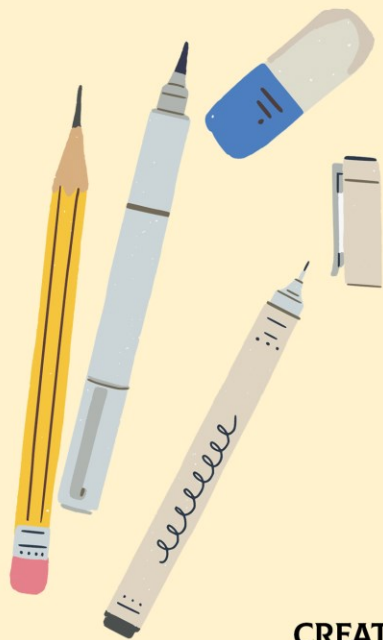


children's **DIARY DOMINATION**

Discover How To Profit
From This High-Demand
And Fun Niche That
Children Of All Ages Love



CREATED BY Andreas Quintana
& Andy Charalambous

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INTRODUCTION

A LITTLE BIT ABOUT ANDY & ANDREAS

Both Andy and Andreas have been involved with self-publishing since the beginning, many years ago, when the whole process was just getting off the ground. You could say they were part of the early adopters because now publishing has become massively mainstream.

The two have been involved with a number of niche markets, always trying new ideas out and testing the markets to get the best return on their invested time and effort.

Of course, during that whole time, they came across the low-content niche market which at the time was still pretty unknown. They quickly discovered the potential and so set about growing their own book catalogue.

After some time learning from their successes as well as their failures they decided to share what they learned with others...which brings us to this course.

Andy and Andreas have known one another for some time and so felt it would be a good idea to join forces and create a course together that would benefit others; and so "Children's Diary Domination" was brought to life.

This is an in-depth course that not only delves into the potential to profit from low-content kid's diaries/journals, but also shows how you can dig deeper to find a sub-niche that offers even more potential earnings!

You will learn how to create and publish your book for sale on Amazon, Etsy or wherever else you want to sell it.

Your title can be made available in countries throughout the world, as well as libraries and retail stores. The choice is up to you!

As you progress through this course, I encourage you to take your time and go through the content thoroughly because it can be very easy to miss a step if you are not focused.

Everything in this course has been set out in simple form, to make it easy for ALL to understand. Even if you are a total newbie, you will have no trouble following all the step by step instructions.

NOTE: *If you want your books to grow in popularity and be profitable, then you will have to put in the time and effort. You need to be disciplined and motivated.*

What this course will do is provide you with the knowledge and skills that you need to make a start on your book or books.

By the end of the course you will have the confidence you need to create and publish quality children's diary & journal books that kids will love!

HOW TO USE THIS COURSE

There is a lot of information in this course and we want to make sure you get as much value out of it as possible.

What we recommend for most students is to first complete the course from start to finish giving you a bird's eye view of everything and then return to individual sections/steps later based on where you are in your own progress.

NOTE: *This course comes with a super valuable bonus. Make sure to check them out in the **BONUS folder**.*

LET'S GET
STARTED

THE IMPORTANCE OF JOURNALING FOR CHILDREN

Diary/Journal writing is a technique often used to encourage self-expression through reflective writing. Experts suggest that when you write down your thoughts and feelings, it helps you to work through negative emotions.

Additionally, journal writing helps you to be more self-aware and in tune with your moods and behaviors.

However, these books are not just about jotting down your feelings or how your day went. The beauty of journaling is that it can be tailored to fit the needs and interests of the person writing it.

For instance, it can be used to record gratitude, exercise, diet, emotions, sleep, dreams, study ideas, nature, project plans, hobbies, schoolwork and much more.

All this makes journal writing particularly useful for kids because journaling is a great way for children to organize their thoughts and ideas.

Journaling helps kids become more confident in their ability to express themselves and promotes writing, language, communication, and art skills. It can also be a collection of things the writer wants to remember, a funny conversation they overheard, something they're curious about, or an idea they came across for a school project.

Journaling, whether daily, weekly or even just every once in a while, gives kids a sense of accomplishment. Every parent or guardian wants that for their kids.

Over the past few years children's diaries/journals have become very popular and parents are starting to see the benefits that these types of books can provide their children.

It certainly doesn't take much to get a kid started. All they need is a good quality diary/journal, a great pen, color pencils, paint, glue sticks, scissors, and an imagination.

The beauty of these books for kids is that there's no right or wrong way to use them: kids can draw, scribble, circle an Emoji to describe how they're feeling or

write pages of thoughts down. This activity, that can take as little as five minutes, an hour or even a whole day.

Some children often need more than one book because each of their journals will focus on a specific niche. For example, a child may have a nature journal that they use to draw plants, insects and maybe even store pressed flowers.

They may also have an art journal that they use to paint and draw on. The possibilities are endless and this is all good news for journal creators because they get to sell multiple books.

Here is some more good news for parents, which in turn is great news for kid's journal creators...

A recent report found that diary writing has a positive impact on children's attainment, as well as boosting their motivation to write. The report, based on data collected from over 3,000 eight to 11-year-olds, showed that pupils who keep a diary are almost twice as likely to write above the expected level for their age compared with children who do not (27.1% vs 15.5%).

A big factor in the popularity of diary keeping is how it allows children the freedom to choose what they want to write about, with 82% of girls and 76% of boys explaining how writing is more fun when they can choose the subject.

In keeping a diary a young person gets into a regular writing habit and will become a more fluent and confident writer. Their communication skills will also improve as they learn how to process their thoughts and feelings and express them in a clear and concise manner.

Now...when a parent or guardian realizes all of the above benefits for their children what do think they are going to do? They are going to purchase more dairies and journals for their kids.



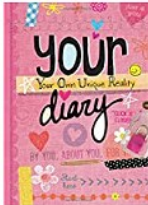



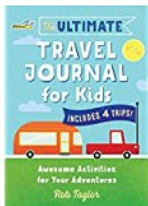
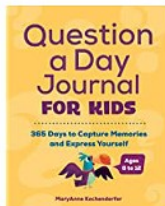
As a children's diary/journal publisher, all you have to do is keep churning out quality books to meet the high-demand. In other words, profits, profits, profits.

HIGH DEMAND CHILDREN'S DIARIES & JOURNALS

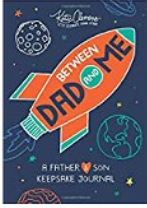
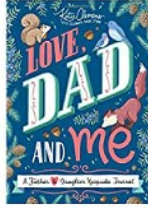


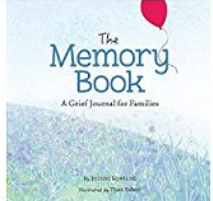
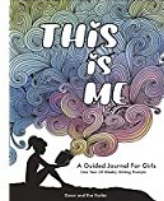

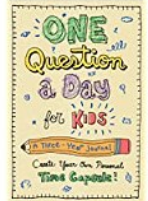



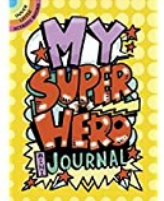

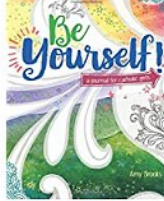

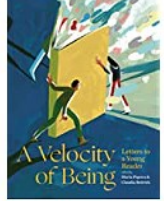
Let's start by having a quick browse through the general niche market on Amazon to see what is out there.

- ❖ Go into the Amazon Bestsellers list for "Children's Journal Writing" [HERE](#).
- ❖ Take a look at a few of the top books within this bestsellers list. Below you will see the top 24 books. These are the books that are making the biggest sales at this time.
- ❖ If you continue onwards through to the 100th book you will notice that there is a huge variety of styles within this niche market. There seems to be a never ending supply of ideas and sub-genres for anyone interested in creating these types of books for sale.

