

Opportunities in the Children's eBook Niche

Copyright 2012 by James J Jones

Duplication prohibited

Notice

This eBook and supplementary material was created to provide specific information regarding the subject matter covered. Every attempt has been made to verify the information provided in this material however neither the author nor the publisher are responsible for any errors, omissions, or incorrect interpretations of the subject matter.

Information contained within this material is subject to local, state, federal and international laws. The reader is advised to consult with a licensed professional for legal, financial and other professional services.

The reader of this material assumes responsibility for the use of this information. Adherence to all applicable laws and regulations governing professional licensing, business practices, advertising and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the reader.

The author and publisher assume no responsibility or liability whatsoever for the use or misuse of the information contained within these materials.

Opportunities in the Children's eBook Niche is Copyright 2012 by James J. Jones. Reproduction without permission is prohibited.

There is a great and growing opportunity for you in the Children's eBook Market. The demand is huge and growing by the day but the amount of titles available (the supply) is relatively low.

At the time of this writing there are 81,593 eBooks in the Kindle Store targeted at children. This may seem like a huge number but when you look at individual categories the numbers are quite small:

Astronomy & Space -- 156 titles
Biology -- 77 titles
Zoology -- 78 titles
Experiments & Projects -- 105 titles
Earth Sciences -- 97 titles
How Things Work -- 72 titles
Heavy Machinery -- 21 titles
Mystery & Wonders -- 126 titles
Electricity & Electronics -- 11 titles
Dinosaurs -- 379 titles
Birds -- 310 titles
Pets -- 485 titles
Reptiles & Amphibians -- 214 titles
Mammals -- 399 titles
Lions, Tigers & Leopards -- 172 titles
Zoos -- 186 titles
Marine Life -- 493 titles
Apes & Monkeys -- 262 titles
Alligators & Crocodiles -- 65 titles
Superheroes -- 171 titles

Looking at those categories isn't it obvious that they would appeal to children? And even though you may think a few hundred titles is high, it's actually relatively easy to rank your eBook on the first page if the number of competitors is less than 500. (*See my special report: Fast and Easy Kindle Ranking Secrets Revealed*)

When Do Parents Purchase eBooks for their children?

Many parents use eBook readers as a way to keep their children occupied while the parent is busy or just needs some quiet time. This includes:

- Waiting in line
- Waiting at the airport on a flight
- In a restaurant
- On long car trips/ bus rides
- At the doctors/dentist office

According to a Survey on Parent Co-Reading -

<http://www.joanganzcooneycenter.org/Reports-36.html>:

a. Most parents report that they prefer co-reading e-books with their children when traveling or commuting together.

b. Most parents also let their children use their iPads to read e-books alone at least occasionally when they have something else that requires their attention.

The types of searches parents do to find eBooks for their children

Here are some keyword phrases parents are searching for right now. You can target these keyword phrases in your eBook listings and appear in the search results when a parent searches using one of these terms in the Kindle Store.

(note: some of these are misspelled or grammatically incorrect but they are included because people are searching using the phrase exactly as it is shown)

boys books

boys books ages 9 12

boys books for kindle ages 9-12

boys books ages 9 12

boys books age 8

boys books for kindle ages 9-12

boys books age 6 8

boys books age 8

boys books ages 12 14

boys books age 6 8
children books for kindle
childrens books for kindle ages 9-12
childrens books by age 3 5
childrens books by age 5-8
girls books
girls books ages 9-12 for kindle
girls books free
girls books on puberty
girls books ages 9-12 for kindle free
girls books for kindle ages 9-12
girls books ages 9-12 for kindle free
kids books
kids books ages 9-12 for kindle
kids books ages 9-12 free
kids books age 4 8 free
kids books free
kids chapter books
kids free books
kids story books
kids story book
kids stories
books for boys
books for boys ages 9-12
books for boys 8-10
books for boys age 12 14
books for boys age 6 8
books for boys on kindle
books for boys age 8
books for boys 9 12
books for children
books for children ages 9-12
books for children ages 7-9
books for children ages 9-12 free
bedtime stories
bedtime stories for children
bedtime stories for children you hate
bedtime stories for toddlers
bedtime stories for kids

