

CHOOSING CATEGORIES

Choosing Categories for your Books

Categories help to put your book in front of the right readers and boost discoverability.

Thankfully, finding and choosing the best categories for your book isn't that difficult, though it will take a bit of time.

Here are 3 steps to finding the best categories:

- Research & niche-down categories.
- Determine the likelihood of becoming a bestseller.
- Request inclusion to get into those additional categories.

Unfortunately, Amazon doesn't include a full listing of all the categories it offers, so you'll have to do some digging to find other profitable ones outside of the usual suspects. The more you drill down into a category, the easier it will be to claim bestseller status and boost exposure.

Here's how to do it:

Visit Amazon's Kindle store and start your search by entering in a keyword string that best matches your book's genre.

In my example, I'm searching through the category "Christian Living" and then the sub-category "Holidays" since I'm creating a low-content Christmas memory book.

I review each book on the main page in each section. That leads me to this book:

<https://www.amazon.com/dp/1539440680> (no affiliation).

Here are the categories that show up under the authors' ABSR (Amazon Best Sellers Rank):

Product details

Series: KJV (Book 1)

Journal: 110 pages

Publisher: CreateSpace Independent Publishing Platform (October 18, 2016)

Language: English

ISBN-10: 1539440680

ISBN-13: 978-1539440680

Product Dimensions: 6 x 0.3 x 9 inches

Shipping Weight: 0.8 ounces ([View shipping rates and policies](#))

Average Customer Review: ★★★★★ ▾ 64 customer reviews

Amazon Best Sellers Rank: #3,905 in Books ([See Top 100 in Books](#))

#1 in [Books](#) > [Christian Books & Bibles](#) > [Theology](#) > **Process**

#1 in [Books](#) > [Christian Books & Bibles](#) > [Christian Living](#) > [Holidays](#) > **Christmas**

#2 in [Books](#) > [Christian Books & Bibles](#) > [Bible Study & Reference](#) > **Quotations**

You'll notice the book also appears in "Books > Christian Books & Bibles > Bible Study & Reference > Quotations.

I'd continue to follow the trail of sub-categories until I had a decent list. Like I said, this will take some time, but it's worth it.

Browsing through the smaller categories helps you to quickly uncover narrow (niche) categories that will help you maximize exposure and get that bestseller rank for your low-content books.

So, spend some time going through the top books in 10-12 sub-categories, keeping track of category strings, such as “Books > Self-Help > Journal Writing, etc. You’ll use these later.

The objective is to “niche down”, which means keep drilling down into categories until you can’t go any further.

For example, if I were interested in publishing a low-content notebook for self-published authors to easily plan their next novel, I’d start with the “Writing, Research & Publishing Guides” category on Amazon Kindle.

But I wouldn’t stop there. There are other segments of the market that I could feature my book in outside of the main category, including Editing, Fiction, Writing Skills and Nonfiction.

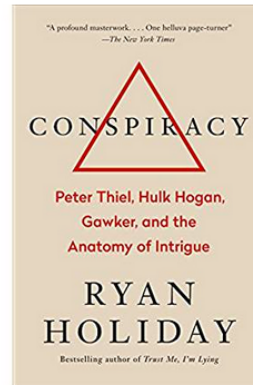
- < Kindle Store
- < Kindle eBooks
- < Reference

Writing, Research & Publishing Guides

- Academic & Commercial
- Children's Literature
- Editing
- Fiction
- Genre Fiction
- Journalism
- Newspapers & Magazines
- Nonfiction
- Play & Scriptwriting
- Poetry
- Publishing & Books
- Research
- Technical
- Writing Skills

NATHANIEL
GRAHAM

Best Seller



Conspiracy: Pet

2018 | Kindle eBook
by Ryan Holiday

\$15²⁰ Kindle Editio

Buy now with

Get it **TODAY, May 9**

Best Seller



How to Read a l

by Charles Van Doren

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I would run a search on the top 20 books in each sub-category, keeping track of the category strings for each. The more specialized the category, the better. Right now, all you're looking for are category strings.

Category strings look like this:

Amazon Best Sellers Rank: #11,587 in Books ([See Top 100 in Books](#))

#2 in **Books > Computers & Technology > Web Development & Design > User Generated Content**

#3 in **Books > Reference > Catalogs & Directories**

#11 in **Books > Computers & Technology > Networking & Cloud Computing > Network Security**

All 3 highlighted strings above are individual categories.

You can also see all of Amazon's main categories here:

https://kdp.amazon.com/en_US/help/topic/G200652170

By now you'll have a list of possible categories, but we're not done just yet. In the next step, we'll determine what ones are more likely to boost overall discovery, increase exposure, and generate book sales.

Many guides will tell you to pay attention to the number of books included in any given category. The higher number of books, the stiffer the competition.

At the same time, the higher number of books in a category often means that there is a greater demand for those books so you want to strike a good balance.

Here's how to do it:

- 1: Find the categories on Amazon that fit your book. You want to position your book in categories that are relevant and are likely to target avid readers in your genre.
- 2: Look at the books on the **Best Seller lists** as well as the **Hot New Releases list** in your chosen categories.
- 3: Take note of the best sellers rank for the book in the #1 spot as well as the book in the 20th spot.
- 4: Determine how many books you'll need to sell in a day to position yourself in the top 20 rankings of that category.

You can use the following free tool to figure out how many copies you'll need to sell to outrank the

competition: <https://amzscout.net/sales-estimator>

5: Place your book in all relevant categories where you are likely to hit the top 20!

Did you know that you can get your low content books into categories that may not be available to you from within your KDP account?

There are 2 ways to do this, depending on the categories you're interested in:

Method #1: If you want to get your book placed into a category that isn't available by default (meaning, you don't see it as an option within your KDP account during the publishing process), you need to include the keywords found here: https://kdp.amazon.com/en_US/help/topic/G200652170

Once you include any of those keywords, your book will be added to the corresponding category. Bookmark that URL above because you'll refer to it quite often when just starting out.

Method #2: If you see a category used by others that you feel is a good fit for yours but you don't see the category listed within your KDP account, or on the above keyword page, here's what you need to do:

Copy the **entire category string**, log into your KDP account, click "Help", then under "Select an issue" select "My Books". Under "Select Details", choose: "Update Information About a Book".

In the fields that appear, select "Browse Categories" and then finally, "I want to update my book's browse categories".

Then send them the following message:

Please add my book (ISBN: _____) to the following categories:

Categories:

LIST FULL CATEGORY STRINGS HERE.

Category strings need to be complete. For example: Books > Self-Help > Journal Writing

Also keep in mind that you can only choose categories that start with "Books", not "Kindle" (for low content books, that is).

Also, you can send them a single message that contains category requests for multiple books. You don't have to contact them multiple times for every book you publish. Just make sure to include a list of ISBN's and full category strings.

Proceed to module #8: Choosing your Price Point