

How to Discover Profitable Non-Fiction Niches for Kindle Publishing



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Succeed With Content

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How to Discover Profitable Non-Fiction Niches for Kindle Publishing

Publishing non-fiction in the Kindle marketplace is a highly lucrative business model. It's also much more straightforward than other methods of generating an income online.

With Kindle Publishing, there are only about 4 steps you need to follow:

1. Discover a profitable topic
2. Write, edit, and format the book
3. Publish your masterpiece in the Kindle marketplace
4. Actively market your book and try to get as many reviews as possible

That's pretty much it in a nutshell. This is a breeze when compared to business models such as Amazon FBA, infoproduct creation, dropshipping, etc.

That said, there are a few crucial fundamentals that you absolutely must get right for your book to be a winner. There's nothing worse than writing a book that ends up languishing on the digital shelves of Amazon and the only copy you sell is to your mom – and you bought it for her.

To avoid being in this scenario, you must be able to spot a profitable non-fiction niche/topic and validate your idea before going ahead and writing the book.

In this article, you'll be shown a step-by-step method that works almost all the time. Follow it to the letter and you'll skyrocket your chances of publishing a book that is eagerly purchased and devoured by a hungry group of readers.

Step #1: You'll need to get 3 'tools'

DS Amazon Quickview

The first tool is the DS Amazon Quickview Chrome extension. This is a free extension that works in the Google Chrome browser. In fact, we highly recommend doing all your research in Chrome, just to keep things neat and streamlined.

You can get the DS Amazon Quickview extension here:

<https://chromewebstore.google.com/detail/ds-amazon-quickview/jkompbllimaoekaogchhkmkdogpkhojg>

KDSPY

This tool is invaluable in helping us determine the profitability of a topic.

[KDSPY](#) will give you an estimate of how many copies of a book is selling every month, the monthly revenue, the number of reviews, etc.

This is priceless information that we'll need to ascertain if a topic is worth writing about... or not.

While the data it provides is nowhere as detailed as what Publisher Rocket (below) will give you, it still has the key information that we'll need to validate our idea.

The KDSPY tool is a one-time fee and extremely simple to use. Just like the Quickview extension, after purchase, you'll get access to a link and can add KDSPY as another extension on your toolbar.

You can get KDSPY here: <https://amysfavs.com/KDSpy23>

Publisher Rocket (optional)

If you're serious about publishing and building a solid business in the Kindle marketplace, [Publisher Rocket](#) is a MUST-HAVE tool.

With this tool, you'll be able to:

- Spot the top-selling books for a keyword, so you can beat them eventually
- Discover how many sales you need to be #1 in your category
- Find out what words people search for on Amazon
- Estimate how often people search for each keyword
- See how many books are competing for each keyword
- Discover specific book categories that suit your book
- Identify categories that help sell more books
- Learn how many sales get you to #1 or the top 10
- Check what percent of a category is in Kindle Unlimited or by a Big Publisher

These features are just a few of the many that Publisher Rocket provides. Having this tool will speed up your research process and make it more accurate.

You can get Publisher Rocket here: <https://amysfavs.com/PubRocket>

Next...

Once you have these tools, add the extensions to your browser. Make sure you enable the extensions to work in incognito.

For this article, you'll only be shown how to use KDSPY since it's the more affordable option.

Whatever you do with KDSPY can be done with Publisher Rocket. So choose the tool you prefer and familiarize yourself with it.

Now let's begin!

Step #2: Visit the 'Books' category on Amazon in incognito mode.

[Click here](#) to open the 'Books' category:

<https://www.amazon.com/b?node=283155>

Scroll down until you see the list of book categories.



There are 3 things to bear in mind when choosing a category:

1. Not all categories are made equal. Some are ripe with opportunity to profit while others don't have too many hungry buyers.
2. When choosing a niche, you'll want to avoid categories that can cause issues later when (or if) you choose to run Amazon ads. Topics such as drugs, marijuana, politics, sex, etc.
3. Topics such as architecture, recipe books, travel, art, photography, etc. are best avoided because of the high cost of color printing, which will eat into your profit margins.

With these in mind, pick a category that interests you. Don't panic that we're looking in the 'books' category rather than the Kindle store. Trust the process.

In this example, we'll pick the 'Crafts, Hobbies and Home' category [here](#).

