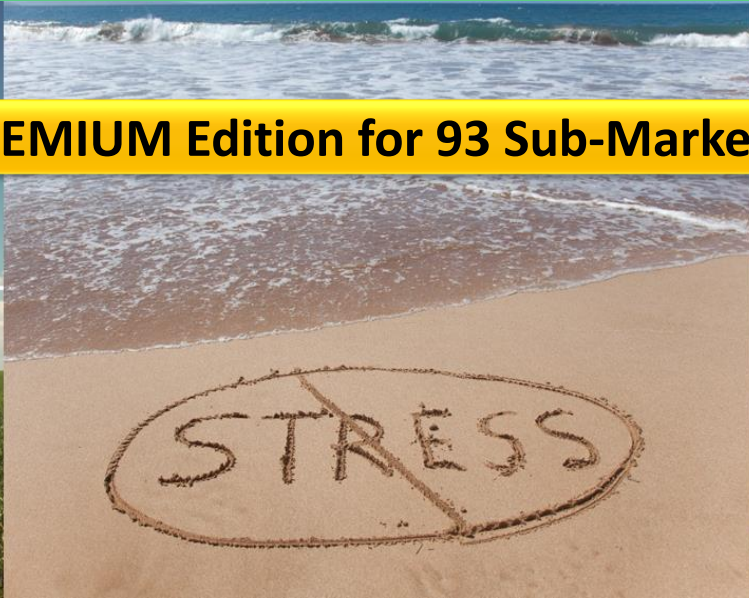


E-Book Market Research

Self-Help, Skills & Self-Improvement

PREMIUM Edition for 93 Sub-Markets



Content

- **Chapter I** **Introduction and Genre Overview**
- **Chapter II** **Research Results: Main Category Self-Help**
- **Chapter III** **Research Results: Self-Help in Other Categories**
- **Chapter IV** **Conclusions**
- **Annex** **Alphabetical Data Summary**

Focus of this report is Self-Help and related categories

Self-Help on Amazon Kindle

Categories

Main Kindle Category Self-Help

9 other main categories that contain Self-Help related sub-genres

- Business & Money
- Children's eBooks
- Education & Teaching
- Health, Fitness & Dieting
- Nonfiction
- Parenting & Relationships
- Reference
- Religion & Spirituality

Sub-categories

11

10

Examples:

- Nonfiction-Self-Help
- Business & Money-Skills
- Health, Fitness & Dieting-Addiction & Recovery
- Teen & Young Adult-Personal Health
- Business & Money-Job Hunting & Careers
- Health, Fitness & Dieting-Relationships

Sub-sub-categories

0

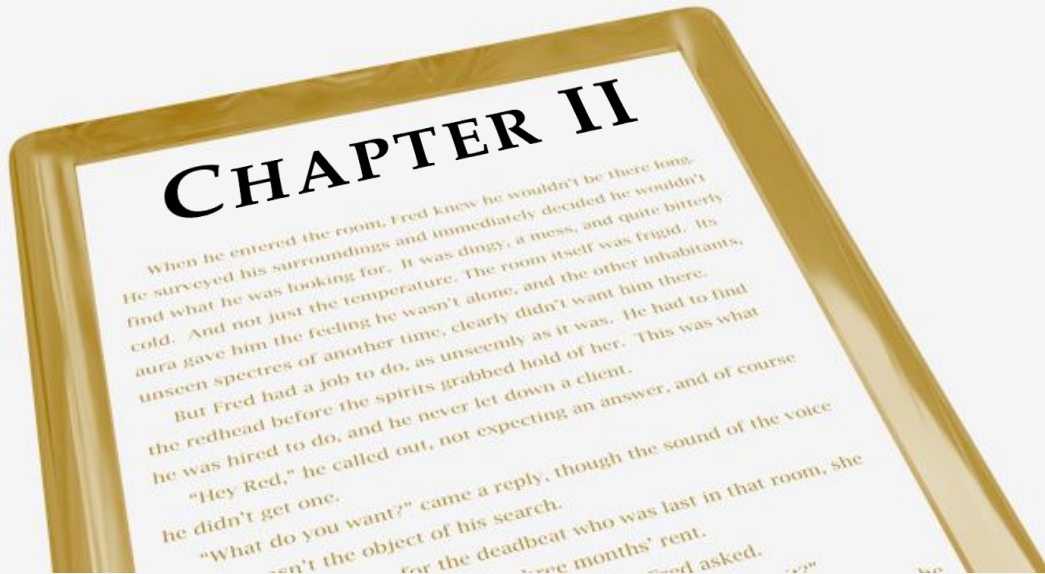
72

Examples:

- Business & Money-Skills-Time Management
- Health, Fitness & Dieting-Relationships-Interpersonal Relations
- Religion & Spirituality-New Age-Self-Help
- Religion & Spirituality-Spirituality-Personal Growth
- Nonfiction-Self-Help-Stress Management

Scope & Methodology

- Every month, we analyze more than 150,000 book data points across 30 main genres, 420 sub- and more than 2400 sub-sub-categories on Kindle
- To assess the performance of these book markets relative to each other we monitor the Top 100 and Top 20 Bestsellers in each of these categories
- The observation takes place over several days every month to “iron out” short term sales rank fluctuations. This way, real trends become visible
- For more information or if you have any questions please contact: support@k-lytics.com or visit <http://k-lytics.com>



Research Results: Main Category Self- Help

Part 1 - Main Kindle Category: **Self-Help**

Self-Help on Amazon Kindle

Categories

Main Kindle
Category Self-Help

9 other main
categories that
contain Self-Help

Sub-categories

11

10

Sub-sub-categories

0

72

Self-Help is the 12th highest selling category on Kindle *

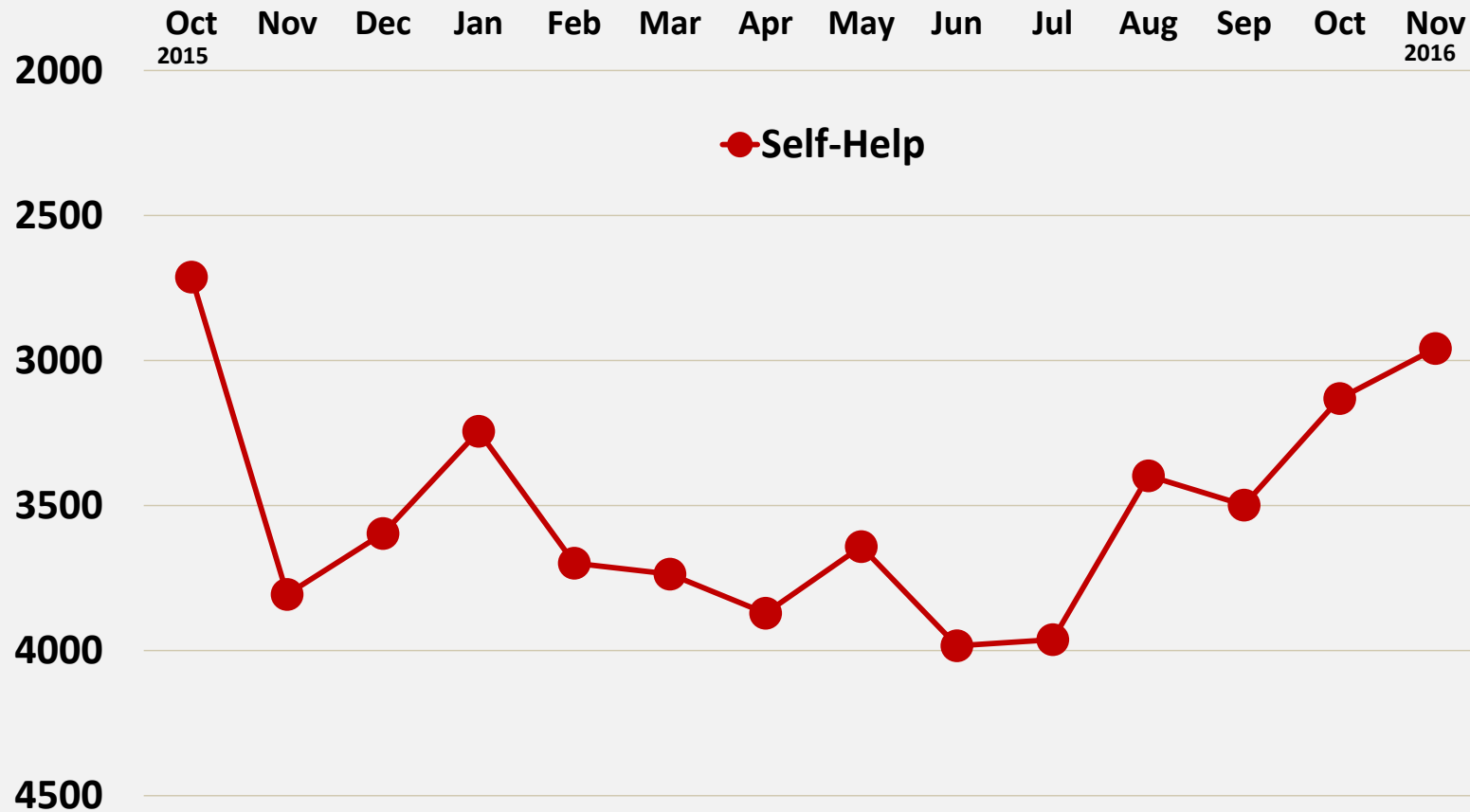
Average Sales Of The Main Kindle Categories (Top 100 Bestseller Positions)

ID	Category	Ø Sales Rank of Top 100 Titles	Estimated Sales per Day per Top 100 Title	Graph	Index: Best = 100 Worst = 1	Category Position
16	Literature & Fiction	90	662		100.0	1
24	Romance	129	500		75.7	2
18	Mystery, Thriller & Suspense	164	414		62.8	3
26	Science Fiction & Fantasy	366	217		33.1	4
19	Nonfiction	421	194		29.6	5
29	Teen & Young Adult	638	139		21.3	6
4	Children's eBooks	1,110	89		13.8	7
2	Biographies & Memoirs	1,206	83		12.9	8
23	Religion & Spirituality	1,298	78		12.2	9
12	History	1,715	63		9.9	10
15	Lesbian, Gay, Bisexual & Transgender eBooks	2,135	53		8.3	11
11	Health, Fitness & Dieting	2,490	46		7.4	12
3	Business & Money	2,709	43		7.0	13
27	Self-Help	2,958	40		6.5	14
21	Politics & Social Sciences	2,996	40		6.4	15
13	Humor & Entertainment	3,399	36		5.9	16
7	Cookbooks, Food & Wine	5,650	24		4.0	17
25	Science & Math	5,727	24		4.0	18
30	Travel	7,664	19		3.3	19
22	Reference	7,717	19		3.2	20
20	Parenting & Relationships	8,085	18		3.1	21
5	Comics & Graphic Novels	8,602	17		3.0	22
28	Sports & Outdoors	9,069	16		2.9	23
8	Crafts, Hobbies & Home	10,547	11		2.1	24
1	Arts & Photography	11,487	10		1.9	25
17	Medical eBooks	13,872	8		1.6	26
9	Education & Teaching	14,846	7		1.5	27
6	Computers & Technology	15,171	7		1.5	28
10	Engineering & Transportation	24,971	4		1.0	29
14	Law	25,523	4		1.0	30

