



EZ Pub Profits

JUNE 2021 SAMPLE

Your monthly guide to successful
Kindle Direct Publishing.



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TABLE OF CONTENTS

August Monthly Niche Spotlight.....[7](#)

Back to School Month*.....[9](#)



August Monthly Niche Mentions.....[18](#)

August Important Date Highlights.....[19](#)

August BOOK A DAY.....[62](#)

Help Improve EZ Pub Profits.....[66](#)

Partnership with Pixel Pod Studio.....[68](#)

Wrapping It Up.....[70](#)

WHAT CAN YOU EXPECT FROM THIS GUIDE?



CREATIVE CONCEPTS

Every month you will get a list of ideas which you can work through during the month. This will help enrich your Kindle Direct Publishing inventory.



ACTIONABLE ADVICE

For every concept mentioned in the guide, you also get instructions on how to best utilize those ideas and create books that have a high chance of selling that month.



INCREASE YOUR PROFIT

The main goal of this guide is to help you get your Kindle Direct Publishing business to the next level, and increase your sales and profit month-by-month.



NETWORKING

Connect with like-minded people that are in the Kindle Direct Publishing business through our EZ Pub Profits Facebook group.

WELCOME

Welcome to the latest edition of EZ Pub Profits! This monthly guide will be one of your “tools in the toolbox” during the growth phase of your Kindle Direct Publishing business.

In order to ensure that your KDP business is growing and expanding, we will focus on a single concept during this journey together: publishing 1 quality book per day.

Following this strategy will ensure that the end of one calendar year, you have 365 quality books on the platform that are well-researched and maximally useful to potential customers. Remember, just 1 book can outsell thousands if you take the right approach!

Each month the guide will have a similar layout. We will cover upcoming holidays and events so that you

WELCOME

know what keywords to create around, but we will also cover new ways to “think outside of the box” for selling low content books.

I hope to continue to take questions that I had, as well as questions that you have or WILL have and turn everything into a learning opportunity where we can make money together publishing low content books.

I will publish a success guide each month, delivered on the 1st day of each month. It will be packed with tips, tricks, recommendations, and lessons learned, and it will evolve with you, the readers, as you work through your KDP business.

So, without further ado, let’s get you on the road to KDP profits!



AUGUST MONTHLY NICHE SPOTLIGHT

Here you will find book ideas for holidays, special events, and niches for the whole month of August.

Events marked with a "*" have relevant interiors included for free with this month's guide.

INTERIORS UPDATE: All interiors now come from our friends at [Pixel Pod Studio](#)! These guys do their research and craft truly beautiful interiors in all major formats (PDF, PowerPoint, Adobe InDesign, and Affinity Publisher). This is a HUGE upgrade from the interiors we were previously providing and I'm very excited to be offering them to you for free with the guide!

Search volume numbers come from [Book Bolt's Keyword Tool](#)

AUGUST MONTHLY NICHE SPOTLIGHT

ACTION STEP: Take the examples provided below, do some research, and set a goal to publish at least 1 book each day. At the end of June, if you do only 1 book per day, you'll have 30 new publications up on KDP. **PLUS, a lot of these are evergreen niches!** But before we get into that, here are some events that are marked throughout the whole month of August (we are working 2 months ahead!)

BACK TO SCHOOL MONTH*

The last year has been crazy for everyone, but it has been particularly hard for students who have had to take all their classes from home via Zoom meetings. However, it seems like schools will be open again for in-person teaching this fall, and, because everyone has been pent up for so long, this could be a big year for back-to-school shopping.

Even during a normal year, the approximately 75 million students who go back to school in the fall spend around \$700 on school supplies. And August is the month when people start their back-to-school shopping, so you should be prepared to offer a variety of notebooks, journals, sketchbooks, teacher planners, student planners, homework planners, etc. This is the perfect opportunity to seize momentum with your notebooks and journals and have them sell all year long.



BACK TO SCHOOL MONTH*

However, since “back to school” is such a big niche, it can be quite competitive. Some ways you can niche down are by targeting specific types of students. For example, a “student planner” for 2021-2022 has over 10,000 results, but a “student nurse planner” has only 3,000 results and a “graduate student planner” has only 400.

