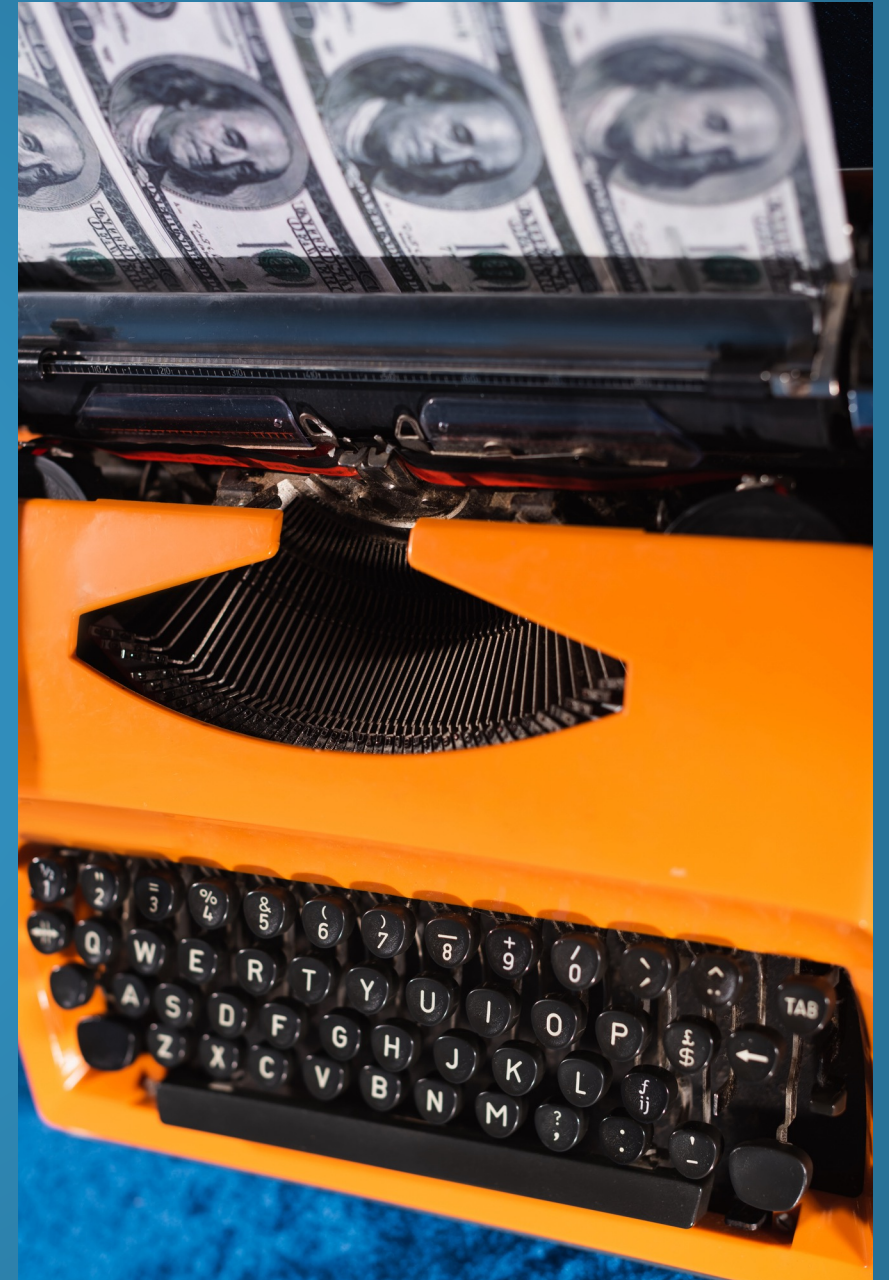