Websites that cater to Children's eBook buyers

Use these sites to find out what eBooks are popular with children:

Good Reads

<http://www.goodreads.com/shelf/show/childrens-picture-books-ebooks>

Scholastic

<http://www.scholastic.com/home/>

Advancing Children's Learning in a Digital Age

<http://www.joanganzcooneycenter.org>

Raz-Kids

<http://www.raz-kids.com>

Ideas and Resources

Book Types for Young Readers

Reference: <http://www.rif.org/us/literacy-resources/articles/choosing-books-for-young-children.htm>

ABC and counting books:

Fun and colorful illustrations of the alphabet and numbers

Example: Chicka Chicka Boom Boom by Bill Martin Jr. and John Archambault, illustrated by Lois Ehlert

Wordless picture books: A story told through pictures and few or no words.

Example: Good Dog, Carl by Alexandra Day

Concept books: Pictures or photos of familiar objects or ideas such as colors, shapes, opposites, or sizes.

Example: Color Dance by Ann Jonas

Pattern books: Repeating text and predictable plots that let children join in

Example: Brown Bear, Brown Bear, What Do You See? by Bill Martin Jr., illustrated by Eric Carle

Information books: Realistic pictures or photographs that introduce facts about a specific topic

Example: Bugs by Nancy Winslow Parker and Joan Richards Wright

Traditional rhymes and stories: Nursery rhymes, fairy tales, fables, and folktales from various cultures

Example: The Little Red Hen by Byron Barton

Picture books: Words and pictures that tell a story about realistic or imaginary characters and events

Example: Abuela by Arthur Dorros, illustrated by Elisa Kleven

Poetry: One or several illustrated poems for young children

Example: Honey, I Love by Eloise Greenfield, illustrated by Jan Spivey Gilchrist

Easy-to-read books: Limited vocabulary, rhyme, and repetition for beginning readers

Example: The Foot Book by Dr. Seuss

Choosing Good Books: Getting the Most out of Picture Books -

<http://www.rif.org/us/literacy-resources/articles/getting-the-most-out-of-picture-books.htm>

The World's Grossest Booklist -

http://www.rif.org/kids/readingplanet/bookzone/enter_goo_booklist.htm

GeekDad Opinion: The Future of Children's eBooks -

<http://www.wired.com/geekdad/2011/02/geekdad-opinion-the-future-of-childrens-ebooks/>

1. eBooks that allow children control over the narrative
2. eBooks that support 21st century skills
3. eBooks that nurture exploration

Young Adult Books Attract Growing Numbers of Adult Fans

[http://www.bowker.com/en-US/aboutus/press room/2012/pr_09132012.shtml](http://www.bowker.com/en-US/aboutus/press%20room/2012/pr_09132012.shtml)

* Adult consumers of Young Adult books are among the most coveted demographic of book consumers overall.

* Fully 55% of buyers of works that publishers designate for kids aged 12 to 17 – nicknamed YA books -- are 18 or older, with the largest segment aged 30 to 44.

* Accounting for 28 percent of sales, these adults report that 78 percent of the time they are purchasing books for their own reading.

Ebook trends -

<http://www.amarketingexpert.com/the-next-10-ebook-trends-to-watch-for>

How to Sell Your Ebooks – 10 Simple Ways to Build a List of Buyers -

<http://thefutureofink.com/sell-your-ebooks-one-simple-but-powerful-action-step/>

Adventures in YA (Young Adult) & Children's Publishing -

<http://childrenspublishing.blogspot.com/>

Comparing parent-child co-reading on print, basic, and enhanced e-book platforms -

www.joanganzcooneycenter.org/upload_kits/jgcc_ebooks_quickreport.pdf