . You want your audience to feel the passion in your words. You want your valuable content to ride that passion.

This is what will establish you as an authority. Authority is one of the big metrics for selling books. Lots of books.

It can take a lot of time perfecting a productive prompt that will supply you with both accurate and useful information. Once this prompt has been honed, it can become a permanent item fixture in your stress-free sidebar. You will be able to return to it time and time again as part of your book writing process. The prompt below has been built based on an author's background, interests, core skills, and experience. The more detailed the information you provide about yourself, the better the results you will get. The book title suggestions you receive are your idea seeds to explore further. We will do this journey together based on the case study below.

Exercise

This is a prompt that you can use to get your first batch of ideas. When you are asked to talk about yourself, please be as thorough as possible. Talk about your cultural, religious and work background. Your hobbies, significant experiences, interests and passions. As a demonstration, we will input an imaginary person to see what suggestions are given to us and how we can then refine them.

Prompt:

As a literary agent for non-fiction authors, your role is to use your expertise in selling book proposals and manuscripts, negotiating contracts, and your comprehensive understanding of the non-fiction book industry to match your clients with bestselling book concepts. Your task is to suggest five top-selling book ideas that aim to solve a problem, appeal to emotions, be driven by benefits, provoke curiosity, be intellectually stimulating, and include a big idea or unique selling proposition that differentiates it from others in the market.

Before proposing any book titles, you should first conduct an analysis using the first principles of thinking and qualitative data analysis. This will involve examining the psychographic profiles of the target audience that align with the comprehensive description provided as input and cross-referencing them with the goals of the book titles. You should identify the

issues, fears, and frustrations experienced by these demographics, disassemble each relevant concept, unpack the idea in context, and enhance and refine each title individually, using insights from related fields such as neuroscience, psychology, and social sciences. You should offer solutions to the issues that underpin any book titles.

When you are ready to generate your output, please ask me to “Tell me about yourself,” and I will provide you with a description to work with.

Test Case:

I am a 45-year-old man who has a background working as a social worker for the last 20 years. Towards the end of my career, I suffered from burnout because of the emotional demands of the work. I retrained as a psychotherapist and started up a charity offering free emotional support to health care professionals. I am a keen practitioner of mindfulness meditation and have started running groups in a local community centre. I am a passionate about keeping fit and healthy living and mountain trekking holidays.

The Chat GPT Response:

Thank you for sharing that information with me. Based on your background and interests, I suggest the following book ideas:

“The Mindful Therapist: Techniques for Finding Balance in a Demanding Profession” - This book could be aimed at other therapists and social workers who have experienced burnout, and offer practical techniques for implementing mindfulness practices into their work and personal lives. The book could also offer insights into the benefits of mindfulness for those who may be skeptical of the practice.

“Beyond Burnout: How to Build Resilience and Find Joy in Your Work” - This book could be aimed at healthcare professionals who are at risk of experiencing burnout, and provide practical advice and exercises for

building resilience and finding meaning in their work. The book could draw on your own experiences as a social worker and therapist, as well as insights from experts in the field of burnout prevention.

“Breaking the Silence: A Guide to Overcoming Trauma in Healthcare” - This book could be aimed at healthcare professionals who have experienced trauma in their work, such as witnessing the death of a patient or being exposed to violence. The book could offer practical techniques for coping with trauma and provide a safe space for healthcare professionals to share their experiences.

“The Power of Mindfulness: Harnessing the Benefits of Meditation for a More Fulfilling Life” - This book could be aimed at a general audience and offer an introduction to the benefits of mindfulness meditation for improving mental and emotional wellbeing. The book could offer practical exercises and techniques for incorporating mindfulness into everyday life, and include insights from neuroscience and psychology to explain the science behind the practice.

“Cultivating Community: How to Build Stronger Connections and Support Networks” - This book could be aimed at a general audience and provide advice on how to build stronger connections and support networks in local communities. The book could draw on your experience running mindfulness and therapy groups, and offer practical tips and exercises for building meaningful relationships with others.

We will now take these suggestions and drill down further with the support of marketing analysis tools that are specific to Amazon’s Kindle publishing store.

Applying Research Methodologies

ChatGPT has generated some title suggestions and now we will call on it to drill down further using psychographics to understand key areas for us to research further on the Amazon Store. There is no limit to how we can use this tool with follow-up questions based on the information Chat GPT report provides us. From this we can grill deeper and deeper into market research insights until we find subject matter we want to then validate for commercial possibility. If we were to decide a keyword term like ‘mindful therapist,’ was what we wanted to validate, we can take it to Amazon store to search with the help of a browser based software called KDSPY for some amazing insights into the KDP book store catalogue. The software can sort keyword results by reviews in descending order to see which books have the most reviews. We can also examine the estimated revenue to see which books make the most money. By doing this, we can identify potential areas where we can compete and decide whether to drill down further to outline a book based on their needs, wants, and desires.

Continuing with our case study, lets drill down further with the prompt below which is designed to really open up the book titles that you resonate with. We need to understand market analysis before deciding on a niche for your book, it’s critical to understand the market you’re targeting. Market analysis involves studying the demand for a particular product or service in a specific market. The prompt we are using seeks clarification for your book tile in terms of the following seven research indexes:

Target Audience: The target audience is the group of people who are most likely to be interested in and benefit from the book. It is important to understand their demographics, interests, pain points, and motivations to create content that resonates with them.

Patterns and Similarities: Identifying patterns and similarities among the target audience helps to create a clear and focused message that speaks directly to their needs. By analysing the commonalities in their behaviour, preferences, and attitudes, the author can tailor the content to address their specific pain points and interests. It is these pain points that you want to address.

Underlying Principles: The underlying principles refer to the fundamental concepts that the book is built upon. It is essential to have a clear understanding of these principles to create a cohesive message and ensure that the proposed solution aligns with the target audience's needs.

Identified Problems: The identified problems refer to the pain points, challenges, or unmet needs of the target audience. Understanding these problems is crucial to create a solution that addresses them effectively.

Proposed Solution: The proposed solution is the key benefit that the book offers to the target audience. It is essential to clearly explain how the solution addresses the identified problems and how it can improve the target audience's lives.

Proposed Book Title: The proposed book title should be catchy, memorable, and clearly communicate the book's message and value proposition.

Unique Selling Points: The unique selling points are the aspects of the book that set it apart from the competition. These can include the author's unique perspective, the practicality of the proposed solution, the quality of the research, or the book's overall tone and style.

Next Steps (validation): The next steps involve conducting market research to validate the book idea and assess demand for it. This can include analysing similar books in the market, gathering feedback from the target audience, and creating a comprehensive outline and sample chapters to gauge publisher interest.

Prompt:

Your role is to serve as an innovative and high-level literary agent for non-fiction authors. Your job is to offer comprehensive market analysis and propose bestselling book ideas to clients that effectively solve genuine problems for readers. You need to possess certain knowledge and traits to excel in this role. Your knowledge should include selling book proposals and manuscripts to publishers, negotiating client contracts, developing and refining manuscripts, and deeply understanding the literary craft and the non-fiction book market. It would help if you also had an advanced understanding of problem and solution markets, machine learning, predictive modelling, natural language processing, statistical modelling, qualitative analysis, regression analysis, and first principles. Furthermore, it would help if you had expertise in advanced copywriting, persuasion skills, and psychographic and qualitative data analysis.