*Note: Measured excluding the umbrella categories "Literature & Fiction" and "Nonfiction"

The Self-Help Bestseller List has been trending back up in recent months

Average Amazon Kindle Sales Rank of Top 100 Titles in Self-Help Category



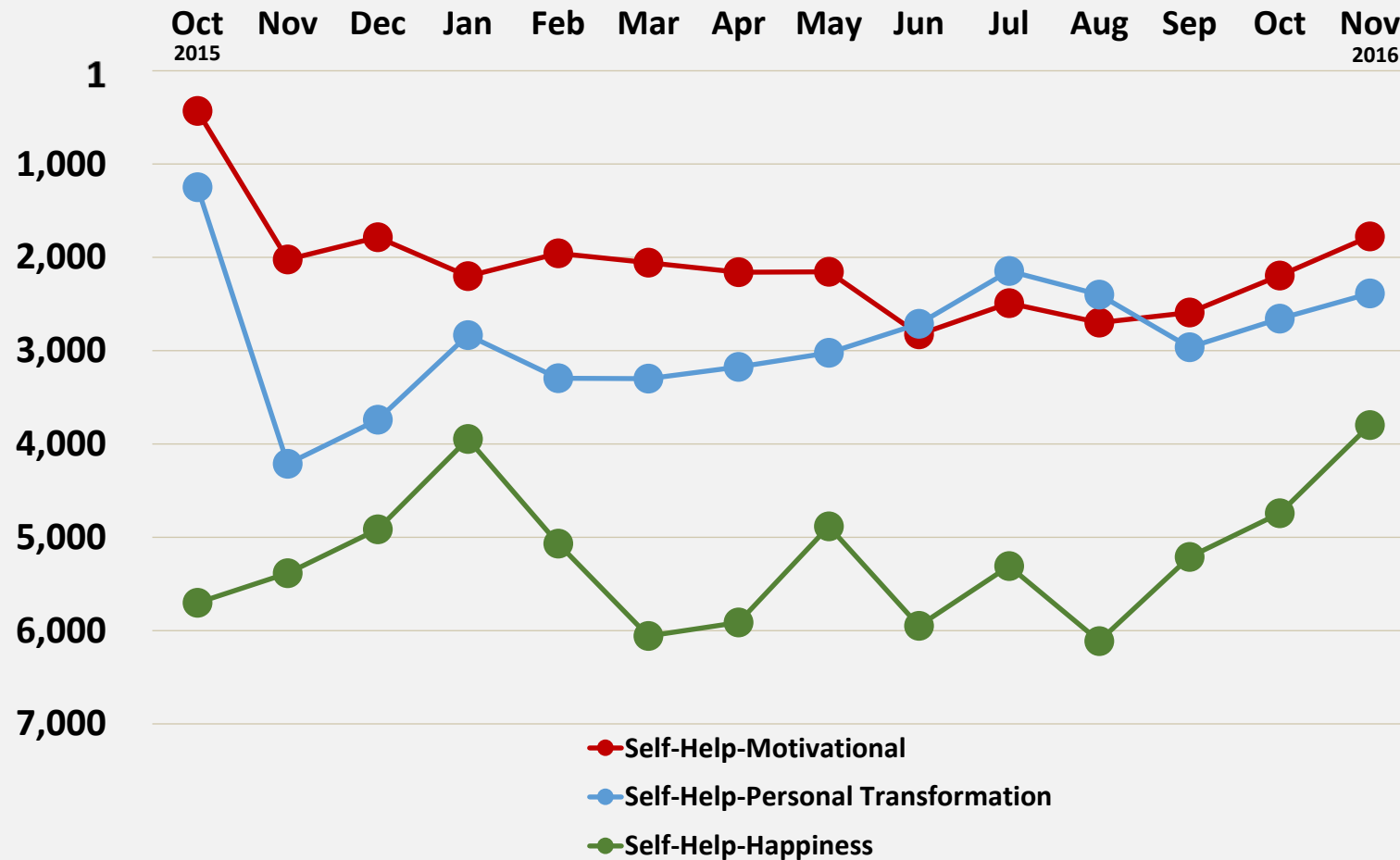
Motivational, Personal Transformation and Happiness lead sub-category sales in Self-Help

Average Sales Of Self-Help Sub-categories

ID	Sub-category	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph
367	Self-Help-Motivational	1,776	61	
368	Self-Help-Personal Transformation	2,387	48	
363	Self-Help-Happiness	3,797	33	
369	Self-Help-Self-Esteem	5,488	25	
370	Self-Help-Spiritual	8,135	18	
371	Self-Help-Stress Management	11,464	10	
361	Self-Help-Creativity	13,443	8	
366	Self-Help-Memory Improvement	27,425	3	
362	Self-Help-Eating Disorders & Body Image	39,224	2	
365	Self-Help-Journal Writing	52,563	2	
364	Self-Help-Inner Child	73,424	1	

Motivational and Personal Transformation have seen a head-to-head development in sales

Average Amazon Sales Rank of Top 20 Bestseller Positions Over Time



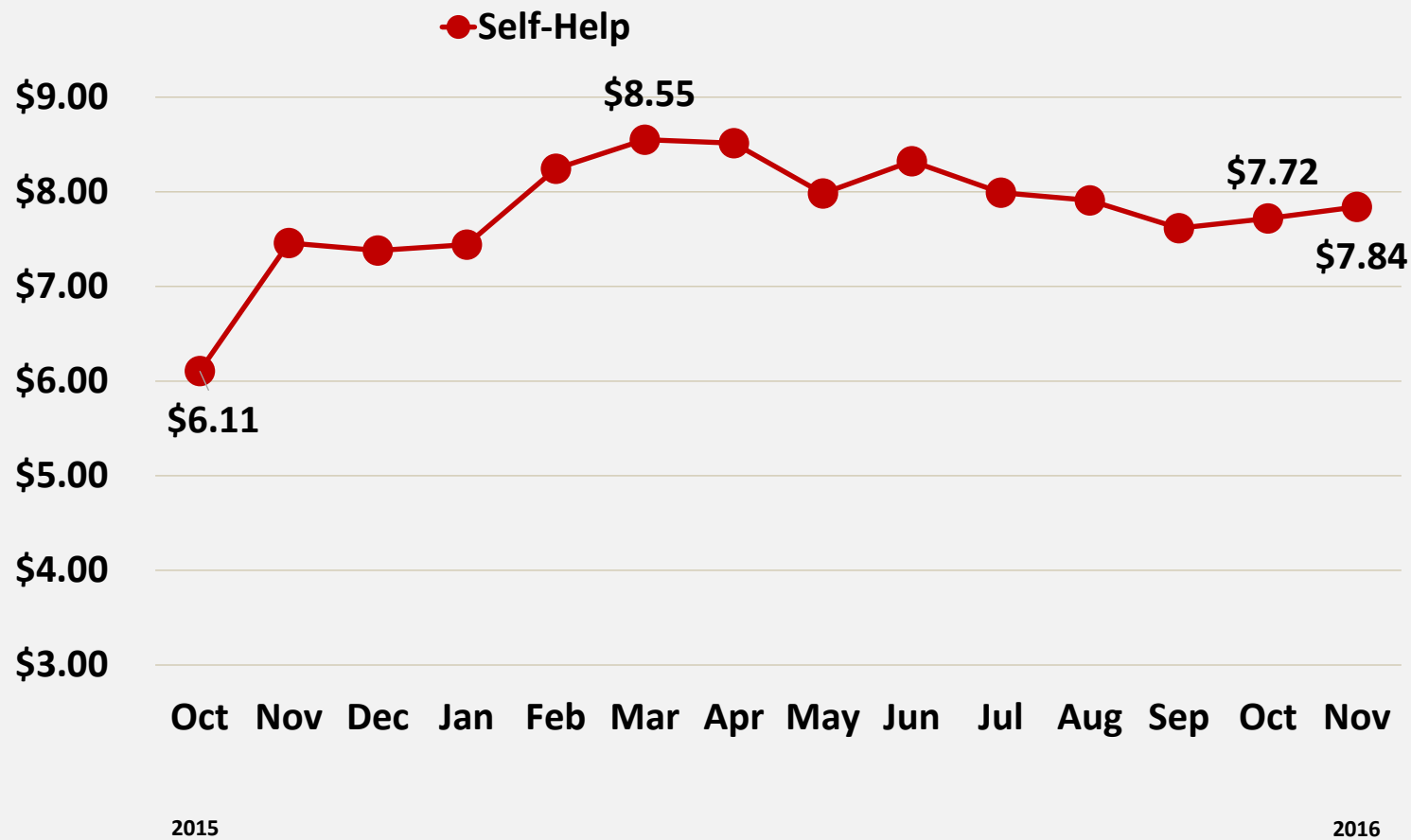
Price levels in Self-Help are in the medium to higher tier on Kindle

Average Prices Of The Top 100 Bestseller Positions In The Main Kindle Categories

ID	Category	Ø Price of Top 100 Titles	Graph	Index: Best = 100 Worst = 1	Category Position
25	Science & Math	\$9.87		100.0	1
30	Travel	\$9.00		88.0	2
1	Arts & Photography	\$8.67		83.6	3
28	Sports & Outdoors	\$8.39		79.6	4
17	Medical eBooks	\$8.23		77.5	5
21	Politics & Social Sciences	\$8.20		77.0	6
2	Biographies & Memoirs	\$8.15		76.4	7
14	Law	\$8.09		75.6	8
11	Health, Fitness & Dieting	\$8.01		74.5	9
10	Engineering & Transportation	\$7.98		73.9	10
6	Computers & Technology	\$7.90		72.9	11
27	Self-Help	\$7.84		72.1	12
20	Parenting & Relationships	\$7.84		72.1	13
22	Reference	\$7.70		70.2	14
3	Business & Money	\$7.68		69.9	15
8	Crafts, Hobbies & Home	\$7.13		62.2	16
12	History	\$7.05		61.2	17
19	Nonfiction	\$6.81		57.8	18
13	Humor & Entertainment	\$6.18		49.2	19
9	Education & Teaching	\$6.16		48.9	20
4	Children's eBooks	\$5.82		44.3	21
7	Cookbooks, Food & Wine	\$5.47		39.4	22
18	Mystery, Thriller & Suspense	\$5.42		38.7	23
26	Science Fiction & Fantasy	\$5.28		36.8	24
16	Literature & Fiction	\$5.18		35.4	25
5	Comics & Graphic Novels	\$5.14		34.8	26
29	Teen & Young Adult	\$4.68		28.5	27
23	Religion & Spirituality	\$3.72		15.3	28
15	Lesbian, Gay, Bisexual & Transgender eBooks	\$3.65		14.3	29
24	Romance	\$2.68		1.0	30

