

How to Find Red Hot Kindle Niche Markets with Low Competition and High Demand

In this special report I'm going to show you where to find high demand but low competition niche markets for Kindle eBooks.

First off, let me tell you how to recognize a high demand niche...

Look for Other People who are doing Well in the Same or Similar Niche!

You want to chase after the successes and emulate what they are doing. Not copy them but figure out how to improve on them.

With Kindle eBooks it's very easy to see which eBooks and authors are doing well because Amazon has been kind enough to tell you IF you know where to look.

Amazon has a ranking for all their eBooks (and every other product actually) called **Amazon Best Sellers Rank**.

You'll find the Amazon Best Sellers Rank in the **Product Details** section of the eBook or item listing.

Here's an example of a book listing when I search for the keyword phrase, "gluten free cookbook" in Amazon (selecting only Kindle eBooks)

Product Details

File Size: 3804 KB

Print Length: 128 pages

Publisher: Cedar Fort, Inc. (March 8, 2011)

Sold by: Amazon Digital Services, Inc.

Language: English

ASIN: B005D902GQ

Text-to-Speech: Enabled

X-Ray: Not Enabled

Lending: Enabled

Amazon Best Sellers Rank: #16,222 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

#42 in [Books](#) > [Cookbooks, Food & Wine](#) > [Special Diet](#) > [Allergies](#)

In this case the Best Sellers Rank is 16,222.

That number is important because we can use it to estimate how many of that eBook are being sold and even get an estimate of the total sales amount.

Here is a chart (provided courtesy of James J Jones) that breaks down the approximate monthly Kindle eBook sales based on the Best Seller Rank...

Monthly Kindle eBook Sales by Best Seller Rank

Best Seller Rank	Appx
Range	Sales per month
200,000 - up	1
175,000 - 199,999	2
150,000 - 174,999	4
125,000 - 149,999	8
100,000 - 124,999	10
75,000 - 99,999	25
50,000 - 74,999	35
40,000 - 49,999	55
30,000 - 39,999	75
25,000 - 29,999	100
20,000 - 24,999	200
15,000 - 19,999	300
10,000 - 14,999	400
5,000 - 9,999	350
1,000 - 4,999	100
500 - 999	1500
1 - 499	2500

To find the estimated monthly sales simply multiple the price of the eBook by the approximate sales per month.

For example the book in the sample above is priced at \$3.99:

Start reading *Eat Free: No Gluten. No Sugar. No*

Eat Free: No Gluten. No Sugar. No Guilt. [Kindle Edition]
 Rhiannon Lawrence (Author)

★★★★☆ (21 customer reviews) | Like (2)

Digital List Price: ~~\$4.99~~ What's this?
 Print List Price: ~~\$16.00~~
 Kindle Price: **\$3.93** includes free wireless delivery via **Am**
 You Save: **\$13.06 (77%)**

- Length: 128 pages
- Don't have a Kindle? [Get your Kindle here.](#)

Formats	Amazon Price	New from	Used from
Kindle Edition	\$3.93	--	--
Hardcover-spiral	\$11.55	\$9.50	\$10.48

The Best Sellers Rank is 16,222 so, referring to the chart we can see that this ebook sells approximately 300 copies per month. $35 \times \$3.93 = \1179.00 in monthly sales.

Is that a good market or not? What I like to do is look at all the eBooks on the first page of results for a keyword phrase and check to see if there are several eBooks making good

money. "Good money" is sort of subjective but I look for at least one eBook pulling in at least \$1000 per month and several more over \$500.00 per month.

Let's continue on with this same example:

Search Kindle Store ▾

Free Reading Apps Kindle eBooks Kindle Singles Newsstand Popular Games Accessories Dis

Kindle Store > "gluten free cookbook"

Related Searches: [gluten free](#), [gluten free baking](#), [gluten free cookbooks best sellers](#).

Showing 1 - 12 of 212 Results

1.  **Gluten-Free on a Shoestring: 125 Easy Recipes for Eating**
Buy: **\$9.99**
Auto-delivered wirelessly
★★★★☆ (95)

2.  **Deliciously G-Free: Food So Flavorful They'll Never Believe It's Gluten-Free**
Buy: **\$12.99**
Auto-delivered wirelessly
★★★★☆ (86)

3.  **The Healthy Gluten-Free Life: 200 Delicious Gluten-Free, Dairy-Free Recipes**
Buy: **\$9.99**
Auto-delivered wirelessly
★★★★☆ (98)

4.  **The Paleo Recipe Cookbook: 101 All Natural Gluten-Free Recipes**
Prime members: **\$0.00** Prime (read for free, Join Amazon Prime)
Buy: **\$2.99**
Auto-delivered wirelessly
★★★★☆ (16)

5.  **Eat Free: No Gluten. No Sugar. No Guilt.** by Rhiannon Law
Buy: **\$3.93**
Auto-delivered wirelessly

There are 12 eBooks listed in the first page for the keyword search, “gluten free cookbook”. I’ve listed the first five above.