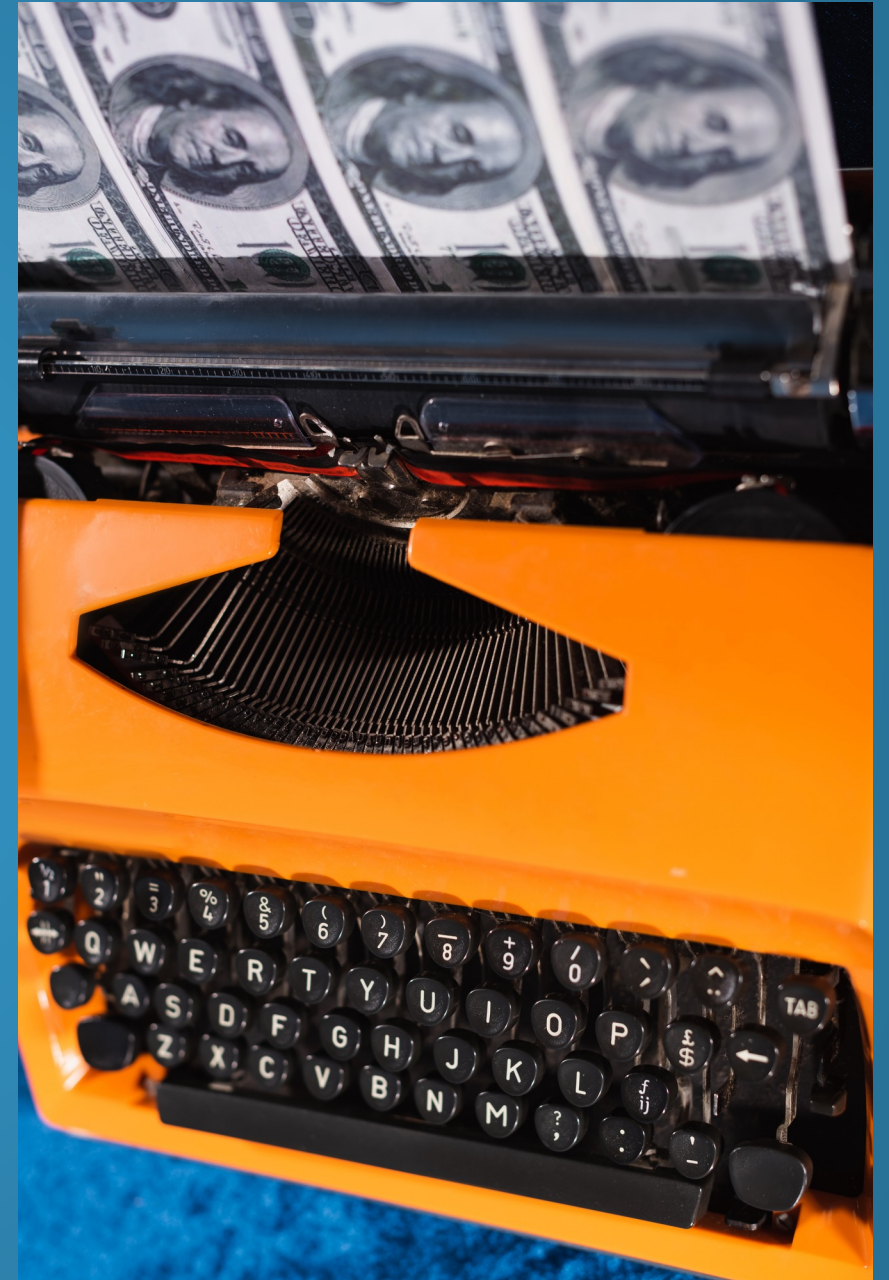# Writing to Market