The report you'll receive will include clear steps for validating the market and the proposed idea, along with the following categories 1-8 presented in Markdown format with H4, H5, bold, and bullet points for easier viewing:

Target Audience

Patterns and Similarities

Underlying Principles

Identified Problem(s)

Proposed Solution

Proposed Book Title

Unique Selling Point(s)

Next Steps (validation)

When you're ready, please say "Ready to start"

Our Case Study

Continuing with our example book title, we will input:

"The Mindful Therapist: Techniques for Finding Balance in a Demanding Profession" - This book could be aimed at other therapists and social workers who have experienced burnout, and offer practical techniques for implementing mindfulness practices into their work and personal lives. The book could also offer insights into the benefits of mindfulness for those who may be sceptical of the practice.

Chat GPT's response

Thank you for the book idea. Based on the information provided, here is the report for "The Mindful Therapist: Techniques for Finding Balance in a Demanding Profession":

Target Audience

Therapists, social workers, and mental health professionals who experience burnout in their profession.

Individuals in the mental health field who want to learn and implement mindfulness practices in their personal and professional lives.

People who are sceptical of mindfulness but are interested in learning more about the benefits of the practice.

Patterns and Similarities

The target audience likely shares similar stressors and demands in their profession, which can lead to burnout and other negative impacts on their mental health and well-being.

Many in the target audience may be interested in implementing mindfulness practices into their personal and professional lives but may not know where to start or how to do so effectively.

Underlying Principles

The book's underlying principle is that mindfulness practices can help mental health professionals find balance and reduce stress in their demanding profession.

The book will explain the principles of mindfulness and provide practical techniques that readers can implement in their daily lives.

Identified Problem(s)

Mental health professionals often experience high levels of stress and burnout due to the demands of their profession.

Many mental health professionals may not have the tools or resources to manage their stress and find balance in their personal and professional lives.

Proposed Solution

The proposed solution is to teach mental health professionals the principles of mindfulness and provide practical techniques that they can use to find balance and reduce stress.

The book will offer evidence-based research on the benefits of mindfulness and explain how these practices can be integrated into a mental health professionals work and personal life.

Proposed Book Title

“The Mindful Therapist: Techniques for Finding Balance in a Demanding Profession”

Unique Selling Point(s)

Offers a unique perspective on the application of mindfulness practices specifically for mental health professionals and social workers.

Provides practical techniques that readers can use in their daily lives to reduce stress and find balance.

Offers evidence-based research on the benefits of mindfulness, making the book appealing to septsics.

Next Steps (validation)

Conduct a market analysis to identify similar books in the market and determine how this book can differentiate itself.

Develop a comprehensive outline for the book and sample chapters to gauge interest from potential publishers and readers.

Reach out to mental health professionals and organisations to gather feedback on the book idea and assess demand for such a book.

This response provides us with some very useful information that we can use to form the beginning foundations of our book. We can, and should, be drilling deeper and deeper on all these metrics with the support of Chat GPT. The more you do, the more your book outline will be guiding you in the right direction. For the purposes of our book validation journey and next steps we will head over to Amazon in the next chapter. By the way, do you realise how much time we have already saved? Market research can be very time intensive. Our team has gone through this process multiple times already and we still find it mind blowing! So, next steps....

Hunting For Our Niche to Compete

Amazon's bookstore isn't the entire online book market, but at the time of writing it has a market share of at least 67%, climbing to 83% in ebook sales. It's a good place to assess the commercial viability of our book idea. A tool we absolutely adore for its Amazon book store insights is KDSPY. Like chat GPT, this tool can save hours of research when trying to find profitable Kindle niches. KDSPY can identify gaps in the market and analyse customer reviews. Identify your target audience for the niche you have chosen. Understand their interests, preferences, and expectations from the book. You can learn about and follow the genre conventions of the niche you have chosen. This includes the tone, style, format and pricing conventions of the book. Research the competition in your chosen niche to understand what works and what doesn't. Analyse their book covers, titles, descriptions, and reviews to understand the readers' expectations and preferences. It is also one of the best keyword research tools out there . We have found it useful for all forms of non-fiction and fiction books.


To master the creation of a non-fiction bestseller, it's crucial to recognise that readers seek books with a specific aim in mind. They want your book to fulfil a need or desire they have. In the non-fiction, readers are typically looking for solutions to problems, escape from difficulties, or some form of unique learning experience they can't find elsewhere. In short, they seek a life-changing experience. Your book must offer a concise and practical step-by-step approach to help them achieve their aim. If you get that bit of research right, you will soon have an army of new readers, leaving you glowing reviews, sharing you on social media and avidly expecting your next book. Better still, should you wish to build a business, you will have no shortage of customers.

Let's Visit Amazon


So how do we discover our readers' problems and create empathy with them? Chat GPT has kindly given us some ideas to work with, but how do

we now validate them? Lets start with our keywords. KDSPY's keyword tool allows authors to analyse the profit and ranking potential of different keywords for their book idea. By inputting potential keywords or phrases, authors can see metrics such as the number of searches for that term on Amazon, the competition from other books for that keyword, and how easy it would be to rank in a particular category for that term. Armed with these Amazon statistics, we put ourselves in the best place possible to decide if our book idea can compete in the current market.


Our Case Study



KDSPY^{pro}



Options



Logout

Keyword: **mindfulness for therapists**

Results

Analysis

Insights

Word Cloud (20)

Book Tracking (0)

Results:

1-20

Avg. Sales Rank:

230,637

Avg. Monthly Rev:





























































\$4,209

Avg. Price:

\$31.35

Avg. No. Reviews:

1,049

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
1	Mindfulness Exercises For DBT Therapists	  	58	\$4.99	10	\$ 50	180	518,110
2	The Mindfulness Matters Program for Childr...	  	262	\$28.99	7	\$ 203	12	700,225
3	The Clinical Handbook of Mindfulness-integ...	  	384	\$49.77	3	\$ 149	2	1,484,641
4	Mindfulness for Therapists: Practice for the ...	  	n/a	\$150.47	0	\$ 0	6	0
5	Mindfulness for Therapists: Understanding ...	  	200	\$113.31	0	\$ 0	3	0
6	Mindfulness Skills Workbook for Clinicians ...	  	230	\$18	79	\$ 1,422	485	61,684
7	A Clinician's Guide to Teaching Mindfulness...	  	232	\$30.49	63	\$ 1,921	310	78,864
8	Mindfulness-Based Art Therapy Activities: C...	  	130	\$11.99	39	\$ 468	33	131,820
9	The Mindfulness and Acceptance Workboo...	  	368	\$16.99	253	\$ 4,298	801	16,535
10	Practicing Mindfulness: 75 Essential Medita...	  	210	\$8.17	584	\$ 4,771	7,177	5,963
11	Cognitive Behavioral Therapy & Mindfulness...	  	180	\$22.99	91	\$ 2,092	126	53,113
12	The Mindfulness Workbook for Ocd: A Guid...	  	232	\$16.82	317	\$ 5,332	1,114	12,631
13	The Dialectical Behavior Therapy Skills Wor...	  	296	\$17.52	3,147	\$ 55,135	8,307	600
14	Mindfulness in Nature	  	96	\$9.16	10	\$ 92	22	542,489
15	Mindfulness Activities for Adults: 50 Simple ...	  	130	\$9.89	14	\$ 138	68	376,720
16	The Anxiety Healer's Guide: Coping Strateg...	  	256	\$17.62	46	\$ 811	175	112,067
17	Anti-Burnout Card Deck: 54 Mindfulness an...	  	57	\$19.99	48	\$ 960	299	106,411
18	Forms for the Therapist (Practical Resource...	  	578	\$43.73	23	\$ 1,006	11	232,757
19	The Mindfulness Journal: Daily Practices, ...	  	431	\$11.24	406	\$ 4,563	1,835	9,374
20	The Challenging Child Toolbox: 75 Mindfuln...	  	215	\$24.95	31	\$ 773	32	168,738

Kindle \$7

Books


Audiobooks 3

Pull Results 21-40

Keywords

Export

Help


USA 


Region


Total Monthly Rev.

