



# The Author Guide Course for non-fiction authors

## Insight 3 – Know your market place

[Your video tutorial is here.](#)

### Competition

Understanding what's already available to your reader is important. You don't want to reinvent the wheel.

This is where Amazon is a really useful tool – look at books in the genre you're planning to write for and check their sales. Are they doing well or not so much?

Look at the Best Sellers Rank, the figures for the specific categories are the ones you should be looking at. It depends on the category, the more niche, the higher ranking you're looking for (so 32 is excellent). In a big niche like Professional Finance, 4,321 is actually quite respectable.

#### Product details

**ASIN** : B0BZSCDTBS

**Publisher** : The Endless Bookcase

**Accessibility** : [Learn more](#)

**Publication date** : 26 April 2023

**Language** : English

**File size** : 2.0 MB

**Screen Reader** : Supported

**Enhanced typesetting** : [Enabled](#) ▼

**X-Ray** : Not Enabled

**Word Wise** : [Enabled](#) ▼

**Print length** : [208 pages](#) ▼

**ISBN-13** : 978-1914151774

**Page Flip** : [Enabled](#) ▼

**Best Sellers Rank**: 736,053 in Kindle Store (See Top 100 in Kindle Store)

32 in [Purchasing & Buying](#)

4,321 in [Professional Finance](#)

**Customer reviews**: 4.4 ★★★★★ ▼ [\(26\)](#)

Check the reviews, there should be at least a few and this will give you a flavour for the book too. If the book has been published very recently there may not be any yet.

If you already have books you've previously bought in the same category as the one you're going to write, check out their Amazon rankings. Consider what you thought of the book when you read it – do the stats and reviews match with your own thoughts.

## Style guidance

You should develop your own unique writing style, but it's always useful to have some ideas about what will work for your reader – and what won't.

As an expert in your field, I would expect you've read a good few books in your time. Which ones were easy to read and kept you engaged? What was it about the writing style or book structure that kept your interest?

If there are books that you found hard work to read, what was it that made them that way?

Keep these things in mind when you start planning your own book and aim to emulate writing styles that are engaging.

The challenge for most of us is that we know too much about our specialist subject and forget many of our readers are starting from zero. The result is too complex content, presented in a way that they can't easily understand.

*TIP: Keep a notebook to jot down things you like (and don't like) about other authors' writing styles.*

## Know who publishes what

If you're thinking of trying to get a contract with a traditional publisher, you'll also need to know what kind of books your chosen publishers have already published, it's pointless submitting your management book to a publisher that specialises in self-help or romantic fiction.

Check out what's in their previous and current listings (you can usually see their listings on their website). If you can find out what's in their forthcoming schedules, better still.

Even if you are planning to work with an independent publisher, it's wise to take a look at their catalogue so you're not asking a specialist in children's books to publish your marketing guide. Publishers who have some experience in your genre can be a valuable source of support.

Are there generalist self-publishers? Yes, of course. But check first.

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## This week's assignment

Complete the **Competition worksheet**.