

## LOCATING THE AMAZON POPULARITY CHARTS

1. For the best results, do this in “incognito browsing”. This prevents Amazon from directing you towards books that you, personally, may like.
2. Go to the Amazon home page.
3. At the top left hand corner, just below the Amazon logo, locate three short horizontal lines with the word “All” beside them.
4. Click on the lines.
5. You will get a drop down list of options, go down to “Shop By Department” and click on it. This can sometimes be displayed as a series of boxes for each department, depending on which marketplace you are in.
6. Select “Books” or “Kindle Books”, whichever is displayed.
7. Depending on the view that Amazon is giving, you may get a list of categories on the left, or the category listings may be at the bottom of the page.
8. Select the category in which you are interested. You should then get a list of “sub-categories” to the left which will allow you to look more closely into what is popular in that sub category – which is probably where you will find your book.
9. As with any other Amazon page, the top two books usually have the word “sponsored” below the title, which indicates they are there not because they are popular, but because they are being advertised.
10. You will notice that there are no numbers to indicate ranking, but the books are presented in descending order of popularity.
11. You will also see that some of the books are displaying a “best-seller” flag, but the majority aren’t.
12. If you scroll through the list you may be surprised to see how many self-published authors there are on the first few pages, compared to the number of big names. This is telling an interesting story about what authors the readers are choosing these days.