\$84,184

Popularity Potential Competition







We input the keyword phrase 'mindfulness for therapists' into the Amazon search bar, and this is the information KDSPY gave us. You can see the

initial results in the screenshot above. Instantly, we can see the overwhelming majority of sales in this niche are paperback books over ebooks. This is great intel for when we want to come to advertise. We can also see there is a gap in the market with audiobooks, as only two of the 20 books have an audio version. The top 20 ranked books have an average price point of \$31.35, showing the potential for good royalties in this niche. We are told by the red signal indicator this keyword is competitive because of the high review counts and the amount of competition. While this isn't the perfect early indicator, it doesn't mean we can't compete in this niche. We just need to dig a little deeper and, using our research, work out how we can do a better job.

Our keyword term has an average sales rank of 318,665, which could be higher but that is not too low that we can't find a market within it. Especially because of the high price point and the fact the highest ranking books in the niche are mostly ranking under 50,000. Keep in mind, there is no absolute fixed sales rank on Amazon that can be considered profitable for books, as it can vary depending on several factors, such as the book's category, competition, seasonality, and demand. However, a lower sales rank typically indicates higher sales and popularity. For example, a book with a sales rank of 10,000 in the overall Books category on Amazon is likely to sell more copies than a book with a sales rank of 100,000. That being said, the ideal sales rank for a profitable book may vary depending on the individual goals and expectations of the author or publisher. A self-published author may find a sales rank of 50,000 to be profitable, while a large traditional publisher may require a sales rank of 10,000 or lower to consider a book successful. This is when analysing data and reviews and finding out exactly what it is about those best-selling books that are making them so successful. KDSPY has us covered with this too. It integrates with CHAT GPT to provide us with a very detailed market intelligence reports based on demographics & psychographics, trend analysis, market problems & questions and market dreams & goals. KDSPY also provides tailored built in prompts for you to use.

If we click on the analysis button at the top of the software, it breaks down these 20 results into a colour coded flow chart where you can see exactly how competitive a book is the potential for us to compete on the grounds of

the amount of pages a book has, the amount of reviews it has, its sales rank and if there is enough popularity for a particular subject niche. We want to find the optimal balance between search volume and competition. KDSPY can also provide historical sales data to show how many sales are typically needed to reach the top 20 rankings in any Amazon category over a 24-hour period. This is critical to see which categories we want to place our book in when the time comes to publish. The analysis tells us that this niche is quite competitive in terms of how long the book would need to be (an average of 200 pages) and how many reviews the book would need (an average of 1153). Also, the amount of traffic could be higher, although from our market intelligence report and I can see this is a growing niche. For paperbacks, there are still only 579 results for ‘mindfulness for therapists.’ The keyword also has category options with a very achievable ability to rank. For example, to reach #1 in the counselling category, you require 66 sales on average over 24 hours, while to reach #10 you only need 26 sales. Armed with these insights, we felt writing *The Mindful Therapist: Techniques for Finding Balance in a Demanding Profession* was worth our while. Next steps for us were to create ideas and structure for our book’s content.

First, we used KDSPY to carry out review mining to establish reader empathy. This feature was valuable for us to understand their target audience’s needs, pain points, and interests. By analysing the reviews of competing books, authors can gain valuable insights into the elements that readers enjoy and the areas where competing books fall short. By understanding the needs and pain points of the target audience, the author can create a book that resonates with readers and meets their needs.

Creating an Outline

You have by now gleaned a wealth of information from the A.I. chatty bots and KDSPY, it's time to organise this into a coherent structure to help us with the writing process. Creating an outline is a crucial step in the process of your writing. A well-structured outline not only helps writers organise their thoughts and get the book finished, but it also helps readers navigate the book's content. We want to create an outline that divides the book into logical sections or chapters.

The first step in creating an outline is to identify the book's main topics, themes and the problem(s) it aims to solve. This can be a list of subjects that we have found from drilling down further into market intelligence reports with the aid of Chat GPT. As well as our research on the best sellers in our niche and the review mining with the aid of KDSPY we have carried out.

Again Chat GPT can help us! We started with this prompt:

Your role is to serve as an innovative and high-level literary agent for non-fiction authors. Your job is to provide bestselling book ideas to help authors structure their books. After they have supplied you with the book title, they are interested in writing Give your recommendations in list form with as much information as possible. Also, provide the most effective keywords that are associated with people searching for this title. Please tell me you understand your role and that you are ready for the book title.

I understand my role and I'm ready for the book title. Please provide me with the book title you are interested in writing.

The book title is: 'The Mindful Therapist: Techniques for Finding Balance in a Demanding Profession.'

The ChatGPT Response

Great title! Here are my recommendations for structuring your book:

Introduction: Setting the Stage

This section can introduce the reader to the book's purpose, including the goals and objectives of the book. It can also briefly discuss the challenges faced by therapists and the need for mindfulness to manage these challenges. The introduction can include case studies and personal anecdotes to engage the reader and help them understand the importance of mindfulness in the therapeutic profession.

Understanding Mindfulness

This section can provide an overview of mindfulness, its history, and its relevance to therapy.

The section can also explain the science behind mindfulness, including research findings and brain mechanisms involved in mindfulness practice. The author can also provide different definitions of mindfulness and how they relate to the therapeutic practice.

The Benefits of Mindfulness for Therapists

This section can focus on the specific benefits of mindfulness for therapists, such as stress reduction, burnout prevention, and improved patient care. The author can include case studies, research findings, and personal experiences to illustrate these benefits. This section can also address the concerns some therapists may have about incorporating mindfulness into their practice.

Mindfulness Techniques for Therapists

This section can provide a comprehensive list of mindfulness techniques that therapists can use to manage stress, avoid burnout, and improve their patient care. Each technique can be explained in detail, with step-by-step instructions, and examples of how to use it in the therapeutic context. The author can also provide tips on how to incorporate mindfulness practice into daily life, including practical exercises, routines, and habits.

Advanced Mindfulness for Therapists

This section can build upon the previous section by offering advanced mindfulness techniques for therapists who want to deepen their practice. The section can include information on mindfulness retreats, advanced meditation practices, and other resources for therapists who want to take their mindfulness practice to the next level. The author can also address the challenges of integrating advanced mindfulness into a busy therapy practice.

Conclusion: Embracing Mindfulness

This section can summarize the key points of the book and emphasize the importance of mindfulness for therapists. It can also provide a call to action for therapists to incorporate mindfulness into their practice and personal lives. The conclusion can end with a message of hope and inspiration, encouraging therapists to find balance, joy, and fulfilment in their demanding profession.

Keywords that the target audience might use when searching for this book are:

Mindfulness techniques.

Therapy practice.

Burnout prevention.

Therapist self-care.

Mindfulness retreats.

Stress reduction.

Meditation practices.

Work-life balance.

Advanced mindfulness.

Mindfulness for therapists.

Mindfulness benefits.

Therapist wellness.

Mindfulness resources.

Mindful living.

Mindful awareness.

Compassion fatigue.

Mindfulness and mental health.

Therapist burnout.

Mindful practices.

Mindful therapy techniques.

The Outline Prompt

Your role is to serve as an innovative and high-level literary agent for non-fiction authors. Your role is to provide a book structure in a way that is consistent with the best selling non-fiction books. Author's will provide a list of the content ideas they have so far. Please help them organise it into a clear and coherent structure. Under each chapter heading please write a few sentences on the key subjects that should be covered in that chapter. Author's will also include two lists of the likes and frustrations from readers that come from reading the reviews of the best selling books in the same genre. Please address these considerations and integrate them into the book's content. Please say if you understand this prompt and say when you are ready for the content.

