



VALIDATE DEMAND BEFORE YOU WRITE

KDP Niche *Research* Workbook

A step-by-step system for finding book ideas with real demand.

Find profitable book ideas before you invest time creating them. Run each niche through demand, competition, and profit — then let the scorecard, not a hunch, decide what you publish next.

FOR

KDP Publishers

FORMAT

Print & Fill In

INSIDE

12 Worksheets & Scorecards



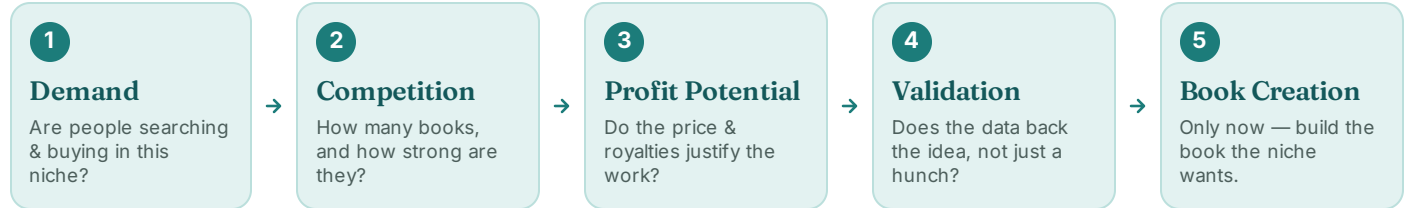
How to use this workbook

- 1 Research several niches at once.** Don't bet everything on your first idea. Run a few through these worksheets so you have real options to compare.
- 2 Follow the workbook in order.** Each worksheet builds on the last — brainstorm feeds validation, which feeds competitor and profit research.
- 3 Let the numbers guide decisions.** BSR, review counts, and royalty math tell the truth. Trust the data over a niche you simply like.
- 4 Validate before creating a book.** Every page here costs time, not money. A weak niche caught now saves weeks of writing a book nobody searches for.

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Why Niche Research Matters

Most failed KDP books fail before they're ever published — because demand was never validated. The author wrote what *they* wanted to make, hit publish, and waited for sales that were never going to come. Research flips that: you confirm buyers exist **first**, then create.



Work that sequence for every idea. By the time you reach the scorecard, the decision is usually obvious — the data made it for you. A few hours of research is the cheapest insurance against weeks of writing a book that never sells.

🔍 RESEARCH TIP

Amazon's own search bar is your best free tool. Start typing a topic and the **autocomplete** suggestions are real phrases shoppers search, ordered by popularity — straight from the world's biggest bookstore.

⊗ COMMON MISTAKE

Writing the book first, then “finding an audience.” Passion for a topic isn't proof of demand. If nobody is searching for it, even a brilliant book stays invisible.

⚡ QUICK WIN

Pick a niche you can picture a *specific* buyer typing into Amazon — “keto meal prep for beginners,” not just “cooking.” Specific niches are easier to rank for and faster to validate.

Book Idea Brainstorm Worksheet

Get every idea onto paper. Rate each quickly from 1–5 so the patterns jump out — high interest, low difficulty, and high profit potential is the sweet spot to research first.

#	BOOK IDEA	CATEGORY	TARGET AUDIENCE	INT.	DIFF.	PROFIT
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						

Rate each column 1–5 · 1 = low / hard · 5 = high / easy

☐
SHORTLIST — TOP 5 IDEAS TO RESEARCH

- 1
- 2
- 3
- 4
- 5

RESEARCH TIP

Mine ideas where demand already lives: Amazon best-seller lists, “Customers also bought,” low-content categories (journals, planners, logs), hobbies, and problems people repeatedly ask about online.

Niche Validation Worksheet

Before deep research, gut-check the idea. If you can't answer these clearly, the market can't either. Pick one shortlisted niche and work it through.

NICHE BEING VALIDATED

☐ WHO IS THIS BOOK FOR? (BE SPECIFIC — AGE, GOAL, SITUATION)

☐ WHAT PROBLEM DOES IT SOLVE, OR WHAT WANT DOES IT SATISFY?

☐ WHY WOULD SOMEONE BUY IT INSTEAD OF FINDING THE INFO FREE ONLINE?

☐ IS DEMAND YEAR-ROUND?

☐ Year-round

☐ Seasonal peak

☐ Gift-driven

☐ Event-driven

☐ IS THE NICHE GROWING, STABLE, OR SHRINKING? WHAT'S THE EVIDENCE?

⊗ COMMON MISTAKE

Validating only with yourself. "I'd read this" is one reader. Confirm a real, repeat audience is actively searching before you trust your own enthusiasm.

Amazon Search Research Worksheet

Type your niche into Amazon and mine the search bar. Record the real phrases buyers use — these become your keywords, categories, and even new book ideas.

