

Market Research Date Mining

YOUR PEN NAME

GENRE

SUB GENRE

Let's start on Amazon. Go to Amazon.com. Then click on the "Bestsellers." Then "Books."

1. Start with your Genre _____

I recommend you focus on Mystery & Thrillers, Romance, and Science Fiction and Fantasy because those are the consistent top three genres that sell best.

2. What's the #1 book in the Top 100 book in your Genre? _____

Click on that book and look at the details.

What's the subtitle?

Is this a series or standalone?

What's the page length?

When was it published?

Is it in Kindle Unlimited?

What's the price?

Is it traditionally or independently published?

3. List the other subcategories this book is in. There will be at least three:

4. Look for patterns.

Cover: Colors. Is there objects or people on the covers

Blurb: Keywords, any tropes, POV, tense

5. Repeat this for at least ten more books on this list.

6. Does your book or book idea belong in this group?