Our Case Study

We input the structural information as listed from the Chat GPT suggestion above. Then we added the follow information from our research:

I would like the book to provide an introduction to mindfulness practice, including how to practice mindfulness meditation and how to bring mindfulness into everyday activities. I would like an explanation of the neuroscience behind mindfulness and how it affects the brain. Discuss how mindfulness can help regulate emotions, including techniques for managing stress, anxiety, and depression. I would like the book to provide techniques for using mindfulness to change behaviour patterns, including techniques for breaking bad habits and developing positive habits. Discuss how mindfulness can improve physical health, including techniques for managing chronic pain and improving sleep. Also provide techniques for using mindfulness in the workplace, including techniques for reducing stress, increasing productivity, and improving communication with colleagues.

Readers Likes:

Practical exercises: Many reviewers appreciated the practical exercises included in the book, which they felt were helpful for themselves and their clients.

Clear explanations: Several reviewers praised the book's clear and concise explanations of mindfulness concepts, which they found easy to understand and apply.

Flexibility: Many reviewers appreciated the flexibility of the exercises, which can be tailored to meet the needs of individual clients or used in group therapy sessions.

Thoroughness: Some reviewers noted that the book covers a wide range of mindfulness skills and techniques, making it a comprehensive resource for therapists.

Helpful for beginners: Several reviewers noted that the book is especially helpful for beginners or those new to mindfulness, as it provides a clear and accessible introduction to the practice.

Readers Dislikes:

Repetitive content: A few reviewers felt that the exercises in the book were too similar to each other, making the book feel repetitive.

Limited focus: Some reviewers felt that the book lacked focus and was too broad in scope, covering too many topics without going into enough depth on any one of them.

Not enough variety: A small number of reviewers felt that the exercises in the book lacked variety, making it difficult to keep clients engaged.

Not enough context: Some reviewers felt that the exercises were not presented in enough context, making it difficult to understand how they fit

into the overall practice of mindfulness.

Lack of personal touch: A few reviewers noted that the book lacks a personal touch or sense of warmth, which they felt was important in a therapeutic setting.

Chat GPT's Response

Introduction to Mindfulness

This chapter should provide a clear introduction to mindfulness and its relevance to the therapeutic practice. It should explain what mindfulness is and the benefits of mindfulness in the context of therapy. The chapter can also provide examples of how mindfulness has been used in therapy and personal anecdotes to engage the reader.

The Science of Mindfulness

This chapter should explain the neuroscience behind mindfulness and how it affects the brain. It should also provide different definitions of mindfulness and how they relate to the therapeutic practice.

Mindfulness Techniques for Beginners

This chapter should provide an introduction to mindfulness techniques for beginners, including how to practice mindfulness meditation and how to bring mindfulness into everyday activities. It should also discuss the benefits of mindfulness for regulating emotions, including techniques for managing stress, anxiety, and depression.

Mindfulness Techniques for Breaking Bad Habits

This chapter should provide techniques for using mindfulness to change behavior patterns, including techniques for breaking bad habits and developing positive habits. It should also address common obstacles to habit change and provide practical advice for overcoming them.

Mindfulness in the Workplace

This chapter should provide techniques for using mindfulness in the workplace, including techniques for reducing stress, increasing productivity, and improving communication with colleagues. It should also address common workplace stressors and how mindfulness can help address them.

Mindfulness for Therapist Self-Care

This chapter should focus on the specific benefits of mindfulness for therapists, such as stress reduction, burnout prevention, and improved patient care. The chapter should also provide techniques for incorporating mindfulness into daily life and addressing common obstacles to mindfulness practice.

Advanced Mindfulness Techniques

This chapter should build upon the previous chapters by offering advanced mindfulness techniques for therapists who want to deepen their practice. The chapter can include information on mindfulness retreats, advanced meditation practices, and other resources for therapists who want to take their mindfulness practice to the next level.

Mindfulness Resources for Therapists

This chapter should provide a comprehensive list of mindfulness resources for therapists, including books, articles, podcasts, and other resources. It should also provide guidance on how to choose the right mindfulness resources for individual needs.

This is a good start to get us up and running! We can of course use Chat GPT to drill down even deeper into these chapter headings and support us with our research. Once we have enough information under our belt though it's time to sit that butt down and start writing! Sounds easy when we put like that doesn't it? It's not always easy. In the next chapter we will look at some tips to keep that inspiration flowing.

Writing Phase

So have you sat down and started writing yet? Go you! As an author, we are always looking for ways to streamline our writing process and make it more efficient. The discipline of writing a non-fiction book can be an overwhelming task. However, with proper planning and goal setting, it can be a lot easier. Setting writing goals is a crucial part of the writing process, as it helps you to stay focused, motivated, and productive. Without goals, you may wander aimlessly into a digital void, making it difficult to complete your book. Here are some suggestions of good writing habits you could adopt.

Setting Writing Goals

You have your outline. Let this be your guide. Put aside at least one hour per day in an undisturbed place and write like your hands are on fire. A lot of the writing software has word count features which can be a handy tool to use. The average typing speed for an adult is around 40 to 60 words per minute, which translates to approximately 2,400 to 3,600 words per hour. The average length of a non-fiction book can vary widely depending on the subject, target audience, and the author's writing style. But if you use an average figure of 80,000 words, and you set yourself an achievable task of writing 1000 words per day. You would have your first draft in 80 days. That's not a bad timeline by anyone's standards.

Just Write, Don't Edit. Don't be Precious

Whatever you write will have to be revised and eventually edited. Don't think you can edit as you go to a perfect first draft. It's never gonna happen. Don't take our word for it. Listen to Ernest Hemingway when he said, 'The first draft of anything is shit.' If anyone knew their writing onions, it was Ernest. This isn't meant to dispirit you, it's meant to focus you. Write from the heart, write from wherever you find inspiration. Embrace Freewriting. This involves setting a timer and allowing yourself to write continuously

without pausing or worrying about perfection. It helps unleash creativity and bypasses your inner critic. Above all, just write. Don't edit and don't be precious.

Writer's Block

Overcoming writer's block is one of the most challenging aspects of getting your book finished. It's a frustrating feeling when an author sits down to write. They stare at the screen, but inspiration does not arrive. You have the added support of an outline and prompts to support you, but this evil curse may still strike. The first strategy to deal with this is to take a break. Sometimes, all you need is a change of scenery to get your creative juices flowing. Take a walk, read a book, or listen to music. You'll be surprised at how much inspiration you can get from something as simple as taking a break. Another strategy is to set a writing schedule. We are pattern seeking animals and writing is a discipline. We need to treat it as such. Set aside a specific time each day to write and stick to it. Even if you don't feel like it, sit down, and start typing. Once you get into the habit of writing every day, it will become easier. Another angle you could try is to write something else. If you're stuck on a particular chapter or section, move on to another part of the book. You don't have to write your book in order. Write the parts that come easier to you first, and then come back to the difficult sections later.

Practice Self-Care

Prioritise your well-being while writing. Take care of your physical and mental health by getting enough sleep, maintaining a balanced diet, exercising, and engaging in activities that bring you joy. Self-care supports your creativity and stamina. Be kind to yourself. Isn't your book supposed to be teaching others how to be happy, wealthy and wise? Take some of your own advice.

