

THE MAGIC OF MEDIOCRITY

Capture, collate and study 100 or more 3 star reviews. Ignore the 1-stars (those people are just angry). Ignore the 5-stars (that's simply an author's Mom). Catalog and distill those 3-star reviews as those reviewers have read the book and offer constructive criticism on what they like and what they are looking for.

STEP 1: Select 1-2 categories your book will fall under in Amazon. Write the categories down.

STEP 2: Go to the top 10 books (best sellers) and select ALL of the 3-star reviews.

STEP 3: Copy and paste all of the 3-star reviews (minimum of 100) onto a spreadsheet.

STEP 4: Read them and place each one in a sub-category or "Bucket"

STEP 5: Create a bar graph and pie chart to visually see what readers want.

