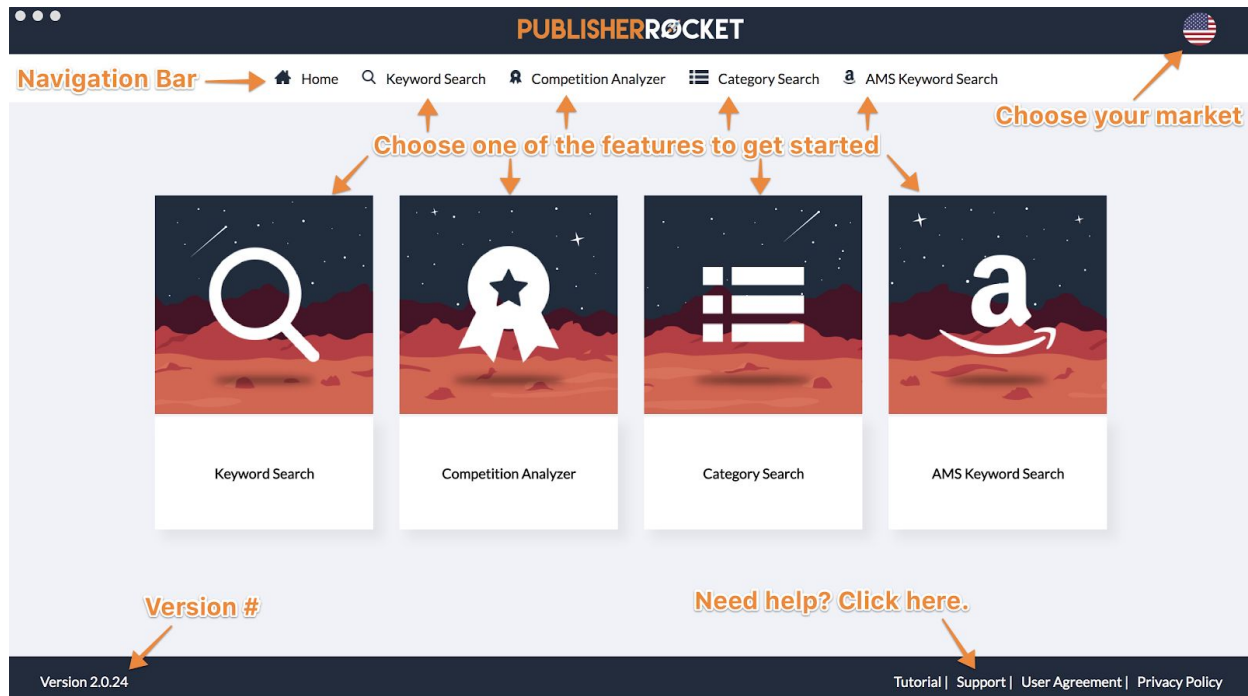


PUBLISHERROCKET

TUTORIAL

This is the homepage of Publisher Rocket, from here you can get started by clicking on your desired search feature in the navigation bar or by clicking one of the feature buttons.



Currently, Publisher Rocket only provides data based on the US market (Amazon.com) but we will be adding international markets which you will see in the top right of the program as soon as they are available. Once you've selected a market, all subsequent searches will be done using that market, until you change it back.

On the bottom left of the homepage you can also see what version number you have on the bottom left of the program. By clicking this version number it will take you to Publisher Rocket [update page](#), where you can see what the latest version is, and what we did to improve Rocket over each update.

You can view the video tutorials by clicking the [Tutorial](#) button.

Clicking the [Support](#) button on the bottom right of the program will bring you to our support page, be sure to check out our FAQ section at the top to see some of the most common questions.

Choose a Search Feature to get started

Keyword Search

This feature will help you choose your seven keywords by providing you with a list of known words shoppers use, the level of competition, the average amount of money the top books make that show up for that keyword, and the estimated Amazon searches per month.