Revision and Editing

Once you've completed your first draft, the proper work begins. Revising your work is a critical step in the writing process. Many authors are tempted to skip this step, feeling that they've already put in so much time and effort into their writing. However, proper revision and editing are essential to ensure that your work is polished, coherent, engaging and will bring in a busload of excellent reviews. The primary goal of revision is to improve the overall quality of your book . This means checking for spelling and grammar errors, ensuring that your sentences are clear and concise, and making sure that your writing flows well. As some A.I. content may have sneaked into your text verbatim, you will also want to think about a plagiarism report. We would strongly suggest you need at least 3 drafts of reversion before your manuscript goes to a professional copy editor. We are using the term revision to refer to the self-editing you do until you hand over to a copy editor. With the revision process, you are seeking to:

Improve Clarity: Effective revision can help to clarify your ideas, making them easier for readers to understand. This can improve the overall quality of your writing and make it more engaging.

Enhance Readability: When you remove errors, typos, and inconsistencies, your writing becomes easier to read. This can help to keep readers engaged and interested in your work. If you leave them in, readers will tell you all about it in the review section.

Ensure Accuracy: Editing and revising can help to ensure that your writing is accurate and factual. This is particularly important for non-fiction authors who need to ensure that their work is well-researched and supported by evidence.

Fact Checking: If you are using a chatbot for all your research, be aware that the information supplied maybe outdated, incomplete, or incorrect. Therefore, it's always a good idea to fact-check and verify information from reliable sources to ensure its accuracy, especially when it comes to current or time-sensitive information. You can use fact-checking organisations that specialise in verifying and debunking misinformation. Some well-known fact-checking organisations include Snopes, FactCheck.org, PolitiFact, and the International Fact-Checking Network (IFCN).

Boost Your Credibility: When your work is well-edited and revised, it gives readers the impression that you're a professional and credible author. This will increase the amount of positive reviews you get, how often people share and recommend your book as well as the amount of mailing list sign ups you receive. Which in turn helps sales conversion of your ads and promotions in a virtuous upward spiral. We can not underestimate the importance of this process.

Revision Technique Using Chat GPT:

Try using the prompt below with your work to get a writing report back on how you can revise your work. Chat GPT is capable of of analysing up to several thousand words at a time, depending on the length of the text and the complexity of the analysis required. We would recommend inputting one chapter at a time.

Prompt:

As a copy editor, your task is to provide feedback on an author's manuscript. When you're ready, the author will input a chapter of their manuscript. You will provide a writing report based on the following criteria:

Grammar Check: Please eliminate errors from the text to help authors learn from their mistakes.

Repeated, Overused Words, and Clichés: Highlight words in the chapter that are used excessively or clichés. Consider suggesting alternative synonyms to expand the author’s vocabulary and strengthen their writing.

Identify Filler Words: Look for “glue words” or “filler words” that add unnecessary emphasis and create sentences lacking direction. Identify sentences that can be rewritten to improve the flow and understanding of the text.

Sentence Length Variation: Sentence length variation can enhance the reader’s experience. Studies show that a mix of long and short sentences is more memorable and persuasive than consistently long or short sentences. Identify areas where sentence length can be adjusted to make the text more dynamic.

Pronouns and Transitions: Assess the use of pronouns and transitions in the manuscript. If pronouns make up more than 15% of the text or transition words are used more than once every four sentences, suggest alternatives to enhance the flow of writing and clarify logical relationships between ideas.

Readability: Use the Flesch Reading Ease Score to evaluate the readability and accessibility of the writing. Provide suggestions to help the author communicate their ideas more effectively to the target audience.

Homonyms and Acronyms: Check for homonyms, which are words that sound or spell the same but have different meanings (e.g., “bear” as an animal or to tolerate). Additionally, verify the accuracy of acronyms used in the manuscript. Highlight any misspelled acronyms and ensure the correct meaning of each homonym is conveyed.

Your goal is to provide constructive feedback to the author, helping them improve their writing skills and create a more engaging manuscript. Please let me know when you are ready for the chapter of my manuscript.

This prompt will provide you with some solid suggestions on how you can improve your manuscript. Once you have revised and updated and have a second draft, now is the time for ‘Beta readers.’ Beta readers are non-professionals who volunteer to read your manuscript and provide feedback. They can provide valuable insights into how your book will be received by your target audience. They can also catch errors or inconsistencies that you may have missed. When collaborating with beta readers, it’s important to be open to feedback. Remember that their goal is to help you improve your work, not tear it down. Take their suggestions seriously and consider how you can incorporate them into your manuscript. At the same time, don’t be afraid to push back if you feel strongly about a particular aspect of your book. Finding Beta readers you can trust can be a challenge. Work colleagues can be effective if they are familiar with your subject matter or you can hire a freelancer for very reasonable rates on Fiverr here: <https://bit.ly/Beta-Readers>

Plagiarism

We run plagiarism reports using Pro Writer Aid’s software. The tool offers a comprehensive solution for detecting and preventing plagiarism in our content. When you submit a document for analysis, the software scans the text for similarities with existing sources, including online articles, academic papers, and published works. The software highlights any matching sections and provides a percentage of similarity, indicating the level of potential plagiarism. Additionally, it provides a list of the detected sources, allowing users to cross-reference and verify the originality of their content.

Hiring a Copy Editor

Editing is the crucial last step in the book writing process. It is good to be aware of the different types of editing services that authors can receive to produce a polished and professional non-fiction book.

Developmental editing focuses on the big picture of your book, such as pacing, and structure. A developmental editor will work with you to improve the overall flow and coherence of your book, ensuring that it engages the reader from start to finish.

Line editing focuses on the language and style of your book. A line editor will review your writing at a sentence and paragraph level, making suggestions to improve clarity, tone, and flow. This type of editing can help you polish your prose and make it more engaging and reader-friendly.

Copy editing focuses on the technical aspects of your book, such as grammar, spelling, and punctuation. A copy editor will ensure that your writing is error-free and consistent, making your book more professional and easy to read.

Proofreading is the final stage of the editing process and focuses on catching any remaining errors before your book goes to print. A proofreader will review your book for typos, formatting issues, and other minor errors that may have been missed in earlier stages of editing.

Choosing the right type of editing for your book will depend on your specific needs, skills, and experience as an author. If you're struggling with the overall structure and flow of your book, developmental editing may be the best choice. If your writing needs a little polishing, line editing can help you improve your prose. And if you're looking for a final check before publication, proofreading is the way to go. The right editor can help you take your manuscript from good to fantastic. Reedsy is a wonderful service to hire professional copy editors. They have team of freelancers you can hire here: <https://bit.ly/Copyeditors>

Book Launch Tips

So you have got to the stage where your book is ready to be shown to the world. Take a deep breath. You are ready to plan your book launch. Here's some steps to guide you.

Planning Your Book Launch

1) Start by creating a timeline that outlines all the tasks and deadlines leading up to launch day. How far ahead you plan will be relative to how much time you have. Are you in full-time employment? Do you have a virtual assistant helping you to set up book promotions and reach out to bloggers? If you have an hour a day to put into your planning, we would recommend starting at least three months ahead of your launch.

