

Bestseller Piggyback Cheat-Sheet

Let's say you've written a diet book. You need to find a bestseller that is closely related to your book. Start in the main Kindle store:

[Kindle Book Store](#)

Scroll down and look to the left of the page to see the Kindle Browse Categories. Select *Health, Fitness & Dieting*:

- < Kindle Store
- Kindle eBooks**
- Arts & Photography
- Biographies & Memoirs
- Business & Money
- Children's eBooks
- Comics, Manga & Graphic Novels
- Computers & Technology
- Cookbooks, Food & Wine
- Crafts, Hobbies & Home
- Education & Teaching
- Engineering & Transportation
- Foreign Languages
- Health, Fitness & Dieting
- History
- Humor & Entertainment
- Law
- Lesbian, Gay, Bisexual & Transgender eBooks
- Literature & Fiction
- Medical eBooks
- Mystery, Thriller & Suspense
- Nonfiction
- Parenting & Relationships
- Politics & Social Sciences
- Reference
- Religion & Spirituality
- Romance
- Science & Math
- Science Fiction & Fantasy
- Self-Help
- Sports & Outdoors
- Teen & Young Adult
- Travel



The Hurricane
★★★★☆
Kindle Price: \$5

Best sellers



Where the Fore
★★★★☆

You will now see even more targeted Browse Categories. Click on *Diets & Weight Loss*:

- < Kindle Store
- < Kindle eBooks
- Health, Fitness & Dieting**
 - Addiction & Recovery
 - Alternative Medicine
 - Beauty, Grooming, & Style
 - Counseling & Psychology
 - Death & Grief
 - Diets & Weight Loss
 - Diseases & Physical Ailments
 - Exercise & Fitness
 - Nutrition
 - Personal Health
 - Reference
 - Relationships
 - Safety & First Aid
 - Sex
 - Sports Health & Safety
 - Teen Health

kindleun



Break Your Fear 5

★★★★★ 11

Kindle Price: \$9.9

Best sellers

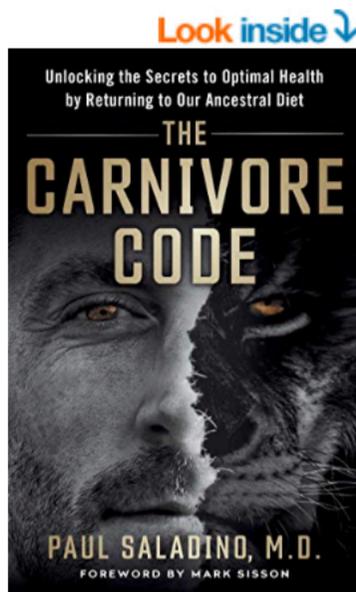
Now you see three even more-targeted Browse Categories:

- < Kindle Store
- < Kindle eBooks
- < Health, Fitness & Dieting
- Diets & Weight Loss**
 - Diets
 - Food Counters
 - Special Conditions



Start exploring here. Scroll through these bestsellers and find one that is related to your book. Let's say your diet book is based on the Carnivore Diet. You would target this book:

Kindle Store › Kindle eBooks › Health, Fitness & Dieting



The Carnivore Code: Unlocking the Secrets to Optimal Health by Returning to Our Ancestral Diet Kindle Edition

by Paul Saladino MD (Author)

★★★★★ 279 ratings

> See all 2 formats and editions

Kindle
\$9.99

Paperback
\$17.99

Read with Our Free App 2 New from \$17.99

Millions of Americans suffer from ailments for which modern medicine has provided only limited relief:

Always check the number of reviews. More reviews means more sales. Also check how many stars people have given the book. Now scroll down to Product Details and you will see three Bestseller Categories that the book is ranking in:

Screen Reader: Supported

Enhanced Typesetting: Enabled

Amazon Best Sellers Rank: #3,107 Paid in Kindle Store (See Top 100 Paid in Kindle Store)

#18 in Weight Loss Diets (Books)

#3 in Weight Maintenance Diets

#3 in Weight Loss Diets (Kindle Store)

Would you like to tell us about a lower price?