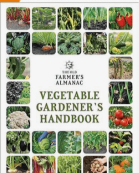

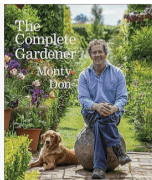
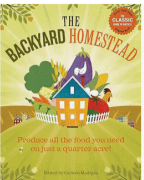

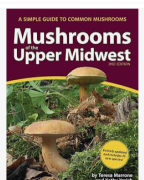
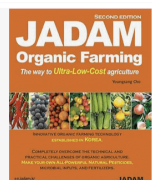
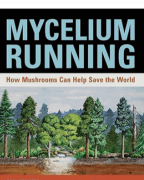

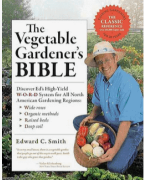
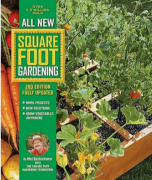

Once we reach the 'Business and Money' category page, on the left, you'll see many sub-categories related to the main category.



The best way to find topics that are in high demand but have lower competition will be to niche down. So we'll click on the 'Gardening & Landscape Design' sub-category.

Even after this, you'll find more sub-categories. Let's choose the 'Vegetables' sub-category. This is what we'll see...

1-12 of over 20,000 results for **Vegetables**

<p>Best Seller</p>  <p>The Old Farmer's Almanac Vegetable Gardener's Handbook: A Gift for the Gardening Lover (Old Farmer's Almanac) (Paperback) by Old Farmer's Almanac ★★★★☆ - 5,398 Paperback You Earn: 13 pts No featured offers available \$8.35 (42 used & new offers) Ages: 12 years and up</p>	<p>Best Seller</p>  <p>Raised-Bed Gardening for Beginners: Everything You Need to Know to Start and Sustain a Thriving Garden by Tammy Wylie ★★★★☆ - 6,317 Paperback You Earn: 7 pts No featured offers available \$3.02 (58 used & new offers)</p>	 <p>The Complete Gardener: A Practical, Imaginative Guide to Every Aspect of Gardening by Monty Don ★★★★☆ - 3,470 Hardcover You Earn: 17 pts No featured offers available \$15.50 (23 used & new offers)</p>	 <p>The Backyard Homestead: Produce all the food you need on just a quarter acre! Part of: Backyard Homestead (5 books) ★★★★☆ - 4,680 Paperback You Earn: 15 pts No featured offers available \$7.47 (101 used & new offers)</p>
 <p>The Only Beginner Freeze Drying Book You'll Ever Need: Learn the Simple Process to Create Food Storage for Your Survival Pantry and Discover Easy... by Micro-Homesteading Education ★★★★☆ - 401 Paperback \$38⁰⁸ List: \$39.99 You Earn: 39 pts Delivery Fri, Dec 15 More Buying Choices \$37.49 (2 used & new offers)</p>	 <p>Mushrooms of the Upper Midwest: A Simple Guide to Common Mushrooms (Mushroom Guides) Part of: Mushroom Guides (3 books) ★★★★☆ - 1,420 Paperback You Earn: 10 pts No featured offers available \$11.98 (55 used & new offers)</p>	 <p>JADAM Organic Farming (Second Edition): Innovative organic farming technology established in Korea. No-till, Weed free, and High-Yield, Ultra-Low... by Youngsang Cho ★★★★☆ - 911 Paperback \$38⁰⁰ You Earn: 38 pts Delivery Fri, Dec 15 Only 18 left in stock - order soon. More Buying Choices \$32.12 (6 used & new offers)</p>	 <p>Mycelium Running: How Mushrooms Can Help Save the World by Paul Stamets ★★★★☆ - 2,838 Paperback You Earn: 20 pts No featured offers available \$11.24 (80 used & new offers)</p>
<p>Best Seller</p>  <p>Seed to Table: A Seasonal Guide to Organically Growing, Cooking, and Preserving Food at Home (Kitchen Garden, Urban Gardening) by Luay Ghafari ★★★★☆ - 64 Hardcover You Earn: 28 pts No featured offers available \$28.05 (39 used & new offers)</p>	 <p>The Vegetable Gardener's Bible, 2nd Edition: Discover Ed's High-Yield W-O-R-D System for All North American Gardening Regions: Wide Rows, Organ... by Edward C. Smith ★★★★☆ - 3,718 Paperback You Earn: 14 pts No featured offers available \$3.31 (82 used & new offers)</p>	 <p>All New Square Foot Gardening, 3rd Edition, Fully Updated: MORE Projects - NEW Solutions - GROW Vegetables Anywhere (Volume 9) (All New Square... Part of: All New Square Foot Gardening (6 books) ★★★★☆ - 5,793 Paperback You Earn: 14 pts No featured offers available \$6.98 (79 used & new offers)</p>	 <p>Edible: 70 Sustainable Plants That Are Changing How We Eat by Kevin Hobbs, Artur Cisar-Ertach, et al. ★★★★☆ - 1 Hardcover \$32¹¹ List: \$39.95 You Earn: 33 pts Delivery Mon, Dec 18 Only 12 left in stock (more on the way). More Buying Choices \$24.58 (60 used & new offers)</p>