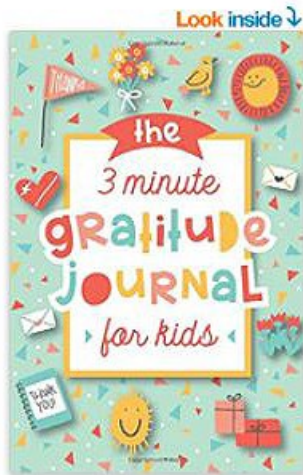
Best Sellers in Children's Journal Writing

<p>#1</p>  <p>The 3 Minute Gratitude Journal for Kids: A... › Modern Kid Press ★★★★★ 9,038 Paperback \$6.99</p>	<p>#2</p>  <p>Between Mom and Me: A Guided Journal for... › Katie Clemons ★★★★★ 3,000 Paperback \$7.99</p>	<p>#3</p>  <p>Your Diary - girls 7+ journal fun - illustrated... › Nancy Panacione ★★★★★ 1,888 Hardcover \$9.52</p>	<p>#4</p>  <p>Love, Mom and Me: A Guided Journal for... › Katie Clemons ★★★★★ 1,873 Paperback \$13.49</p>
<p>#5</p>  <p>Creative Gratitude Journal for Kids: A Journal... › Happy Toddlerz ★★★★★ 681 Paperback \$4.99</p>	<p>#6</p>  <p>Canvas One Line a Day: A Five-Year Memory... › Chronicle Books ★★★★★ 1,954 Diary \$14.42</p>	<p>#7</p>  <p>The Ultimate Travel Journal For Kids:... › Rob Taylor ★★★★★ 454 Paperback \$8.99</p>	<p>#8</p>  <p>Question a Day Journal for Kids: 365 Days to... › MaryAnne Kochenderfer ★★★★★ 71 Paperback \$10.79</p>

CHILDRENS DIARY DOMINATION

<p>#9</p>  <p>Between Dad and Me: A Father And Son... › Katie Clemons ★★★★★ 555 Paperback \$10.43</p>	<p>#10</p>  <p>Love, Dad and Me: A Father and Daughter... › Katie Clemons ★★★★★ 531 Paperback \$9.38</p>	<p>#11</p>  <p>Me: A Compendium: A Fill-in Journal for Kids... › Wee Society ★★★★★ 949 Diary 59 offers from \$2.58</p>	<p>#12</p>  <p>Letter Tracing & Handwriting Practice Book... › Jennifer L. Trace ★★★★★ 194 Paperback \$5.98</p>
<p>#13</p>  <p>The Memory Book: A Grief Journal for... › Joanna Rowland ★★★★★ 238 Hardcover \$14.47</p>	<p>#14</p>  <p>This Is Me: One Year Journal For Girls and... › Dawn Earles ★★★★★ 638 Paperback \$9.95</p>	<p>#15</p>  <p>Mindful Affirmations and Activities: A Kid's... › Pragya Tomar ★★★★★ 478 Paperback \$8.97</p>	<p>#16</p>  <p>One Question a Day for Kids: A Three-Year... › Aimee Chase ★★★★★ 1,134 Hardcover 45 offers from \$2.05</p>
<p>#17</p>  <p>Share Your Smile: Raina's Guide to Telling... › Raina Telgemeier ★★★★★ 1,426 Hardcover \$10.84</p>	<p>#18</p>  <p>Mother and Son Journal: Mom and Son... › Brit A. Anderson ★★★★★ 295 Paperback \$8.95</p>	<p>#19</p>  <p>Let's Talk: A Self-Discovery Mental Health... › Nicola Bulman ★★★★★ 168 Paperback \$8.92</p>	<p>#20</p>  <p>My Superhero Mini-Journal (Dover Little... › Diana Zourelis ★★★★★ 551 Paperback \$1.50</p>
<p>#21</p>  <p>Grateful Together: A Gratitude Journal for Kids... › Vicky Perreault ★★★★★ 438 Paperback \$12.59</p>	<p>#22</p>  <p>Be Yourself! A Journal for Catholic Girls › Amy Brooks ★★★★★ 178 Paperback \$17.96</p>	<p>#23</p>  <p>Draw and Write Journal: Grades K-2: Primary... › Aunt Meg and Me Journals ★★★★★ 638 Paperback \$5.97</p>	<p>#24</p>  <p>A Velocity of Being: Letters to A Young Reader › Maria Popova ★★★★★ 458 Hardcover 57 offers from \$13.40</p>

- ❖ The number 1 book at this time is, "The 3 Minute Gratitude Journal for Kids". Click to open that page up and scroll down to the Best Sellers Rank number. I see #602 in Books.



The 3 Minute Gratitude Journal for Kids: A Journal to Teach Children to Practice Gratitude and Mindfulness Paperback – April 23, 2019

by Modern Kid Press (Author)

★★★★☆ 9,038 ratings

#1 Best Seller in Children's Diary Books

> See all formats and editions

Paperback
\$6.99

43 Used from \$1.58
8 New from \$6.25

The 3 Minute Gratitude Journal is a guide to cultivate an attitude of gratitude for children. It is a self exploration journal designed to focus on being thankful for what we have, the big things in life, as well as

Product details

Publisher : Modern Kid Press (April 23, 2019)

Language : English

Paperback : 110 pages

ISBN-10 : 194820956X

ISBN-13 : 978-1948209564

Reading age : 7 - 10 years

Grade level : 2 - 5

Item Weight : 5.6 ounces

Dimensions : 6 x 0.25 x 9 inches

Best Sellers Rank: #602 in Books (See Top 100 in Books)

#1 in Children's Diary Books

#1 in Children's Journal Writing

#2 in Children's Questions & Answer Game Books

Customer Reviews: ★★★★★ 9,038 ratings

If I add the number 602 into a BSR to Sales calculator we can see that this book is making an average of 3125 sales a month!


BSR to Sales Calculator

BSR RANK:

BOOK TYPE:

SALES PER MONTH:

1 DAY SALES:



CALCULATE SALES

Powered by TCK Publishing

Let's dig a little deeper to find out roughly what royalties this author is making per month with this book alone. There is a handy and free tool we can use to calculate this.

Just go to this webpage - https://kdp.amazon.com/en_US/help/topic/G200735480 - and then scroll down until you see the title, "Printing cost and royalty calculator". Under that title you will see the download button where you can grab a free copy of the calculator.

Printing cost and royalty calculator

To estimate your printing cost and paperback royalty, use our calculator:

[Download calculator](#)

kindle | direct publishing | royalty calculator

Figures generated by this tool are for estimation purposes only. Your actual royalty will be calculated when you set up your book.

1. Enter interior type:	<input style="width: 60%;" type="text"/>
2. Enter number of pages:	<input style="width: 60%;" type="text"/>
3. Choose a distribution channel:	<input style="width: 60%;" type="text"/>
4. Enter anticipated list price (€):	<input style="width: 60%;" type="text"/>

Printing cost:	\$0.00
Minimum list price:	\$0.00
Amazon royalty:	\$0.00
Expanded Distribution royalty:	\$0.00

Download the free tool and open it up. Using this tool, you can easily calculate how much an author earns from the sale of their book. It is a great tool to use when researching niches.

The tool is also very handy for calculating your own book royalties once you start publishing multiple books. It is quick and easy to use so make sure you take advantage of it because it certainly beats doing math on a standard calculator.

Anyway, I filled in the required information within the tool and these are the results I got for this particular book....

kindle
direct
publishing
royalty
calculator

Figures generated by this tool are for estimation purposes only. Your actual royalties may vary.

1. Enter interior type:

2. Enter number of pages:

3. Choose a distribution channel:

4. Enter anticipated list price (\$):

Printing cost:

Minimum list price:

Amazon royalty:

Expanded Distribution royalty:

Black Ink
110
Amazon.com
\$6.99

\$2.17
\$3.62
\$2.03
\$0.63

So, the author of this children's "3 Minute Gratitude Journal" makes around \$2.03 royalty profits per book. That's not bad.