Competition Analyzer

This feature lists the books that rank on the first page of Amazon for a particular keyword and will give you important information on how successful those books are, what they are doing right, and how you can beat them.

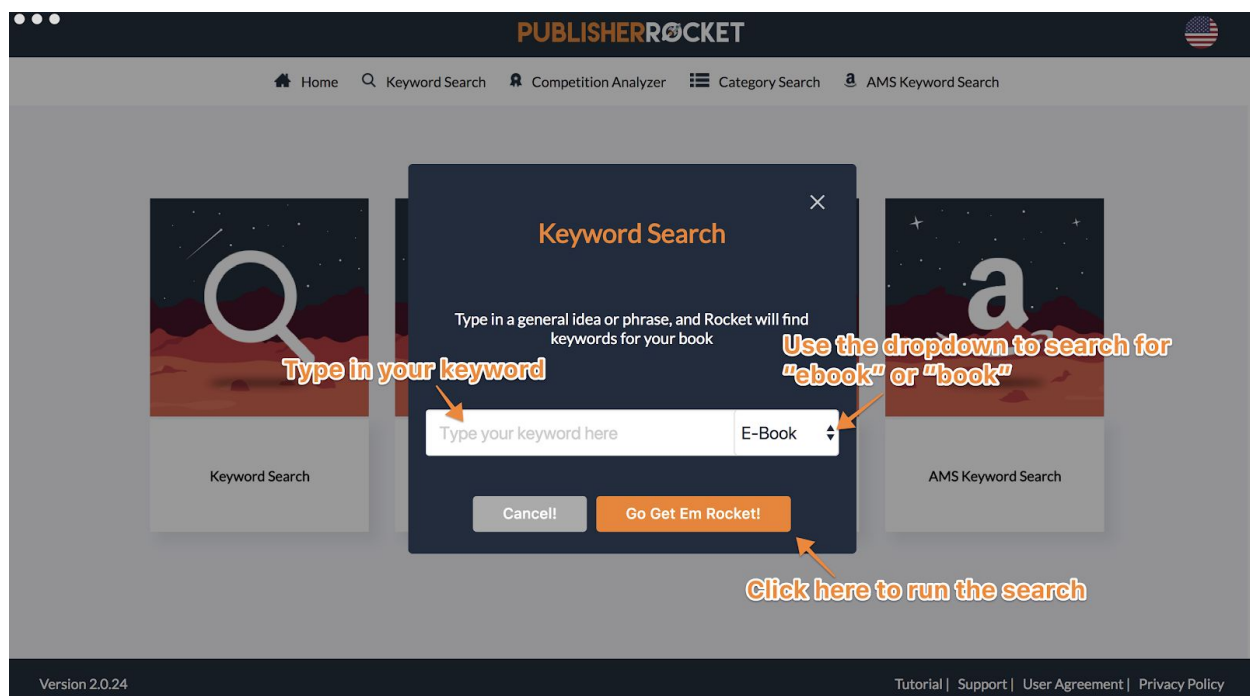
Category Search

This feature presents a list of all the Amazon book and ebook categories. It also tells you how many books you need to sell to be the #1 bestseller for each of the categories.

AMS Keyword Search

This feature will help you effectively and efficiently create a large list of profitable Amazon Book Ad keywords for your book advertisement campaigns. It creates a list using Amazon's own suggested keywords, top book titles and author names of books that rank for that keyword, any books Amazon believes those books are relevant to, as well as the top books titles and author names in books in relevant categories.

Once you have chosen a search feature, you will see a popup box where you can enter a keyword (except the Category feature), choose a format (ebook or book), and click "Go get 'em Rocket" to run the search.



Keyword Search Feature

Once you have clicked on one of the keyword search buttons a box will pop up where you can type in an initial keyword phrase, book idea, or a general description you think shoppers would use when looking for your kind of book. The more broad of a term you put in here, the more suggestions Rocket can give you based on Amazon's information.