Over the last year, prices for Self-Help e-books have been fairly stable

Average Prices Of The Top 100 Bestseller Positions Over Time



Competition is intense in Self-Help and stands at approx. 108,000 English Kindle titles

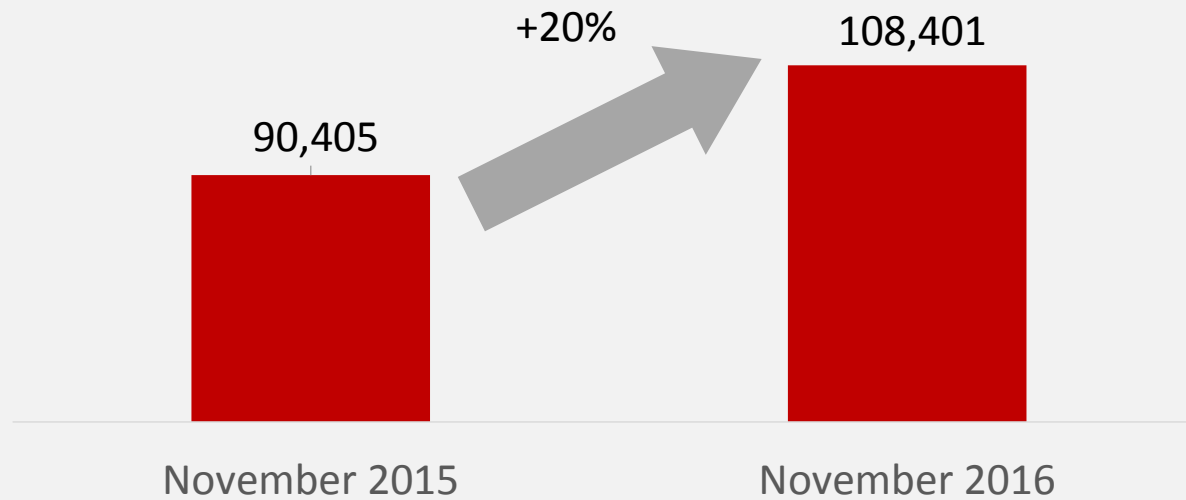
Number Of Available Titles In The Main Kindle Categories (English Language)

ID	Category	Number of Titles	Graph	Index: Best = 100 Worst = 1	Category Position
14	Law	44,578	■	100.0	1
10	Engineering & Transportation	61,601	■	99.1	2
30	Travel	62,596	■	99.0	3
6	Computers & Technology	64,228	■	98.9	4
7	Cookbooks, Food & Wine	66,897	■	98.8	5
20	Parenting & Relationships	67,703	■	98.7	6
28	Sports & Outdoors	70,500	■	98.6	7
8	Crafts, Hobbies & Home	81,316	■	98.0	8
17	Medical eBooks	97,457	■	97.1	9
13	Humor & Entertainment	98,617	■	97.0	10
22	Reference	106,442	■	96.6	11
27	Self-Help	108,401	■	96.5	12
15	Lesbian, Gay, Bisexual & Transgender eBooks	108,534	■	96.5	13
5	Comics & Graphic Novels	120,001	■	95.8	14
9	Education & Teaching	155,835	■	93.8	15
2	Biographies & Memoirs	169,192	■	93.1	16
29	Teen & Young Adult	194,444	■	91.7	17
18	Mystery, Thriller & Suspense	205,751	■	91.1	18
1	Arts & Photography	207,105	■	91.0	19
21	Politics & Social Sciences	222,933	■	90.1	20
3	Business & Money	224,765	■	90.0	21
26	Science Fiction & Fantasy	234,221	■	89.5	22
25	Science & Math	234,634	■	89.5	23
11	Health, Fitness & Dieting	252,426	■	88.5	24
12	History	262,557	■	87.9	25
4	Children's eBooks	310,471	■	85.3	26
24	Romance	334,604	■	84.0	27
23	Religion & Spirituality	409,633	■	79.8	28
16	Literature & Fiction	1,142,637	■	39.3	29
19	Nonfiction	1,834,495	■	1.0	30

E-book supply in Self-Help has grown by 20% in the last 12 months

Self-Help

Number Of Available Kindle Titles in Category



There are Self-Help sub-markets that represent relatively small niches

Self-Help

The Smallest Sub-Markets Measured By The Number Of Available Titles

ID	Sub-category	Sub-subcategory	Number of Titles	Graph
365	Journal Writing		182	
364	Inner Child		410	
366	Memory Improvement		1,015	
362	Eating Disorders & Body		1,640	
361	Creativity		4,606	
371	Stress Management		4,770	
363	Happiness		8,610	
369	Self-Esteem		8,720	
370	Spiritual		10,656	
368	Personal Transformation		12,195	
367	Motivational		31,077	

etc.

But the sales-to-competition ratio is not very attractive for most of the Self-Help categories

Self-Help

The Top 10 Sub-Markets In Self-Help Measured By Sales-To-Competition Ratio

BOOK MARKET / NICHE			SALES VOLUME			COMPETITION		SALES-TO-COMP RATIO		"STRATEGY MAP"
ID	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Number of Titles	Graph2	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph3	Cluster
365	Journal Writing		52,563	2		182		9		Non-seller
368	Personal Transformation		2,387	48		12,195		4		Beaten Track Mainstream
363	Happiness		3,797	33		8,610		4		Slow Niche
366	Memory Improvement		27,425	3		1,015		3		Slow Cell
369	Self-Esteem		5,488	25		8,720		3		Slow Niche
364	Inner Child		73,424	1		410		3		Non-seller
371	Stress Management		11,464	10		4,770		2		Slow Niche
367	Motivational		1,776	61		31,077		2		Beaten Track Mainstream
361	Creativity		13,443	8		4,606		2		Slow Niche
370	Spiritual		8,135	18		10,656		2		Beaten Track Mainstream

etc.

Top-selling cover art in Self-Help cuts across many styles and sub-genres

Self-Help

Example Cover Art of Top 30 Bestsellers

November 2016



Top trending search words (keywords) used by Kindle readers on Amazon

Self-Help

Estimated Search Volume Of Related Keywords On Amazon (Part 1)

Amazon Search Term

Estimated Monthly Search Volume

motivational quotes	1,615,000
free self help kindle books	1,440,000
happiness	795,000
time management	462,000
cyanide happiness	435,500
happiness project	384,000
delivering happiness	374,000
quotes about happiness	356,000
motive jonathan kellerman	328,000
authentic happiness	252,000
habit	250,000
how to be happy	248,000
be happy	237,500
stumbling upon happiness	206,500
healthy sleep habits happy baby	201,000
healthy sleep habits happy baby	201,000
happiness quotes	184,000
motivational interviewing	161,000
fitness motivation	161,000
motivational books	150,500
stumble on happiness	140,500
happy herbivore	140,000
happy hollisters	134,500
happy hour in hell	130,500
happy hour is for amateurs	130,500
motivational speakers	127,200
happiness hypothesis	117,500
happiness trap	117,500

Source: Merchant Words, Analysis by K-lytics

Top trending search words (keywords) used by Kindle readers on Amazon

Self-Help

Estimated Search Volume Of Related Keywords On Amazon (Part 2)

Amazon Search Term

Estimated Monthly Search Volume

happiness is a choice	116,500
self help books	114,000
happy hour shey stahl	114,000
happiness advantage	109,000
how to motivate employees	97,600
god wants you happy	94,500
family happiness	91,500
habits of the house	91,000
improve memory	90,500
the happiness project	89,600
being happy	89,500
habits	89,000
time management for attorneys	88,500
the minimalists	88,000
intrinsic motivation	87,000
dalai lama the art of happiness	85,500
the power of habit	80,800
time management software	80,500
time management books	78,000
books self help	77,500
time management for dummies	77,500
weight loss motivation	77,000
sexually motivated crimes	71,000
self motivation	70,000
mansion of happiness	68,000
happy happy happy	63,500

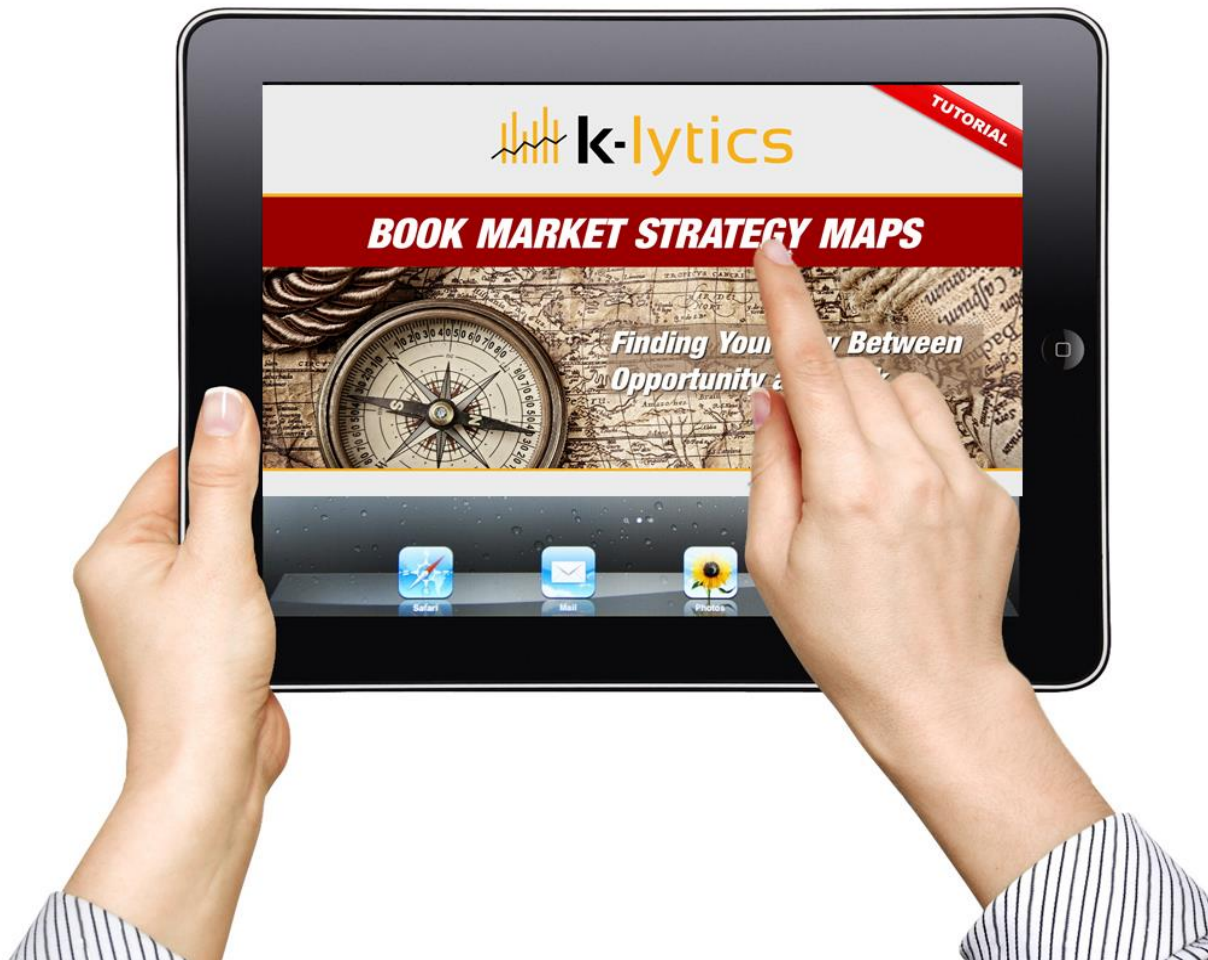
Source: Merchant Words, Analysis by K-lytics

Let's now examine which categories show the highest sales with the lowest competition...

