



Dead Simple Genre Research Tips for Savvy Indie Authors

Brought to you by Tiffany Lambert and David Lee Martin

For many aspiring and newbie authors the experience of publishing their first book is steeped in excitement. When the publish button is finally pressed and your baby goes live it is a pivotal moment.

Sadly, this initial excitement is often quickly replaced by bitter disappointment.

There are numerous reasons a book does not sell, but I think the most common comes way before the book is even written.

Let's look at before and after factors.

AFTER FACTORS

Four After Factors Baked You Must Bake into A Bestselling Book

Four factors baked into the actual product (in this case, your book) certainly play powerfully into how a book lands once it is on the virtual shelves.

These are, in order of reader experience and exposure to your book...

1. The Book **Cover**
2. The Book **Title**
3. The Book **Description**
4. The **Book** Itself!

Your Book Cover

Think about it. The first thing a new reader is exposed to when they first encounter your book is a thumbnail cover image.

Because of this your cover image must scream, even at thumbnail level, what genre the book is written for.

Take my word for it, don't try to be original here. Create a cover that emulates the bestselling titles in your chosen target genres.

Your target reader must be able to briefly scan the Amazon page and see in an instant that your book fits their expectations.

Your cover is essentially **a button to your book**.

Your Book Title

Once the cover hooks the eye, your title is the worm that will make them bite to find out more.

Again, the title must speak directly to your target market. Don't try to be clever or subtle here. Use your title and subtitle to clearly sell the content.

Your title should tell your potential reader that the cover spoke truly, and that they are indeed in the right place to feed their hunger.

Whether it's fiction or non-fiction, the title must fit with the market you sell to. By all means make it punchy, make it arouse curiosity, but don't be obscure. Your audience does not have time to figure out a riddle before they proceed to check your book's **reviews** and **description**.

I mention reviews here, but since we have no real control over those we won't bake them into this recipe. As an aside, there are legit ways to encourage positive reviews of your book, my favorite being [Book Review Targeter](#), but to some degree you have only limited control here so it's best to focus on what you do have complete charge of.

Your Book Description

A book description acts as the line that reels in your prospective reader toward the buy button. Thoughts about the best way to craft a description vary. Some think using as many of the available words allowed on Amazon is best because it provides more scope for genre specific keywords.

For me, Amazon's algorithm is not my main focus here. Sure, use words that speak to your audience, and confirm their genre trope loving tendencies, but make sure you write for the reader, not for some bot.

In fiction, don't write a synopsis. Provide hooks that suggest story, and leave the reader wanting to discover what might happen.

In non-fiction weigh in on benefits and results that your reader will gain from spending time with you between the pages.

Remember this. Fiction readers are looking for STORY. Non-fiction readers are looking for SOLUTIONS.

Ensure that your description promises these to the person reading your sales page. Because that's what the Amazon page is for your book. A sales placard pulling in the reader to buy what they already know they want to purchase.

The Book

Only now, once the hook, line and sinker have done their job and prompted a purchase, does the reader actually get opportunity to read the book.

It may seem low on the list, but an unread book hidden behind a duff cover, an invisible title and a boring description, will still only remain the greatest *unread* book in history.

Now your job is to deliver the promises you made in the title and description. On point, genre sensitive, trope hitting prose that dump spade-loads of story and solutions galore will confirm to your reader that they made a great choice to pick up your book and convert from a browser to a fan.

BEFORE FACTORS

Now for the problem.

Most people write a book and then go try to find a reader.

Therein lies the crux of many writer woes.

Here's my advice. Go find your reader before you write your book. Find out what they are already looking for and reading, and write for them once you know where they are and what they want.

I'm a Christian writer and publisher, so let's take the genres I write is as an example of a **PROCESS**.