Next, select whether Rocket should focus on e-Book or Book data and click "Go Get Em Rocket!" to run the search.

Publisher Rocket will now get to work finding book idea suggestions and keywords based on what you typed in and selected, and list them all below.

The screenshot shows the Publisher Rocket interface. At the top, there's a navigation bar with links: "Go back to Homepage", "PUBLISHERROCKET", and an "Export data" button. Below this is a search bar with the text "space marines" and a "New Search" button. To the right of the search bar is an "Export" button. Below the search bar is a table with the following columns: KEYWORD, NUMBER OF COMPETITORS, AVERAGE MONTHLY EARNINGS, GOOGLE SEARCHES/MONTH, EST. AMAZON SEARCHES/MONTH, and COMPETITIVE SCORE. The table lists several keywords related to "space marines". To the right of the table is a "Scroll bar" and a column of "Analyze" buttons. Annotations with arrows point to various elements: "See your keyword and type of search here" points to the search bar; "Click to open a new search tab" points to the "New Search" button; "Click to populate data for desired keywords" points to the "Analyze" buttons; and "Export data" points to the "Export" button.

KEYWORD	NUMBER OF COMPETITORS	AVERAGE MONTHLY EARNINGS	GOOGLE SEARCHES/MONTH	EST. AMAZON SEARCHES/MONTH	COMPETITIVE SCORE	
space marines	-	-	-	-	-	Analyze
space marines kindle books	-	-	-	-	-	Analyze
space marines science fiction	-	-	-	-	-	Analyze
space marines series	-	-	-	-	-	Analyze
space marines terminators	-	-	-	-	-	Analyze
space marines omnibus	-	-	-	-	-	Analyze
space marine ajax	-	-	-	-	-	Analyze
space marine battles	-	-	-	-	-	Analyze

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Now that you have a list of phrases, go ahead and look through that list for any that would pertain to your book idea, or to the book in which you are searching for keywords.

Then click "Analyze" to populate the data for the keyword phrases you are interested in.

If you'd like to search another keyword without losing your information you can open a new tab using the orange button on the right. Then you will have the ability to switch back and forth between the sets of data.

Once you have analyzed the keywords you are interested in you can click the “competition” button to see which ten books rank the highest for that keyword. This will bring you into the competition search feature but you can return to the keyword search using the navigation bar at the top of Rocket.

Each tab shows the keyword and format you chose for the search. (B - book, EB - e-book)

You can export the data at any point by clicking the “Export” button on the top right of Rocket.

The screenshot shows the PUBLISHERROCKET interface. At the top, there are tabs for 'Book search' and 'E-book search'. Below these are navigation links: Home, Keyword Search, Competition Analyzer, Category Search, and AMS Keyword Search. On the right, there is an 'Export data' button. The main content area displays a table of search results for the keyword 'how to write'. The table has columns for KEYWORD, NUMBER OF COMPETITORS, AVERAGE MONTHLY EARNINGS, GOOGLE SEARCHES/MONTH, EST. AMAZON SEARCHES/MONTH, and COMPETITIVE SCORE. Each row has a green 'competition' button. Annotations with arrows point to the 'Book search' tab, the 'E-book search' tab, a 'New Search' button, the 'Export' button, and the 'competition' buttons. A text overlay says 'Click to open a new search tab' and another says 'Click to see the books that rank for each keyword'.

KEYWORD	NUMBER OF COMPETITORS	AVERAGE MONTHLY EARNINGS	GOOGLE SEARCHES/MONTH	EST. AMAZON SEARCHES/MONTH	COMPETITIVE SCORE	
how to write	59880	\$356	5400	788	100	competition
how to write a book	59293	\$1,538			1	competition
how to write a lot	16466	\$2,021	N/A	< 100	88	competition
how to write a sentence and how to read one by stanley fish	14	\$1,154	N/A	< 100	28	competition
how to write an autobiographical novel	112	\$1,899	N/A	381	73	competition
how to write a business plan	1509	\$1,313	N/A	< 100	68	competition
how to write a screenplay	622	\$9,792	N/A	1,609	76	competition
how to write a novel	10499	\$1,217	N/A	< 100	99	competition

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If you'd like to learn more about keywords and how to choose the right keywords for your book make sure to check out the resources below.