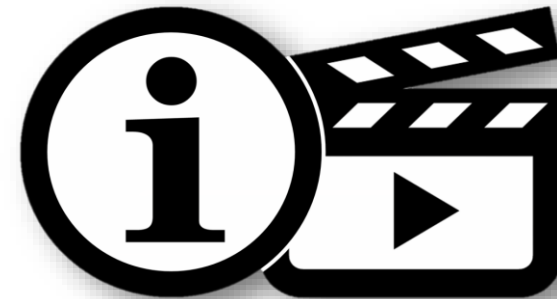
- The following map plots each of the **sub-categories** in the target genre and **further sub-sub-categories**
- The vertical position on the map represents OPPORTUNITY in terms of SALES PERFORMANCE
 - **Top** of the map = a high-selling sales rank = GOOD
 - **Bottom** of the map = lower levels of sales = BAD
- The horizontal position on the map represents RISK in terms of DEGREE OF COMPETITION
 - **Left** on the map = lower number of titles = less competition in the genre
 - **Right** on the map = higher number of titles = more competition in the genre
- Small book categories (i.e. “cells” or “niches”) can be found more to the left of the map; bigger mainstream book genres more to the right of the map.
- The green shaded areas represent book categories where the opportunity to risk ratio is the most favourable. Please find a list of names of the book genres that fall into these green zones in the back of document.
- The sales performance is based on the hourly sales rank of the top 20 titles in each of the sub- and sub-sub-categories on several days of observation - until average rankings stabilized



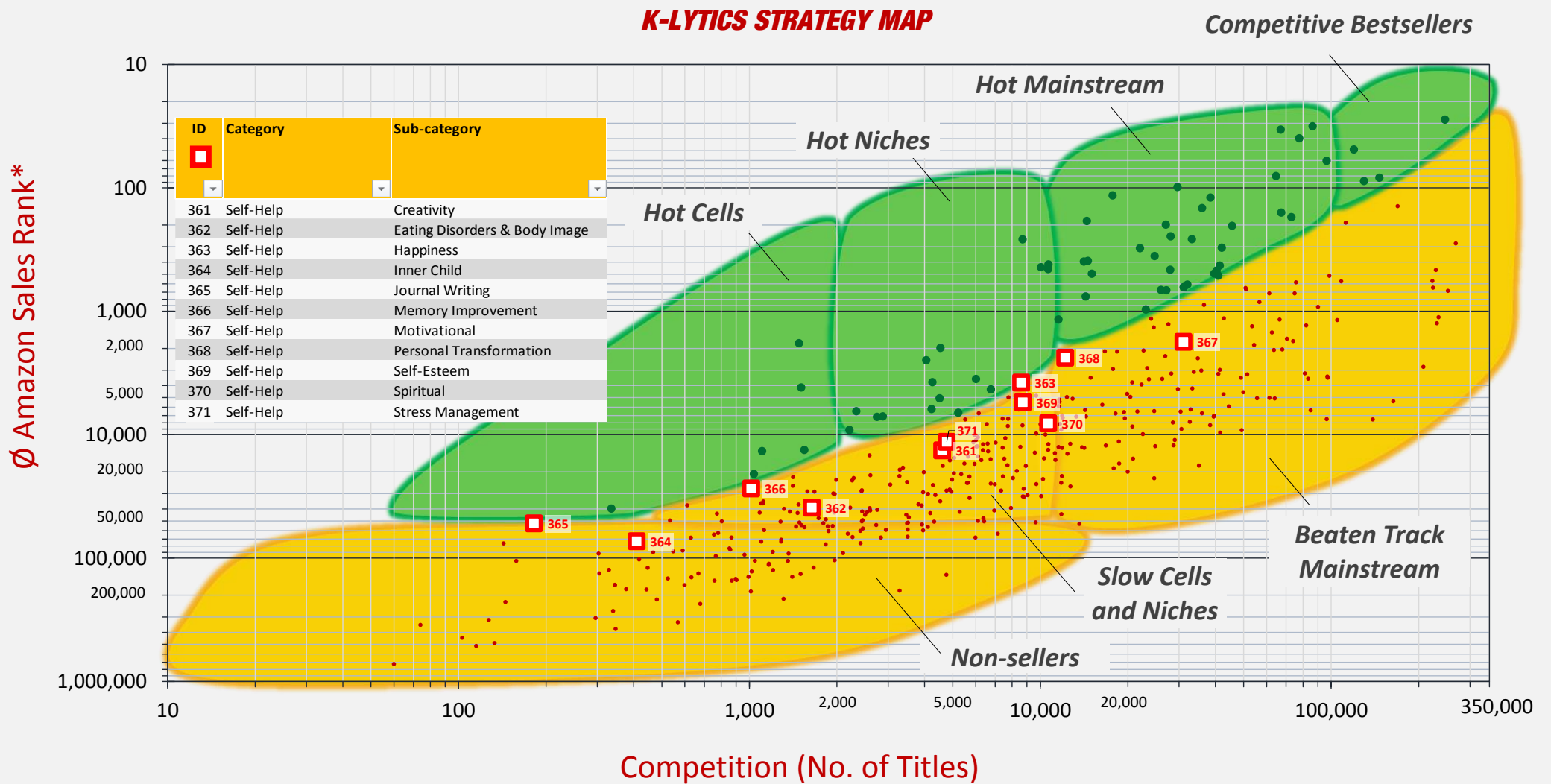
Do you want a brief tutorial video illustrating the K-lytics “Book Strategy Map” concept?



Click Here To Access Video:

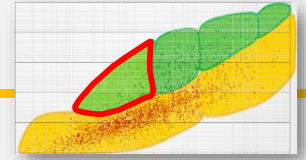


Self-Help sub-categories in the context of all 425 Kindle sub-categories



* Based on top 20 titles in each category monitored over several days

“Hot Cells” – Less than 2,000 titles in Category | high sales



Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME						PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph2	Ø Price of Top 20 Titles	Graph3	Lowest Price among Top 20 Titles	Number of Titles	Graph4	Ø Page Length	Graph5	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph6	Cluster

--- None found for this main category ---

“Hot Niches” – 2,000 to 10,000 titles in Category | high sales

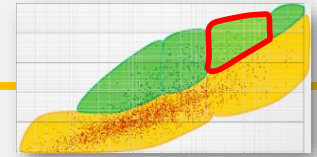


Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME				PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"		
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph2	Ø Price of Top 20 Titles	Graph3	Lowest Price among Top 20 Titles	Number of Titles	Graph4	Ø Page Length	Graph5	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph6	Cluster

--- None found for this main category ---

“Hot Mainstream” – 10,000 to 100,000 titles in Category | high sales

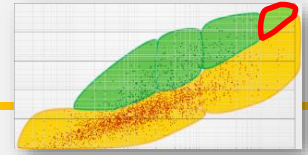


Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME					PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"	
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph2	Ø Price of Top 20 Titles	Graph3	Lowest Price among Top 20 Titles	Number of Titles	Graph4	Ø Page Length	Graph5	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph6	Cluster

--- None found for this main category ---

“Competitive Bestseller” – More than 100,000 titles | very high sales



Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME					PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"	
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph2	Ø Price of Top 20 Titles	Graph3	Lowest Price among Top 20 Titles	Number of Titles	Graph4	Ø Page Length	Graph5	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph6	Cluster

--- None found for this main category ---

Self-Help

“Beaten Track Mainstream” – 10,000 to 100,000 titles | low to medium sales



Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME						PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph2	Ø Price of Top 20 Titles	Graph3	Lowest Price among Top 20 Titles	Number of Titles	Graph4	Ø Page Length	Graph5	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph6	Cluster
368	Self-Help	Personal Transformation		2,387	48.0	■	273	275	■	\$8.16	■	\$1.49	12,195	■	282	■	3.9	■	Beaten Track Mainstream
367	Self-Help	Motivational		1,776	60.9	■	123	521	■	\$7.56	■	\$0.99	31,077	■	274	■	2.0	■	Beaten Track Mainstream
370	Self-Help	Spiritual		8,135	17.9	■	1,075	91	■	\$7.13	■	\$0.99	10,656	■	303	■	1.7	■	Beaten Track Mainstream

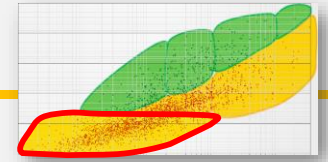
“Slow Cells and Niches” – Less than 10,000 titles | low sales



Sorted by most favorable Sales-to-Competition Ratio

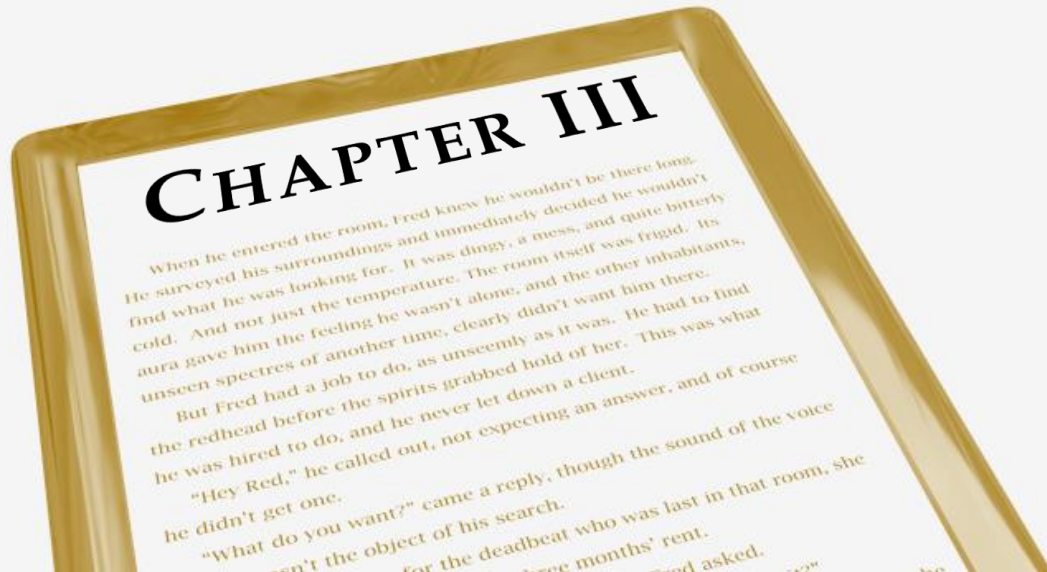
BOOK MARKET / NICHE				SALES VOLUME						PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph2	Ø Price of Top 20 Titles	Graph3	Lowest Price among Top 20 Titles	Number of Titles	Graph4	Ø Page Length	Graph5	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph6	Cluster
363	Self-Help	Happiness		3,797	33.1	■	247	298	■	\$7.76	■	\$0.99	8,610	■	212	■	3.8	■	Slow Niche
366	Self-Help	Memory Improvement		27,425	3.5	■	1,673	64	■	\$5.67	■	\$0.99	1,015	■	215	■	3.4	■	Slow Cell
369	Self-Help	Self-Esteem		5,488	24.6	■	83	692	■	\$5.72	■	\$0.99	8,720	■	205	■	2.8	■	Slow Niche
371	Self-Help	Stress Management		11,464	9.9	■	728	125	■	\$5.57	■	\$0.99	4,770	■	231	■	2.1	■	Slow Niche
361	Self-Help	Creativity		13,443	8.2	■	3,634	34	■	\$6.33	■	\$0.99	4,606	■	172	■	1.8	■	Slow Niche
362	Self-Help	Eating Disorders & Body		39,224	2.3	■	12,952	9	■	\$5.97	■	\$0.99	1,640	■	186	■	1.4	■	Slow Cell