Scroll down to the bottom of the page and click on 'See all results'...

<p>Hardcover You Earn: 28 pts No featured offers available \$28.05 (39 used & new offers)</p>	<p>Paperback You Earn: 14 pts No featured offers available \$3.31 (82 used & new offers)</p>	<p>Paperback You Earn: 14 pts No featured offers available \$6.98 (79 used & new offers)</p>	<p>Delivery Mon, Dec 18 Only 12 left in stock (more on the way). More Buying Choices \$24.58 (60 used & new offers)</p>
<p>See all results</p>			

The next page will show you all the books that are selling in this category. If you study the listings below, you'll see that we've circled the ranking of the books below.

The image shows two Amazon product listings. The top listing is for 'The Old Farmer's Almanac Vegetable Gardener's Handbook: A Gift for the Gardening Lover (Old Farmer's Almanac (Paperback))' by Old Farmer's Almanac, published Nov 12, 2019. It has a 4.5-star rating from 5,398 reviews and is ranked #1,380 in Books (Top 100). The bottom listing is for 'Raised-Bed Gardening for Beginners: Everything You Need to Know to Start and Sustain a Thriving Garden' by Tammy Wylie, published Jul 9, 2019. It has a 4.5-star rating from 6,317 reviews and is ranked #2,788 in Books (Top 100). Both rankings are circled in red.

You're seeing these numbers displayed in the listings because you have the DS Amazon Quickview extension.

If you didn't have it, you'd have to open each listing manually, scroll down to the bottom of the page and find the BSR. So the extension makes it convenient for you. That's why we set it up.

This is known as the BSR... Best Seller Ranking. Anything 100,000 and below is excellent. Both the books above are hot sellers and are selling like hot cakes.

You're probably wondering how many copies are being sold every month... and how much revenue the author is generating.

This can be easily discovered just by clicking on the KDSPY icon in your toolbar!



Once you click on the icon, this is what you'll see...

KDSPY pro

Keyword: **Old Farmer's Almanac**

Results: **1-20** Avg. Sales Rank: **21,810** Avg. Monthly Rev: **\$5,476** Avg. Price: **\$18.46** Avg. No. Reviews: **2,297**

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
1	The Old Farmer's Almanac Vegetable Gard...	I S C	208	\$13.29	1,764	\$ 23,444	5,398	1,380
2	Raised-Bed Gardening for Beginners: Ever...	I S C	142	\$9	1,052	\$ 9,468	6,317	2,788
3	The Complete Gardener: A Practical, Imagi...	I S C	440	\$20.18	504	\$ 10,171	3,470	7,184
4	The Backyard Homestead: Produce all the f...	I S C	368	\$10.4	465	\$ 4,836	4,680	7,929
5	The Only Beginner Freeze Drying Book You...	I S C	216	\$38.08	228	\$ 8,682	401	18,686
6	Mushrooms of the Upper Midwest: A Simple...	I S C	304	\$11.98	277	\$ 3,318	1,420	14,868
7	JADAM Organic Farming (Second Edition) ...	I S C	379	\$38	138	\$ 5,244	911	33,369
8	Mycelium Running: How Mushrooms Can H...	I S C	356	\$19.45	214	\$ 4,162	2,838	20,158
9	Seed to Table: A Seasonal Guide to Organi...	I S C	330	\$28.03	333	\$ 9,334	64	11,910
10	The Vegetable Gardener's Bible, 2nd Editio...	I S C	352	\$13.45	316	\$ 4,250	3,718	12,723
11	All New Square Foot Gardening, 3rd Editio...	I S C	272	\$14.47	325	\$ 4,703	5,793	12,293
12	Edible: 70 Sustainable Plants That Are Cha...	I S C	208	\$32.21	146	\$ 4,703	1	31,199
13	The Family Garden Plan: Grow a Year's Wo...	I S C	224	\$12.5	239	\$ 2,988	1,587	17,685
14	No Dig: Nurture Your Soil to Grow Better Ve...	I S C	288	\$15.09	103	\$ 1,554	251	46,147
15	Seed to Seed: Seed Saving and Growing T...	I S C	228	\$18.17	181	\$ 3,289	2,167	24,467
16	The Forager's Harvest Bible: The Ultimate ...	I S C	141	\$22.44	103	\$ 2,311	56	46,327
17	Carrots Love Tomatoes: Secrets of Compa...	I S C	224	\$6.16	216	\$ 1,331	2,899	19,961
18	The Week-by-Week Vegetable Gardener's ...	I S C	200	\$6.96	175	\$ 1,218	2,301	25,392
19	The New Organic Grower, 3rd Edition: A Ma...	I S C	304	\$21.69	113	\$ 2,451	716	41,974
20	Companion Planting for Beginners: Pair Yo...	I S C	176	\$17.59	118	\$ 2,076	970	39,770