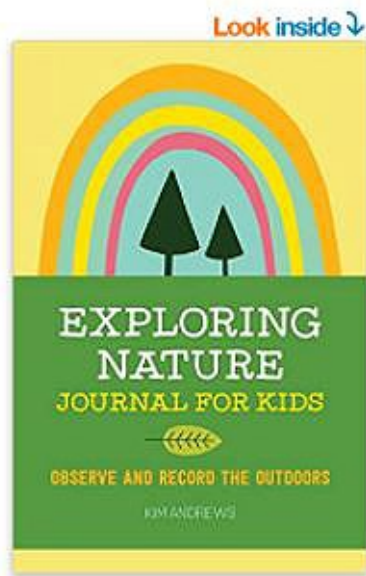
We have established that the book sells around 3125 copies per month. Let's calculate how much per month this author is earning in total.

$\$2.03 \times 3125 \text{ books} = \text{\textcolor{red}{\$6,343.75}}$

FOR ONE BOOK!!!

Let's take a look at another kid's diary/journal book that is a little lower in the bestsellers list.

- ❖ If I click to look at the 35th book in the bestsellers list called "Exploring Nature Journal for Kids", and scroll down to the rank number, I see #27,750 which means it sells around 156 books a month. Still pretty good right?



Exploring Nature Journal for Kids: Outdoors Paperback – May 28, 2019

by Kim Andrews (Author)

★★★★★ 183 ratings

> See all formats and editions

Paperback

\$12.12

15 Used from \$4.74

14 New from \$7.57

Write and sketch every outdoor discovery—a guided nature journal

Wild creatures, cloud formations, plant habitats, and more—nature is full of things to explore! In this nature journal, young naturalists will get all of the guidance they need to record their experiences of the natural world.

BSR to Sales Calculator

BSR RANK:

27750

BOOK TYPE:

Book

SALES PER MONTH:

156

1 DAY SALES:

10

CALCULATE SALES

Powered by TCK Publishing

This book sells for a lot more than the previous one at \$12.12.

Let's check how much this author is making in royalties per book using the free KDP Royalty Calculator again.

kindle
direct publishing
royalty calculator

Figures generated by this tool are for estimation purposes only. Your actual royalty may vary.

1. Enter interior type:
2. Enter number of pages:
3. Choose a distribution channel:
4. Enter anticipated list price (\$):

Black Ink
100
Amazon.com
\$12.12

Printing cost:
Minimum list price:
Amazon royalty:
Expanded Distribution royalty:

\$2.15
\$3.59
\$5.13
\$2.70

Well, there you have it. Math does not lie. For each book sold, this author gets roughly \$5.13 in royalties. Let's multiply that by the number of books sold per month to find out the grand total in monthly royalties for just this one book.

$\$5.13 \times 156 \text{ books} = \text{\textcolor{red}{\$800}}$


Of course, not as good as the number one book but remember, this is just for one book. Imagine having multiple books earning just like this!

I will now use one of my favorite book data scraping tools - [KDSpy software](#) to find out what the average earnings are for authors who have books in the "Children's Journal Writing" category and also whether the competition is just right or too high.



At the end of the day, if you are new to all of this, what you don't want to do is get into a niche that is super competitive. Doing so would make it very hard for you to rank your books in Amazon.

Take a look at the results that the KDSpy software reveals about this category. I think you will be pleasantly surprised!

CHILDRENS DIARY DOMINATION



KDSPY^{v5}
Your extension was recently updated to v5.9.35. [Learn what's new](#)

Best Sellers in Children's Journal Writing:

[Best Sellers](#) | [Word Cloud \(20\)](#) | [Rank Tracking \(0\)](#)

Results: **1-20**

Avg. Sales Rank: **8,315**

Avg. Monthly Rev: **\$6,842**


Avg. Price: **\$9.15**

Avg. No. Reviews: **1,297**


#	Book Title	More	Page(s)	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
1	The 3 Minute Gratitude Journal for Kids: A J...		110	\$6.99	3,058	\$ 21,375	9,049	626 <input checked="" type="checkbox"/>
2	Between Mom and Me: A Guided Journal fo...		144	\$7.99	1,829	\$ 14,614	3,004	1,312 <input checked="" type="checkbox"/>
3	Your Diary - girls 7+ journal fun - illustrated ...		128	\$9.52	1,448	\$ 13,785	1,872	1,812 <input checked="" type="checkbox"/>
4	Creative Gratitude Journal for Kids: A Journ...		121	\$4.99	1,178	\$ 5,878	664	2,398 <input checked="" type="checkbox"/>
5	Canvas One Line a Day: A Five-Year Memo...		372	\$14.42	1,070	\$ 15,429	1,957	2,724 <input checked="" type="checkbox"/>
6	Love, Mom and Me: A Guided Journal for M...		144	\$13.49	1,020	\$ 13,760	1,877	2,902 <input checked="" type="checkbox"/>
7	The Ultimate Travel Journal For Kids: Awes...		84	\$8.99	967	\$ 8,693	457	3,116 <input checked="" type="checkbox"/>
8	Question a Day Journal for Kids: 365 Days ...		148	\$10.79	741	\$ 7,995	72	4,402 <input checked="" type="checkbox"/>
9	Mindful Affirmations and Activities: A Kid's g...		153	\$8.97	459	\$ 4,117	479	8,050 <input checked="" type="checkbox"/>
10	Between Dad and Me: A Father And Son G...		144	\$10.43	446	\$ 4,652	558	8,353 <input checked="" type="checkbox"/>
11	Love, Dad and Me: A Father and Daughter ...		144	\$9.38	424	\$ 3,977	532	8,899 <input checked="" type="checkbox"/>
12	One Question a Day for Kids: A Three-Year ...		368	\$2.05	406	\$ 832	1,136	9,365 <input checked="" type="checkbox"/>
13	Share Your Smile: Raina's Guide to Telling ...		144	\$10.84	369	\$ 4,000	1,427	10,546 <input checked="" type="checkbox"/>
14	Me: A Compendium: A Fill-in Journal for Kid...		96	\$2.58	340	\$ 877	951	11,644 <input checked="" type="checkbox"/>
15	Nature Anatomy Activities for Kids: Fun, Ha...		106	\$11.69	319	\$ 3,729	107	12,581 <input checked="" type="checkbox"/>
16	This Is Me: One Year Journal For Girls and ...		110	\$9.95	286	\$ 2,846	639	14,294 <input checked="" type="checkbox"/>
17	My Superhero Mini-Journal (Dover Little Act...		64	\$1.5	280	\$ 420	553	14,648 <input checked="" type="checkbox"/>
18	The Memory Book: A Grief Journal for Child...		64	\$14.47	270	\$ 3,907	236	15,361 <input checked="" type="checkbox"/>
19	Letter Tracing & Handwriting Practice Book ...		106	\$5.98	257	\$ 1,537	194	16,249 <input checked="" type="checkbox"/>
20	Be Yourself! A Journal for Catholic Girls		100	\$17.96	247	\$ 4,436	176	17,022 <input checked="" type="checkbox"/>

Books


[Pull Results 21-40](#)



Keywords



Export



Help

USA

Region

Total Monthly Rev.
\$136,851

Popularity Potential Competition

You can clearly see in the image above, that the top books are pulling in amazing royalties and even the lowest earners are doing ok, if you consider that each author will have multiple books selling...not just the one.