Writing to market isn't just one thing...

Writing to market isn't just one thing...

It's two.

1. Find a profitable market
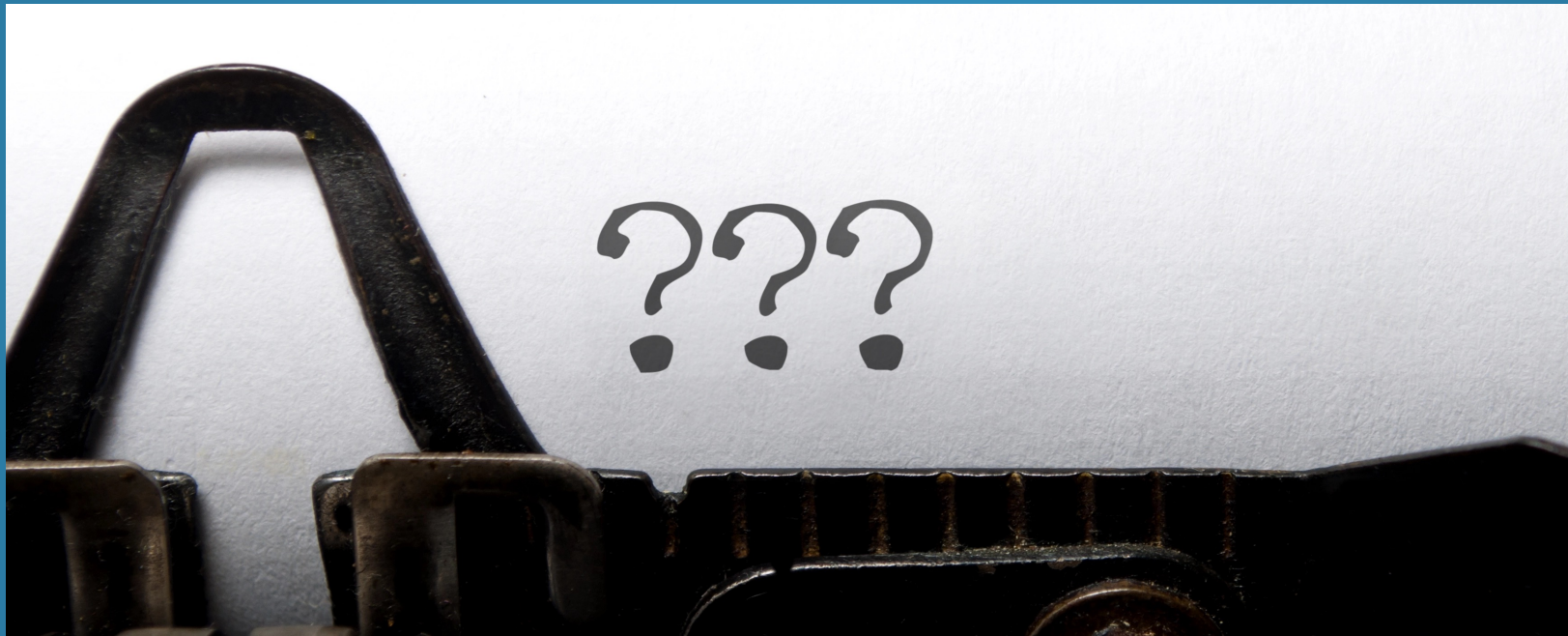
1.
Find a profitable market

2.
Write <u>TO</u> that market

Who writes to market?

Finding a Profitable Market

The Writing to Market Venn Diagram

Stuff I like to write

Stuff that will sell
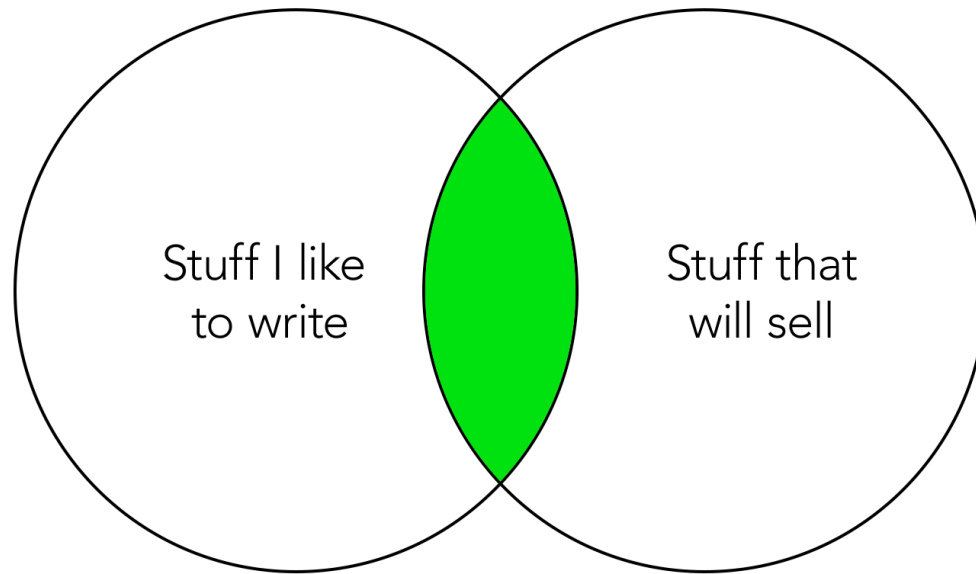
Guess what stuff you should write.

