

# How to Research and Find A Hot Topic for Your eBook To Make It a Best-Seller!



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## Section 1:

Do you have a problem or challenge that you've solved for yourself, your family, a friend, a client, customer, or colleague?

If so, it might be the perfect topic for a special report.

If you find yourself saying "I could do this better, or I wish there were a better solution for this...you may have a winner!"

The key is not to jump in right away, but to test your theory once you come up with a topic you're interested in pursuing.

Do the research before making a final decision. See if others are having the same problem or challenge and looking for a solution too.

See how many clicks the keywords for your topic get per month using the Google Keyword Tool, <http://ellenlikes.com/googlekeywordtool> and Wordtracker [www.freekeyword.wordtracker.co](http://www.freekeyword.wordtracker.co)

You'll also want to check in Amazon/Kindle and see what's actually selling. Then, pick a different approach.

You can go to article sites like Go Articles [www.goarticles.com](http://www.goarticles.com) or news sites like CNN, Forbes, or Huffington Post, depending on the niche you are exploring and look for topics there.

Another great source is blog comments. You can check blog comments on popular blogs in your niche at <http://www.blogcatalog.com/> or <http://www.DMOZ.org>

There are literally hundreds of sites where you can research topics.

But, don't pick a topic JUST because it is trending. Make sure it's of interest to you. Because if it does end up being a winner, you'll want to

create other products and possibly services around it and if it isn't of interest to you, you may find it difficult to stick with it.

## **Section 2: How to research your topic for the best chance for success:**

1. Go to The Google Keyword Tool.  
<http://ellenlikes.com/googlekeywordtool> Put in the keywords you think your market will be looking for if they were looking for what you offer. See which ones are targeted SPECIFICALLY to your market and get the most clicks.
2. Go to Amazon. First, see how many books have been written on your topic. If there are only a few beware. There may not be much interest in it. Also look at the titles and see if there are any buzz words used over and over that you could put into the Google keyword tool or use in your titles and/or URL. Also, look for clues to other words you may not have thought of to put into the Google Keyword Tool. Repeat #1.
3. Then, do a Google search. See how people in your niche approach your topic. See if you can “steal” their keywords and/or description. See what you can do differently that will set up apart.
4. Use the Google tool bar to find the ranking of the sites of your competitors that look promising. You want it to be a 3 or better; then, study them. You can also look at the Alexa tool bar. You want to study sites in your niche that have a ranking of 200 and above.

5. Once you know what the keywords are, go to chat rooms, forums, discussion boards listen for problems you can solve for your target market and the language they use so you can model it when you discuss the benefit of working with you as well as the benefits of your products and services.

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