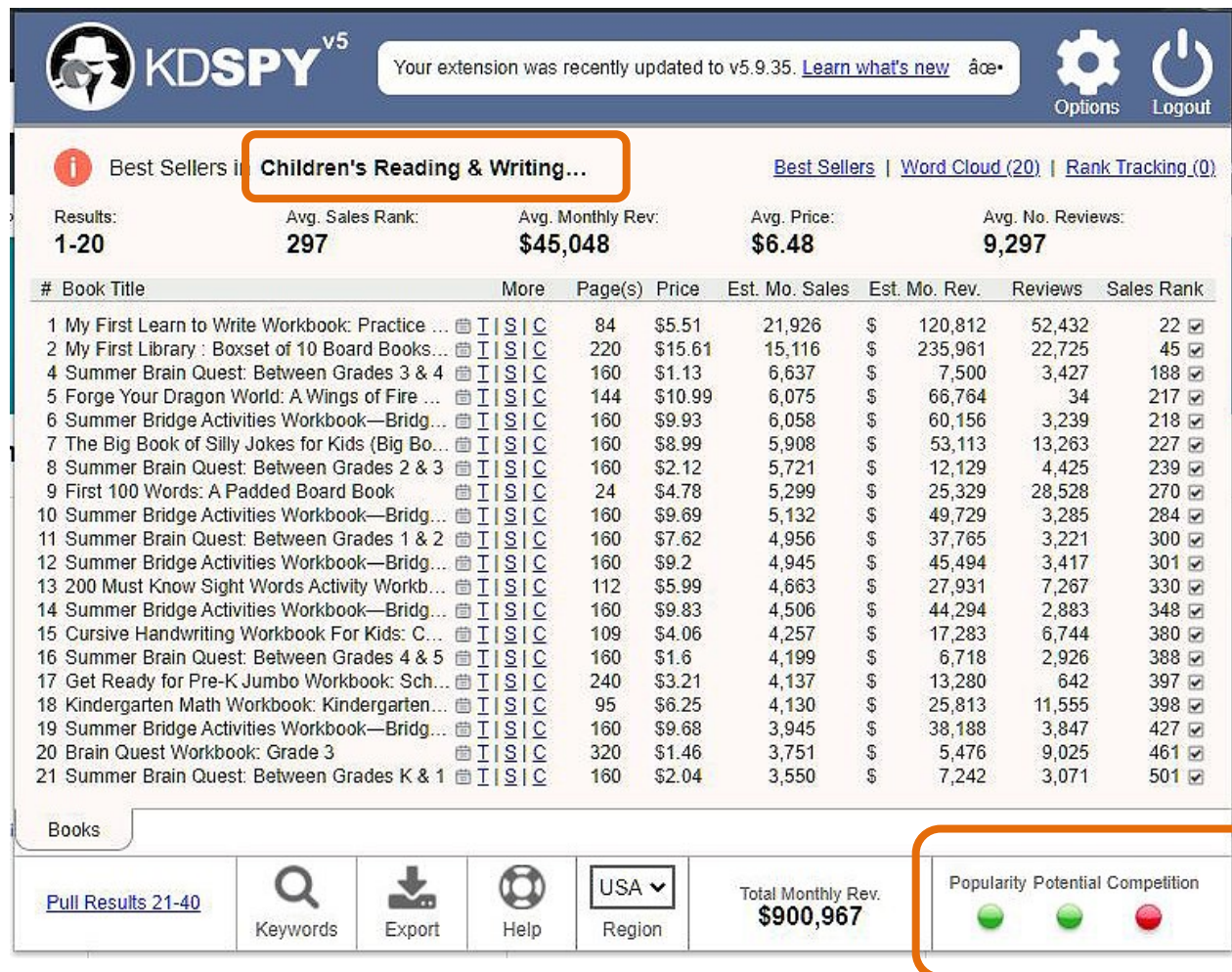
Here is the kicker...if you take a look at the bottom right of the data image above you will see that the "Popularity", "Potential" and "Competition" are all in the green according to KDSPy.



This is a massive winner for anyone wanting to get into this niche! This means that these books are in high demand but have fairly average to low competition.

CHILDRENS DIARY DOMINATION

For example, if we compare that category with the “Children’s Reading & Writing” category you will immediately see the difference in competition.



KDSPY v5
Your extension was recently updated to v5.9.35. [Learn what's new](#)

Best Sellers | **Children's Reading & Writing...** | [Best Sellers](#) | [Word Cloud \(20\)](#) | [Rank Tracking \(0\)](#)

Results: **1-20** | Avg. Sales Rank: **297** | Avg. Monthly Rev: **\$45,048** | Avg. Price: **\$6.48** | Avg. No. Reviews: **9,297**

#	Book Title	More	Page(s)	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
1	My First Learn to Write Workbook: Practice ...	I S C	84	\$5.51	21,926	\$ 120,812	52,432	22
2	My First Library : Boxset of 10 Board Books...	I S C	220	\$15.61	15,116	\$ 235,961	22,725	45
4	Summer Brain Quest: Between Grades 3 & 4	I S C	160	\$1.13	6,637	\$ 7,500	3,427	188
5	Forge Your Dragon World: A Wings of Fire ...	I S C	144	\$10.99	6,075	\$ 66,764	34	217
6	Summer Bridge Activities Workbook—Bridg...	I S C	160	\$9.93	6,058	\$ 60,156	3,239	218
7	The Big Book of Silly Jokes for Kids (Big Bo...	I S C	160	\$8.99	5,908	\$ 53,113	13,263	227
8	Summer Brain Quest: Between Grades 2 & 3	I S C	160	\$2.12	5,721	\$ 12,129	4,425	239
9	First 100 Words: A Padded Board Book	I S C	24	\$4.78	5,299	\$ 25,329	28,528	270
10	Summer Bridge Activities Workbook—Bridg...	I S C	160	\$9.69	5,132	\$ 49,729	3,285	284
11	Summer Brain Quest: Between Grades 1 & 2	I S C	160	\$7.62	4,956	\$ 37,765	3,221	300
12	Summer Bridge Activities Workbook—Bridg...	I S C	160	\$9.2	4,945	\$ 45,494	3,417	301
13	200 Must Know Sight Words Activity Workb...	I S C	112	\$5.99	4,663	\$ 27,931	7,267	330
14	Summer Bridge Activities Workbook—Bridg...	I S C	160	\$9.83	4,506	\$ 44,294	2,883	348
15	Cursive Handwriting Workbook For Kids: C...	I S C	109	\$4.06	4,257	\$ 17,283	6,744	380
16	Summer Brain Quest: Between Grades 4 & 5	I S C	160	\$1.6	4,199	\$ 6,718	2,926	388
17	Get Ready for Pre-K Jumbo Workbook: Sch...	I S C	240	\$3.21	4,137	\$ 13,280	642	397
18	Kindergarten Math Workbook: Kindergarten...	I S C	95	\$6.25	4,130	\$ 25,813	11,555	398
19	Summer Bridge Activities Workbook—Bridg...	I S C	160	\$9.68	3,945	\$ 38,188	3,847	427
20	Brain Quest Workbook: Grade 3	I S C	320	\$1.46	3,751	\$ 5,476	9,025	461
21	Summer Brain Quest: Between Grades K & 1	I S C	160	\$2.04	3,550	\$ 7,242	3,071	501

Books | [Pull Results 21-40](#) | [Keywords](#) | [Export](#) | [Help](#) | [USA](#) | [Region](#) | Total Monthly Rev. **\$900,967** | Popularity Potential Competition

The “popularity” and “potential” are high but so is the “competition”.

I could go on further, but I think you get the point. The children’s journal writing category is a proven, lucrative niche that is obviously in high demand and has a massive base of buyers.

Having said that, you still want to make sure you get the best return on your investment of time. If you dig just a little deeper into the diary/journal niche you will discover many opportunities. There is one in particular that stands right out, which we will be discussing in the next section.

POPULAR TYPES OF CHILDREN'S DIARIES & JOURNALS

You now know that the category of children's diaries and journals is a popular one that offers a ton of earning potential for authors/publishers. However, there are a huge number of sub-genres within this category that also offer lots of potential. Which is the best one to choose?

Let's take a general look at some of the more popular sub-genres to give you an idea of how many avenues you can actually go down within this profitable niche.

TYPES OF JOURNALS THAT KIDS LOVE

Journaling for kids can have a positive outcome and is widely popular – even in adults. There are many different types of journaling that can fit into a child's life and help them open up in their own way.

There is no limit to the possibilities of journaling; it's all about finding what works best for the child. Here is a list of a few popular genres within the children's market, that may give you some idea of what kind of books you can create and sell.

➤ **Blank Journal**

These are probably the most basic of all the diaries/journals because they just consist of having blank pages. The pages can be totally blank or can be lined, but they will have very little written content.

These books are perfect for kids who prefer a blank canvas for more creative freedom. These kids will be free to put whatever they want into these books without having to follow any particular structure.

➤ **Prompt Journal**

These are a kind of opposite of blank journals because they have a structure to them that the child has to follow. A prompt journal gives the child an idea of something to write and can be as little as one sentence about their day.