TOOLS:

PUBLISHER ROCKET

Software that scrapes Amazon data and presents it in a useful way for finding markets, keywords, categories, and more.

$199

PublisherRocket.com

writtenwell-rocket.thrivecart.com/publisher-rocket/

Kindle Books > Science Fiction & Fantasy > Science Fiction

SALES to #1	SALES to #10	KU %	Publisher %
1803	160	66%	63%

Avg. Indie Price $0.46 Avg. Pub Price $1.32	Avg. Age 1213 Days	Avg. Ratings 4.3 ★	Avg. Duration N/A

See Related Categories →

Category Growth

↑ **+164**

Sales per Month

Monthly Sales of Category's Top 30 Bestsellers

PUBLISHERROCKET

Big Pub Releases (most likely)

Trend Line

Average Floor

For calculation details, visit publisherrocket.com/insights

Category Overview

This category has **relatively flat** growth at a monthly rate of 1% and ranks in the top 10% of all Amazon categories in terms of sales. Expect **high competition**, but also **high profit** in the top-ranking books.

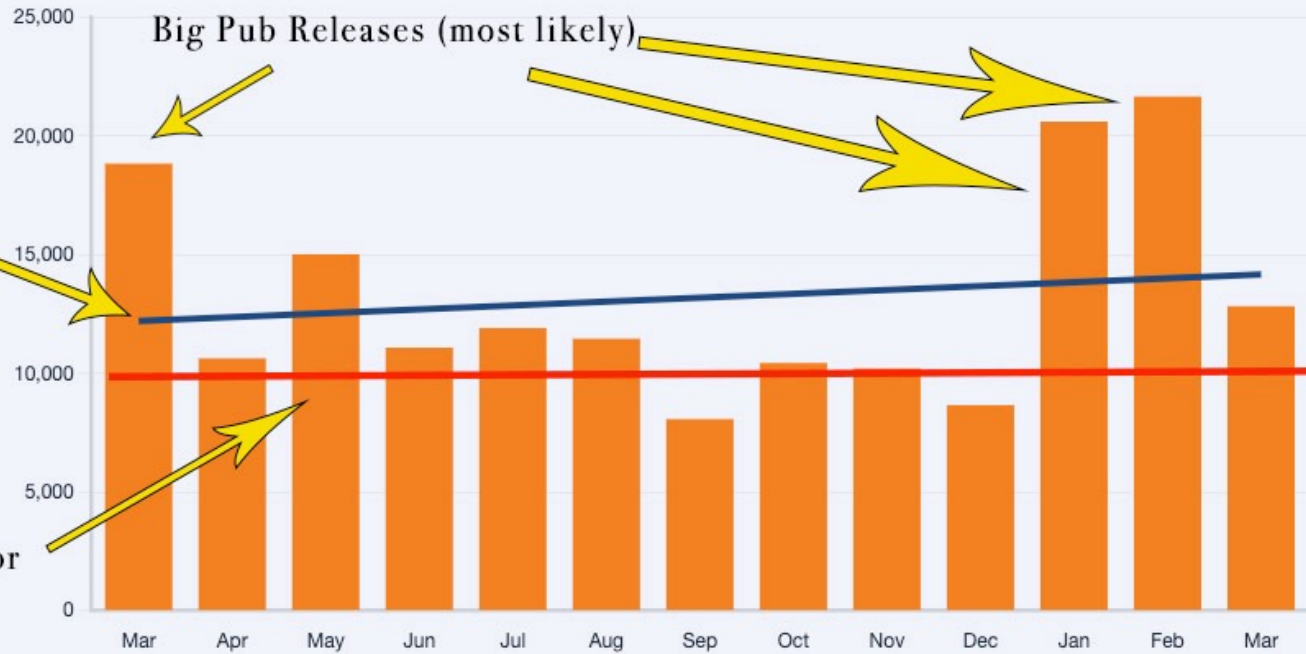Caution: This category has **high variation**, and only a few bestsellers might be driving its growth stats.