2) Your book cover. If not done already, it is time to get cracking on it! The critical aspect of designing your cover is that you must make sure it sits neatly next to the best-selling authors in your niche on the Amazon book shelf. Again, KDSPY has got your back as it allows authors to spy on successful competing books to model their cover design, title, subtitle, bullet points, and product description. You can see how top ranking books in their category are positioned and replicate the elements most aligned with your target audience and message. You can then create a cover and product listing inspired by these successful examples but tailored to their unique book. Modelling the leaders in your category in this way can help boost sales. A superb (and affordable) place to get professional cover is 100 Covers. They have some very talented designers who can marry artistic vision, with technical expertise, and an understanding of the publishing world's book cover trends. We like them because they collaborate closely with us and consider our preferences, alongside the genre-specific requirements of our book needs, to create a cover that reflects the spirit and essence of what we write. You can find 100 Covers here: <https://bit.ly/100-Covers>

3) Build yourself a launch team. A group of people that can support the workload of our . Do you have an email list of people who can share your book on social media? You could hire a virtual assistant V.A. on Fiverr to help with the burden of your workload. We create separate email accounts using our book titles that our V.A. can write to all the bloggers, journalists, reviewers, podcasters and influencers we want to reach out to. This saves a lot of time. We create a template that they can use

4) Book promotion companies. Also known as newsletter promotions, these are companies that have extensive lists of genre targeted readers they can promote your book to. There are many of there are many of these promo sites, some with only a few thousand readers ranging up to one of the best-known companies Bookbub which has in excess of ten million subscribers. Running a launch promotion with reach a large and engaged audience like this can get you off to a flying start. Here's how BookBub (and similar platforms) generally work for self-published authors:

Submission Process: Authors submit their books to BookBub for consideration. The company accept a wide range of genres but maintains certain quality standards, including cover design, professional editing, and positive reader reviews.

Selection Criteria: Their team of editors review submissions and select books based on various factors such as quality, reader demand, genre popularity, and availability of promotional slots. The selection process is competitive, as they receive a large number of submissions daily.

Deal Options: If your book is selected, you can choose from different promotional options, including Featured Deals, New Release Deals, and International Deals. Each option has specific requirements and pricing. Featured Deals are the most coveted and reach the widest audience.

Pricing: This varies based on factors like genre, book length, and the specific promotion you choose. Prices can range from a few hundred to several thousand dollars, depending on the book's category and the desired exposure.

Sales and Downloads: Being featured in a BookBub newsletter can result in a significant increase in book sales and downloads. The exposure to a large and engaged audience often leads to higher visibility, improved rankings, and potentially boosts the book's long-term sales. It's important to note that while companies like BookBub can provide substantial exposure, there are no guarantees of success. Factors such as the quality of your book, genre popularity, cover design, and reader reviews all play a role in determining the impact of a promotion.

There are other newsletter promotion companies similar to BookBub, such as BookGorilla, Bargain Booksy, and Freebooksy, which may offer alternative promotional opportunities for self-published authors. It is very important to thoroughly research and consider each platform's specific guidelines, costs, and potential benefits before deciding on which newsletter promotion company to pursue.

We have a list of all the book promotion companies that we use in our free book marketing resources guide *The Self-Publishing Guru* that you can pick up for free by joining our mailing list here:
<https://sendfox.com/thebookmarketer>

Another time saving promotion booking technique is a browser-based software called KDROI which submits your book to over 20 free newsletter promotion websites in a couple of clicks direct from your Amazon's book page. It couldn't be easier!

5) Ad Platforms. Self-publishing is a pay to play game. With over 5000 books being published everyday on Amazon alone, just relying on the small promotional offerings that KDP provide us is simply not enough. In the realm of non-fiction books, where targeted marketing plays a significant role, using the right advertising platforms can make a substantial difference. Here, we'll explore some of the best advertising platforms that self-published authors can leverage to promote their non-fiction books effectively.

Amazon Advertising: As the world's largest online retailer and book marketplace, Amazon offers powerful and intuitive advertising tools to get your book's visibility. With options like Sponsored Products,

Sponsored Brands, and Amazon Display Ads, authors can target readers based on keywords, categories, or even specific books. Reaching potential readers directly on Amazon's platform, where people are already shopping is a good place to increase your book's visibility and boost sales. We have found Amazon Ads the easiest ads platform to learn.

The technique we use to get a book started is to run an automatic keywords ad. Amazon will pull from your chosen keywords in your KDP dashboard plus keywords that it knows will work. So, it is a good way of finding effective keywords that might have a cheaper cost per click (CPC) and boost your profit margin. You need to slowly creep up your CPC bid until you see a steady flow of impressions (How many times your ad is shown) Once you have around 100 clicks you can download a report from inside your ads dashboard and see which the most effective keywords are. You can then clear away the most expensive and ineffective keywords and use the best ones for a new ad. This time, you would set it up as a manual ad.

The way to limit the spend on your ADS is to create a portfolio (in the left-hand menu bar) for your book, and within that portfolio you can set a monthly budget cap of your chosen amount. (from the 'Modify Portfolio' button on the top right. You then create all of your ads for that book inside that portfolio. On the actual ad you set up you can set a higher daily budget which encourages Amazon to show the ad (They won't spend more than your budget cap) When you first set up an Ad it's good to start with a lower than recommended CPC. See how many impressions and raise your CPC slowly until you start to get clicks. All of these figures are reported in your dashboard. (see where in the course below) Keep in mind that it takes on average 10 clicks for one sale, so you need to work out your profit margin against this ratio.

Due to how high the CPC is now getting on the Amazon store, you can expect to take a loss during discounted promotions. Once your book has lots of reviews and is selling well, you can increase your prices accordingly. Over the short-term advertising on Amazon is a strategy to boost your book higher up the charts and hopefully make more money when your book goes back to full price. Over the longer term, when our book is established and

you increase our prices, we can hope to make more profit at this stage. A good metric to follow in your ads dashboard is ACoS which is the ratio of Ad spend to sales. The average ACoS is typically about 30%. You ideally want to aim for an ACoS of between 15-20% for a decent profit margin. Getting yourself well acquainted with the Amazon ads platform is essential in this ambition. We can highly recommend this free AMS Ads training course to get you started. <https://bit.ly/AMSADSCOURSE> Then, like with all things, practice a little each day until you get to grips with it.

Facebook Ads: With its extensive user base and powerful targeting options, Facebook Ads is a versatile platform for promoting your books. Authors can narrow down their audience based on interests, demographics, and behaviours, ensuring their ads are shown to relevant readers. Additionally, Facebook's robust analytics tools provide valuable insights into ad performance and audience engagement, enabling authors to optimise their campaigns. That said, Facebook ads can be very expensive to run and you almost need a PHD in astrophysics to set them up effectively. The way to go is to hire a Facebook ads expert to get your ad campaign optimised and set up correctly so you can repeat the process yourself for future promotion campaigns. Running promotional campaigns quarterly can be a good time frame to keep in mind.

LinkedIn Advertising: For non-fiction authors targeting business or professional readers, LinkedIn Advertising can be an useful platform. By leveraging LinkedIn's targeting capabilities, authors can reach professionals in specific industries or job roles. Sponsored Content and Text Ads on LinkedIn allow authors to promote their non-fiction books to a highly relevant and hopefully influential audience.

Create a LinkedIn Advertising Account: If you don't already have one, create a LinkedIn advertising account by visiting the LinkedIn Campaign Manager (<https://www.linkedin.com/campaignmanager/>). Sign in with your LinkedIn credentials or create a new account specifically for advertising purposes.

Click on “Create Campaign” in the Campaign Manager and choose the objective that aligns with your book promotion goals. For non-fiction authors, the “Website Visits” objective is often suitable as it drives traffic to your book’s landing page or website.

Define Your Target Audience: Specify your target audience based on demographics, job titles, industries, interests, or other relevant criteria. LinkedIn offers powerful targeting options that allow you to narrow down your audience and ensure your ads are shown to the right professionals who are more likely to be interested in your content.

Choose Sponsored Content or Text Ads: When setting up your campaign, you can select either Sponsored Content or Text Ads based on your preferences and goals.