Prompts could include daily questions about what the child did for that day, or there could be a prompt asking the child to draw something that they saw that day. There are many paths to go down when it comes to formatting a structure to these journals.

Dream Journal

Dreams are like a movie that reflects our perception of the world, which is why it's always good to reflect on our dreams. This is especially so when it comes to children.

Even though much of the time a child would forget their dreams they can still use this journal to draw and write what they remember dreaming about. This could include day dreams and even nightmares.

Dream journaling benefits better dream retention and a form of analysis for the parent/guardian. This would be a perfect book for a child who is maybe having trouble sleeping or who seems to be going through a rough time.

Therapeutic Journal

Therapeutic journaling is any type of writing or expressive process used for the purposes of psychological healing or growth. In the case of a child, they would most likely go through their journaling process with a parent or guardian or even a therapist.

The child would share useful biographical information, review and reflect on life events and express emotions that may be difficult to speak about. The child's support would then track their behaviors, thoughts, and emotions as well as their accomplishments.

Art Journal

This is not just for kids who are good at art. A child does not need to be an artist to keep an art journal, but if they enjoy crafts and art, it can be highly beneficial for preserving their creative ideas and spontaneous creations.

Any child can take a pencil, crayons, paints or whatever they like, and experiment on paper. These journals are also great as scrapbooks for clipping and gluing things into it.

Kids can use the journal pages to clip tickets from their trips to a movie theater with their parents, or glue photos of their pet cat.

These types of journals are great for helping the child release their creative energy and preserve their creative ideas and memories.

Nature Journal

Nature journaling is simply recording observations of nature. This might include sketches of animals and insects, pressed flowers, notes copied from a book, nature-inspired poetry, or photographs. There are no rules.

It can be a fun family activity for parents to develop strong bonds with their children. It is ideal for them because they already have a natural curiosity and a desire to figure things out.

A nature journal is also a place for kids to write, draw, or paint their ideas, feelings, and experiences. It can be a great place to store findings and pictures as well.

Children can add leaf and tree rubbings to their books as well as sketches, pressed flowers, photographs, traced animal tracks and more.

Food Journal

Kids like to eat right? This could be perfect for kids interested in recording what they eat and when. A food journal is a good way for a child to log their progress developing healthy eating habits and trying new foods.

Maybe the child just enjoys helping their parent out with the cooking and wants to keep a journal of what they did when helping in the kitchen. Maybe they want to review the food they eat and jot down whether what they ate was tasty or not.

Kids can also bring their journal with them when grocery shopping with their parents; it's a great way to keep a child busy when shopping.

Travel Journal

The child can write about their adventures and new experiences or things they have learned. A travel journal is their collection of memories all stored in one place.

A child's travel journal is much more than a plain recording of what they saw, ate, or visited. It's also about how it made them feel and how it engaged all their five senses.

To enhance their travel entries, a child can also include photos or sketches of places that they visited. As with the other journals, they can also include tickets, clippings and any other physical things that can fit between the pages.

These books are a fun and creative way of preserving memories from a journey. Even if the family does not travel that often, or so far from home, it's still great for the child to give their journeys this note of special importance.

Gratitude Journal

Here's a positive little something a child can learn to do to improve their overall attitude towards life.

Plenty of research shows that regularly writing down what you are grateful for – no matter how small – can help build positivity, optimism and self-esteem. A gratitude journal could be a great way of helping a child to reflect and take some valuable time out.

Gratitude journaling is perfectly suitable for kids, so it can be a fun activity for the whole family. The main goal is to cultivate a spirit of positivity and appreciation. A child can learn to reflect on their happy moments during each day and learn to become grateful and fulfilled adults.

The gratitude journal will lead us onto the next section because this is the sub-genre we will be focusing on. Out of all the journals available for sale right now, the gratitude books are the ones making the biggest sales.

Let's take a closer look at these gratitude journals for children.

CHILDREN'S GRATITUDE JOURNALS ARE BIG SELLERS

Why are these books such big sellers all over the world and why are they becoming even more popular?

It's a pretty simple answer really. Studies have shown that children's gratitude journals are a great way to help build a child's resilience and improve their self-esteem.

These books also help children to build important social skills, nurture and encourage positive emotions, help them feel happier and protect their mental and physical health.

What good parent in their right mind would pass up an opportunity to help their children in so many important ways...and all they have to do is purchase a gratitude journal for their kids!

Studies show that expressing gratitude for the people and things in our lives can leave us feeling happy for up to one month afterwards. If it works for adults then it can certainly work for children too.

In recent years, more and more studies have looked at the effects of gratitude on kids. Parents can help their kids learn to notice and express thanks for the positive things in their lives and build skills that will last a lifetime, by helping them start a gratitude journal.

These books are a simple and effective way to teach kids important coping skills. Plus, journaling is a great opportunity to improve writing skills in young children too!

Benefits of gratitude for children

Studies show that kids who learn gratitude can benefit mentally and physically. Some of the benefits include:

- Increased self-esteem.
- Improved resilience.

- Higher levels of happiness and optimism.
- Improved sleep.
- Less stress and an improved ability to cope with stress.
- Fewer physical problems.
- Reduced depression.
- Less aggression.

The more children practice gratitude, the better they get at it and the greater the benefits. In fact, studies show that the benefits can be seen after just 2 weeks of gratitude practice.

So, I think parents are beginning to hear and understand this which in turn means they are on the lookout for quality gratitude journals for their kids.

This, of course is where YOU come in.

Before we go any further, let's take a look at real proof that these specific gratitude books are selling like lemonade on a hot summer's day!

CHILDREN'S GRATITUDE BOOKS ARE TRENDING

As you saw at the start of this guide, the #1 book in the top 100 books under the "Children's Journal Writing" Amazon category is a gratitude book. If you look closer at the Top 100 you will also notice that there are quite a few of these kid's gratitude books that are selling very well.

If you take a look at the data I pulled – (check out the image below) - using KDSpy you will also see that the average monthly revenue for books in this category is around \$4,000/month.

Of course, that doesn't mean that every author who creates these books will earn that much, but it does indicate a huge potential to earn within the general scope of "children's diaries/journals"

CHILDRENS DIARY DOMINATION



Keyword: **CHILDRENS GRATITUDE ...**

[Keyword Results](#)

[Keyword Analysis](#)

[Word Cloud \(20\)](#)

[Rank Tracking \(0\)](#)

Results:
1-20

Avg. Sales Rank:
177,085

Avg. Monthly Rev:
\$3,925

Avg. Price:
\$12.93

Avg. No. Reviews:
1,066

#	Book Title	More	Page(s)	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
5	The 3 Minute Gratitude Journal for Kids: A J...	I S C	110	\$6.99	2,789	\$ 19,495	9,068	717
9	Have You Filled a Bucket Today?: A Guide t...	I S C	32	\$6.25	2,203	\$ 13,769	5,719	1,381
6	Zen Pig: The Art of Gratitude	I S C	38	\$14.95	920	\$ 13,754	1,240	3,327
12	Zen Pig: The Wonder We Are	I S C	38	\$14.95	498	\$ 7,445	248	7,285
17	Thank you Thank you Thank you	I S C	64	\$13.46	501	\$ 6,743	249	7,233
18	Gratitude the Great	I S C	32	\$16.16	134	\$ 2,165	37	34,435
14	A New Alphabet for Humanity Book and Co...	I S C	34	\$32.95	57	\$ 1,878	0	87,718
16	Christian Gratitude Journal for Kids: Daily J...	I S C	100	\$8.99	180	\$ 1,618	358	24,684
15	5 Minute Girls Gratitude Journal: 100 Day ...	I S C	103	\$6.99	171	\$ 1,195	254	26,155
1	Firenze's Light: A Children's Book about Gr...	I S C	28	\$17.09	51	\$ 872	524	65,008
19	Diversity Ninja: An Anti-racist, Diverse Child...	I S C	35	\$11.99	40	\$ 480	270	80,654
11	Zen Pig: Where You'll Find Love	I S C	40	\$14.95	27	\$ 404	265	192,903
10	Grateful Ninja: A Children's Book About Cult...	I S C	35	\$11.99	29	\$ 348	405	108,191
8	Grumpy Ninja: A Children's Book About Gra...	I S C	35	\$11.99	23	\$ 276	399	131,912
13	Be Healthy Be Happy Be Thankful: A Journ...	I S C	94	\$8.99	11	\$ 99	2	493,941
4	My Attitude of Gratitude: Growing Grateful ...	I S C	40	\$11.99	5	\$ 60	108	440,645
3	Thankful for Elijah: Gratitude Book for Kids ...	I S C	35	\$18.99	2	\$ 38	0	2,356,866
20	Grunt the Grizzly Learns to Be Grateful (Pu...	I S C	37	\$11.99	3	\$ 36	57	789,618
7	Shine On!: A Children's Book about Empath...	I S C	28	\$9.99	3	\$ 30	2	691,732
2	Thankful for Finn: Personalized Book, Gratit...	I S C	35	\$13.6	1	\$ 14	0	6,471,458