“Non-seller” – Sales Rank worse than 50,000



Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME						PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph2	Ø Price of Top 20 Titles	Graph3	Lowest Price among Top 20 Titles	Number of Titles	Graph4	Ø Page Length	Graph5	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph6	Cluster
365	Self-Help	Journal Writing		52,563	1.6	■	10,689	11	■	\$3.05	■	\$0.99	182	■	119	■	8.9	■	Non-seller
364	Self-Help	Inner Child		73,424	1.1	■	17,126	6	■	\$3.95	■	\$0.99	410	■	154	■	2.6	■	Non-seller



Research Results: Self-Help in Other Categories

Part 2 - Other categories related to **Self-Help**

Self-Help on Amazon Kindle

Categories

Main Kindle
Category Self-Help

9 other main
categories that
contain Self-Help

Sub-categories

11

10

Sub-sub-categories

0

72

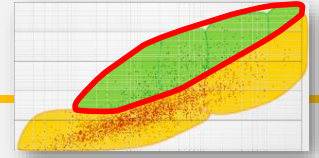
Self-Help related sub-markets can be found in 9 other main Kindle categories

Average Sales Of The Main Kindle Categories (Top 100 Bestseller Positions)

ID	Category	Ø Sales Rank of Top 100 Titles	Estimated Sales per Day per Top 100 Title	Graph	Index: Best = 100 Worst = 1	Category Position
16	Literature & Fiction	90	662		100.0	1
24	Romance	129	500		75.7	2
18	Mystery, Thriller & Suspense	164	414		62.8	3
26	Science Fiction & Fantasy	366	217		33.1	4
19	Nonfiction	421	194		29.6	5
29	Teen & Young Adult	638	139		21.3	6
4	Children's eBooks	1,110	89		13.8	7
2	Biographies & Memoirs	1,206	83		12.9	8
23	Religion & Spirituality	1,298	78		12.2	9
12	History	1,715	63		9.9	10
15	Lesbian, Gay, Bisexual & Transgender eBooks	2,135	53		8.3	11
11	Health, Fitness & Dieting	2,490	46		7.4	12
3	Business & Money	2,709	43		7.0	13
27	Self-Help	2,958	40		6.5	14
21	Politics & Social Sciences	2,996	40		6.4	15
13	Humor & Entertainment	3,399	36		5.9	16
7	Cookbooks, Food & Wine	5,650	24		4.0	17
25	Science & Math	5,727	24		4.0	18
30	Travel	7,664	19		3.3	19
22	Reference	7,717	19		3.2	20
20	Parenting & Relationships	8,085	18		3.1	21
5	Comics & Graphic Novels	8,602	17		3.0	22
28	Sports & Outdoors	9,069	16		2.9	23
8	Crafts, Hobbies & Home	10,547	11		2.1	24
1	Arts & Photography	11,487	10		1.9	25
17	Medical eBooks	13,872	8		1.6	26
9	Education & Teaching	14,846	7		1.5	27
6	Computers & Technology	15,171	7		1.5	28
10	Engineering & Transportation	24,971	4		1.0	29
14	Law	25,523	4		1.0	30

Self-Help Sub-markets In Other Main Categories

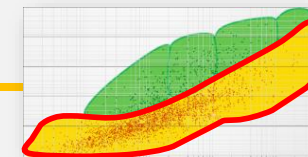
Other main categories offer only few Self-Help sub-markets in the Green Zone of the map



Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME						PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph2	Ø Price of Top 20 Titles	Graph3	Lowest Price among Top 20 Titles	Number of Titles	Graph4	Ø Page Length	Graph5	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph6	Cluster
1790	Nonfiction	Self-Help	Journal Writing	42,146	2.1		8,307	18		\$3.01		\$0.99	185		121		11.3		Hot Cell
890	Health, Fitness & Diet	Relationships	Mate Seeking	8,094	18.0		1,168	85		\$9.35		\$2.99	2,913		247		6.2		Hot Niche
367	Children's eBooks	Growing Up & Facts of L	Friendship, Social Skills & S	547	157.2		13	2,039		\$8.79		\$0.99	26,633		528		5.9		Hot Mainstream
142	Business & Money	Business Life	Personal Success	4,332	29.8		40	1,061		\$7.28		\$0.99	5,385		240		5.5		Hot Niche
227	Business & Money	Management & Leaders	Motivational	4,366	29.6		138	474		\$10.80		\$0.99	6,242		298		4.7		Hot Niche
141	Business & Money	Business Life	Motivation & Self-Improvement	4,366	29.6		135	484		\$10.73		\$0.99	6,270		298		4.7		Hot Niche
773	Health, Fitness & Diet	Addiction & Recovery	Alcoholism	18,824	5.5		5,724	24		\$7.69		\$2.98	1,326		295		4.1		Hot Cell

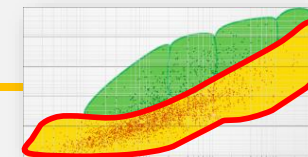
Most Self-Help sub-markets from other categories are in the Orange Zone



Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME						PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph2	Ø Price of Top 20 Titles	Graph3	Lowest Price among Top 20 Titles	Number of Titles	Graph4	Ø Page Length	Graph5	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph6	Cluster
2031	Religion & Spirituality	New Age	Self-Help	62,736	1.3		3,224	38		\$4.23		\$0.99	224		169		5.8		Non-seller
776	Health, Fitness & Diet	Addiction & Recovery	Hoarding	221,422	0.3		68,715	1		\$5.29		\$0.99	71		140		4.1		Non-seller
366	Children's eBooks	Growing Up & Facts of L	Family Life	1,855	58.8		13	2,039		\$6.41		\$0.99	15,589		336		3.8		ten Track Mainstream
781	Health, Fitness & Diet	Addiction & Recovery	Twelve-Step Programs	24,647	4.0		6,218	22		\$6.52		\$0.99	1,074		303		3.7		Slow Cell
772	Health, Fitness & Diet	Addiction & Recovery	Adult Children of Alcoholics	58,945	1.4		11,172	10		\$6.62		\$2.55	403		209		3.5		Non-seller
887	Health, Fitness & Diet	Relationships	Interpersonal Relations	7,125	19.9		1,168	85		\$8.68		\$2.99	5,973		236		3.3		Slow Niche
1837	Parenting & Relations	Family Relationships	Dysfunctional Relationships	5,479	24.6		190	368		\$5.24		\$0.99	7,497		276		3.3		Slow Niche
1788	Nonfiction	Self-Help	Happiness	4,672	28.0		603	145		\$7.06		\$0.99	8,696		198		3.2		Slow Niche
778	Health, Fitness & Diet	Addiction & Recovery	Sexual Addiction	66,260	1.2		18,674	6		\$6.04		\$0.99	389		152		3.1		Non-seller
266	Business & Money	Skills	Time Management	10,630	10.8		4,012	32		\$7.11		\$0.99	3,457		211		3.1		Slow Niche
264	Business & Money	Skills	Running Meetings & Present	13,832	7.9		1,368	75		\$7.95		\$0.99	2,563		235		3.1		Slow Niche
143	Business & Money	Business Life	Time Management	10,946	10.4		3,795	33		\$7.10		\$0.99	3,453		213		3.0		Slow Niche
1793	Nonfiction	Self-Help	Personal Transformation	3,555	34.9		771	119		\$8.83		\$1.99	12,280		281		2.8		ten Track Mainstream
1791	Nonfiction	Self-Help	Memory Improvement	33,228	2.8		977	99		\$6.31		\$0.99	1,016		228		2.7		Slow Cell
296	Reference	Etiquette		43,846	2.0		1,263	80		\$5.23		\$0.99	774		141		2.6		Slow Cell
219	Business & Money	Management & Leaders	Decision-Making & Problem	9,096	16.4		599	146		\$8.90		\$0.99	6,410		267		2.6		Slow Niche
365	Children's eBooks	Growing Up & Facts of L	Difficult Discussions	12,286	9.1		2,375	48		\$6.22		\$0.99	3,591		254		2.5		Slow Niche
167	Business & Money	Education & Reference	Business Skills	13,095	8.4		605	145		\$5.30		\$0.99	3,352		167		2.5		Slow Niche
1794	Nonfiction	Self-Help	Self-Esteem	6,304	22.0		73	746		\$6.00		\$0.99	8,789		213		2.5		Slow Niche
2025	Religion & Spirituality	New Age	Meditation	8,921	16.6		1,493	70		\$7.81		\$0.99	6,842		238		2.4		Slow Niche
249	Business & Money	Personal Finance	Credit Ratings & Repair	109,948	0.7		2,442	47		\$8.74		\$0.99	282		206		2.4		Non-seller
1789	Nonfiction	Self-Help	Inner Child	81,746	1.0		18,016	6		\$4.47		\$0.99	411		157		2.3		Non-seller
774	Health, Fitness & Diet	Addiction & Recovery	Drug Dependency	40,531	2.2		12,844	9		\$6.22		\$0.99	948		252		2.3		Slow Cell
250	Business & Money	Personal Finance	Retirement Planning	23,279	4.3		2,059	54		\$7.93		\$0.99	1,859		240		2.3		Slow Cell
777	Health, Fitness & Diet	Addiction & Recovery	Obsessive Compulsive Disor	141,019	0.5		56,757	1		\$8.82		\$0.99	229		177		2.2		Non-seller
248	Business & Money	Personal Finance	Budgeting & Money Manage	10,667	10.8		1,658	64		\$5.21		\$0.99	5,156		193		2.1		Slow Niche
224	Business & Money	Management & Leaders	Leadership	5,498	24.6		788	117		\$10.87		\$0.99	11,834		273		2.1		ten Track Mainstream
1796	Nonfiction	Self-Help	Stress Management	11,443	9.9		695	130		\$4.95		\$0.99	4,811		202		2.1		Slow Niche
368	Children's eBooks	Growing Up & Facts of L	Health	17,901	5.8		346	227		\$4.42		\$0.99	2,835		131		2.0		Slow Niche
1843	Parenting & Relations	Family Relationships	Stepparenting & Blended Fa	123,176	0.6		22,886	4		\$6.58		\$0.99	295		189		2.0		Non-seller
151	Health, Fitness & Diet	Teen Health		227,367	0.3		23,869	4		\$6.51		\$0.99	145		133		1.9		Non-seller