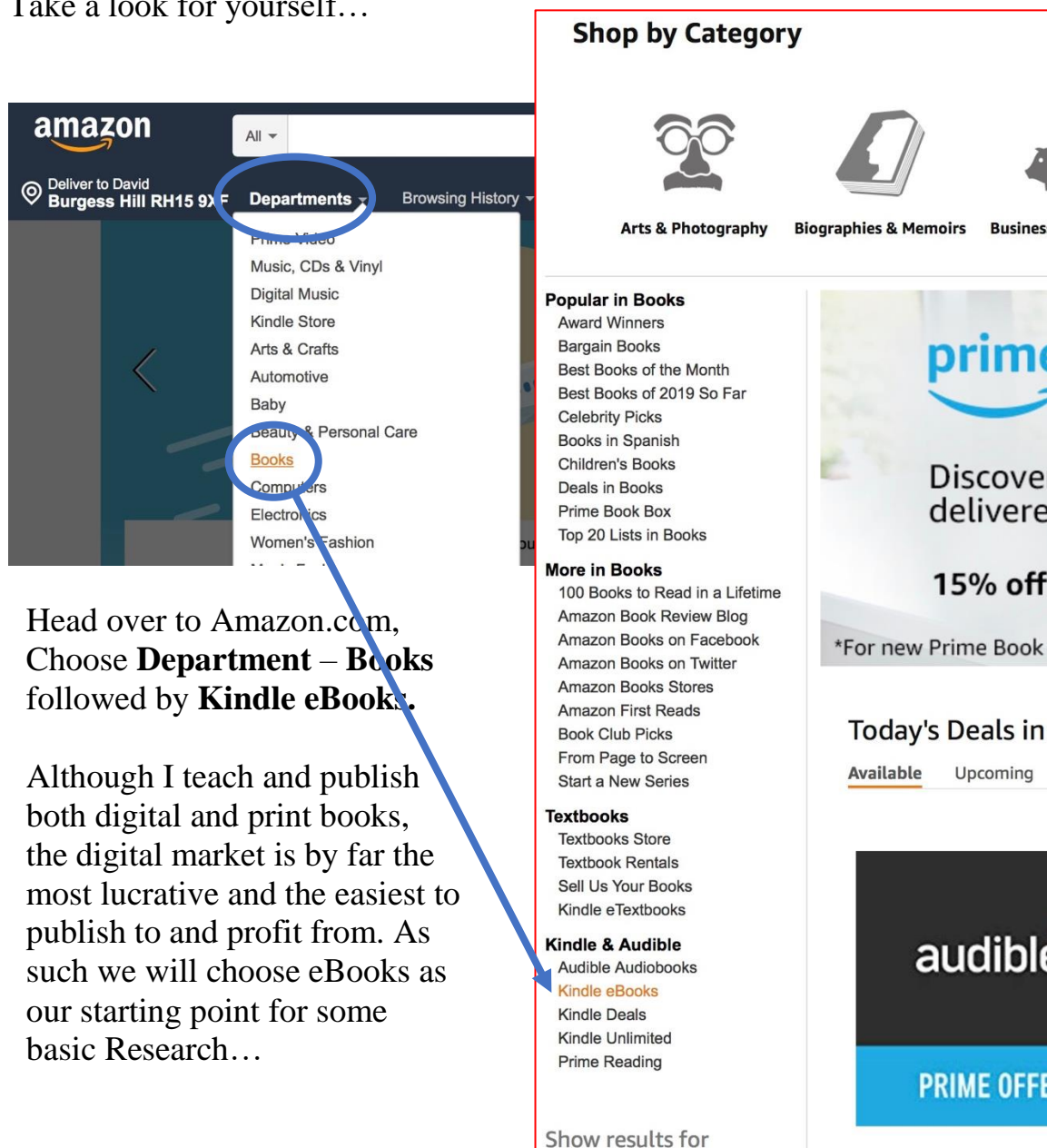
This process can be applied whatever your target may be. Bear this in mind as you continue reading. I am not recommending or suggesting you publish books on prayer or spiritual growth. I'm merely opening up the process of audience research I undertake before I begin the task of writing an actual book.