PRIMARY KEYWORD

☐ RELATED KEYWORDS (VARIATIONS & SYNONYMS BUYERS MIGHT USE)

☐ AUTOCOMPLETE SUGGESTIONS (TYPE YOUR KEYWORD — LIST WHAT AMAZON FILLS IN)

☐ SEARCH NOTES (NUMBER OF RESULTS, ARE TOP BOOKS STRONG OR WEAK?)

☐ POTENTIAL BOOK IDEAS THIS SEARCH SPARKED

Q RESEARCH TIP

Add a space, then each letter A–Z after your keyword ("journal a," "journal b"...). Amazon reveals dozens of long-tail phrases real shoppers type — a goldmine of low-competition niches.

Competitor Analysis Worksheet

Study the top 10 books for your primary keyword. They show you the price, length, and quality you'll need to match — and the weaknesses you can beat.

#	BOOK TITLE	PRICE	REVIEWS	RATING	PAGES
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

☐ STRENGTHS OF THE TOP BOOKS

☐ WEAKNESSES & GAPS

☐ OPPORTUNITIES FOR MY BOOK

⊗ COMMON MISTAKE

Only checking the #1 best-seller. Its reviews are impossible to catch overnight. Study books ranked 5–15 too — their weaker covers, thin content, or dated info are where a newcomer actually breaks in.

06 STEP 5 BSR Research Worksheet

BSR (Best Sellers Rank) is Amazon's sales-popularity rank for each category. A **lower** number means more sales — a book at #5,000 sells far more than one at #500,000. Use it to estimate real demand.

BOOK TITLE	BSR	PRICE	EST. MONTHLY SALES	EST. REVENUE

WORKED EXAMPLE · ESTIMATING SALES FROM BSR

Book's BSR (Books category) ~50,000

Rough estimate from a BSR tool ~5 sales / day

Monthly sales = 5×30 ~150 / mo

REVENUE = $150 \times \$9.99$ **~\$1,499 / mo**

RESEARCH TIP

BSR-to-sales is only an estimate and it shifts over time and by category. Check several competitors, not one, and confirm current numbers with an up-to-date BSR calculator before you trust a niche.

Customer Review Mining Worksheet

Competitor reviews are free market research. Readers tell you exactly what they loved, hated, and wished the book had — your roadmap to a better one.

☐ **POSITIVE REVIEW THEMES (WHAT READERS PRAISE — KEEP THESE)**

☐ **NEGATIVE REVIEW THEMES (WHAT READERS CRITICIZE — AVOID THESE)**

☐ **MISSING CONTENT REQUESTS ("I WISH IT HAD...")**

☐ **FREQUENTLY MENTIONED PROBLEMS (RECURRING COMPLAINTS)**

☐ **IDEAS FOR IMPROVEMENT (HOW MY BOOK WILL BE BETTER)**

⚡ QUICK WIN

Sort competitor reviews by "Most Recent" and read the 2- and 3-star ones first. They're the most useful — specific, honest, and full of fixable gaps you can build your book around.

Keyword Opportunity Worksheet

Score your keyword candidates. The best targets pair **high demand** with **low competition** and clear buyer intent — that's where a new book can rank fast.

KEYWORD	COMPETITION	DEMAND	BUYER INTENT	OPP. SCORE	NOTES

Rate Competition / Demand / Buyer intent as High · Med · Low · Opportunity score 1–10

Q RESEARCH TIP

The sweet spot is a keyword with strong demand but where the top books have **few reviews** or weak covers. High demand + weak competition is the fastest path to page-one visibility for a brand-new book.

Profit Potential Worksheet

Will this niche actually pay? Estimate your royalty per book and realistic monthly sales, then project the income before you commit weeks to writing.

INCOME PROJECTION		AMOUNT
Expected price		
Expected royalty per book		
Expected monthly sales	×	
MONTHLY ROYALTY INCOME	=	
Monthly revenue (price × sales)		
ANNUAL INCOME POTENTIAL (royalty × 12)	=	

WORKED EXAMPLE · A \$9.99 PAPERBACK

Expected price	\$9.99
Royalty per book (after print cost)	\$3.50
Expected monthly sales	60
MONTHLY ROYALTY = \$3.50 × 60	\$210
Annual potential = \$210 × 12	\$2,520

RESEARCH TIP

Your royalty per book depends on format, price, page count, and print cost. Don't estimate it — get the exact figure from the **KDP Royalty Calculator** at [SimpleLifeCalc.com](https://www.SimpleLifeCalc.com), then drop it in above.

Book Differentiation Worksheet

In a proven niche, the books already exist — so yours has to be visibly better or clearly different. Define your edge before you write a word.

☐ WHY WOULD SOMEONE CHOOSE MY BOOK OVER THE TOP RESULTS?

☐ WHAT WILL MAKE IT UNIQUE? (ANGLE, FORMAT, DEPTH, DESIGN, VOICE)

☐ WHAT GAP EXISTS IN THE MARKET THAT COMPETITORS MISS?

☐ WHAT SPECIFIC IMPROVEMENT CAN I OFFER THAT REVIEWS ARE ASKING FOR?