Kindle **12** Books Audiobooks **4**

Full Results 21-40

Keywords Export Help

USA Region

Total Monthly Rev. **\$109,533**

Popularity Potential Competition

Available instantly

Other formats: Hardcover, Spiral-bound, Audio CD

#2,788 in Books (Top 100)

KDSPY tells us that the first book is **selling 1,764 copies** a month and generating an estimated **monthly revenue of \$23,444**.

The second book (Raised Bed Gardening) **sells 1,052 copies monthly** and generates an estimated **monthly revenue of \$9,468**.

These are highly profitable books!

By now, you're probably realizing that Kindle publishing can be highly lucrative if you do it right.

In fact, you might even be tempted to rush off and create books on the topics we just showed you....

“Hold your horses!”

Writing books on these topics might not be the best option for you. There are several reasons for this...

1. The books in the example above are probably written by authority figures in the niche.
2. They may have been selling for quite a while. Publisher Rocket will tell you the age of the books.
3. Each book has thousands of reviews!

The competition is stiff.

You could have a book on this topic that’s even better than the top sellers in this category and you’d still struggle to gain traction and sales.

One of the keys to writing a profitable book is to find a topic where the books satisfy the criteria below:

1. 200 reviews or less
2. Written by non-authority figures
3. Generating \$400-\$500 a month

Most importantly, the topic **should have 3 - 4 books in this niche** that meet the criteria above.


This will prove that the topic is profitable and there’s a relatively level playing field for you to compete in.


So far, we've deduced that the vegetable gardening niche is profitable. But since the topic above is highly competitive, we'll either have to niche down further or find another topic to write about.

Time for more research!

Step #3: Time to niche down.

We'll [go to ChatGPT](#) and enter this prompt, *"I need you to niche down this topic [vegetable gardening] into 20 sub-niches. Table format: 2 columns. Bullet point format."*

 **You**
I need you to niche down this topic [vegetable gardening] into 20 sub-niches. Table format: 2 columns. Bullet point format.

 **ChatGPT**
Absolutely, here's a table with 20 sub-niches related to vegetable gardening:

Sub-Niches	Description
Container Gardening	Growing vegetables in pots or containers
Raised Bed Gardening	Cultivating vegetables in raised garden beds
Urban Gardening	Vegetable gardening in urban or small spaces
Companion Planting	Planting compatible vegetables together
Organic Vegetable Gardening	Growing vegetables using organic methods
Heirloom Varieties	Cultivating heirloom and rare vegetable breeds
Permaculture Gardening	Applying permaculture principles in vegetable gardening
Vertical Gardening	Growing vegetables vertically on walls or trellises
Hydroponic Gardening	Cultivating vegetables using water-based systems
Seed Starting	Starting vegetables from seeds indoors or outdoors
Season Extension	Techniques to extend the vegetable growing season
Pest and Disease Control	Managing pests and diseases in vegetable gardens
Soil Management	Improving soil health for better vegetable growth

Now we have a list of sub-topics which are keywords that we can research.

From the image above, right at the top of the list is 'container gardening.' So we'll do a search on Amazon for 'container gardening vegetables.'