You could also niche down by targeting specific layouts. For example, “teacher planner” has over 10,000 results, but “teacher planner horizontal layout” has only 600, and “teacher planner multiple subjects” has only 400.

To help get you started Pixel Pod Studio has provided a beautiful interior for a homework planner in all major formats (PDF, PowerPoint, Adobe InDesign, and Affinity Publisher).

BACK TO SCHOOL MONTH*

Keyword Ideas:

Keywords	Results	Exact Matches?	BSR of top KDP Book	Search Volume
2021-2022 planner	61,489	yes	11,400	2,620,000
student nurse planner 2021-2022	3,385	yes	94,000	3,291
graduate student planner 2021-2022	476	no	1,400,000	1,447
adhd academic planner	1,282	yes	149,000	6,232
school agenda 2021-2022 middle school	1,045	no	1,600,000	1,339
homework planner 2021-2022	2,308	yes	679,000	2,521
teacher planner horizontal layout	602	yes	1,300,000	1,213
teacher planner multiple subjects	437	yes	40,200	302
homeschool planner 2021-2022 for multiple students	475	yes	17,700	1,629

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AUGUST IMPORTANT DATE HIGHLIGHTS

Apart from the monthly highlights and events, every month has at least one date that marks an important event or holiday. I am going to list all of them, but will also go into a little more detail for some holidays/events that are more popular or interesting.

Events marked with a "*" also have relevant interiors included for free with this month's guide.

INTERIORS UPDATE: All interiors now come from our friends at [Pixel Pod Studio](#)! These guys do their research and craft truly beautiful interiors in all major formats (PDF, PowerPoint, Adobe InDesign, and Affinity Publisher). Exciting stuff!

Search volume numbers come from [Book Bolt's Keyword Tool](#)



IMPORTANT DATE HIGHLIGHTS

International Lefthanders Day* - August 13th

Left-handers. Lefties. Southpaws. These are all terms used to describe the approximately 10% of the human population who are left-hand dominant. Left-handers do things like writing and eating with their left hand, whereas most people (90%) do these things with their right hands.

Historically, left-handed people have been considered unlucky or even malicious for their difference by the right-handed majority. And, as any left-hander has realized, most things in the world are designed for right-handed people (corkscrews, coffee mugs, the mousepad on your laptop, etc...). Ironically, this has actually been an advantage to left-handers in sports. Although lefties only make up about 10% of the general population, they comprise 20-

IMPORTANT DATE HIGHLIGHTS

30% of professional athletes in sports that require aiming something towards an opponent — sports like baseball, tennis, fencing, and boxing. And this is *because* of how rare they are. When a player faces off against that rare lefty pitcher or lefty batter, it throws them off their game. That gives left-handed players a leg up on the competition, and helps them rise through the professional ranks faster than their right-handed counterparts.

You can target this niche with notebooks and writing paper designed specifically for left-handed people. For instance a left-handed writing / letter tracing workbook for kids.

I also discovered that some left-handed people prefer to write on paper that is ruled at a 45 degree angle. I think this is because writing with your left hand can

IMPORTANT DATE HIGHLIGHTS

cause smudging as it drags across what you have just written. This doesn't happen as much with angled lines. (Interestingly, this would be a problem for *right-handers* in languages with right-to-left alphabets like Arabic and Hebrew).

We have included an interior for angled ruled paper with this month's guide to help get you started in this niche.

IMPORTANT DATE HIGHLIGHTS

Keyword Ideas:

Keywords	Results	Exact Matches?	BSR of top KDP Book	Search Volume
left handed notebooks	6,415	yes	44,800	95,980
left handers notebook	942	yes	613,000	2,032
left handers calendar 2021	68	yes	1,100,000	2,109
left handed notebook college ruled	1,488	yes	97,300	571
lefty notebooks wide ruled	454	yes	614,000	457
slanted ruled notebook	352	yes	625,000	2,488
left handed writing workbook for kids	1,967	yes	44,800	1,630

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WANT TO SEE MORE?

Want to see keyword and book ideas for the **13 other August niches** we cover in the guide?

Curious about the **Book A Day Calendar** for the month of August?

Want access to the **6 custom interiors**?

Then [Subscribe Today!](#) Not only will get all of the above information for August but, on July 1st, you will get new guide covering niches, book ideas and keywords for September!

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