One of the biggest markets on Amazon is centered on people wanting to discover themselves, improve their lives and move to a higher place of effectiveness in their destiny.

If we dig down into Amazon's categories we find that there are numerous categories targeting such people. One broad one is called **self-help**. Underneath this broad category heading you will find many books written covering subjects such as creativity, happiness, journal writing, personal transformation, self-esteem, spirituality and more.

There is also a very popular top-level category called **religion and spirituality**. Again, if we dig down we find literally tens of thousands of books that people are buying covering subjects like faith, angels, prayer, meditation, and personal growth.

Take a look for yourself...



The image shows a screenshot of the Amazon.com website. On the left, the 'Departments' menu is open, with 'Books' highlighted. A blue arrow points from the 'Books' link in the menu to the 'Kindle eBooks' link in the 'Kindle & Audible' section of the 'Shop by Category' sidebar on the right. The sidebar also lists 'Popular in Books', 'More in Books', 'Textbooks', and 'Today's Deals in'.

Head over to Amazon.com,
Choose **Department – Books**
followed by **Kindle eBooks**.

Although I teach and publish
both digital and print books,
the digital market is by far the
most lucrative and the easiest to
publish to and profit from. As
such we will choose eBooks as
our starting point for some
basic Research...

Now, let's choose **Religion & Spirituality**.

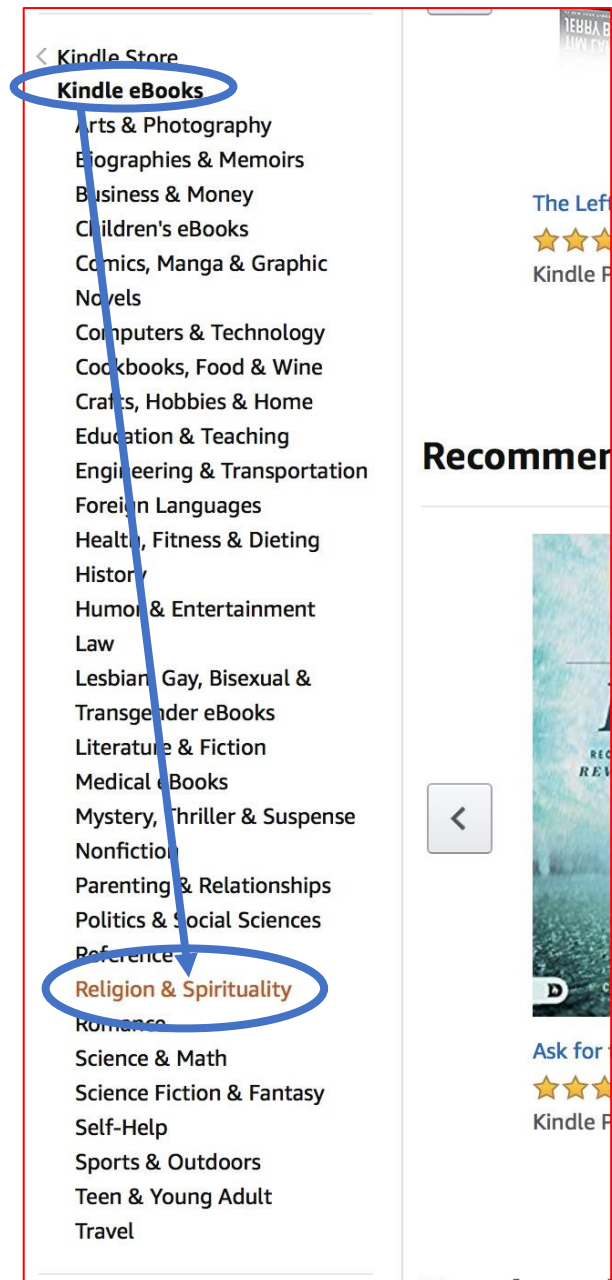
Another interesting category to explore would be **Self-Help**.