Unique Category Insights

- Lower prices, with lower margins. Publishing in this category may require competitive pricing.

- Longer books. Readers may expect more content per item and may not be satisfied with shorter works.

- High number of ratings, meaning books are well read and potentially more competitive.

PUBLISHERROCKET

| 🏠 Home | 🔍 Keyword Search | 🎗 Competition Analyzer | ☰ Category Search | a Amazon Ads | Reverse ASIN Lookup | ▶ Tutorials |

K science fiction ✕   **+ New Search**   **Export**

Keyword	Average Pages	Number Of Competitors	Average Price	Average Monthly Earnings	Est. Amazon Searches/Month	Competitive Score	
science fiction	569	>1,000	$ 10	$ 31,683	10,297	65	☰
science fiction kindle books	750	>1,000	$ 8	$ 20,640	8,169	65	☰
space opera science fiction	956	>1,000	$ 5	$ 7,903	1,745	50	☰
free science fiction kindle books	347	>1,000	$ 0	$ 344	3,637	64	☰
free science fiction and fantasy kindle books	362	>1,000	$ 0	$ 27	767	63	☰
military science fiction	492	>1,000	$ 8	$ 10,067	4,810	65	☰
science fiction and fantasy	1,262	>1,000	$ 17	$ 770,694	111,685	65	☰
science fiction romance	442	>1,000	$ 7	$ 72,747	10,438	65	☰
science fiction horror	599	>1,000	$ 2	$ 1,033	556	14	☰

TOOLS:

🔵 DS Amazon Quick View

This free Chrome extension adds extra information to the Amazon bestseller listings. Allows you to learn a lot about book listings by hovering over search results rather than going to every book page individually.

chromewebstore.google.com

Search for DS Amazon Quick View

FREE!

Best Sellers in Science Fiction

Top 100 Paid   Top 100 Free

#1

SILVER ELITE
DANI FRANCIS

Silver Elite
› Dani Francis
★★★★½ 1,638
Kindle Edition
$13.99
42 pts
3 formats available

#2

kindleunlimited

THE HANDMAID'S TALE
MARGARET ATWOOD

The Handmaid's Tale
› Margaret Atwood
★★★★½ 166,222
Kindle Edition
$2.99
9 pts
7 formats available

#3

kindleunlimited
MARTHA WELLS

MURDERBOT
ALL SYSTEMS RED
HUGO AND NEBULA AWARD WINNER

All Systems Red: The Murderbot Diaries
› Martha Wells
★★★★½ 57,156
Kindle Edition
$11.99
36 pts
5 formats available

#4

kindleunlimited
DAVID NORTH

WILD ERA
A LITRPG PROGRESSION EPIC

Wild Era: A LitRPG Progression Epic
› David North
★★★★½ 579
Kindle Edition
$5.99
18 pts
3 formats available

SILVER ELITE
DANI FRANCIS
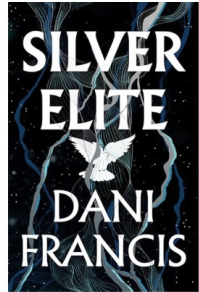
Silver Elite
› Dani Francis
★★★★½ 1,638
Kindle Edition
$13.99
42 pts
3 formats available

#33 in Kindle Store (Top 100)
#1 in Science Fiction Romance (Books)
#1 in Dystopian Fiction (Books)
#1 in Science Fiction Romance (Kindle Store)

ASIN: B0DCFSW2X5

| Price History | Keepa History |

#5

---

kindleunlimited

THE Handmaid's Tale
MARGARET ATWOOD

The Handmaid's Tale
› Margaret Atwood
★★★★½ 166,222
Kindle Edition
$2.99
9 pts
7 formats available

#171 in Kindle Store (Top 100)
#1 in Contemporary Literary Fiction
#2 in Dystopian Fiction (Books)
#2 in Dystopian Science Fiction (Kindle Store)