⚡ QUICK WIN

Pick *one* clear differentiator and lead with it everywhere — title, subtitle, cover, and description. “The only X with Y” beats a book that’s vaguely “better” at everything.

Niche Risk Assessment Worksheet

Every niche carries risk. Rate each factor from 1 (low risk) to 10 (high risk). A high total is a signal to think twice — or to plan for the weak spots before you commit.

RISK FACTOR	RATE 1-10 (10 = HIGH RISK)
Competition	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
Trend risk (fad vs. lasting)	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
Content creation difficulty	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
Review competition (entrenched books)	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
Market saturation	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
Profitability risk (10 = thin margins)	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
Long-term demand risk	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
Total risk score	_____ / 70

Under 30

Low risk — comfortable to pursue

30–49

Moderate — workable with a plan for the high scores

50+

High risk — only pursue with strong demand & differentiation

⊗ COMMON MISTAKE

Chasing a viral trend with high trend-risk. By the time you research, write, and publish, the spike may be over. Lasting evergreen niches beat fads for steady KDP income.

12 DECIDE Niche Opportunity Scorecard

Bring all your research together. Score each factor 1–10, then total it. Use the same scorecard for every niche so you compare them fairly — and let the winner emerge on points.

FACTOR	RATE 1–10
Demand	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
Competition (10 = low/weak)	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
Keyword opportunity	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
Profit potential	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
Market stability	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
Ease of creation	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
Personal interest	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
Expansion potential	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
Total score	_____ / 80

70–80 Excellent niche — move forward with confidence

50–69 Moderate opportunity — workable if you lift the weak factors

Below 50 High risk — research the next niche instead

⚡ QUICK WIN

Score “competition” and “ease” so **10 always means good for you** (low competition, easy to create). Then a high total reliably points to your strongest, most publishable niche.

30-Day Niche Research Plan

Spread the research across four weeks so it actually gets done. A suggested focus is listed for each week — adjust it to where you are.

WEEK / FOCUS	RESEARCH TASKS & FINDINGS	NEXT ACTIONS
Week 1 Brainstorm & shortlist niches		
Week 2 Search, competitors & BSR		
Week 3 Reviews, keywords & profit math		
Week 4 Score, decide & plan the book		


RESEARCH TIP

Give every niche the same week-by-week treatment. Disciplined, repeatable research is what separates publishers who build a catalog of sellers from those who gamble on one lucky book.

☐
OVERALL NOTES & WHAT TO RESEARCH NEXT MONTH

Final Niche Decision Worksheet

Lock in your decision. Writing it down turns research into a plan — and gives you a benchmark to measure your real results against after launch.

CHOSEN NICHE

TARGET AUDIENCE

PRIMARY KEYWORD

EXPECTED PRICE

EXPECTED ROYALTY

MONTHLY SALES

☐ **REASON FOR SELECTION (WHAT THE RESEARCH PROVED)**

☐ **MAIN RISKS & HOW I'LL MANAGE THEM**

LAUNCH GOAL & TARGET DATE

Q RESEARCH TIP

Revisit this page after launch and compare expected vs. actual sales and royalties. That gap is the most valuable lesson you have for choosing your next niche even faster.

Master Niche Research Checklist

Your final gate. Don't start writing or designing until every box is ticked. If one isn't, return to that worksheet first.

- | | |
|---|---|
| ☐ Demand validated
Real searches & sales confirm buyers exist. | ☐ Keywords researched
Primary & long-tail keywords identified. |
| ☐ Competitors analyzed
Top 10 studied; a clear gap found. | ☐ BSR reviewed
Sales estimates confirm the niche moves. |
| ☐ Reviews analyzed
Reader gaps & complaints mined for ideas. | ☐ Profit estimated
Royalty math justifies the work. |
| ☐ Differentiation identified
A clear reason to choose my book. | ☐ Risks evaluated
Risk score acceptable for the upside. |
| ☐ Niche scored
Opportunity scorecard completed. | ☐ Final niche selected
Decision recorded — ready to create. |

⚡ QUICK WIN

Save this finished workbook. It becomes your repeatable niche-research system — and the proof of why this book was worth creating when you compare projections to real sales.



Publish With Proof, Not Hope

You've taken a raw idea all the way to a scored, validated, profit-checked niche — the work most publishers skip. Run this same system on every book and your catalog grows on evidence, not luck.

— RUN THE NUMBERS · FREE KDP PUBLISHER TOOLS —



KDP Royalty Calculator

See your exact royalty per book by format, price, and page count — so your profit math is real.



KDP Book Pricing Calculator

Find the price that balances royalty and sales for your page count and trim size.



KDP Launch Checklist

Once your niche is chosen, take the book from manuscript to launch day with our step-by-step checklist. Find it with all our tools at SimpleLifeCalc.com.



Scan for free KDP calculators, worksheets, and publisher resources.

SimpleLifeCalc.com

Created by [Simple Life Calculator](https://SimpleLifeCalc.com)

Free KDP royalty, pricing & research tools at SimpleLifeCalc.com

Tools and guidance for smarter self-publishing decisions.