And we'll click on the KDSPY icon again... and this is what we'll see...

Keyword: container gardening vegetabl... Results | Analysis | Insights | Word Cloud (20) | Book Tracking (0)

Results: 1-20 Avg. Sales Rank: 885,989 Avg. Monthly Rev: \$961 Avg. Price: \$16.10 Avg. No. Reviews: 478

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
1	The Vegetable Gardener's Container Bible: ...	I S C	264	\$8.7	98	\$ 853	1,152	48,737
2	Container Vegetable Gardening: Growing C...	I S C	160	\$15.25	25	\$ 381	125	213,179
3	Container Gardening for Beginners: The Co...	I S C	136	\$14.99	25	\$ 375	125	205,550
4	The First-Time Gardener: Container Food ...	I S C	176	\$17.75	25	\$ 444	80	210,086
5	How to Grow Vegetables in Pots and Conta...	I S C	204	\$12.95	47	\$ 609	366	109,175
6	The Vertical Veg Guide to Container Garde...	I S C	309	\$20.98	29	\$ 608	62	181,101
7	Raised-Bed Gardening for Beginners: Ever...	I S C	142	\$9	1,016	\$ 9,144	6,317	2,918
8	Container and Raised Bed Gardening for B...	I S C	146	\$21.98	64	\$ 1,407	128	77,491
9	The Ultimate Raised Bed & Container Gard...	I S C	158	\$14.97	116	\$ 1,737	51	40,774
10	Vegetable Container Gardening Guide For ...	I S C	159	\$11.99	2	\$ 24	10	2,196,894
11	Container Gardening Complete: Creative Pr...	I S C	272	\$18.88	5	\$ 94	134	961,272
12	Small-Space Vegetable Gardens: Growing ...	I S C	216	\$5.79	28	\$ 162	105	185,113
13	Container and Raised Bed Gardening for A...	I S C	146	\$24.99	52	\$ 1,299	217	97,388
14	Raised Bed and Container Gardening for A...	I S C	246	\$34.99	4	\$ 140	13	1,225,875
15	How to Garden Indoors & Grow Your Own ...	I S C	192	\$18.2	58	\$ 1,056	201	87,045
16	Beginner's Guide to Successful Container ...	I S C	168	\$15.99	40	\$ 640	163	128,913
17	The Postage Stamp Vegetable Garden: Gro...	I S C	224	\$12.78	11	\$ 141	175	473,130
18	Vegetable Gardening for Beginners: A guid...	I S C	141	\$7.99	9	\$ 72	86	589,651
19	Container Gardening: Storey Country Wisd...	I S C	32	\$4.79	10	\$ 48	26	535,926
20	Simple Container Gardening: Growing Veg...	I S C	148	\$28.99	0	\$ 0	48	10,149,573

Kindle 19 Books Audiobooks 1

USA Total Monthly Rev. \$19,234 Popularity Potential Competition

Container Vegetable Gardening: Growing Crops in Pots in Every Space (Companion House Books)
Grow 34 Plants Across the U.S. - Tomatoes, Strawberries, Corn, Squash, Beans, Greens, Herbs, Garli...
by Liz Dobbs and Anne Halpin | Mar 12, 2019

We've highlighted the books that meet our criteria or come close. While the criteria are not set in stone, the books must come close to meeting it.

And the books highlighted above do.

This is what we've done so far...

We found a profitable category on Amazon.

We then analyzed the book listings with KDSPY.

Since the top categories were too competitive, we asked ChatGPT to niche down the topic into sub-topics.

From here, we searched for each sub-topic (keyword) on Amazon and ran KDSPY to see if there were 3 - 4 books in the sub-category which met our criteria.

In this case, the very first sub-topic, 'container gardening,' met our criteria.

It's safe to say that writing a book on this topic has a very high chance of being profitable. Of course, the book title, description, cover, etc. will matter too.

However, finding the right topic to write a book about is the MOST IMPORTANT part of the process. Get this wrong and it'll be extremely difficult to profit with your book.

Conclusion

Follow the steps in this article to the letter. Take your time with the research and ensure that the topic you choose meets the criteria.

It's easy to get carried away with a topic that you're passionate about even if it doesn't meet the stated requirements. So focus on the details and adhere to the instructions laid out above.

Your book's profitability is decided by the topic you pick. Choose wisely and start publishing books that read well and earn well.