Books

Here are some of the most popular books on Amazon within the genre:

Best Seller



The 3 Minute Gratitude Journal for Kids: A Journal to Teach Gratitude

by Modern Kid Press | Apr 23, 2019

★★★★★ ~ 9,073

Paperback

\$6.99

Ages: 7 - 10 years

Ships to Spain

More Buying Choices

\$1.45 (49 used & new offers)

Best Seller



Creative Gratitude Journal for Kids: A Journal to Teach Gratitude

by Happy Toddlerz | Jul 28, 2020

★★★★★ ~ 676

Paperback

\$4.99

Ships to Spain



My 26 Week Gratitude Journal

by Suzanne Culleton and Linda Culleton | May 15, 2020

★★★★★ ~ 118

Paperback

Ages: 5 - 10 years

\$27⁹⁵

Ships to Spain

More Buying Choices

\$7.74 (14 used & new offers)

Hardcover



Grateful Together: A Gratitude Journal for Kids and Th

by Vicky Perreault | Oct 15, 2019

★★★★★ ~ 438

Paperback

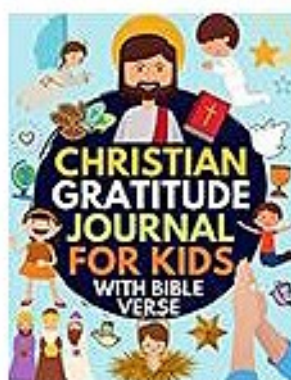
Ages: 7 - 10 years

\$12⁹⁹

Ships to Spain

More Buying Choices

\$1.47 (39 used & new offers)



Christian Gratitude Journal for Kids: Daily Journal with Journal for Boys & Girls)

by Kids_For_Christ | Dec 27, 2019

★★★★★ ~ 359

Paperback

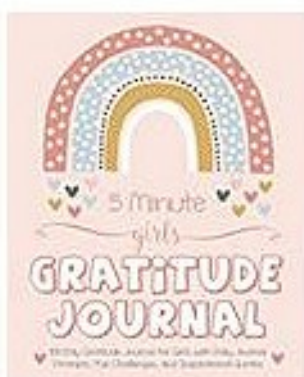
Ages: 0 - 12 years

\$8⁹⁹

Ships to Spain

More Buying Choices

\$4.91 (5 used & new offers)



5 Minute Girls Gratitude Journal: 100 Day Gratitude Jo Challenges, and Inspirational Quotes (Unicorn Design i

by Gratitude Daily | Apr 13, 2020

★★★★★ ~ 254

Paperback

Ages: 4 - 10 years

\$6⁹⁹

Ships to Spain

More Buying Choices

\$2.79 (22 used & new offers)



Gratitude Journal for Kids, Teens - 100 Page Stickers & Unique Gratitude Poster. Gifts Ide

★★★★★ ~ 77

\$9.99 ~~\$14.99~~

Ships to Spain

More Buying Choices

\$7.74 (2 used & new offers)



Gratitude Journal for Kids, Teens - 100 Page Stickers & Unique Gratitude Poster. Gifts Ide

★★★★★ ~ 58

\$9.99

Ships to Spain

More Buying Choices

\$7.40 (2 used & new offers)

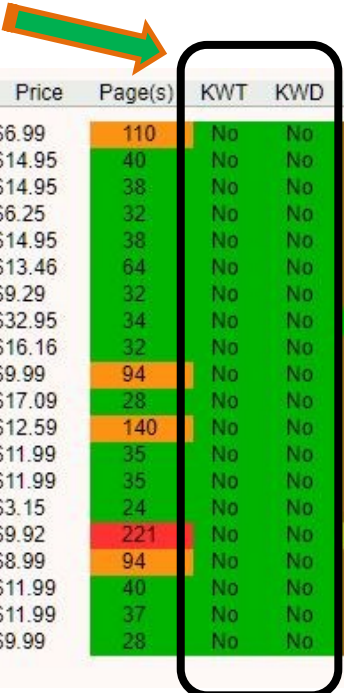
As you can see, there is an opportunity to dig even deeper to try to target a specific group or style. For example, you could focus on gratitude books for boys or girls. You could create a book designed for daily entries, weekly entries or even just monthly entries.

There are gratitude books that are Christian focused or that lean more towards the "mindfulness" side of writing. You can also target a specific age group if you like or center the book around favorite children's TV show or movie.

There are so many avenues to take within this children's sub-niche, which means that there is a never ending amount of potential ideas waiting to be revealed.

Here is another discovery...If I switched the KDSpy tool to some keyword analysis and this is what came up...

CHILDRENS DIARY DOMINATION



#	Price	Page(s)	KWT	KWD	Rating	Reviews	Sales Rank
1	\$6.99	110	No	No	4.7	9,073	730
2	\$14.95	40	No	No	4.5	413	2381
3	\$14.95	38	No	No	4.5	1,241	2805
4	\$6.25	32	No	No	4.8	5,722	1198
5	\$14.95	38	No	No	4.5	248	8419
6	\$13.46	64	No	No	4.6	252	11307
7	\$9.29	32	No	No	4.8	603	13284
8	\$32.95	34	No	No	0.0	0	75054
9	\$16.16	32	No	No	5.0	38	50077
10	\$9.99	94	No	No	4.7	104	34970
11	\$17.09	28	No	No	4.8	524	56604
12	\$12.59	140	No	No	4.8	438	62714
13	\$11.99	35	No	No	4.7	404	69247
14	\$11.99	35	No	No	4.6	399	87033
15	\$3.15	24	No	No	4.8	1,134	27469
16	\$9.92	221	No	No	4.4	301	165940
17	\$8.99	94	No	No	5.0	2	599274
18	\$11.99	40	No	No	4.5	108	528962
19	\$11.99	37	No	No	4.9	57	841994
20	\$9.99	28	No	No	5.0	2	826846

Take a look at the green section in the middle with a whole column of the word "No".

KWT = Keywords in the Title.

KWD = Keywords in the Description.

None of the books in that list have the keyword "Children's Gratitude Journal" in the title or in their description. This means that if you want a better chance of topping these books, you would make sure to put the exact keyword in your book title and description.

If you can combine the book title with keywords that your target audience may be typing into search engines, then you have an even more powerful book title or subtitle.

Using keywords in your book title and description is a great way to improve your chances of being found online and therefore a great way to improve your exposure.

