NICHE it down a NOTCH

research your way to better books

Kirsten Oliphant // Emma St. Clair
@kikimojo // http://createifwriting.com
THE SKINNY:

➔ Why you should research your niche
➔ How to research on Amazon
➔ How to WRITE based on what you learn
➔ How to MARKET based on your niche
A LITTLE ABOUT ME...
• MFA in Fiction in 2007
• Authored a Handful of Nonfiction books
• Host the Create if Writing Podcast since 2015
• Top 25 Social Media Power Influencers in Houston last two years
• Spoken at places like BlogHer Food and Podcast Movement
Started Publishing Fiction in 2018...
January 2018

$31.30
earned between Jan 1, 2018 and Jan 31, 2018
by those 10 books.

Top Earners:-

[Image of book cover: Four Days of Christmas by Emma St. Clair]
One year later…

January 2019

$9,328.36
earned between Jan 1, 2019 and Jan 31, 2019
by those 10 books.

Top Earners:

- The Billionaire's Masquerade Ball
  Emma St. Clair
- The Billionaire Love Match
  Emma St. Clair
- The Billionaire Land Baron
  Emma St. Clair
- The Billionaire Benefactor
  Emma St. Clair
- Sandover Beach Week
  Emma St. Clair
- Sandover Beach Memories
  Emma St. Clair
My “overnight” success was 5+ years
WHY YOU SHOULD KNOW YOUR NICHE
BENEFIT #1
BENEFIT #1

{your clarity}
When you are SUPER CLEAR about what you’re writing, it makes your job easier.
MISTAKE #1: Not knowing your niche well enough
Romance + unhappy endings =

THREE NIGHTS AT New Year’s
A Sweet Holiday Romance short story
Emma St. Clair
THREE NIGHTS AT New Year's
A Sweet Holiday Romance short story
Emma St. Clair
Knowing your niche gives you a framework to help guide you
BENEFIT #2
BENEFIT #2
{your reader’s trust}
READER EXPECTATIONS

= 

READER TRUST

trust >> relationship >> superfans
Making one sale is about connecting with the right reader.
Making your next sale is about fulfilling that reader’s expectations...and then some.
HOW TO RESEARCH ON AMAZON
GOING DOWN THE RABBIT HOLE
Best Sellers in Romance

Top 100 Paid  Top 100 Free

1. The Magnolia Inn  by Carolyn Brown
   - Kindle Edition: $4.99

2. Magic Hour: A Novel  by Kristin Hannah
   - Kindle Edition: $2.99

3. The Kiss Thief  by LJ Shen
   - Kindle Edition: $3.99

4. Taking Back His Bride  by Madison Faye
   - Kindle Edition: $0.99

5. Boys of Beachwood High  by Megan Brandon

6. Brick  by Kendra Elliot

7. Merciful Fate  by Grace Greene

Kindle eBooks > Romance
MISTAKE #2

Not understanding the competition
KNOW YOUR COMPETITION

(NOT my competition)
<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Author</th>
<th>Price</th>
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<td>#1</td>
<td>The Magnolia Inn</td>
<td>Carolyn Brown</td>
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<tr>
<td>#2</td>
<td>Magic Hour: A Novel</td>
<td>Kristin Hannah</td>
<td>$2.99</td>
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<td>#3</td>
<td>The Kiss Thief</td>
<td>LJ Shen</td>
<td>$1.99</td>
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<td>#4</td>
<td>Taking Back His Bride</td>
<td>Madison Faye</td>
<td>$0.99</td>
</tr>
<tr>
<td>#5</td>
<td>Boys of Barrow Hill</td>
<td>Morgan Sheddy</td>
<td>$4.99</td>
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<tr>
<td>#6</td>
<td>Pricked</td>
<td>Winter Renysz</td>
<td>$3.99</td>
</tr>
<tr>
<td>#7</td>
<td>Merciful Fate</td>
<td>Kendra Elliot</td>
<td>$3.99</td>
</tr>
<tr>
<td>#8</td>
<td>Wildflower Heart</td>
<td>Grace Greene</td>
<td>$2.99</td>
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DON’T STUDY THE BIG CATEGORIES!

Well, DO, but look harder at the small.
Since You've Been Gone
  
  By: Christa Allan
  
  Kindle Edition $3.99

Blind Date with a Billionaire Professor (Blind...)
  
  By: Evangeline Knight
  
  Kindle Edition $0.99

Every Breath
  
  By: Nicholas Sparks
  
  Kindle Edition $12.99

Rescued by the Mountain Man (Mountain Men of...
  
  By: Dana Alden
  
  Kindle Edition $0.99

#Awestruck (A #Lovestruck Novel)
  
  By: Sariah Wilson
  
  Kindle Edition $3.99

A Charming Lady for the Intriguing Baronet: A...
  
  By: Bridget Barton
  
  Kindle Edition $0.99

The Unusual Story of the Silent Duchess: A...
  
