

Amazon Book Page Traffic & Commercial Potential Report

The Making, the Rise, and the Future of the Speakingman

This edition adds a new extensive part dedicated to the Information
Society

-Sixth Edition-

Award Winning Author
Dan M. Mrejeru

Date Range: 01/01/2021 – 06/01/2025

Attached Material: Amazon Book Page Traffic Analysis (8,048 pageviews, 3,569 bounce rate, detailed traffic source distribution)

Executive Summary

Dan M. Mrejeru's groundbreaking work—at the intersection of anthropology, neuroscience, and geophysics—has demonstrated both **scholarly impact and strong commercial traction**.

With 8,048 Amazon pageviews in the analyzed period and a proven conversion record of over 1,000 sales from just 4,500 views in earlier cycles, his books show **high scalability and accelerated sales potential**, especially now that transparent royalty agreements and optimized publishing strategies are being implemented.

Market Performance & Recognition

Pageviews: 8,048

Bounce Rate: 3,569 (~44%)

Traffic Channels:

- Social Media: 30%
- Paid Advertising: 30%
- Referral: 20%
- Organic Search: 10%

- Direct Traffic: 10%

Historical Benchmark:

Previous Amazon conversion rate: **~22%**, which is exceptional compared to typical nonfiction benchmarks of 2–5%.

Awards & Distinctions:

- 5 Gold Book Awards plus 1 silver award with Nautilus
 - Literary Titan Review (California)
 - Toronto Reviews (Canada)
 - London Reviews (UK)
 - Miami Reviews
 - The Book Excellence Awards
- Nautilus Book Award (Silver)

Global Reach:

- Distributed across Italy, France, Germany, and Spain with translated reviews, expanding international interest.
- Distributed in East Asia, including China, Taiwan, South Korea, Japan and Singapore.

About the Book

This work introduces a transformative hypothesis in human cognitive evolution:

- **Core Hypothesis:** Geomagnetic excursions catalyzed neurogenesis in hominins around 300,000 years ago, initiating the emergence of a new species.
- Various geomagnetic and cosmogenic events which cause increases in the atmospheric concentration of C14 isotopes and stimulate pulses of Neurogenesis which are responsible for changes in cognition.
- **Two Cognitive Revolutions Identified:**
 - Nonlinear thought development
 - Transition to linear, symbolic thinking shaping modern cognition

Key Cognitive Insight:

The difference between these cognitive reproductions is generated by changes and alterations of human cognition—not restorations alone. Symbolic thinking and cognitive changes are the result of this dynamic, **not a static state.**

These cognitive transformations are described in detail in chapters on:

- *Recent cognitive changes...*

- *Transition from Matriarchate to the Megalithic Culture*
- The emergence of the *Materialistic Culture* (~5,000 years ago) and its progression toward "significant quantification," marked by the **Financial and Banking Revolution (15th century)**, followed by the **Renaissance, Scientific Revolution, and Industrial Revolution up to 1850 AD**.
- Followed by a chain of technological revolution since 1950
- An eventual change toward a new phase of a Hybrid State of the Mind that is driven by current increase in mental optical processing and a decrease in acoustic (verbal) processing

Author Profile: Dan M. Mrejeru

- **Prolific Output:** 9 books with multiple editions (21 total), including:
 - *The Story of Homo Loquens* (4 editions)
 - *Seven Papers* (3 editions)
 - *The Making, the Rise, and the Future of the Speakingman* (6 editions)
- **Publication Timeline:** First edition of the latest book published at the end of 2022
- **Academic Ranking:** Top 1% author on Academia.edu
 - Member since 2015
 - Views increased **35% in the last 4 months, 50% in the last year**
 - Over **15,000 views** linked to this book's scientific activity
 - Since Nov. 2022, **~75% of all views (20,000)** relate to this book
- **Affiliations:** AAAS
- **Global Engagement:** Website attracts 2,000+ visitors
- **Recognition:** Platinum Member of AAAS
- **Goodreads Reviews:** Over 150 reviews
- **Active Projects:** Science documentary and feature film adaptation underway

Critical Acclaim & Scholarly Resonance

- **Brent R. Antonson (Codex Commentary):** Validates the linkage between C14 isotopes, geomagnetic shifts, and symbolic cognition
- **Google Research Spotlight:** Highlights pioneering research on low-dose ionizing radiation (C14) and its role in neurogenesis
- **AAAS Recognition:** Endorses his influence on STEM policy, education, and global outreach

Commercial Potential & Selling Probability

Historical Baseline

4,500 Amazon views → 1,000+ confirmed sales (~22% conversion)

Enhanced Projection (2021–2025)

With 8,048 pageviews, a **realistic and higher projected conversion rate of 40–45%** is achievable through:

- Improved royalty structure
- Stronger marketing funnel
- Expanded academic and international reach

Projected Book Sales: ~3,200–3,600 units

This projection represents **150–200% growth over previous cycles**, driven by bounce rate optimization and sustained marketing campaigns.