ASIN: B003JFJHTS

| Price History | Keepa History |

#6

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kindleunlimited

MARTHA WELLS

Product details

ASIN : B01MYZ8X5C
Publisher : Tordotcom (May 2, 2017)
Publication date : May 2, 2017
Language : English
File size : 3.8 MB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled ⌄
X-Ray : Enabled
Word Wise : Enabled ⌄
Print length : 156 pages
Best Sellers Rank: #363 in Kindle Store (See Top 100 in Kindle Store)
#1 in Hard Science Fiction (Kindle Store)
#1 in Crime & Mystery Science Fiction
#2 in Science Fiction Crime & Mystery
Customer Reviews:
4.4 ★★★★½ ⌄ (57,156)

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kindleunlimited

DAVID NORTH

D ERA
PROGRESSION EPIC
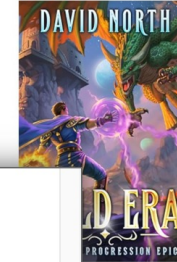
ogression Epic

e (Top 100)
Science Fiction eBooks
PG Fiction
PG Fiction eBooks

tory

#8

What are you looking for?

- ## Healthy subgenres
  - 3 - 4k monthly unit sales in the top 30
  - Low pub percentage
  - Low volatility

- ## Indie-Friendly Markets
  - Low pub percentage
  - Indie books dominating Top 100 list

6000 ▶ 6000

Healthy Subgenres

Kindle Books > Mystery, Thriller & Suspense > Mystery > Cozy

SALES to #1	**SALES to #10**	**KU %**	**Publisher %**
342	104	61%	34%

Avg. Indie Price $ 5.37 **Avg. Pub Price** $ 4.32	**Avg. Age** 1032 Days	**Avg. Ratings** 4.4 ★	**Avg. Duration** N/A

See Related Categories →

Category Growth

↓ -125
Sales per Month

Monthly Sales of Category's Top 30 Bestsellers

PUBLISHERROCKET

Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr

For calculation details, visit publisherrocket.com/insights

Category Overview

This category has **relatively flat** growth at a monthly rate of -2% and ranks in the top 10 % of all Amazon categories in terms of sales. Expect **high competition**, but also **high profit** in the top-ranking books.
Caution: This category has **high variation**, and only a few bestsellers might be driving its growth stats.

Unique Category Insights

– This category is relatively average at the moment across most Amazon metrics. Use a general strategy when publishing books here.

Indie-Friendly Markets

#8

kindleunlimited

NZ COZY READ
THE RETIRED
ASSASSIN'S GUIDE
to
COUNTRY
GARDENING

The Retired
> Naomi Kuttr

★★★★½
Kindle Edition
$2.99
9 pts
2 formats ava

#1,236 in

#2 in Cozy
#3 in Ghost
#5 in Ghost

6000

ASIN: B0DNI

Product details

ASIN : B0DNL9SM67

Publication date : January 25, 2025

Language : English

File size : 1.7 MB

Text-to-Speech : Enabled

Enhanced typesetting : Enabled ⌄

X-Ray : Not Enabled

Word Wise : Enabled ⌄

Print length : 430 pages

Page numbers source ISBN : B0DSTSTZZT

Best Sellers Rank: #1,236 in Kindle Store (See Top 100 in Kindle Store)
#2 in Cozy Crafts & Hobbies Mystery
#3 in Ghost Suspense
#5 in Ghost Mysteries

Customer Reviews:

What are you looking for?