As you see you also have categories for children's books, Business, Romance, Teens and so much more.

Don't limit yourself to just the 'religious' categories and sub-categories as you snoop around. It is surprising what you might find.

I publish journals and coloring books, many of which fit nicely in a number of categories apart from the obvious Christian ones. I have also published several books that focus on health and diet.

Dig into the places you think may be appropriate for what you have to offer and see what's already selling and how your book might serve the readers in those spaces.



So we have now moved from **Kindle eBooks** to **Religion & Spirituality**, and here you will see several further sub-sub categories. Let's choose **Christian Books & Bibles**, although there are probably some others here that you will also want to explore.

If we go down the fiction route, we discover several popular Sub-sub-sub-genres to explore.

Then, within these there will be all manner of tropes and favorite themes that you will see appearing again and again as you explore the actual books that reside within a particular corner of the bookshelves.

Show results for

Kindle Unlimited

☐ Kindle Unlimited Eligible

Prime Reading

☐ Prime Reading Eligible

Audible Narration

☐ eBooks with Audible Narration

New Releases

Last 30 days

Last 90 days

Coming Soon

< Kindle Store

< Kindle eBooks

Religion & Spirituality

Agnosticism

Atheism

Buddhism

Christian Books & Bibles

Earth-Based Religions

Hinduism

Islam

Judaism

New Age

Occult

Other Eastern Religions &

Sacred Texts

Other Religions, Practices &

Sacred Texts

Religious Fiction

Religious Studies & Reference

Spirituality

Religion & Spirituality Kindle Books

Explore the Kindle Book Store for titles on Christianity, New Age, spirituality, bibles, [Bestsellers](#), [Hot New](#)

Show results for

Kindle Unlimited

☐ Kindle Unlimited Eligible

Prime Reading

☐ Prime Reading Eligible

Audible Narration

☐ eBooks with Audible Narration

New Releases

Last 30 days

Last 90 days

Coming Soon

< Kindle Store

< Kindle eBooks

< Religion & Spirituality

Christian Books & Bibles

Bibles

Bible Study & Reference

Catholicism

Children's

Christian Denominations &

Scripture

Christian Fiction

Christian Living

Churches & Church Leadership

Education

History

Ministry & Evangelism

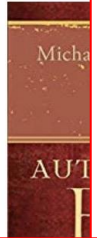
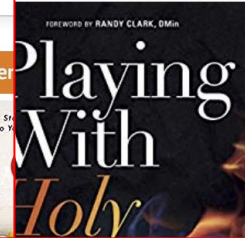
Protestantism

Theology

Worship & Devotion

1-16 of 0

Best Seller



< Kindle Store

< Kindle eBooks

< Religion & Spirituality

< Christian Books & Bibles

Christian Fiction

African American

Classics & Allegories

Collections & Anthologies

Contemporary

Fantasy

Futuristic

Historical

Mystery & Suspense

Poetry

Romance

Westerns

Alternatively, taking a non-fiction route, let's say into **Christian Living**, we discover numerous popular sub-sub-sub genres that may be perfectly fitted for the books that currently are hidden in your heart waiting to be written.

The image shows a sequence of three overlapping screenshots from the Amazon Kindle Store, illustrating the navigation path to Christian Living sub-genres. The first screenshot shows the 'Religion & Spirituality Kindle Books' page with filters on the left. The second screenshot shows the 'Religion & Spirituality' category page with a list of sub-categories. The third screenshot shows the 'Christian Living' category page with a list of specific sub-genres. Blue circles and arrows highlight the navigation path from 'Religion & Spirituality' to 'Christian Living' and then to the specific sub-genres.