Strategic Recommendations

- **Maximize Conversion:**
 - Enhance product descriptions, reviews, and sample previews
 - Launch retargeting campaigns to re-engage bounced traffic
- **Expand Organic Reach:**
 - Integrate SEO, Google Scholar citations, and academic partnerships.
- **Leverage Academic Clout:**
 - Convert 29,687+ Academia.edu views into pre-orders, lectures, and streaming partnerships. [HYPERLINK](https://independent.academia.edu/DanMrejeru)
["https://independent.academia.edu/DanMrejeru" HYPERLINK](https://independent.academia.edu/DanMrejeru)
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Dan M Mrejeru

+ Follow

Followers	152
Following	51
Public Views	29,687 Top 0.5%

Self-trained in multi-disciplinary sciences. Original degree (MS) in Geography and Geology .Special interest in neuroscience and geophysics.

Independent researcher in multidisciplinary domains connected to human evolution and Complex System Theory.

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- **Protect Royalties:**
 - Transition from vanity publishers to hybrid or traditional models with transparent contracts, Migrate all vanity publishers to A Terrestrial Mind Publishing, LLC.

Conclusion

Dan M. Mrejeru's work is not only a scientific milestone but also a **commercially validated intellectual property with strong momentum**.

With **8,048 pageviews already registered**, the potential for **3,600+ book sales is attainable**—and with improved publishing strategies, this will translate into **100% direct royalties**, eliminating previous losses to exploitative publishers.

This makes the series an ideal candidate for:

- Expanded publishing contracts
- Global translation rights
- Documentary production
- Feature film adaptation

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Traffic Channel Distribution



Commercial Potential & Selling Probability

Historical Conversion: ~22% Enhanced Projection (2021–2025): 40–45% Projected Book Sales: ~3,200–3,600 units Revenue Potential (at \$20/book): \$64,000–\$72,000

The summary of my hypotheses

By Dan M. Mrejeru

They are at the core of my work and writing and which produced the documentation that supports them. My book debates these hypotheses and provides the needed documentation.

The first hypothesis was about the effect produced by the Geomagnetic Excursions that generates increased over baseline of the atmospheric amount of C14 isotopes. It was hard to achieve documentation that supports this hypothesis.

Further work found that several other cosmogenic factors generate a similar effect of C14 atmospheric increase.

Analyzing the brain work from the point of view of its energetic consumption I found **(the second hypothesis)** that the human brain maneuvers the linear and nonlinear processes to adapt and adjust to changes in its energetic consumption.

The third hypothesis, summing the previous two hypotheses, refers to the fact that all changes, ultimately, represent changes in brain consumption.

And then, the mentioned change between linear and nonlinear predominance in mental processing generated the fourth hypothesis that human behavior reflects the mentioned predominance, as the way the brain processes, causes pulses of Neurogenesis which are responsible to assist the cognition.

Thus, **the fourth hypothesis** found and demonstrated to my best that in the last 70,000 years the human brain had several cognition changes, which I called the Cognitive Revolutions and which after 1950 became a chain of Technological Revolutions.

I identified **the First Cognitive Revolution** as bringing in the predominance of a nonlinear mental processing that archaeologically is unveiled to occur between 70,000 to 30,000 years ago.

The **Second Cognitive Revolution** occurred between 30,000 to 13,000 years ago and consolidated the Matriarchate. The most important change was the increased adoption of acoustic signal processing generating the change from a "static" to a "dynamic" language. The language became the most significant "tool" that is considered highly influential in "linear thinking," in development of consciousness, but also as the head-designer for all technologies which humanity created.

The **Third Cognitive Revolution** occurred 13,000-5,000 years ago and gradually developed the Hybrid State of the Mind as a combination of nonlinear and linear modalities inside the neuronal- tract system that transports visual and acoustic signals. It started with plant and animal domestication and gradually evolved to the Megalithic Culture.

The Fourth Cognitive Revolution started 5,000 years ago and it is still active today. This revolution created our "material civilization."

Within this revolution occurred some other smatter revolutions, like those from the 2500 years ago, which produced the "linear analytic thinking (or the philosophy the mathematics) of the Greek Antiquity, produced the Hellenistic Culture, and in opposition to this, it created in Asia the Taoist, Buddhist and Zen philosophies, and consolidated the incipient Hinduism.

Much later, the chain of Solar Minima from 1500 AD to 1850 AD. It generated a corresponding chain of revolutions in finances, banking, science and caused the Industrial Revolution.

Further on, after 1950, the doubling of the C14 atmospheric concentration, as a result of the atmospheric experiments with Atomic Bombs, stimulated pulses of neurogenesis responsible for the Technological Revolutions, which continue today.

Up to this point, I have shown four major cognitive revolutions with other embedded somehow smaller revolutions or sub-revolutions.

My **Fifth Hypothesis** is about the diminishing of the speed of human mental processing that makes the neuronal circuits process all information produced by our senses in much more detail than the monkey's brain can analyze. This is called "functional mental processing latency," and probably is at the foundation of a mental process that allowed us to produce almost all the "discoveries."