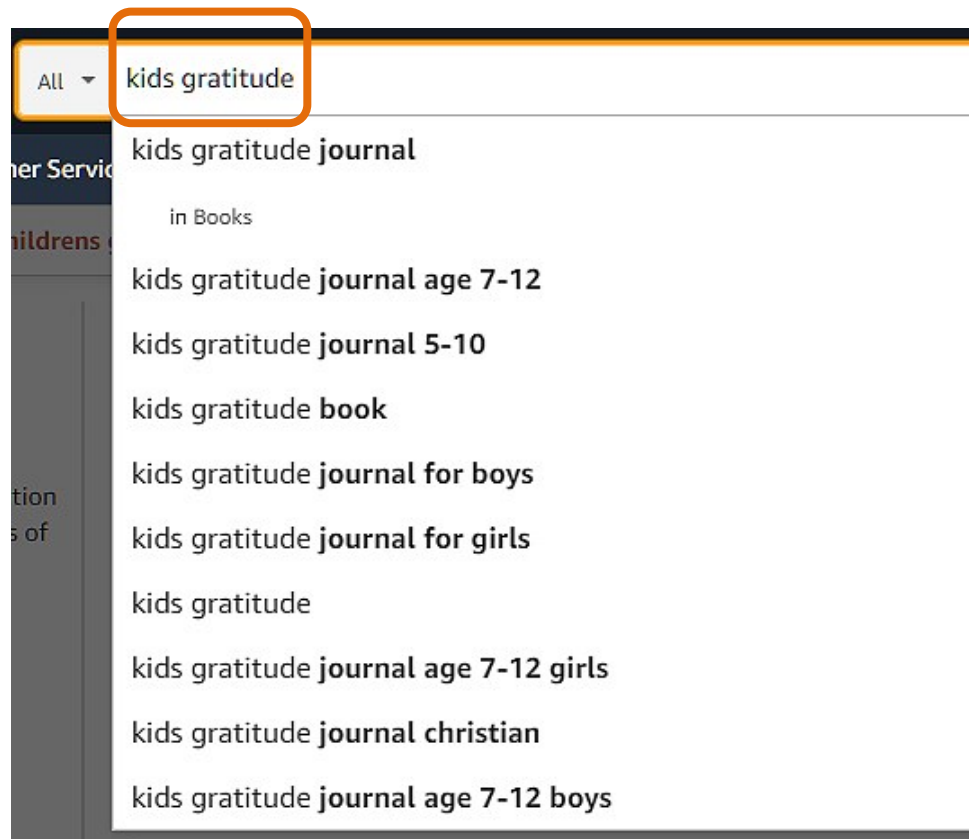
FREE TOOLS TO FIND KEYWORDS

I'm going to show you how I do basic keyword research without having to pay for any software or tools.

I'm going to keep this as simple as possible because the main bulk of keyword research within this niche is relatively simple.

WHAT ARE KEYWORDS?

They're the words that people type into the search bar on Amazon. For example, if I go to the Amazon search bar and type in "Kids Gratitude" then you will notice a whole new list of words and phrases appear below which are all potential keywords that you can use.



All these words have been typed into the Amazon search bar by potential buyers at some point and so these are super important to take note of.

Those words can either be one word, a couple of words or a whole string of words and they're roughly divided into short tail keywords and long tail keywords.

Short tail keywords are three words or less and long tail keywords are four words or more.

Keyword research is important because keywords are vital in making sales. They're the thing that links your customer to your children's journal; they are the lifeblood of sales if you like.

You could create the best gratitude book in the world but if you've not got the right keywords in the title, the subtitle and in your description then nobody's going to find that book and sales may be low.

It's actually possible to produce a pretty average book but make lots of sales because you've got your keywords right and that means the book is getting in front of the customer.

Let's get started.

The tools below are absolutely free and can be used for gathering ideas and keywords for your books.

You can download and add all these free tools to your Chrome web browser from the [Chrome Extensions Web Store](#) page.

Once you are on the page all you do is search for the tool you are looking for in the top left search bar.

1. DS Amazon Quick View:

This is a really handy tool that will pin the BSR - (Book Sellers Rank), on any book that you search for. This will save you a lot of time so you don't have to click on each individual book listing. It's a very helpful tool.



DS Amazon Quick View

CHILDRENS DIARY DOMINATION

When using this tool you will need to check the keyword competition in the top left of the Amazon page.



Ideally you want the results to be below 2,000 and definitely below 10,000 to give you a better chance at ranking your book. The lower the number the easier it will be for your book to climb to the top rankings.

With the DS tool all the ranking information of the books you are researching will pop up right there on the page for you.



You can now see a book's Amazon ranking, categories and ASIN number all in one area. This will help speed up your research process.

2. AMZ Suggestion Expander:

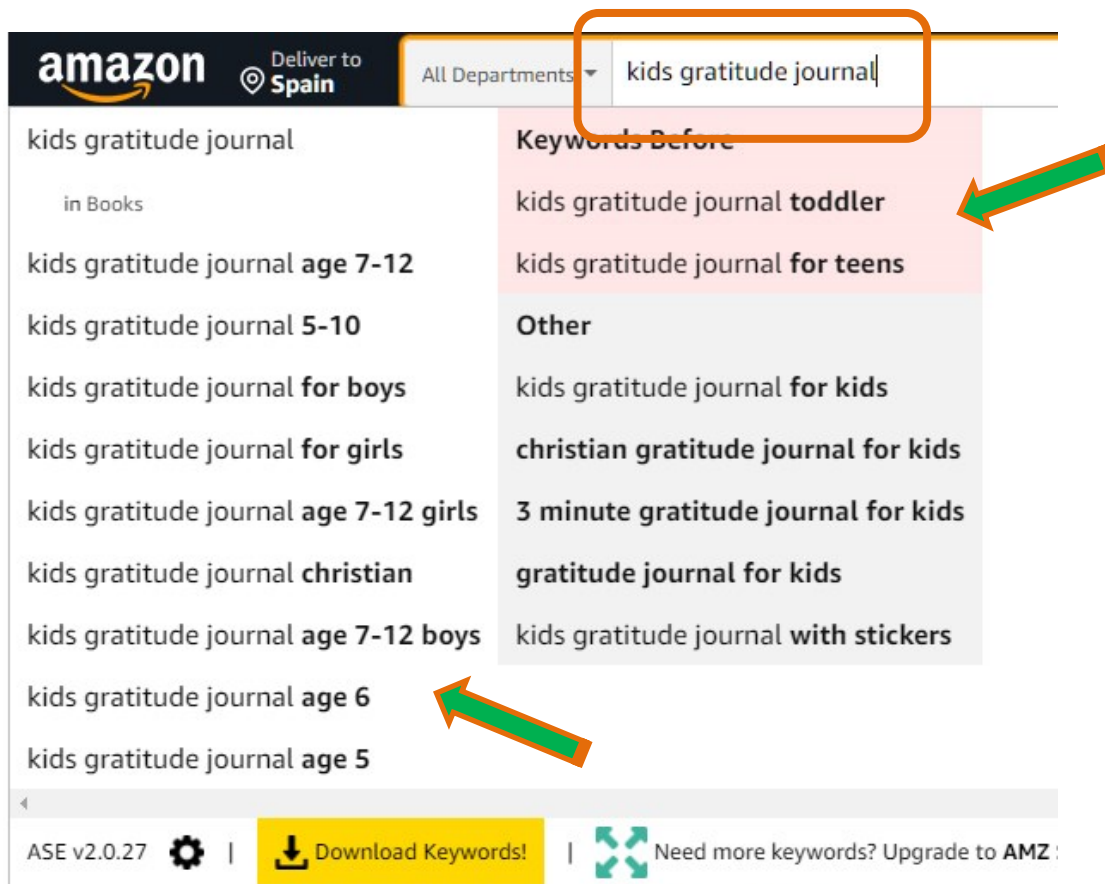
This tool is going to help you dig down into your niches by providing you with keyword suggestions to whatever you type in the search bar.



AMZ Suggestion Expander

Offered by: Raybek Solutions

For example, you may type in the phrase "kids gratitude journal" and you will immediately see a list of optional suggested keywords drop down from the search bar.



Any of these dropdown keywords can give you an idea of what people are searching for on Amazon which is connected to the phrase, "kids gratitude journal".

These are important for two reasons. **1.** They're the keywords that people are writing into the search bar because these are the popular keywords Amazon knows people are intending to search for.

We know straight away that these are keywords that people are going to be searching for which in turn means they are very important.

2. When someone goes into Amazon and puts a keyword into the search bar, Amazon provides words that people are also most likely to click on. In other words, the most common words people are searching for.