Click on *Weight Loss Diets (Kindle Store)* and you will be taken to the complete Browse Category Path:

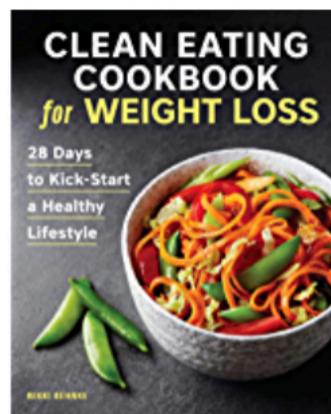
- ◀ Any Department
- ◀ Kindle Store
- ◀ Kindle eBooks
- ◀ Health, Fitness & Dieting
- ◀ Diets & Weight Loss
- Diets
- Atkins Diet
- Blood Type Diets
- Gluten Free
- Healthy
- Ketogenic
- Low Carb
- Low Fat
- Paleo
- Vegan
- Vegetarian
- Weight Loss**
- Weight Maintenance
- Weight Watchers



Best Sellers in Weight Loss Diets

Top 100 Paid Top 100 Free

#1



Clean Eating Cookbook for Weight Loss: 28 Days...

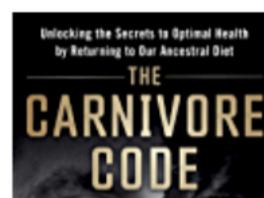
> Nikki Behnke

★★★★★ 6

Kindle Edition

\$0.99

#3



The way to write out the complete Browse Category Path is like this:

Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Diets & Weight Loss > Weight Loss

You are going to grab 10 of these Browse Category Paths and submit them to Author Central. That will connect your book to the target book. Remember, you can target more than one bestseller. I suggest you use all 10 Browse Category Paths for your book.

Now take a look at the other sub-niches in the Diets & Weight Loss Browse Category. They are:

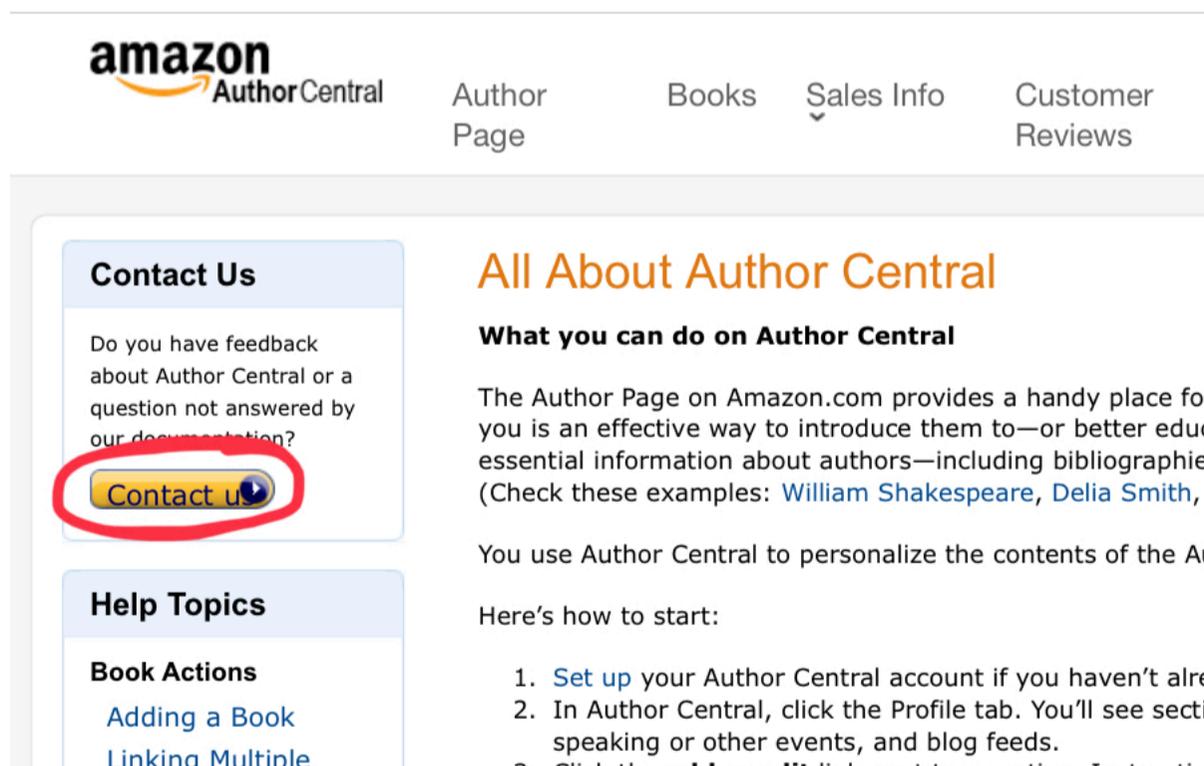
Atkins Diet
Blood Type Diets

Gluten Free
Healthy
Ketogenic
Low Carb
Low Fat
Paleo
Vegan
Vegetarian
Weight Loss
Weight Maintenance
Weight Watchers

Do any of these categories relate to your book? If so, grab those Browse Paths. Make sure you have 10 Browse Category Paths to submit to Author Central. Then go here:

[Author Central](#)

Click on *Contact Us*:



The screenshot shows the Amazon Author Central interface. At the top, there is a navigation bar with the Amazon Author Central logo and links for Author Page, Books, Sales Info, and Customer Reviews. Below this, there are two main sections. On the left, there is a 'Contact Us' section with a text prompt: 'Do you have feedback about Author Central or a question not answered by our documentation?' and a 'Contact us' button circled in red. Below this is a 'Help Topics' section with 'Book Actions' including 'Adding a Book' and 'Linking Multiple'. On the right, there is an 'All About Author Central' section with a sub-heading 'What you can do on Author Central'. The text below this heading explains the purpose of the Author Page and provides instructions on how to use it, including a list of steps: 1. Set up your Author Central account if you haven't already. 2. In Author Central, click the Profile tab. You'll see sections for speaking or other events, and blog feeds. 3. Click the add or edit link next to a section. Instructions

And make sure you select *I want to update my book's browse categories* in the pull-down menu:

amazon AuthorCentral Author Page Books Sales Info Customer Reviews Help Paul J Col... ▾

Contact Us

1 What can we help you with?

Select an issue
My Books ▾

Select details
Update information about a book ▾
Browse Categories ▾
I want to update my book's browse categories ▾

Did You Know?
Click [here](#) to learn more about browse categories. If you'd like to make a change to these categories, please give us a call.

2 How would you like to contact us?

E-mail
Usually answered within 24 hours

Phone
Our phone line is currently closed. [See hours](#)

3 E-mail Author Central Customer Service

Name (First and Last)
Paul J Coleman

E-mail Address
paul.ic7@gmail.com

▶ Question/Feedback

That's it! You have now connected your book to a bestseller. This can make a huge difference with Amazon's Book Recommendation Engine. Always brainstorm Browse Categories. And buy and read the bestsellers you are targeting. That way you will know how they relate to your book. And how you can connect your book to theirs.

IMPORTANT: You can target multiple bestsellers. Make sure you gather 10 Browse Category Paths to submit to Author Central. You want to give your book a strong connection to these bestsellers in Amazon's Book

Recommendation Engine. We want to give your book every chance to succeed.

Godspeed to you! If you need any further guidance or help, you can always contact me:

paul@bookpumper.com

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