Religion & Spirituality Kindle Books

Show results for

Kindle Unlimited

☐ Kindle Unlimited Eligible

Prime Reading

☐ Prime Reading Eligible

Audible Narration

☐ eBooks with Audible Narration

New Releases

Last 30 days
Last 90 days
Coming Soon

< Kindle Store
< Kindle eBooks
Religion & Spirituality
Agnosticism
Atheism
Buddhism
Christian Books & Bibles
Earth-Based Religions
Hinduism
Islam
Judaism
New Age
Occult
Other Eastern Religions & Sacred Texts
Other Religions, Practices & Sacred Texts
Religious Fiction
Religious Studies & Reference
Spirituality

Religion & Spirituality

Show results for

Kindle Unlimited

☐ Kindle Unlimited Eligible

Prime Reading

☐ Prime Reading Eligible

Audible Narration

☐ eBooks with Audible Narration

New Releases

Last 30 days
Last 90 days
Coming Soon

< Kindle Store
< Kindle eBooks
< Religion & Spirituality
Christian Books & Bibles
Bibles
Bible Study & Reference
Catholicism
Children's
Christian Denominations & Sects
Christian Fiction
Christian Living
Churches & Church Leadership
Education
History
Ministry & Evangelism
Protestantism
Theology
Worship & Devotion

< Kindle Store
< Kindle eBooks
< Religion & Spirituality
< Christian Books & Bibles
Christian Living
Counseling
Dating & Relationships
Death & Grief
Devotionals
Faith
Family
Holidays
Inspirational
Leadership
Marriage
Men's Christian Living
Music
Personal Growth
Prayer
Professional Growth
Self-Help
Social Issues
Spiritual Growth
Spiritual Warfare
Stewardship
Women's Christian Living

Targeting sub-genres in both fiction and non-fiction will make it easier for your readers to discover your book, and also make it easier for you to rank in Amazon's charts for a particular category because you are not competing with so many books.

You can then dig deeper in certain categories to further refine your ideas, and be inspired by what value you can bring to the table. This process alone should turn on lots of light bulbs with ideas for books you could write.

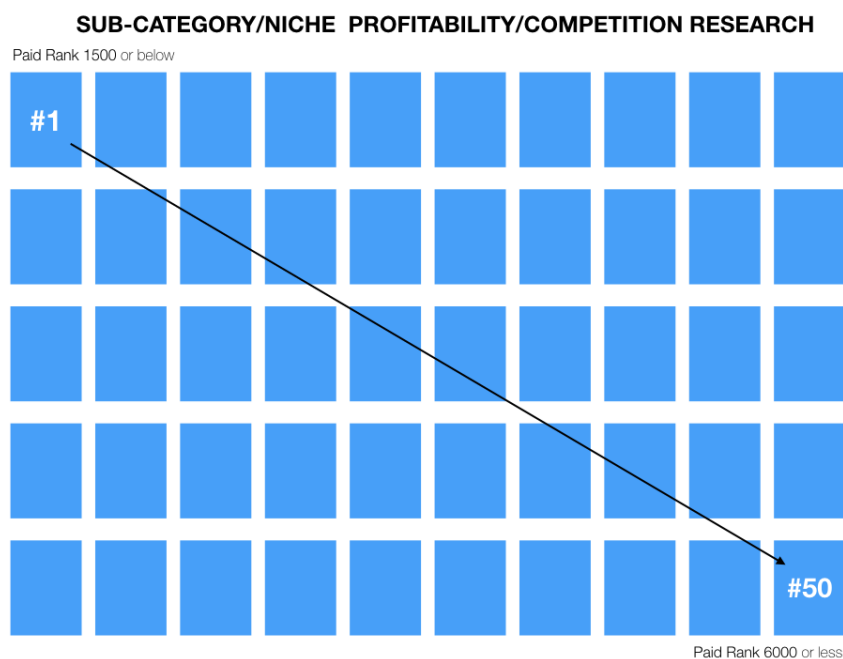
Take a moment right now and dig down into the various categories and headings in the Kindle store, and you will see just how broad the appeal of these kind of books is, and I'm certain your own mind will spark with ideas how you could have your book sitting there on the shelves ready to help people who are eager for change or for some good, clean stories to read.