What I would do now is go through each listing and estimate the amount of sales per month for each eBook on the first page for that keyword phrase.

Doing this, I find there are 4 eBooks making over \$1000.00 per month (with one making over \$5000.00!) so this appears to be a high demand niche.

As far as competition goes there are only 212 total results for this search. Anything below 500 is considered good. Below 250 is great!

Ok, so now that you know what to look for in a niche where do you find these niches?

Here are several places to look:

Clickbank Marketplace

You’ve probably heard of Clickbank.com but if not it’s an affiliate network for info-marketers. People can list their products on the site and in the marketplace.

The screenshot shows the ClickBank Marketplace homepage. At the top right, there is a language dropdown menu set to "English". Below it is a search bar labeled "Find Products:" with a search icon and links for "Advanced Search" and "Search Help".

The main content area is divided into several sections:

- Left Sidebar:**
 - Make More Money:** A promotional banner with a book icon and the text "Promote These Products! Click Here".
 - Resources:** A section titled "Recently Removed".
 - Categories:** A list of product categories: Arts & Entertainment, Betting Systems, Business / Investing, and Computers / Internet.
- Center Column:**
 - How to Find Products to Promote:** A section with two numbered steps: 1. Browse Categories on the left. 2. Use the Find Products box above to search by keyword. Below the steps is an illustration of a man sitting at a desk with a laptop. Text below the illustration says: "To view the vendor's Pitch Page, click the listing title. Stats show you how much you can earn for referred sales. Click Promote to create a HopLink and start referring sales! To learn more about how the Marketplace works click here."
 - New to Affiliate Marketing?:** A section stating "The ClickBank Help Center will help you to get started." followed by a bulleted list: "Not sure what an affiliate is or does? Learn the basics of being a ClickBank affiliate." and "Follow the easy steps in". Below this is an illustration of a man's face.
- Right Column:**
 - Sponsored Links:** A list of promotional offers:
 - \$10,000 Affiliate Bonuses!** #1 Rated. Earn HUGE checks! www.PennyStockProphet.com Avg Comm 75%: Promote Now
 - New Affiliates Get \$50!** Who Else Pays You To Join? www.RealWritingJobs.com Avg Comm 75%: Promote Now
 - 100% Commission For Life** Easy Recurring Product Sell! www.tradingwithjames.com Avg Comm 75%: Promote Now
 - 100% Commission For Life** Easy Recurring Product Sell! www.tradingwithjames.com Avg Comm 75%: Promote Now
 - Oh My God - \$15K A MONTH** Without Spending A Dime www.CBPirate.com Avg Comm 50%: Promote Now
 - New Video Copy DOUBLED CR**

There are several categories of products listed. Here is a full listing of the main product categories:

Clickbank Category Listing

Categories
▶ Arts & Entertainment
▶ Betting Systems
▶ Business / Investing
▶ Computers / Internet
▶ Cooking, Food & Wine
▶ E-business & E-marketing
▶ Education
▶ Employment & Jobs
▶ Fiction
▶ Games
▶ Green Products
▶ Health & Fitness
▶ Home & Garden
▶ Languages
▶ Mobile
▶ Parenting & Families
▶ Politics / Current Events
▶ Reference
▶ Self-Help
▶ Software & Services
▶ Spirituality, New Age & Alternative Beliefs
▶ Sports
▶ Travel


And there are additional Sub-Categories within the main categories. For example, under Arts and Entertainment you'll see all these Sub-Categories:


Kindle Store > ["wedding photography"](#)

Related Searches: [photography](#), [wedding photography books](#).

Showing 1 - 12 of 141 Results

- 

Profitable Wedding Photography by Elizabeth Etienne and Colin
Prime members: \$0.00 ✓Prime (read for free, Join Amazon Prime)
Buy: \$0.99
Auto-delivered wirelessly
★★★★★ (22)
- 

Fine Art Wedding Photography: How to Capture Images with S
Buy: \$19.99
Auto-delivered wirelessly
★★★★★ (136)
- 

Captured by the Light: The Essential Guide to Creating Extraor
Buy: \$30.56
Auto-delivered wirelessly
★★★★★ (94)

Only 141 total results so that looks good competition wise.