Resources

Guide to Choosing Keywords - Nonfiction - <https://kindlepreneur.com/how-to-choose-kindle-keywords/>

Guide to Choosing Keywords - Fiction - <https://kindlepreneur.com/kindle-keywords-fiction-author-strategy/>

Book Idea Validation - <https://kindlepreneur.com/book-idea-validation-mastery/>

Keyword Video - <https://kindlepreneur.com/keyword-video>

Ranking Ebook - <https://kindlepreneur.com/secret-vip-page/>





Competition Search Feature

There are two ways to get to the Competition Analyzer, from the homepage and from the Keyword Search feature (as shown on the previous page).

Once on the Competition Analyzer page, Publisher Rocket will list the first 10 books that show up in Amazon's results for that particular term. The list of competitors shown is the same as if you were to go to Amazon (in incognito mode), select either Book or Kindle in the dropdown and conduct your search.

If you'd like to search another keyword without losing your information you can open a new tab using the orange button on the right. Then you will have the ability to switch back and forth between the sets of data.

The screenshot shows the Publisher Rocket Competition Analyzer interface. At the top, there's a navigation bar with links: Home, Keyword Search, Competition Analyzer, Category Search, and AMS Keyword Search. The main search bar contains the keyword "epic king fantasy". To the right of the search bar are buttons for "New Search" (orange) and "Export" (black). Below the search bar is a table of search results. The table has columns: TITLE, TYPE, AUTHOR, AGE, ABSR, KWT, KW ST, DY SALES, MO SALES, and SALES PAGE. The first four rows of results are visible, each with a book cover, title, author, age, and sales data. Annotations with arrows point to various elements: "Go back to homepage" points to the top left; "See your keyword and type of search here" points to the search bar; "Click to open a new search tab" points to the "New Search" button; "Click to see results for the alternate search results" points to the "See Book Data" link in the TYPE column; "Use the scroll bar to see all ten results" points to the scroll bar on the right; "Hover over cover to enlarge image" points to a book cover; "Click to see the book detail page" points to the "Check it out" link in the SALES PAGE column. At the bottom, there's a footer with "Version 2.0.24" and links for Tutorial, Support, User Agreement, and Privacy Policy.

TITLE	TYPE	AUTHOR	AGE	ABSR	KWT	KW ST	DY SALES	MO SALES	SALES PAGE
 The Hundredth Queen	eBooks See Book Data	Emily R. King	781	1265	No	No	\$318	\$4,150	Check it out
 A Mark of Kings (The Shattered Reigns Book 1)	eBooks See Book Data	Bryce O'Connor	83	737	No	No	\$367	\$5,863	Check it out
 Wraith King	eBooks See Book Data	Jack Porter	19	634	No	No	\$435	\$6,543	Check it out
 Immortality and Chaos The Complete 5-Book Epic Fantasy Series	eBooks See Book Data	Eric T Knight	298	3978	No	No	\$157	\$1,794	Check it out

One thing to note is that, just because you selected "Book" in Amazon, doesn't mean Amazon chooses to show you only print books. Instead, the results can consist of paperbacks, hardcovers, Kindle and even audiobooks. However, if you select Kindle, you'll only see Kindle versions of the books in the list.

To see the other types of results, just click the orange button in the Type column and Rocket will immediately show you the data for that type of book. If you want to go back, just click it again. You'll notice that the TYPE of the book changes from one to the other upon clicking on the button, and the button changes as well.