Once inside the sub-sub-genre charts here's some ball park figures to consider.

You want the top seller in the sub-genre chart to be high enough to indicate a healthy audience size. A #1 bestseller in a complete backwater chart is pointless. No one is browsing there, and your book deserves better.

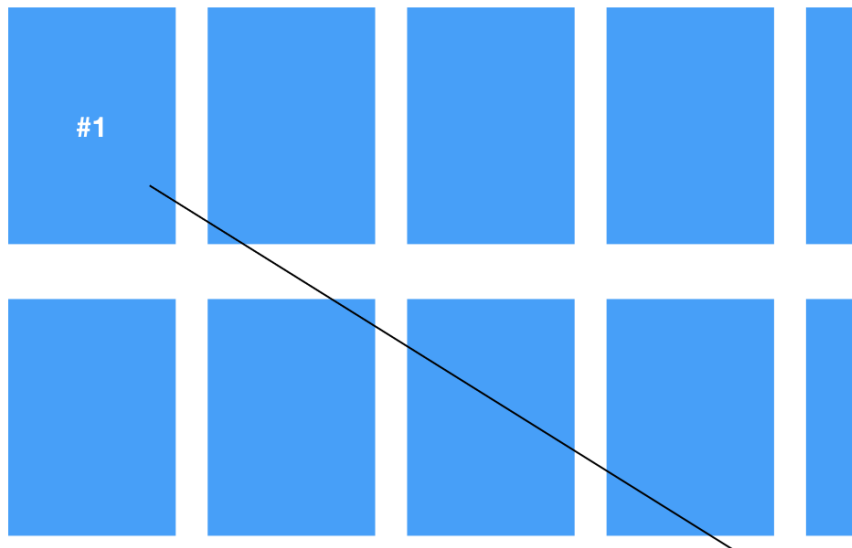
What you are looking for is to get out of the ocean into a good size pond where your little books can become big fish.

Here are some numbers that I have found to work.

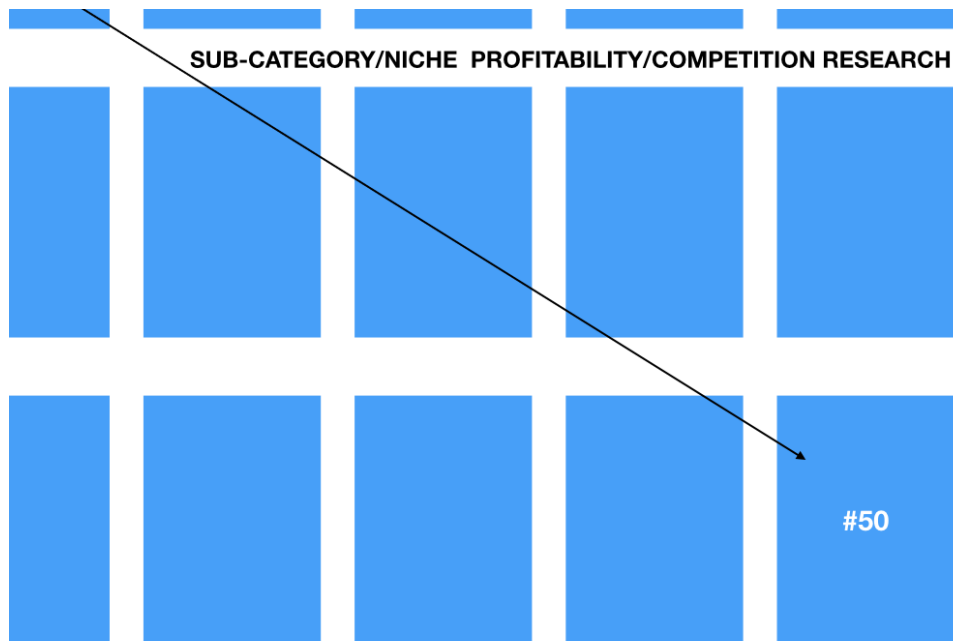


SUB-CATEGORY/NICHE PROFITABILITY/COMPETITION RESEARCH

Paid Rank 1500 or below



Look for the number one book being a paid rank of 1500 or below.