- Underserved Markets
  - High searches
  - Low earnings
  - Dominatable search terms
- Markets poised to break big
  - Healthy upward trend
  - External factors

6000   ▶ 6000

Underserved Markets

Keyword	Average Pages	Number Of Competitors	Average Price	Average Monthly Earnings	Est. Amazon Searches/Month	Competitive Score
cyberpunk	237	>1,000	$ 5	$ 638	604	53

Keyword	Average Pages	Number Of Competitors	Average Price	Average Monthly Earnings	Est. Amazon Searches/Month	Competitive Score
military fantasy	559	>1,000	$ 1	$ 635	310	23

Keyword	Average Pages	Number Of Competitors	Average Price	Average Monthly Earnings	Est. Amazon Searches/Month	Competitive Score
hard science fiction	406	>1,000	$ 4	$ 7,525	3,802	85

Markets Poised to Break Big

Kindle Books > Teen & Young Adult

SALES to #1	SALES to #10	KU %	Publisher %
1788	387	66%	82%

Avg. Indie Price $ 5.8 Avg. Pub Price $ 9.19	Avg. Age 2204 Days	Avg. Ratings 4.5 ★	Avg. Duration N/A

See Related Categories →

Category Growth
↑ **+314**
Sales per Month

Monthly Sales of Category's Top 30 Bestsellers
PUBLISHERROCKET

Category Overview

This category has **relatively flat** growth at a monthly rate of 2% and ranks in the top 10 % of all Amazon categories in terms of sales. Expect **high competition**, but also **high profit** in the top-ranking books.

Caution: This category has **high variation**, and only a few bestsellers might be driving its growth stats.

Unique Category Insights

– This category is relatively average at the moment across most Amazon metrics. Use a general strategy when publishing books here.

Writing to Your Market

Writing to Your Market

Give them exactly what they had last time...
    But different.

trope — *noun*

    a common ~~or overused~~ theme or device

TROPES:

Types of tropes:
- Character
- Plot
- Setting
- Theme

TROPES:

Genre-Defining Tropes

TROPES:

Genre-Defining Tropes

- Break the genre if they are not included
- Twisting or subverting them will often break the genre
- May seem like cliches to someone unfamiliar with the genre

Romance

GENRE DEFINING

- Relationship
- Happily Ever After (HEA)

TROPES OF THE GENRE

- Enemies to Lovers
- Friends to Lovers
- Opposites Attract
- Fake Relationship
- Office Romance
- Forbidden Love
- Childhood Sweethearts
- The Bet
- Love Triangle
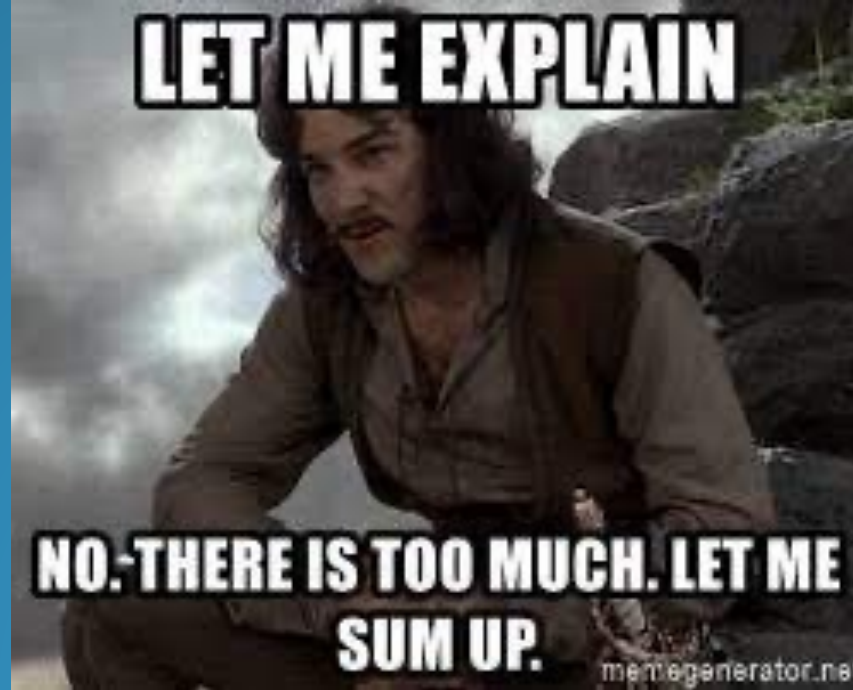
...and so many more!

Style, POV, & Tense

- Not dealbreakers

Style, POV, & Tense

- Not dealbreakers – until they are

Creativity Within a Genre

1.Find a profitable market that YOU
  can write in

2.Write TO that market