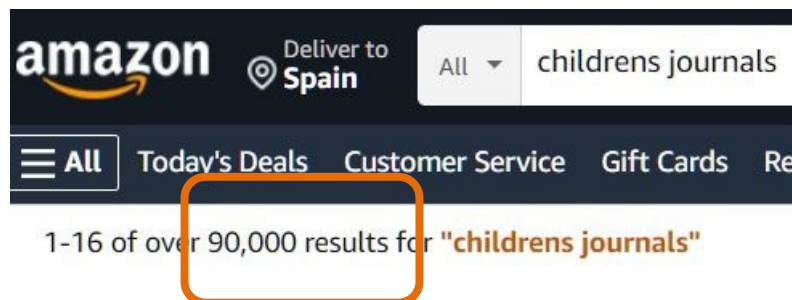
BASIC KEYWORD IDEA RESEARCH

Here is a very simple and basic way to use the above tools for your research. When looking at a children's journal sub-genre to work with, you need to judge them based on two criteria.

- Book ranking.
- Niche / genre competition.

The most basic way of judging competition is, as mentioned above, by looking at the Amazon search results in the top left of the page.

So, if I search for the keyword, "Children's Journals" then you will see the competition results are over 90,000. That's way too much competition and the keyword phrase is way too general.

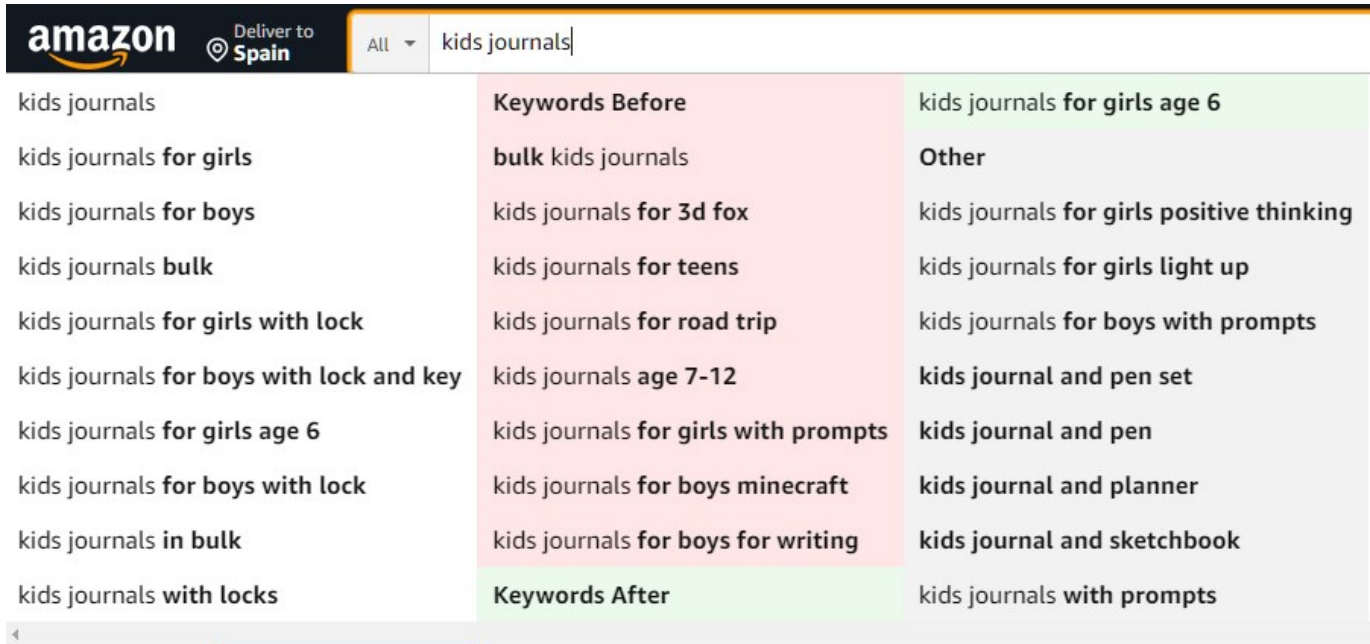


In order to have a good chance of ranking your books you want to keep that number below 10,000...ideally below 5,000 and even better below 2,000.

CHILDRENS DIARY DOMINATION

To get more keyword ideas you would use the AMZ Suggestion Expander to gather a bunch of words you can use.

Another example if I type in the words, "kids journals".



What is then revealed is a massive long list of potential keywords that are more targeted and may have less competition.

Let's say I chose the keyword phrase, "kids journals for road trip" and click on it. Now you can see I have found a keyword phrase that is way under 2,000 at only 718 results.



This means ranking for this keyword would be pretty easy with the right book and use of title, sub-title and description.

So, for this example, "kids journals for road trip" is a pretty good keyword but before you dive in and create a book around it you still want to make sure that the books under that keyword rank well.

If books rank well under your chosen keyword then the chances are there is some demand and potential for better sales.

Using your DS Amazon Quick View tool you can now scroll through the books on the first page under that keyword to determine whether they are doing well in sales. If they are doing well with low to average BSR numbers, then chances are you will too especially if you can get your book to the top of that list.

You can see at the top, the first book is ranked at 2,576 which is really good.



Another book is ranked at 23,379 which is also pretty good. Then there is another at 48,978.



When looking at book rankings the general rule is, the lower the ranking number the more sales the book is making.

I would look for books that are below 80,000 with 50,000 being a good medium range. Anything under that is even better.

Remember, these are just examples. Seeing as we are focusing on "gratitude" books then there is no reason why you couldn't also add that word to the keywords to be even more targeted.

Again, this is the most basic and simplest way of doing your research. This research part is slow going and you do need to experiment with your words but at some point you will come across just the word or phrase you are looking for that is not only high in demand but also low in competition.

CREATE YOUR BOOK

After spending some time doing your research and finding out what you are going to create your book about, it is now time to follow the book creation, publishing and marketing process.

The whole process is explained in these tutorial videos:

VIDEO 1: <https://youtu.be/Kryu6z4W82o>

VIDEO 2: <https://youtu.be/FZrcJtF3Zjg>

VIDEO 3: <https://youtu.be/VSeXVyGr3aI>

VIDEO 4: <https://youtu.be/eRVTrHzk0T4>

VIDEO 5: <https://youtu.be/UawvrKEuurI>

>>>> - **BONUS FOLDER** - <<<<<

15 READY TO GO CHILDREN'S JOURNAL TEMPLATES

Go into the BONUS folder that came with the course and there you will find the "Templates". Also includes a guide.

>>>> - **BONUS FOLDER** - <<<<<

CONCLUSION

You have come a long way to get to this point and so you should be proud because there was a lot to go through and you managed to stick through it.

Whether you are creating these books for your own kids or doing it to make a few bucks, persistence is KEY. Since you are self-published, you have to do everything from the creation of the book itself all the way up to the final marketing of the book. You're responsible for it all. It does take time to master all these skills.

I know that most authors want to put their books on Amazon and want to start getting sales right away and it's very disappointing when sales don't happen that fast.

However, you must persist through any tough times because you will succeed...it is just a matter of when.

Be patient when creating your books and remember that this is a long-term system that will help you to build your own book brand and passive income. Your first book may take the longest to put together but once you settle in by the time you are on your third book you would have found your own way of doing things and the process will get so much easier.

This in itself is something to look forward to. There is a light at the end of the tunnel if you just stay focused throughout.

We thank you for spending some time with us in this course. We really hope it's been valuable. We wish you nothing but success.

Sincerely,

Andreas Quintana & Andy Charalambous

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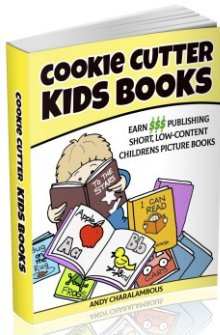
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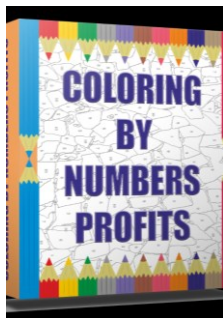




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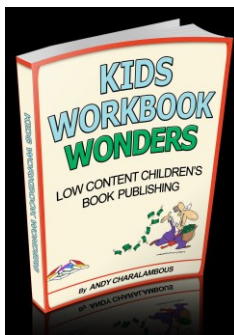
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