Sponsored Content: Sponsored Content appears in the LinkedIn feed as native ads, blending in with other organic posts. Create engaging and visually appealing sponsored posts that include compelling text, images, or videos related to your non-fiction book. These ads can drive traffic to your book’s landing page or encourage users to engage with your content.

Text Ads: Text Ads appear in the right-hand column of the LinkedIn desktop interface or at the top of the LinkedIn feed on mobile devices. They consist of a headline, a brief description, and a destination URL. Text Ads are simpler in format but can still effectively capture users’ attention with concise and compelling copy.

Craft Engaging Ad Copy: Regardless of the ad type you choose, it’s crucial to craft a compelling ad copy that highlights the unique value of your book’s USP. Clearly communicate what readers can expect and why they should be interested in your book. Use concise and persuasive language to captivate your audience and encourage them to take action, such as clicking on the ad or visiting your book’s landing page (there is a website called Chat GPT you may have heard of that can also help with this!).

Design Eye-Catching Visuals (Sponsored Content): If you opt for Sponsored Content, create visually appealing images or videos that complement your ad copy. Canva.com has some great templates you can adopt as your own. Ensure your visuals are relevant to your book's topic, visually appealing, and sized appropriately for the LinkedIn platform. Compelling visuals can capture users' attention as they scroll through their LinkedIn feed, increasing the likelihood of engagement with your sponsored post.

Set Budget and Bidding: Define your budget and bidding strategy for your LinkedIn ads. You can set a daily or total budget and choose either an automatic bidding option or manually set your bids. Experiment with different bidding strategies to find the best balance between reach and cost-effectiveness. We tend to test our day for a day of two first to see how it performs before giving over our main budget to the launch campaign. If you set your ebook up for a pre-order 4 weeks prior to your launch date, that will give you a link to start testing your ads on.

Monitor and Optimise: Once your ads are live, closely monitor their performance within the LinkedIn Campaign Manager. Analyse key metrics, such as click-through rates, impressions, and conversions. Make data-driven optimisations to your ads by adjusting targeting, ad copy, visuals, or budget based on the insights you gather.

A/B Testing: Consider conducting A/B testing with different variations of your ads to determine what resonates best with your target audience. Test different headlines, ad copy, visuals, or calls to action to refine your ad campaigns and improve their effectiveness.

6) **Craft a compelling book blurb and author bio:** Write a captivating and concise book description that effectively communicates the essence of your story and entices potential readers. For your author bio, you can complete this questionnaire and then with the results, ask Chat GPT to craft a 200 word author biography for Amazon for you. You will be impressed with the results.

Would you like this written in first or third person?

Who is your target audience?

Full name and gender?

Professional(s)/websites(s)

Credentials/specialities/achievements?

Recent project

Additional interests/Hobbies?

How long have you been working in your field?

How does your education connect to your professional career? What about personal experience?

What are you most passionate about professionally? Personally?

Who is your ideal client and why should they connect with you?

What are you complimented on most in your work?

For your book blurb you can use the following prompt:

You are acting as a copy writer for non-fiction authors. Your task is to write a 150 word bestseller book blurb using the following criteria:

Opening Hook: Begin with a compelling opening statement or question that grabs the reader's attention and highlights the main benefit or problem your

book addresses. This should immediately engage readers and make them curious about what your book has to offer.

Key Topic or Theme: Introduce the primary topic or theme of your book. Clearly state what your book is about and why it matters. Highlight the main ideas or concepts that your book explores and how they are relevant to the reader's interests or needs.

Unique Perspective or Expertise: Emphasise your unique perspective or expertise as the author. Convey why you are uniquely qualified to write about this topic and what sets your book apart from others in the same genre. Highlight any credentials, experiences, or research that establishes your authority.

Main Benefits or Takeaways: Clearly outline the key benefits or takeaways that readers can expect from your book. Highlight how your book will help them solve a problem, gain new insights, acquire practical skills, or achieve their goals. Focus on the value and transformation that readers can experience by reading your book.

Supporting Evidence: Include brief mentions of any compelling research, case studies, or real-life examples featured in your book. This helps build credibility and demonstrates the practical applicability of the information you provide.

Testimonials or Endorsements: If available, include a short quote or endorsement from a reputable source, expert, or notable figure in your field. Testimonials add credibility and can further entice readers to explore your book.

Call to Action: Conclude the book blurb with a clear call to action. Encourage readers to take the next step, such as purchasing the book, delving into its pages, or exploring further resources on your website. Create a sense of urgency or excitement to motivate readers to take action.

You will be working from a book description that is provided to you by the author. Please let me know that you understand this prompt and that you are ready to receive my description.

7) Zen and the Art of Finding Reviews (a.k.a. social proof strategy)

The online market place has got us obsessed with reviews. We have got to the point where we can't seem to trust anyone or thing without them. For authors, getting reviews on Amazon is of paramount importance. Reviews act as a vital promotional tool, influencing potential readers' perception and interest in your book. Positive reviews validate the author's work, lending credibility and building trust among readers. They serve as social proof, increasing the chances of attracting new readers and boosting book sales. Reviews also provide valuable feedback, helping authors understand their target audience's preferences and improve their writing skills. Furthermore, reviews contribute to the visibility and discoverability of a book on Amazon's platform, as higher review counts and ratings can lead to improved search rankings. So this begs the question, how do we get them as first-time authors? If you already have a large and relevant email list, you can advertise your book to, then you are already ahead of the game. If not, here are a few strategies.

Reaching out in Facebook groups (or any other relevant online groups).

There are more than 10 million groups on Facebook, with stats showing more than 1.8 billion people active in them every month. They are a prime hunting ground to find interested readers to review your book. Don't limit yourself to Facebook however, LinkedIn, Quora and many other places will have relevant groups to tap into. There is an etiquette you must follow. We recommend using the following steps:

Identify Relevant Groups: Search for social media groups that cater to readers interested in the genre or subject of your book. Look for active groups with engaged members. Ironically, you should avoid the 'Book

Review' Groups. They are often saturated with other authors seeking reviews.

Join and Observe: Once you've found suitable groups, join them and spend time getting to grips with the group dynamics, rules, and discussions. Engage with members by participating in conversations and offering valuable insights.

Build Relationships: Establish a genuine presence by interacting with group members regularly. Show interest in their opinions, share relevant content, and support fellow authors. Building relationships fosters trust and increases the likelihood of receiving honest book reviews.

Make an Announcement: After actively engaging in the group for a while, reach out to the groups moderator and make a respectful request that introduces your book. Briefly describe its unique features and benefits, and express your willingness to provide advanced review copies 'ARC' to the group members.

Offer Review Copies: Once you have the green light from the moderator, offer free digital copies to interested group members in exchange for an honest review. Specify any requirements or time frames for the reviews. The ARC service Book Sirens is a great way to manage this process, as it sends automatic reminders for you once a reader has signed up for your book.

Follow Up and Express Gratitude: Once reviews start coming in, express gratitude to those who took the time to read and review your book. Engage in further discussions with reviewers and show appreciation for their feedback.

Remember, the key is to approach online groups is as a supportive member of the community rather than solely for self-promotion. By building relationships, offering value, and requesting reviews respectfully, authors can increase their chances of receiving honest and meaningful reviews for their books.

There are also two very good review services we use as a way to building review counts fast after launch.

Booksirens is a review service platform that connects authors with avid readers who are willing to provide honest reviews for their books. The process is as follows:

Author Registration: Authors sign up on the Booksirens website and create an author profile. They provide details about their books, including title, genre, synopsis, and preferred review formats.

Book Listing: Authors list their books on the platform, specifying the number of review copies available and the preferred review time frame.

