

# AMY'S CONTENT TIPS: BECOMING A #1 BESTSELLER ON AMAZON



# WHY BECOME A BESTSELLER?

- Bragging rights with your marketing and promotion
- more credibility as an expert and authority
- more reviews and ratings from readers



# WHY BECOME A BESTSELLER?

## ○ Visibility

- *You'll be found on the bestseller page for that category*
- <http://www.amazon.com/gp/bestsellers/books/>
- *Amazon will do more promotion for your book*

Best Sellers in Action & Adventure Fiction



## WHY BECOME A BESTSELLER?

It's much easier to become a bestseller if you chose the right category

- *Categories with fewer titles*
- *Categories with many books with a higher sales rank*
- *However, these categories may also be less popular.*



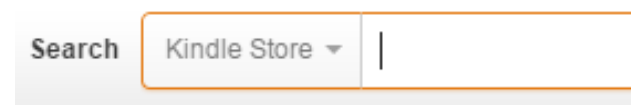
# DETERMINING LESS COMPETITIVE CATEGORIES

## Fast Way

- *Do a book search for the main keyword of your book.*
- *You can do a Kindle or a Book search*



Search Books ▾ |



Search Kindle Store ▾ |

- *Books are more competitive but give you a better picture of that category*
- *Kindle may have different categories available*
- *Books have both Kindle and print books*



# EXAMPLES- PARANORMAL ROMANCE

## Books

Paranormal Romance (35,062)

Contemporary  
Romance (3,459)

Vampires (7,729)

Paranormal & Urban  
Fantasy (9,985)

New Adult & College  
Romance (1,645)

Teen & Young Adult  
Romance (2,358)

Teen & Young Adult  
Paranormal Romance (2,264)

Coming of Age Fantasy (627)

Teen & Young Adult (4,876)

Fantasy Romance (91)

## Kindle Store

Paranormal Romance (28,179)

Paranormal Fantasy (9,052)

Paranormal Werewolves &  
Shifters Romance (8,509)

Paranormal Vampire  
Romance (7,240)

Paranormal Witches & Wizards  
Romance (3,278)

Fantasy & Futuristic  
Romance (6,745)

Paranormal Demons & Devils  
Romance (2,833)

Contemporary  
Romance (3,113)

Paranormal Ghost  
Romance (3,082)

New Adult & College  
Romance (1,693)

Kindle eBooks (48,109)

Kindle Short Reads (7,382)



# EXAMPLES- STOP SMOKING

## Books

Substance Abuse (611)  
Smoking (627)  
Self-Help (2,882)  
Health, Fitness &  
Dieting (6,366)  
Alternative Medicine (726)  
General Women's Health (405)  
Drug Dependency (124)  
Parenting & Relationships (992)  
Lung & Respiratory  
Diseases (67)  
Quick Workouts (15)  
Medical Books (4,254)

Kindle category

## Kindle Store

Substance Abuse (61)  
Self-Help (88)  
Healthy Living (132)  
Health, Fitness & Dieting (464)  
Alternative Medicine (54)  
Psychology & Counseling (33)  
Medical eBooks (39)  
45-Minute Health, Fitness &  
Dieting Short Reads (70)  
Respiratory (16)  
Drug Dependency (20)  
Kindle eBooks (591)  
Kindle Short Reads (446)



# BESTSELLER STRATEGIES

## ○ Strategy

- *Choose a category you can easily become a bestseller in*
- *After you become #1, consider switching to a more popular category*
- *Do that by telling Amazon or the KDP dashboard*
- *KDP doesn't have all of the categories.*





# COMPETITIVE ANALYSIS TOOL

- Best Seller Ranking Pro

- =====><http://dna56.com/go/brpro.html>

- Shows all book and Kindle categories

- How many books in that category
- Sales rank of top 1, 50, 100 books in that category
- How many sales to be #1, Top 50, Top 100
- Essential Tool for moving up categories
- Highly Recommended



Show  entries

Search:

Category	URL	Book#1	Book#50	Book#100	Last Updated
Self-Help -> Abuse	<a href="#">Link</a>	1986	27997	68655	Mar 15th
Self-Help -> Anger Management	<a href="#">Link</a>	3582	93136	101845	Mar 13th
Self-Help -> Anxieties & Phobias	<a href="#">Link</a>	852	64345	136072	Mar 13th
Self-Help -> Communication & Social Skills	<a href="#">Link</a>	841	74907	381837	Mar 13th
Self-Help -> Creativity	<a href="#">Link</a>	50	8916	18857	Mar 15th

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## ○ Best Seller Ranking Pro

- =====> <http://dna56.com/go/brpro.html>