  By: Emma Linfield
  
  Kindle Edition $0.99

Her Secret Billionaire Roommate: A Clean...
  
  By: Bree Livingston
  
  Kindle Edition $0.99

Kindle eBooks > Romance > Clean & Wholesome
ANATOMY OF A CATEGORY

- Look at top 20 books
- Rank in overall store of the #1 book
- Rank in overall store of the #20 book

This will give you an idea of how competitive a category is as well as how profitable.
Find the smaller categories that fit YOUR book and you’ll get way more info.
COVERS

The Chief's Second Chance
USA Today Bestselling Author
elena johnson

The Ranger's Chance
BREE LIVINGSTON
ARMY RANGERS 1

Her Last First Kiss
LIZ ISAACSON
LAST CHANCE RANCH

The Unusual Story of the Silent Duchess
EMMA LINFIELD
The more you study niches, the more you’ll see the subtle differences in EVERYTHING.
Her Secret Billionaire Roommate: A Clean Billionaire Romance Book Six
Kindle Edition
by Bree Livingston ~ (Author), Christina Schrunk (Editor)

★★★★★ ~ 27 customer reviews
Book 6 of 6 in A Clean Billionaire Romance (6 Book Series)

> See all 2 formats and editions

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<th>Kindle</th>
<th>Paperback</th>
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<tr>
<td>$0.00</td>
<td>$14.99, prime</td>
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</table>

Read with Kindle Unlimited to also enjoy access to over 1 million more titles
4 New from $14.99

A bestselling author, a billionaire, and a snowstorm that leaves them stranded in a Montana cabin.

Bestselling author Olivia Weber is a year overdue delivering her next book, and her publisher is being bought out by another publishing company—one that doesn’t like to keep authors who don’t deliver. To spur Olivia’s creativity, her editor and agent send her on a two-week getaway at a cabin in Snowshoe, Montana.

When Gabriel Saxon, billionaire and CEO of Saxon Publishing, shows up at his family’s cabin in Montana, he’s shocked to find a woman claiming she’s rented the place for the next two weeks. He wants her gone and pronto, but a looming snowstorm puts a kink in his plan. It’s only after they’re stuck
SERIES INFO, ALSO-BOUGHTS, SPONSORED (not shown--usually three rows)
TIP: Enter ASIN into Amazon Search and keep clicking categories to see ALL the categories (Kindlepreneur.com)
This was a good story. Bree kept surprising me. I thought I knew what would cause the couples conflict and eventual reconciliation but then it didn't happen. There wasn't a specific conflict in the end where the characters reunited after a separation of misunderstandings. It was just quietly told.

Gabe and Livy both had such obstacles to overcome before trusting each other and beginning a relationship. My heart went out to both of them. Especially Livy. Bree told about the foster care system so well and some of the hard things kids have to go through.

2 people found this helpful.
The second part of research is **READING**.
Read enough books in your niche that you GET the genre.
READ HOW-TOs

Romancing the Beat
STORY STRUCTURE FOR ROMANCE NOVELS
Gwen Hayes
HOW TO WRITE KISSING BOOKS

How To Write A Swoon-Worthy Sweet Romance Novel
New York Times Bestselling Author
Victorine E. Lieske
WRITE HOW YOU WRITE:
pants on, pants off, outline, snowflake, etc
HOW TO MARKET BASED ON RESEARCH
The BEST marketing is writing a book TO MARKET.
The SECOND BEST marketing tool is connecting with authors in your niche.
These are ALMOST all authors I’ve done newsletter swaps with.
THREE-PRONGED MARKETING STRATEGY:

● Build your own email list
● Swap with other authors
● Paid ads - FB, AMS, email promos like ENT & Robin Reads

Other helpful things:
Build your Bookbub following and your Amazon author follows
MY FAVE TOOLS!
## Best Sellers in Contemporary Christian Romance:

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<td>3</td>
<td>The No Regrets Groom: Last Play Masquerade</td>
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<td>140</td>
<td>$4,106</td>
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<td>4</td>
<td>The Random Acts of Cupid (Christian Romance)</td>
<td>$0.99</td>
<td>$0.99</td>
<td>179</td>
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<td>$0.99</td>
<td>$0.99</td>
<td>320</td>
<td>$2,073</td>
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PAID TOOL: KD SPY

createifwriting.com/spy <- affiliate link
PAID TOOL: K-LYTICS

createifwriting.com/klytics <- affiliate link
## Paid Tool: KDP Rocket

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<th>Est. Amazon Searches/Month</th>
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<td>&lt;100</td>
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LIST GROWTH TOOLS

GROUP MAGNET PROMOS
Book Funnel
Book Cave
Story Origin

CONTESTS & GIVEAWAYS
Booksweeps
AuthorXP
MY BIG TIPS:
★ Research
★ Read
★ Network
★ Invest
★ Tweak
Q & A