If you want to learn more about a book go ahead and click the "Check it out" button to see the book's sales page.

You can export the data at any point by clicking the "Export" button on the top right of Rocket.

Category Search Feature

With our Category Feature, you can now see all 12,000+ categories and even see how many sales you'd need to make in order to be the next #1 Bestseller for that category.

Search for categories containing specific words or phrases

Search all categories:

Choose which type of categories you'd like to see: ☒ Both ☐ Book ☐ eBook

Here is the list of all main categories for: **Both**

Type of results shown

CATEGORY	
Arts & Photography	Check it out
Biographies & Memoirs	Check it out
Business & Money	Check it out
Children's Books	Check it out
Children's eBooks	Check it out
Christian Books & Bibles	Check it out
Comics & Graphic Novels	Check it out
Computers & Technology	Check it out

Main Categories

Click to see the sub-categories for each main category

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There are two ways to search for categories within the Category Search feature. To get started you can either click “Check it out” to see all of the sub-categories within a specific main category OR you can type in a specific word or phrase and see every single category that includes that keyword. You can also choose whether you want to see the results for books, ebooks, or both with the click of a button.

Type at least three letters to get started

Search all categories:

Choose which type of categories you'd like to see: ☒ Both ☐ Book ☐ eBook

All category search results **Delete your text to start a new search**

CATEGORY	ABSR of #1	SALES to #1	ABSR of #10	SALES to #10	CATEGORY PAGE
Books > Calendars > Animals > Dogs					Check it out
Books > Children's Books > Animals > Dogs	4	1575	615	97	Check it out
Books > Crafts, Hobbies & Home > Pets & Animal Care > Dogs	25	645	2404	51	Check it out
Books > Crafts, Hobbies & Home > Pets & Animal Care > Dogs > Breeds	1919				Check it out
Books > Crafts, Hobbies & Home > Pets & Animal Care > Dogs > Care & Health	5272	21	59443	3	Check it out
Books > Crafts, Hobbies & Home > Pets & Animal Care > Dogs > Training	905	76	6931	17	Check it out

Sort results by clicking the arrows

Click to view the category page in Amazon

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Now you are able to see the ABSR (Amazon Best Seller Rank) for both the #1 book and the #10 book in each category. Publisher Rocket also shows you how many books you need to sell each day to rank #1 or #10.

Once you have found a category you are interested in, you can see which books are ranking for that category by clicking the “Check it out” button.

The screenshot shows the Publisher Rocket website's Category Search page. The interface includes a navigation bar with links to Home, Keyword Search, Competition Analyzer, Category Search, and AMS Keyword Search. A search bar is labeled "Search Categories" with a "Back" button. The main content area displays a list of categories under the heading "Both - Science Fiction & Fantasy". The categories are listed in a table with columns for CATEGORY, ABSR of #1, SALES to #1, ABSR of #10, SALES to #10, and CATEGORY PAGE. Each row has a "Check it out" button. Annotations with arrows point to various elements: "See the type and main category you are browsing" points to the category heading; "Click to start a new category search" points to the search bar; "Search for categories containing specific words" points to the search bar; "Sort results by clicking the arrows" points to the sort buttons; "Click to view the category page in Amazon" points to the "Check it out" buttons; and "Scroll to see all of the sub-categories" points to the bottom of the list.

CATEGORY	ABSR of #1	SALES to #1	ABSR of #10	SALES to #10	CATEGORY PAGE
Books > Arts & Photography > History & Criticism > Science Fiction & Fantasy					Check it out
Books > Calendars > Science Fiction & Fantasy	25600	8	79773	2	Check it out
Books > Children's Books > Science Fiction & Fantasy > Science Fiction	33				Check it out
Books > Children's Books > Science Fiction & Fantasy > Science Fiction > Robots	608	98	7225	17	Check it out
Books > Children's Books > Science Fiction & Fantasy > Science Fiction > Superheroes	33	557	2016	64	Check it out
Books > Children's Books > Science Fiction & Fantasy > Science Fiction > Time Travel	645	94	12283	11	Check it out

If you’ve clicked “Check it out” to see all the sub-categories within a specific main category, you can narrow your search by typing in a specific word in the “search categories” bar. This will make it so Rocket only shows you the category strings with that specific word.