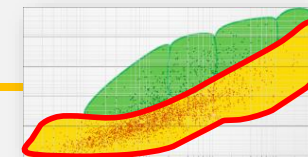
Most Self-Help sub-markets from other categories are in the Orange Zone



Sorted by most favorable Sales-to-Competition Ratio

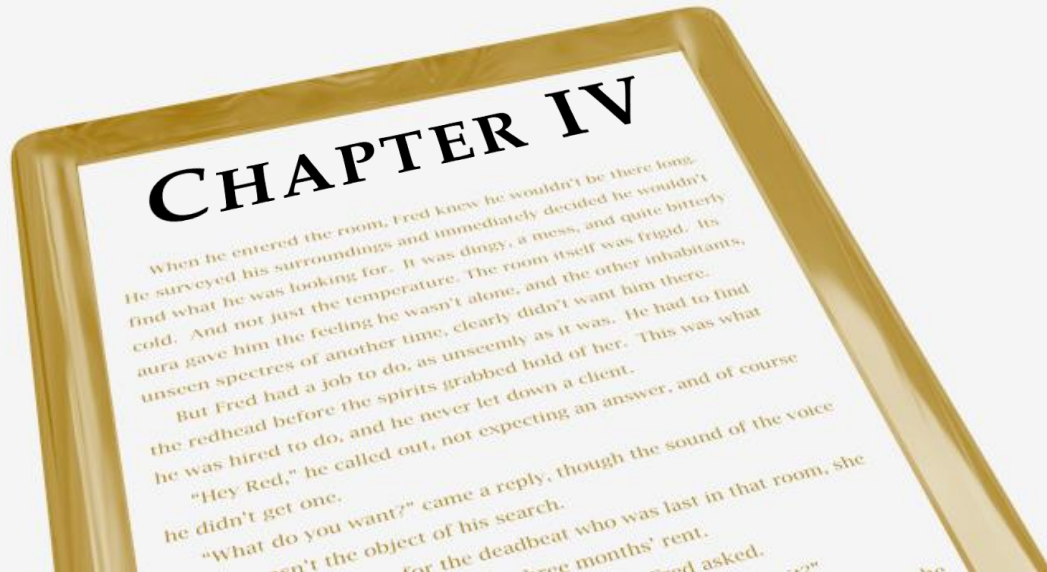
BOOK MARKET / NICHE				SALES VOLUME						PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph2	Ø Price of Top 20 Titles	Graph3	Lowest Price among Top 20 Titles	Number of Titles	Graph4	Ø Page Length	Graph5	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph6	Cluster
1841	Parenting & Relationships	Family Relationships	Parent & Adult Child	50,188	1.7		12,019	9		\$7.01		\$0.99	913		214		1.9		Non-seller
259	Business & Money	Skills	Communications	11,746	9.6		1,352	76		\$7.77		\$1.99	5,241		224		1.8		Slow Niche
172	Business & Money	Entrepreneurship & Small Business	Entrepreneurship	3,529	35.1		55	881		\$7.17		\$0.99	19,189		276		1.8		On Track Mainstream
1795	Nonfiction	Self-Help	Spiritual	7,266	19.6		411	198		\$5.96		\$0.99	10,775		300		1.8		On Track Mainstream
889	Health, Fitness & Diet	Relationships	Marriage	7,959	18.2		29	1,289		\$7.04		\$1.99	10,322		214		1.8		On Track Mainstream
140	Business & Money	Business Life	Mentoring & Coaching	25,950	3.7		3,159	38		\$6.23		\$0.99	2,161		189		1.7		Slow Niche
1786	Nonfiction	Self-Help	Creativity	13,809	7.9		3,143	39		\$6.61		\$0.99	4,632		182		1.7		Slow Niche
136	Health, Fitness & Diet	Addiction & Recovery		11,097	10.3		1,209	83		\$7.01		\$0.99	6,014		286		1.7		Slow Niche
40	Business & Money	Skills		3,781	33.2		691	130		\$8.05		\$0.99	20,697		229		1.6		On Track Mainstream
1842	Parenting & Relationships	Family Relationships	Siblings	60,541	1.4		5,080	26		\$6.86		\$0.99	852		264		1.6		Non-seller
1792	Nonfiction	Self-Help	Motivational	2,281	49.8		267	280		\$7.70		\$0.99	31,321		258		1.6		On Track Mainstream
34	Business & Money	Job Hunting & Careers		8,225	17.8		829	112		\$10.57		\$0.99	11,686		290		1.5		On Track Mainstream
2431	Teen & Young Adult	Literature & Fiction	Careers	360,466	0.2		113,494	1		\$6.66		\$2.99	108		266		1.5		Non-seller
225	Business & Money	Management & Leadership	Management	5,141	25.9		41	1,056		\$10.89		\$1.99	17,524		268		1.5		On Track Mainstream
1674	Nonfiction	Health, Fitness & Diet	Addiction & Recovery	12,709	8.7		2,777	43		\$7.73		\$2.99	6,039		285		1.4		Slow Niche
272	Nonfiction	Self-Help		574	151.1		63	819		\$6.59		\$0.99	108,329		242		1.4		On Track Mainstream
149	Health, Fitness & Diet	Sex		11,638	9.7		2,818	42		\$9.12		\$0.99	7,022		260		1.4		Slow Niche
244	Business & Money	Marketing & Sales	Sales & Selling	13,214	8.3		1,756	61		\$8.88		\$0.99	6,072		210		1.4		Slow Niche
2107	Religion & Spirituality	Spirituality	Inspirational	7,448	19.2		2,041	54		\$4.08		\$0.99	14,219		206		1.4		On Track Mainstream
1787	Nonfiction	Self-Help	Eating Disorders & Body Image	40,785	2.2		15,110	7		\$5.46		\$0.99	1,649		182		1.3		Slow Cell
779	Health, Fitness & Diet	Addiction & Recovery	Substance Abuse	31,456	3.0		3,364	36		\$8.65		\$2.99	2,249		274		1.3		Slow Niche
2109	Religion & Spirituality	Spirituality	Personal Growth	3,132	38.6		128	506		\$7.23		\$0.99	30,306		251		1.3		On Track Mainstream
2026	Religion & Spirituality	New Age	Mental & Spiritual Healing	11,716	9.6		1,628	65		\$7.12		\$0.99	7,604		230		1.3		Slow Niche
1838	Parenting & Relationships	Family Relationships	Fatherhood	41,656	2.1		5,950	23		\$7.74		\$2.85	1,711		237		1.2		Slow Cell
2108	Religion & Spirituality	Spirituality	Meditations	42,859	2.1		8,890	17		\$8.12		\$0.99	1,676		269		1.2		Slow Cell
888	Health, Fitness & Diet	Relationships	Love & Romance	5,890	23.2		29	1,289		\$7.13		\$0.99	19,473		215		1.2		On Track Mainstream
242	Business & Money	Marketing & Sales	Marketing	6,437	21.6		762	120		\$6.51		\$0.99	18,395		218		1.2		On Track Mainstream
139	Business & Money	Business Life	Etiquette	62,910	1.3		15,753	7		\$7.57		\$0.99	1,114		223		1.2		Non-seller
177	Business & Money	Entrepreneurship & Small Business	Starting a Business	17,766	5.9		2,679	44		\$8.87		\$0.99	5,030		245		1.2		Slow Niche
147	Health, Fitness & Diet	Relationships		3,103	38.9		22	1,538		\$7.93		\$0.99	33,721		269		1.2		On Track Mainstream
1685	Nonfiction	Health, Fitness & Diet	Relationships	3,128	38.6		28	1,316		\$7.14		\$0.99	33,846		236		1.1		On Track Mainstream

Most Self-Help sub-markets from other categories are in the Orange Zone



Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME						PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph2	Ø Price of Top 20 Titles	Graph3	Lowest Price among Top 20 Titles	Number of Titles	Graph4	Ø Page Length	Graph5	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph6	Cluster
405	Teen & Young Adult	Personal Health		83,702	0.9		9,601	16		\$6.65		\$0.99	855		205		1.1		Non-seller
1840	Parenting & Relationships	Family Relationships	Motherhood	26,788	3.6		4,010	32		\$7.81		\$0.99	3,330		228		1.1		Slow Niche
775	Health, Fitness & Diet	Addiction & Recovery	Gambling	351,750	0.2		63,327	1		\$6.07		\$0.99	167		161		1.0		Non-seller
721	Education & Teaching	Studying & Workbooks	Study Skills	38,113	2.4		1,077	91		\$6.30		\$0.99	2,611		230		0.9		Slow Niche
1836	Parenting & Relationships	Family Relationships	Divorce	24,605	4.0		2,292	50		\$6.39		\$0.99	4,627		184		0.9		Slow Niche
267	Business & Money	Skills	Training	52,779	1.6		8,113	18		\$7.89		\$0.99	1,981		178		0.8		Non-seller
269	Nonfiction	Parenting & Relationships		2,044	54.4		81	702		\$7.36		\$0.99	67,917		297		0.8		On Track Mainstream
780	Health, Fitness & Diet	Addiction & Recovery	Tobacco	136,680	0.5		11,421	10		\$5.41		\$0.99	647		175		0.8		Non-seller
1839	Parenting & Relationships	Family Relationships	Grandparenting	225,285	0.3		21,439	5		\$8.35		\$0.99	365		254		0.8		Non-seller
263	Business & Money	Skills	Project Management	36,338	2.5		11,514	10		\$10.46		\$0.99	3,390		260		0.7		Slow Niche
2110	Religion & Spirituality	Spirituality	Prayer	40,765	2.2		4,354	30		\$5.87		\$0.99	2,960		232		0.7		Slow Niche
176	Business & Money	Entrepreneurship & Small Business	Small Business	17,133	6.1		1,332	77		\$7.72		\$0.99	8,642		233		0.7		Slow Niche
2403	Teen & Young Adult	Education & Reference	Careers	579,603	0.1		71,119	1		\$8.45		\$1.71	146		210		0.6		Non-seller