Running the numbers on the niche there are three ebooks earning over \$1000.00 per month with one earning almost \$5000.00. Looks like a winner!

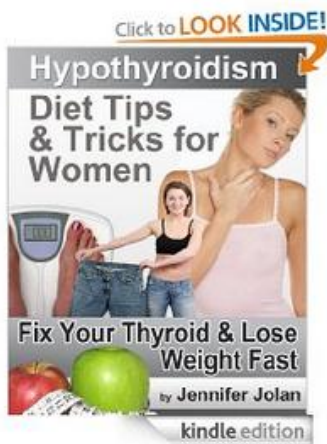
There are hundreds of Sub-Categories within the Clickbank Marketplace for you to explore!

Other Authors

Another great place to find a hot niche market is by looking at an author's other eBooks that are listed on Amazon.

When you find an eBook that is doing well click on the Author's name to see their other eBooks. This will bring up a box with a link to the Authors page if they have one:

Start reading *Hypothyroidism Diet Tips & Tricks for Women - Fix Your Th.*



Hypothyroidism Diet Tips & Tricks for Women - Fix Your Thyroid

Jenniferolan (Author)

★★★★☆ (1)

Digital List Price
Kindle Price

- Length: 24
- Don't have [here.](#)



Read more about the author, see their books, and more.

Jenniferolan (Author)

> [Visit Amazon's Jenniferolan Page](#)

Find all the books, read about the author, and more.

See [search results](#) for this author


Are you an author? [Learn about Author Central](#)

If the author doesn't have an Author page just do a search for their name:

Search Jenniferolan


Kindle Store > "Jenniferolan"

Showing 1 - 12 of 28 Results

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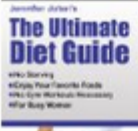
1-Day Diet - The Fastest "Diet" in the World! by Jenniferolan
Prime members: \$0.00 ✓Prime (read for free, [Join Amazon Prime](#))
Buy: \$9.97

Auto-delivered wirelessly

★★★★☆ (135)
- 

Amazon's Jenniferolan Page

I'm just a down-to-earth Midwestern girl who found her passion for healthy living.

I love to [More about Jenniferolan](#)
- 

The Ultimate Diet Guide - For Busy Women! by Jenniferolan
Prime members: \$0.00 ✓Prime (read for free, [Join Amazon Prime](#))
Buy: \$2.99

Scan through the listing to see if there are other potential markets you may have not ever heard about before.

Magazines.com

The screenshot shows the Magazines.com website interface. At the top, there is a search bar with the text "Search by Name or Keyword" and a magnifying glass icon. To the right of the search bar, there is a shopping cart icon with "(0)" and "\$0.00". Below the search bar, there is a navigation menu with the following items: "All Departments", "Magazines", "Books", "Free Magazines", "Gifts", and "Welcome".

A promotional banner for Rolling Stone magazine is displayed, stating "LIMITED-TIME OFFER: \$5 Rolling Stone" and "HURRY! THIS DEAL EXPIRES 9/23/12!".

The main content area is divided into two sections: "Best Sellers" and "Great Deals".

Best Sellers:

- #1 Rolling Stone: 12 Issues: \$5.00, You Save 92%. Rating: 5 stars. Add to Cart.
- #2 Good Housekeeping
- #3 People
- #4 InStyle
- #5 First For Women

Great Deals:

- People: 12 Issues: \$26.30, You Save 45%. Rating: 5 stars. Add to Cart.
- Women's Health: 6 Issues: \$9.97, You Save 67%. Rating: 5 stars. Add to Cart.
- Vegetarian Times: 9 Issues: \$12.00, You Save 73%. Rating: 5 stars. Add to Cart.
- Taste Of Home: 4 Issues: \$8.99, You Save 44%. Rating: 4 stars. Add to Cart.
- File (partially visible): 6 Issues: \$12.00, You Save 73%. Rating: 1 star. Add to Cart.

Go to www.magazines.com and browse through the magazine listing. Look for potential niches in the article snippets on the covers of the magazines.

Take the keywords from the article snippets and do the research in Amazon to see if they are potentially hot, low competition markets.

Have fun exploring!