You can also sort the categories by clicking the arrow buttons to the right of each type of data.

Resources

Guide to Choosing Categories - <https://kindlepreneur.com/how-to-choose-the-best-kindle-ebook-kdp-category/>

Add Your Book to 10 Categories - <https://kindlepreneur.com/ten-categories-video>

BISAC vs. Amazon Categories - <https://kindlepreneur.com/bisac-video>

How to See All the Categories Your Book or Someone Else’s Book is Listed For - <https://kindlepreneur.com/see-all-categories-video>

AMS Keyword Search Feature

To get started just type in a term that best describes your book and select whether Rocket should focus on e-Book or Book data and click “Go Get Em Rocket!” to run the search.

The screenshot shows the Publisher Rocket website interface. At the top, there's a navigation bar with links: "Go back to Homepage", "PUBLISHERROCKET", and an American flag icon. Below this is a secondary navigation bar with links: "Home", "Keyword Search", "Competition Analyzer", "Category Search", "AMS Keyword Search", and "Export data". The main content area has a header "Click to use the filter to refine your results" and a "Filter" button. Below the filter is a table with columns: "TITLE", "AUTHOR", "ASIN", and "TYPE". The table contains 8 rows of search results. Annotations include: "Uncheck any results you do not want exported" pointing to the checkboxes in the first column; "Scroll down to see all of the results" pointing to the bottom of the table; and "Export data" pointing to the "Export" button in the top right corner.

	TITLE	AUTHOR	ASIN	TYPE
<input checked="" type="checkbox"/>	marketing a love story			Amazon A to Z Suggestions
<input type="checkbox"/>	marketing analytics			Amazon A to Z Suggestions
<input checked="" type="checkbox"/>	marketing a love story how to matter to your customers			Amazon A to Z Suggestions
<input checked="" type="checkbox"/>	marketing automation			Amazon A to Z Suggestions
<input checked="" type="checkbox"/>	marketing analytics tristan			Amazon A to Z Suggestions
<input checked="" type="checkbox"/>	marketing and design			Amazon A to Z Suggestions
<input checked="" type="checkbox"/>	marketing an introduction 13th edition loose leaf			Amazon A to Z Suggestions
<input checked="" type="checkbox"/>	marketing and managing tourism destinations			Amazon A to Z Suggestions

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Publisher Rocket lists the following:

- Amazon suggested keywords
- Amazon A-Z suggested keywords
- Amazon's list of similar books (This is important because the relevancy of these books can really lower your Cost Per Click.)
- Books shown on Amazon for relevant categories

The data displayed for these results include:

- Title
- Author
- ASIN
- Type of search result

We list the ASIN number of any of the books listed from Amazon's list of similar books or books shown for relevant categories – this is important because on January 7th 2019, Amazon added a new feature which allows authors to target specific books by using the ASIN number.

If you don't see an ASIN number listed, that's because a physical book was used in the result and its ISBN number was shown – which can't be used in the AMS ads campaign so we automatically take it out so as to save you time.

Now, if there are books or types of books that you don't want in your export, no problem. There are two ways you can remove data.



The first is to click the Filter button, this will open up a box where you can choose which type of result you don't want to see. Any box that is unchecked will be removed from your results. Once you've deselected the ones you don't want to see, click "Filter em Rocket".

The second way is the deselect the boxes to the left of the rows.

You can export the data at any point by clicking the "Export" button on the top right of Rocket.

Resources

Free Video Course on Creating Profitable Amazon Book Ads - www.amscourse.com