

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

kindleU




The Hurricane

★★★★☆

Kindle Price: \$5

Best sellers

kindleU



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 S

★★★★★ 11

Kindle Price: \$9.9

Best sellers

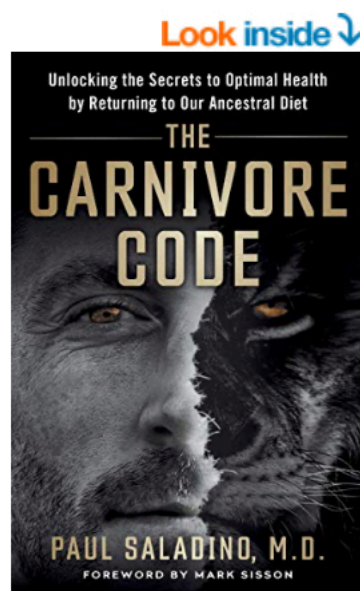
Now you see three even more-targeted Browse Categories:

- < 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 \(Books\)](#)

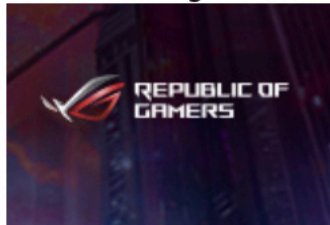
#3 in [Weight Maintenance Diets](#)

#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:

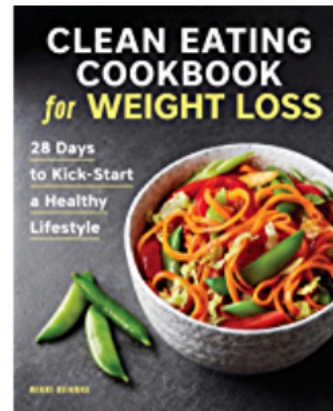
- ◀ Any Department
- ◀ Kindle Store
- ◀ Kindle eBooks
- ◀ Health, Fitness & Dieting
- ◀ Diets & Weight Loss
- Diets
- Atkins Diet
- Blood Type Diets
- Gluten Free
- Healthy
- Ketogenic
- Low Carb
- Low Fat
- Paleo
- Vegan
- Vegetarian
- Weight Loss**
- Weight Maintenance
- Weight Watchers



Best Sellers in Weight Loss Diets

Top 100 Paid Top 100 Free

#1



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

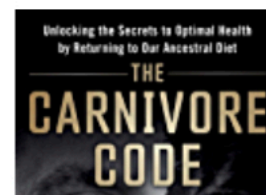
> Nikki Behnke

★★★★★ 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:

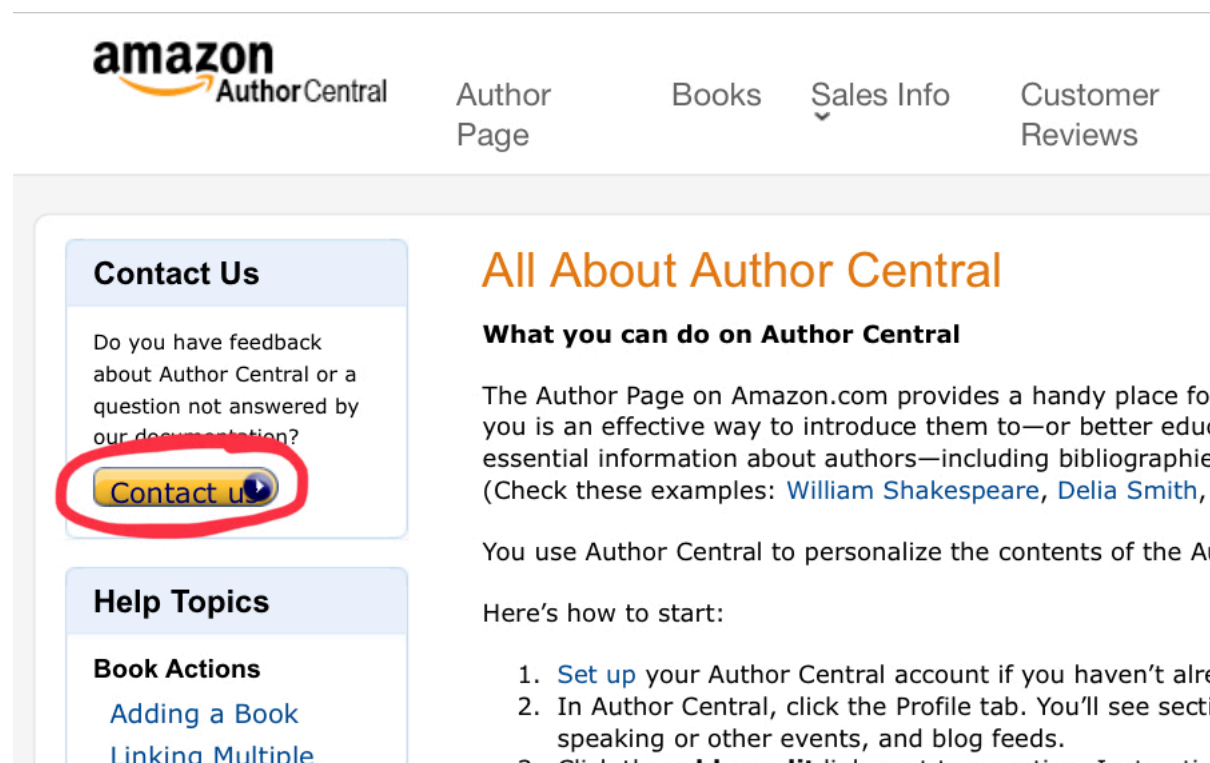
Atkins Diet
Blood Type Diets

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*:



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

The screenshot shows the Amazon Author Central interface. At the top, there's a navigation bar with 'amazon AuthorCentral', 'Author Page', 'Books', 'Sales Info', 'Customer Reviews', 'Help', and a user profile 'Paul J Col...'. The main content area is titled 'Contact Us' and is divided into three steps. Step 1, 'What can we help you with?', contains a 'Select an issue' dropdown menu with 'My Books' selected. Below it, 'Select details' includes three dropdown menus: 'Update information about a book', 'Browse Categories', and 'I want to update my book's browse categories', which is highlighted with a red underline. A 'Did You Know?' section follows, with a link to learn more about browse categories. Step 2, 'How would you like to contact us?', shows 'E-mail' as the selected contact method. Step 3, 'E-mail Author Central Customer Service', includes fields for 'Name (First and Last)' (Paul J Coleman) and 'E-mail Address' (paul.ic7@gmail.com), followed by a 'Question/Feedback' text area and a 'Send e-mail' button.

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

Paul J Coleman

Paul J. Coleman
bookpumper.com