



# HOW TO WRITE AND SELF-PUBLISH A TRAVEL GUIDE

## PLAN IT: WORKSHEET #5

### RESEARCH YOUR COMPETITION USING AMAZON

- STEP ONE:** PICK ONE OF YOUR BOOK CONCEPT IDEAS.
- STEP TWO:** LOCATE FIVE TO TEN BOOKS IN DIRECT COMPETITION TO YOUR TRAVEL GUIDE IDEA.
- STEP THREE:** COMPLETE A COMPETITIVE RESEARCH ANALYSIS USING ONE OF THE KEY AMAZON TERRITORIES.
- STEP FOUR:** RINSE AND REPEAT FOR EACH BOOK CONCEPT IDEA ON YOUR SHORTLIST (THIS IS WHY IT'S IMPORTANT TO CAP YOUR LIST AT 3-5 BOOK CONCEPT IDEAS)

#### HOW TO SEARCH FOR YOUR COMPETITION

Choose your favorite topic from your short list of ideas to research Amazon, and use the following steps to find books that you consider are in direct competition to you and are worth doing a competitive analysis on.

Navigate to Amazon.

Change the search category to Kindle Store.

Type your book topic keywords into the search box, for example: Thailand budget travel, and review the search results.

If the results aren't relevant, try changing your search terms or the sort order. The default sort filter is relevance, but you can try sorting the results by publication date so the most recent publications are at the top of the list.

Scan the search results to find titles that seem the most comparable to your own, based on their covers and book titles.

Click on the book cover or description to visit the book's Amazon sales page.

#### HOW TO COMPLETE AN INITIAL EVALUATION

Once you're on the book's Amazon sales page, click on Read More to review the book's description. This section is the main storefront for a book, but some indie authors don't realize the potential of this page for reaching readers, so you may run into instances where the description is scant or minimal.

Next, click on the Look Inside feature to read the introductory sections and review the table of contents (if available).

This Description and Look Inside information should be sufficient to assess whether the book is your competition and warrants an in-depth competitive analysis or whether you should search for another book.



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USE THIS SHEET TO PROMPT YOUR EVALUATION:

YOUR BOOK CONCEPT IDEA: \_\_\_\_\_

#### COVER IMAGE PROS AND CONS

Prompt: Is the book pleasing to the eye or does it need redesigning? Does the image fit the topic? Is the author's name prominent? What aspects of the cover do you like, and what don't you like?

#### PUBLISHER

Prompt: Is the book self-published or traditionally published?

#### CONTENT FORMATS

Prompt: Is the book available as an e-book, paperback, or audio?

#### BOOK TITLE

Prompt: Does the book title accurately represent the book's content? Is it easy to identify the target audience. Does the book title make you want to buy the book?

#### BOOK DESCRIPTION

Prompt: How extensive in the book description? Are the title keywords included in the book description. Is the description formatted with sub-headings and bullet points? Is it easy to read?

#### PUBLICATION DATE

#### PRICE

#### NUMBER OF PAGES

#### POSITIVE REVIEW POINTS

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#### NEGATIVE REVIEW POINTS

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#### PERSONAL IMPRESSIONS

Prompt: What's your gut reaction, your first emotional response to the book? Are there aspects of the book that you warmed to as you explored it more? What would you change or do differently? What aspects are handled well that you'd like to emulate for your travel guide?

#### AUTHOR PAGE

Prompt: Does the author have an author page? Is it engaging and informative and include links to connect with the author?

#### SAMPLE (LOOK INSIDE)

Prompt: Does the Look Inside content provide a first good impression of the book? Is the book formatted professionally? Is the content engaging? Are there any marketing elements in the opening pages?



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### RESEARCH YOUR **COMPETITION USING AMAZON**

USE THIS SHEET TO EVALUATE EACH BOOK THAT'S IN DIRECT COMPETITION TO YOUR BOOK CONCEPT. START LOOKING AT IT FROM THE PERSPECTIVE OF A READER. WHAT WOULD ENCOURAGE YOU TO BUY AND WHAT WOULD TURN YOU OFF?

YOUR BOOK CONCEPT IDEA: \_\_\_\_\_

<b>COVER IMAGE PROS AND CONS</b>	<b>BOOK TITLE</b>		
	<b>BOOK DESCRIPTION</b>		
<b>PUBLISHER</b>	<b>PUBLICATION DATE</b>	<b>PRICE</b>	<b>NUMBER OF PAGES</b>
<b>CONTENT FORMATS</b>			
<b>POSITIVE REVIEW POINTS</b>	<b>PERSONAL IMPRESSIONS</b>	<b>AUTHOR PAGE</b>	
<b>NEGATIVE REVIEW POINTS</b>		<b>SAMPLE (LOOK INSIDE)</b>	