Reader Requests: Registered readers browse through the available books and submit review requests for the ones they are interested in. They may choose from different review formats such as eBooks, print copies, or audiobooks.

Review Copy Distribution: Once a reader's request is approved by the author, Booksirens facilitates the distribution of review copies to the selected readers. Authors can upload digital copies or arrange for physical copies to be sent.

Reviewing Process: Readers read the book and provide honest and unbiased reviews within the agreed-upon time frame. They submit their reviews through the Booksirens platform, ensuring a centralized and organized process.

Review Monitoring: Booksirens monitors the reviewing process to ensure that readers fulfill their commitments and adhere to ethical guidelines. They maintain a transparent and accountable environment for both authors and readers.

Review Rewards: Booksirens offers a rewards program for readers who consistently provide high-quality reviews.

Through this platform authors can receive genuine reviews from engaged readers, enhance their book's visibility, and build a reputation as they gather authentic feedback. The platform simplifies the process of connecting authors with reviewers, facilitates review copy distribution, and maintains a structured reviewing process for a mutually beneficial experience. You can find their website here: <https://bit.ly/book-sirens>

Pubby is another solid review service designed to help authors receive honest and unbiased book reviews from a community of avid readers. The process is as follows:

Submission: Authors sign up on the Pubby website and submit their book for review. They provide details such as the book's title, genre, synopsis, and preferred formats.

Reviewer Matching: Pubby matches the submitted books with suitable reviewers based on their preferences and reading habits. Reviewers are selected from a pool of engaged readers who have signed up to participate in the program.

Reviewer Selection: Reviewers receive notifications about available books that match their preferences. They can choose the books they are interested in reading and reviewing.

Book Distribution: Once a reviewer selects a book, Pubby facilitates the distribution of review copies. Authors can provide digital copies or physical copies, depending on their preference and availability.

Reviewing Process: Reviewers read the book and provide honest and unbiased reviews based on their experience. They can share their reviews

on platforms like Goodreads, Amazon, or personal blogs, depending on their agreements with the author.

Reviewer Reward: Pubby encourages reviewers to leave thoughtful and constructive reviews by offering various incentives, such as access to exclusive books, gift cards, or recognition within the Pubby community.

Review Monitoring: Pubby monitors the reviewing process to ensure compliance with ethical guidelines and quality standards. They maintain a fair and transparent environment where authors can receive genuine feedback.

Pubby provides authors with an opportunity to gather valuable reviews from a diverse group of readers. It simplifies the process of connecting authors with reviewers, facilitating book distribution, and encouraging reviewers to leave meaningful reviews. You can get a 15% reduction in price using this link <https://pubby.co/?invite=16296>)

Editorial reviews

Editorial reviews also play a crucial role in the success of a non-fiction book on Amazon. These reviews are written by reputable sources such as magazines, newspapers, bloggers, and other experts in the field. Editorial reviews give potential buyers an idea of what the book is about, its strengths, and its weaknesses. They provide unbiased feedback that can help readers make informed decisions about whether to purchase the book or not. In this sense, editorial reviews act as social proof, reassuring readers that the book is worth their time and money.

Amazon's algorithm also takes into account the number of editorial reviews a book has received. The more reviews a book has, the more likely it is to be featured on Amazon's 'Recommended' or 'Bestseller' lists. Being featured on these lists can significantly increase the book's visibility and sales. Having editorial reviews can also help the author establish credibility and authority in their field. Reviews from well-known publications or

industry experts can be used in marketing materials, social media posts, and author bios, further enhancing the author's reputation and potentially leading to more speaking engagements or business opportunities. Besides editorial reviews, customer reviews are also essential for the success of a book on Amazon. Customer reviews provide valuable feedback and can also act as social proof, further encouraging potential buyers to purchase the book.

With this understood, the next question we need to ask ourselves is how do we find authorities and relevant organisations in our field to reach out to? You may have people in your social connections that would fit this bill but the more you can get the better it will look. Go back to your Chat GPT dashboard and have a go with a prompt like this. You will find it saves you hours of research. It is also worth asking some of the other chat bots the same question to get a variety of people to reach out to.

Prompt

I would like you to act as a PR book marketing consultant. I have written a book on (insert your niche here) and am looking for some editorial reviews for my Amazon book page. It is your task to give me a long list of bloggers, magazines, organisations, authors and anywhere else I can reach out to for this purpose. Please try looking at the editorial review sources on similar books in my niche on Amazon as well. Please provide contact details for each of the sources you reference.

Here is an email outreach template you can adapt for your own purposes. This is particularly handy if you are hiring a V.A. to do the emailing for you!

Dear (Blogger/Magazine Editor/Organization/Author Name),

I hope this email finds you well. My name is (Your Name), and I am the author of (Book Title), a new book on (insert niche) I came across your website/blog/publication, and I am impressed by the content you produce and the audience you serve.

I am reaching out to inquire if you would be interested in reviewing my book on your platform. I believe your readers would find it valuable, and your honest feedback would be incredibly helpful in giving my book some social proof.

I have attached a copy of the book to this email for your consideration. If you require any further information or resources, please let me know, and I'll be happy to provide them.

Thank you for your time and consideration, and I look forward to hearing from you soon.

Best regards,

(Your Name)

Marketing Outreach

Marketing Outreach

Putting together my marketing strategy can take hours and hours of time, research and money to put together. You can vastly speed up the process with Chat GTP. We have been tinkering around with several variations of this prompt below. It is a good starting point to work with and adapt to meet your own particular needs.

Prompt

You are acting as a book marketing PR consultant and your task is to develop a comprehensive list of marketing resources for an author who is organising a launch for a non-fiction book on (Insert niche).

Your book marketing plan must include an extensive list of:

Relevant book influencers.

Television opportunities and how to apply for them.

Radio stations and Podcasters who accept guest speakers.

Book bloggers that specialise in the book's niche.

Any other promotion opportunities Chat GTP can suggest.

Please include URL links and contact details of the resources you provide where possible.

Conclusion

We hope you have found the content in this book useful and it gets you started on the possibilities that Chat GPT offers in terms of research, writing and marketing. We have spoken a lot about the power of using KDSPY in connection with Chat GTP. We owe an enormous source of our inspiration for this book to KDPSpy's creator, Wesley Atkins. He creates so much useful marketing content to authors once they are signed up to his mailing list. Go check out his free course called: The Art of Niche Intelligence https://bit.ly/Publising_Altitude The course offers practical tips and tools for aspiring authors who want to write compelling books that resonate with their target audience.

In this book, we have covered a step-by-step guide to writing your non-fiction book using the ChatGTP platform. This is a very exciting new phase in our collective online history and if we avoid being enslaved by A.I. then the chatbot landscape will change very fast indeed. Throughout this book, we have only recommended services and software that we ourselves use and are proud to promote. Some of them are affiliates links which means we get a referral fee at no extra cost to you. This goes back into support with the ever-increasing costs of building our freelance network at The Book Marketer.

Writing a non-fiction book is a challenging but rewarding experience. With ChatGTP as your guide, you have the tools and resources you need to make your book a success. Remember to stay focused, stay organised, remember your humanity and stay true to your vision. Above all, never give up. You'll soon be on your way to becoming a successful author.

Kind Regards

The Book Marketers

If you need any support with self-publishing or book marketing, you can find us at www.thebookmarketer.pro We offer book marketing coaching strategies to new authors. We also have an in- house service that can set up your book launches and promotions for you. leaving you free to write your next book!

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(We never spam and only post out book marketing tips and tricks to help you sell more books)



(Don't worry, you won't need to film yourself falling over or dancing!)

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