Paid Rank 6000 or less

Book number 50 should sit under 10,000 rank. Ideally 6000 or less.

There's reasonable scope either end of this, but these kinds of numbers indicate a genre spread that you can potentially rank for and enjoy the benefits of eyeballs on your books.

I do of course realize that we have just begun to scratch the surface of a deep and key subject, but try not to complicate things too much. Don't fall for the lie that some elite folks have secret sauce that mere mortals like you and I will never taste.

Research of this kind is not rocket science, but it does take time.

The great thing is, as you research it will also spark many ideas of how you can serve the markets and readers you discover.

Research time, and reading what's already selling, is never time wasted.

Hopefully what I have shared has been helpful,

Blessings,



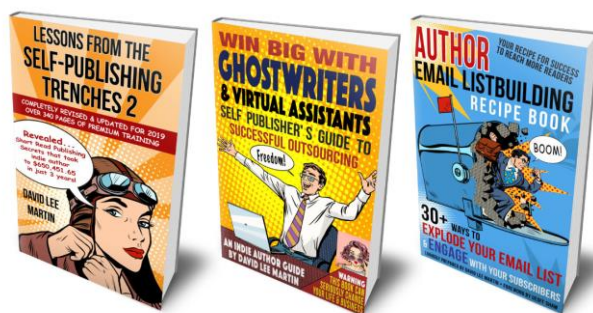
David Lee Martin

David Lee Martin

PS: Keep reading if you would like to find out about my latest indie author training...

Lessons From The Self Publishing Trenches II

Revised & Expanded 2020 Edition



If you are interested to learn more about my publishing system and how I have reliably and consistently increased my Kindle income month-on-month to over \$650,000 in profits you can do so for a limited time in my new limited-edition training package called **Lessons From The Self-Publishing Trenches II – Revised & Expanded 2020 Edition**.

Tiffany Lambert is a friend of mine, and having seen my success with a simple publishing system asked if I would share my secrets with their subscribers.

It took me a while, but I am happy to do so, and I lay it all open in this series of three books.

Originally published 3 years ago when I surpassed \$65,000 within ten months, this new edition opens the doors on my present practices that have amazingly tenX'd that number to over \$650,000 in just three short years.

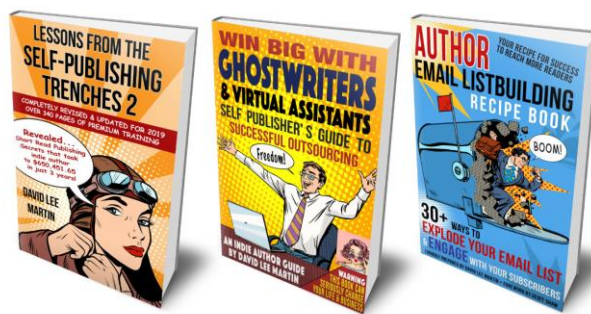
You can pick up your copy of this expanded and updated 2020 edition from 18th February to the 2nd March 2020. The doors will open for just 14 days and then I'll be back with bum-in-seat writing and publishing. To grab your copy, click the link below.

Every purchase comes with an iron-clad 30-day money back guarantee so if you don't find massive value in what you read and learn you can shoot me an email and request a prompt refund. I'm confident in all that I share and believe you will find tremendous value, way beyond the cost of the training.

The manuals are delivered directly as PDF's and provide hundreds of pages of incredibly detailed instruction to help your publishing efforts every step of the way.

I cheer your journey and eagerly look forward to your success as you boldly take steps forward in your publishing dreams...

To pick up any or all of these newly released and significantly updated training manuals use the link below.



<https://warriorplus.com/o2/a/td4r5/0>

updated 2020 edition
**Available for a limited time from
18th February to the 2nd March 2020**