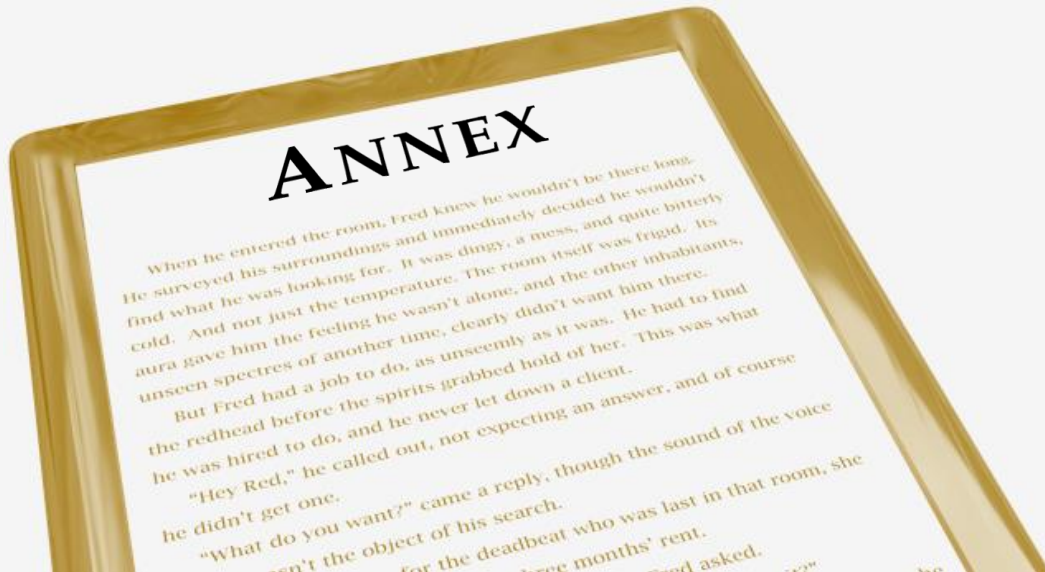
Conclusions

Conclusions (1 of 2)

- Self-Help is the 12th highest selling category on Kindle. Sales have been trending back up in recent months.
- Motivational, Personal Transformation and Happiness lead sub-category sales in Self-Help
- Price levels in Self-Help are in the medium to higher tier on Kindle at around \$7.84 in the Top 100. Over the last year, prices for Self-Help e-books have been fairly stable.
- Competition is intense in Self-Help and stands at approx. 108,000 English Kindle titles. E-book supply in Self-Help has grown by 20% in the last 12 months.
- Given the number of titles available, it is essential to define niches where one can find high sales at a low degree of competition.
- The Self-Help main category offers only few opportunities in this respect. The main Kindle category Self-Help breaks down into 11 submarkets. None (i.e. 0%) of all these core self-help category sub-markets show favorable sales-to-competition ratios and fall into the K-lytics categorization of Hot Cells, Hot Niches or Hot Mainstream.

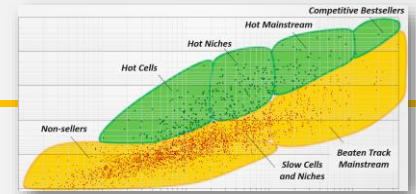
Conclusions (2 of 2)

- But it is not only the main Kindle category Self-Help that contains books relating to self-help, personal transformation, personal growth and alike. There are 9 other main categories – ranging from Business & Money to Children's eBooks – where Self-Help sub-markets can be found.
- In this case, only few sub-markets outside the main category Self-Help fall into the "Green Zone" of attractive segments. The best ratio of sales vs. competition can be found in:
 - 1 Nonfiction-Self-Help-Journal Writing (Note: sales are low but come with very little competition)
 - 2 Health, Fitness & Dieting-Relationships-Mate Seeking
 - 3 Children's eBooks-Growing Up & Facts of Life-Friendship, Social Skills & School Life
 - 4 Business & Money-Business Life-Personal Success
 - 5 Business & Money-Management & Leadership-Motivational
- In summary, Self-Help is a difficult niche market for ebook authors and publishers. It offers only very few niches where sales are high and the level of competition is still manageable or even low.
- However, the Top 100 titles of the bestseller list do show high sales. Some of these titles have been in the Top 100 for a while. Please see the separate "Self Help Top 100" report for more information.



Alphabetical Data Summary

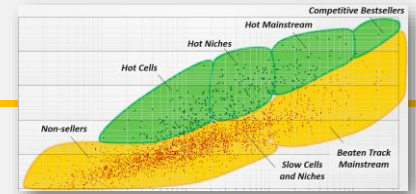
Alphabetical Data Summary



Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME						PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph2	Ø Price of Top 20 Titles	Graph3	Lowest Price among Top 20 Titles	Number of Titles	Graph4	Ø Page Length	Graph5	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph6	Cluster
139	Business & Money	Business Life	Etiquette	62,910	1.3		15,753	7		\$7.57		\$0.99	1,114		223		1.2		Non-seller
140	Business & Money	Business Life	Mentoring & Coaching	25,950	3.7		3,159	38		\$6.23		\$0.99	2,161		189		1.7		Slow Niche
141	Business & Money	Business Life	Motivation & Self-Improvement	4,366	29.6		135	484		\$10.73		\$0.99	6,270		298		4.7		Hot Niche
142	Business & Money	Business Life	Personal Success	4,332	29.8		40	1,061		\$7.28		\$0.99	5,385		240		5.5		Hot Niche
143	Business & Money	Business Life	Time Management	10,946	10.4		3,795	33		\$7.10		\$0.99	3,453		213		3.0		Slow Niche
167	Business & Money	Education & Reference	Business Skills	13,095	8.4		605	145		\$5.30		\$0.99	3,352		167		2.5		Slow Niche
172	Business & Money	Entrepreneurship & Small Bu	Entrepreneurship	3,529	35.1		55	881		\$7.17		\$0.99	19,189		276		1.8		Beaten Track Mainstream
176	Business & Money	Entrepreneurship & Small Bu	Small Business	17,133	6.1		1,332	77		\$7.72		\$0.99	8,642		233		0.7		Slow Niche
177	Business & Money	Entrepreneurship & Small Bu	Starting a Business	17,766	5.9		2,679	44		\$8.87		\$0.99	5,030		245		1.2		Slow Niche
34	Business & Money	Job Hunting & Careers		8,225	17.8		829	112		\$10.57		\$0.99	11,686		290		1.5		Beaten Track Mainstream
219	Business & Money	Management & Leadership	Decision-Making & Problem Solvin	9,096	16.4		599	146		\$8.90		\$0.99	6,410		267		2.6		Slow Niche
224	Business & Money	Management & Leadership	Leadership	5,498	24.6		788	117		\$10.87		\$0.99	11,834		273		2.1		Beaten Track Mainstream
225	Business & Money	Management & Leadership	Management	5,141	25.9		41	1,056		\$10.89		\$1.99	17,524		268		1.5		Beaten Track Mainstream
227	Business & Money	Management & Leadership	Motivational	4,366	29.6		138	474		\$10.80		\$0.99	6,242		298		4.7		Hot Niche
242	Business & Money	Marketing & Sales	Marketing	6,437	21.6		762	120		\$6.51		\$0.99	18,395		218		1.2		Beaten Track Mainstream
244	Business & Money	Marketing & Sales	Sales & Selling	13,214	8.3		1,756	61		\$8.88		\$0.99	6,072		210		1.4		Slow Niche
248	Business & Money	Personal Finance	Budgeting & Money Management	10,667	10.8		1,658	64		\$5.21		\$0.99	5,156		193		2.1		Slow Niche
249	Business & Money	Personal Finance	Credit Ratings & Repair	109,948	0.7		2,442	47		\$8.74		\$0.99	282		206		2.4		Non-seller
250	Business & Money	Personal Finance	Retirement Planning	23,279	4.3		2,059	54		\$7.93		\$0.99	1,859		240		2.3		Slow Cell
40	Business & Money	Skills		3,781	33.2		691	130		\$8.05		\$0.99	20,697		229		1.6		Beaten Track Mainstream
259	Business & Money	Skills	Communications	11,746	9.6		1,352	76		\$7.77		\$1.99	5,241		224		1.8		Slow Niche
263	Business & Money	Skills	Project Management	36,338	2.5		11,514	10		\$10.46		\$0.99	3,390		260		0.7		Slow Niche
264	Business & Money	Skills	Running Meetings & Presentations	13,832	7.9		1,368	75		\$7.95		\$0.99	2,563		235		3.1		Slow Niche
266	Business & Money	Skills	Time Management	10,630	10.8		4,012	32		\$7.11		\$0.99	3,457		211		3.1		Slow Niche
267	Business & Money	Skills	Training	52,779	1.6		8,113	18		\$7.89		\$0.99	1,981		178		0.8		Non-seller
365	Children's eBooks	Growing Up & Facts of Life	Difficult Discussions	12,286	9.1		2,375	48		\$6.22		\$0.99	3,591		254		2.5		Slow Niche
366	Children's eBooks	Growing Up & Facts of Life	Family Life	1,855	58.8		13	2,039		\$6.41		\$0.99	15,589		336		3.8		Beaten Track Mainstream
367	Children's eBooks	Growing Up & Facts of Life	Friendship, Social Skills & School I	547	157.2		13	2,039		\$8.79		\$0.99	26,633		528		5.9		Hot Mainstream
368	Children's eBooks	Growing Up & Facts of Life	Health	17,901	5.8		346	227		\$4.42		\$0.99	2,835		131		2.0		Slow Niche
721	Education & Teaching	Studying & Workbooks	Study Skills	38,113	2.4		1,077	91		\$6.30		\$0.99	2,611		230		0.9		Slow Niche
136	Health, Fitness & Dieting	Addiction & Recovery		11,097	10.3		1,209	83		\$7.01		\$0.99	6,014		286		1.7		Slow Niche
772	Health, Fitness & Dieting	Addiction & Recovery	Adult Children of Alcoholics	58,945	1.4		11,172	10		\$6.62		\$2.55	403		209		3.5		Non-seller
773	Health, Fitness & Dieting	Addiction & Recovery	Alcoholism	18,824	5.5		5,724	24		\$7.69		\$2.98	1,326		295		4.1		Hot Cell
774	Health, Fitness & Dieting	Addiction & Recovery	Drug Dependency	40,531	2.2		12,844	9		\$6.22		\$0.99	948		252		2.3		Slow Cell
775	Health, Fitness & Dieting	Addiction & Recovery	Gambling	351,750	0.2		63,327	1		\$6.07		\$0.99	167		161		1.0		Non-seller
776	Health, Fitness & Dieting	Addiction & Recovery	Hoarding	221,422	0.3		68,715	1		\$5.29		\$0.99	71		140		4.1		Non-seller

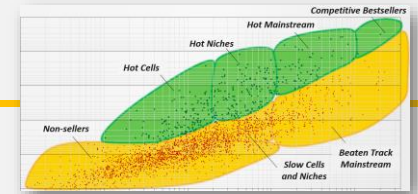
Alphabetical Data Summary



Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME						PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph2	Ø Price of Top 20 Titles	Graph3	Lowest Price among Top 20 Titles	Number of Titles	Graph4	Ø Page Length	Graph5	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph6	Cluster
777	Health, Fitness & Dieting	Addiction & Recovery	Obsessive Compulsive Disorder	141,019	0.5		56,757	1		\$8.82		\$0.99	229		177		2.2		Non-seller
778	Health, Fitness & Dieting	Addiction & Recovery	Sexual Addiction	66,260	1.2		18,674	6		\$6.04		\$0.99	389		152		3.1		Non-seller
779	Health, Fitness & Dieting	Addiction & Recovery	Substance Abuse	31,456	3.0		3,364	36		\$8.65		\$2.99	2,249		274		1.3		Slow Niche
780	Health, Fitness & Dieting	Addiction & Recovery	Tobacco	136,680	0.5		11,421	10		\$5.41		\$0.99	647		175		0.8		Non-seller
781	Health, Fitness & Dieting	Addiction & Recovery	Twelve-Step Programs	24,647	4.0		6,218	22		\$6.52		\$0.99	1,074		303		3.7		Slow Cell
147	Health, Fitness & Dieting	Relationships		3,103	38.9		22	1,538		\$7.93		\$0.99	33,721		269		1.2		Beaten Track Mainstream
887	Health, Fitness & Dieting	Relationships	Interpersonal Relations	7,125	19.9		1,168	85		\$8.68		\$2.99	5,973		236		3.3		Slow Niche
888	Health, Fitness & Dieting	Relationships	Love & Romance	5,890	23.2		29	1,289		\$7.13		\$0.99	19,473		215		1.2		Beaten Track Mainstream
889	Health, Fitness & Dieting	Relationships	Marriage	7,959	18.2		29	1,289		\$7.04		\$1.99	10,322		214		1.8		Beaten Track Mainstream
890	Health, Fitness & Dieting	Relationships	Mate Seeking	8,094	18.0		1,168	85		\$9.35		\$2.99	2,913		247		6.2		Hot Niche
149	Health, Fitness & Dieting	Sex		11,638	9.7		2,818	42		\$9.12		\$0.99	7,022		260		1.4		Slow Niche
151	Health, Fitness & Dieting	Teen Health		227,367	0.3		23,869	4		\$6.51		\$0.99	145		133		1.9		Non-seller
1674	Nonfiction	Health, Fitness & Dieting	Addiction & Recovery	12,709	8.7		2,777	43		\$7.73		\$2.99	6,039		285		1.4		Slow Niche
1685	Nonfiction	Health, Fitness & Dieting	Relationships	3,128	38.6		28	1,316		\$7.14		\$0.99	33,846		236		1.1		Beaten Track Mainstream
269	Nonfiction	Parenting & Relationships		2,044	54.4		81	702		\$7.36		\$0.99	67,917		297		0.8		Beaten Track Mainstream
272	Nonfiction	Self-Help		574	151.1		63	819		\$6.59		\$0.99	108,329		242		1.4		Beaten Track Mainstream
1786	Nonfiction	Self-Help	Creativity	13,809	7.9		3,143	39		\$6.61		\$0.99	4,632		182		1.7		Slow Niche
1787	Nonfiction	Self-Help	Eating Disorders & Body Image	40,785	2.2		15,110	7		\$5.46		\$0.99	1,649		182		1.3		Slow Cell
1788	Nonfiction	Self-Help	Happiness	4,672	28.0		603	145		\$7.06		\$0.99	8,696		198		3.2		Slow Niche
1789	Nonfiction	Self-Help	Inner Child	81,746	1.0		18,016	6		\$4.47		\$0.99	411		157		2.3		Non-seller
1790	Nonfiction	Self-Help	Journal Writing	42,146	2.1		8,307	18		\$3.01		\$0.99	185		121		11.3		Hot Cell
1791	Nonfiction	Self-Help	Memory Improvement	33,228	2.8		977	99		\$6.31		\$0.99	1,016		228		2.7		Slow Cell
1792	Nonfiction	Self-Help	Motivational	2,281	49.8		267	280		\$7.70		\$0.99	31,321		258		1.6		Beaten Track Mainstream
1793	Nonfiction	Self-Help	Personal Transformation	3,555	34.9		771	119		\$8.83		\$1.99	12,280		281		2.8		Beaten Track Mainstream
1794	Nonfiction	Self-Help	Self-Esteem	6,304	22.0		73	746		\$6.00		\$0.99	8,789		213		2.5		Slow Niche
1795	Nonfiction	Self-Help	Spiritual	7,266	19.6		411	198		\$5.96		\$0.99	10,775		300		1.8		Beaten Track Mainstream
1796	Nonfiction	Self-Help	Stress Management	11,443	9.9		695	130		\$4.95		\$0.99	4,811		202		2.1		Slow Niche
1836	Parenting & Relationships	Family Relationships	Divorce	24,605	4.0		2,292	50		\$6.39		\$0.99	4,627		184		0.9		Slow Niche
1837	Parenting & Relationships	Family Relationships	Dysfunctional Relationships	5,479	24.6		190	368		\$5.24		\$0.99	7,497		276		3.3		Slow Niche
1838	Parenting & Relationships	Family Relationships	Fatherhood	41,656	2.1		5,950	23		\$7.74		\$2.85	1,711		237		1.2		Slow Cell
1839	Parenting & Relationships	Family Relationships	Grandparenting	225,285	0.3		21,439	5		\$8.35		\$0.99	365		254		0.8		Non-seller
1840	Parenting & Relationships	Family Relationships	Motherhood	26,788	3.6		4,010	32		\$7.81		\$0.99	3,330		228		1.1		Slow Niche
1841	Parenting & Relationships	Family Relationships	Parent & Adult Child	50,188	1.7		12,019	9		\$7.01		\$0.99	913		214		1.9		Non-seller
1842	Parenting & Relationships	Family Relationships	Siblings	60,541	1.4		5,080	26		\$6.86		\$0.99	852		264		1.6		Non-seller
1843	Parenting & Relationships	Family Relationships	Stepparenting & Blended Families	123,176	0.6		22,886	4		\$6.58		\$0.99	295		189		2.0		Non-seller
296	Reference	Etiquette		43,846	2.0		1,263	80		\$5.23		\$0.99	774		141		2.6		Slow Cell

Alphabetical Data Summary



Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME						PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph2	Ø Price of Top 20 Titles	Graph3	Lowest Price among Top 20 Titles	Number of Titles	Graph4	Ø Page Length	Graph5	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph6	Cluster
2025	Religion & Spirituality	New Age	Meditation	8,921	16.6		1,493	70		\$7.81		\$0.99	6,842		238		2.4		Slow Niche
2026	Religion & Spirituality	New Age	Mental & Spiritual Healing	11,716	9.6		1,628	65		\$7.12		\$0.99	7,604		230		1.3		Slow Niche
2031	Religion & Spirituality	New Age	Self-Help	62,736	1.3		3,224	38		\$4.23		\$0.99	224		169		5.8		Non-seller
2107	Religion & Spirituality	Spirituality	Inspirational	7,448	19.2		2,041	54		\$4.08		\$0.99	14,219		206		1.4		Beaten Track Mainstream
2108	Religion & Spirituality	Spirituality	Meditations	42,859	2.1		8,890	17		\$8.12		\$0.99	1,676		269		1.2		Slow Cell
2109	Religion & Spirituality	Spirituality	Personal Growth	3,132	38.6		128	506		\$7.23		\$0.99	30,306		251		1.3		Beaten Track Mainstream
2110	Religion & Spirituality	Spirituality	Prayer	40,765	2.2		4,354	30		\$5.87		\$0.99	2,960		232		0.7		Slow Niche
361	Self-Help	Creativity		13,443	8.2		3,634	34		\$6.33		\$0.99	4,606		172		1.8		Slow Niche
362	Self-Help	Eating Disorders & Body Im		39,224	2.3		12,952	9		\$5.97		\$0.99	1,640		186		1.4		Slow Cell
363	Self-Help	Happiness		3,797	33.1		247	298		\$7.76		\$0.99	8,610		212		3.8		Slow Niche
364	Self-Help	Inner Child		73,424	1.1		17,126	6		\$3.95		\$0.99	410		154		2.6		Non-seller
365	Self-Help	Journal Writing		52,563	1.6		10,689	11		\$3.05		\$0.99	182		119		8.9		Non-seller
366	Self-Help	Memory Improvement		27,425	3.5		1,673	64		\$5.67		\$0.99	1,015		215		3.4		Slow Cell
367	Self-Help	Motivational		1,776	60.9		123	521		\$7.56		\$0.99	31,077		274		2.0		Beaten Track Mainstream
368	Self-Help	Personal Transformation		2,387	48.0		273	275		\$8.16		\$1.49	12,195		282		3.9		Beaten Track Mainstream
369	Self-Help	Self-Esteem		5,488	24.6		83	692		\$5.72		\$0.99	8,720		205		2.8		Slow Niche
370	Self-Help	Spiritual		8,135	17.9		1,075	91		\$7.13		\$0.99	10,656		303		1.7		Beaten Track Mainstream
371	Self-Help	Stress Management		11,464	9.9		728	125		\$5.57		\$0.99	4,770		231		2.1		Slow Niche
2403	Teen & Young Adult	Education & Reference	Careers	579,603	0.1		71,119	1		\$8.45		\$1.71	146		210		0.6		Non-seller
2431	Teen & Young Adult	Literature & Fiction	Careers	360,466	0.2		113,494	1		\$6.66		\$2.99	108		266		1.5		Non-seller
405	Teen & Young Adult	Personal Health		83,702	0.9		9,601	16		\$6.65		\$0.99	855		205		1.1		Non-seller

DISCLAIMER, LIABILITY RESTRICTION

This report is intended to provide an indicative and approximate snap shot picture of the book market on the Amazon Kindle platform. However, in a time of rapid change, it is difficult to ensure that all information provided is entirely accurate and up-to-date. Nothing on in this report, or any report contained on the K-lytics.com web site, constitutes individual business, legal or tax advice. The opinions and information contained on this site and the reports have been obtained or derived from sources believed to be reliable, but K-lytics.com and its directors, officers, agents, or employees makes no representation as to their timeliness, accuracy or completeness, or assume any legal liability or responsibility for the accuracy, completeness, or usefulness of any information contained therein. K-lytics does not warrant that the information or services of K-lytics will meet any specific requirements; nor will it be error-free or uninterrupted; nor shall K-lytics be liable for any indirect, incidental or consequential damages (including lost data, information or profits) sustained or incurred in connection with the use, operation, or inability to use of the information in this report or on the K-lytics web site. Under no circumstances will K-lytics, it affiliates, successors or assigns be liable for any loss or damage caused by anyone's reliance on information contained in this report or on the K-lytics web site. Submission of information on our web discussion forum (such as on Facebook or Google+ and alike) does not in any way assure employment or use as a consultant by K-lytics and/or any of its clients. Further, the inclusion of information contained therein on this website does not in any way imply that the persons' submitting same are employed by or utilized as consultants by K-lytics, and such persons are explicitly prohibited from representing so in any media. The information contained in our web discussion forums is self-submitted and has not been reviewed or verified in any way by K-lytics. The employment or use as a consultant of any person contained therein is strictly at the discretion of our clients and as stated above, K-lytics will not be liable in any way with regard thereto.

This report and the K-lytics web site and the products and services offered on this site are not associated, affiliated, endorsed, or sponsored by Amazon. Please do your own due diligence.



Find out which Kindle market niches offer true potential

Come visit us at [K-lytics.com](https://k-lytics.com)

>>> CLICK HERE <<<