WEDNESDAY WINNING STRATEGIES
August 2nd, 2023

Q&A Time

First, we will go through all questions submitted prior to today's call through the form in the AIA dashboard (Top 20).

Average length: 45 - 60 mins.

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Special Segment

- Topic specific live training
- Reviewing book covers/titles
- Student interview
- Quiz
- Something else

Got a good idea for a segment? Let us know!

Open Q&A

Submit your questions live on the call in the Zoom Q&A field. We will pick and choose the best the questions to answer.

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FYI

There are many students on this call, all at different points in their publishing journey. We receive many questions and do our best to choose the ones that are applicable and helpful to the majority of attendees on this call.

We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.
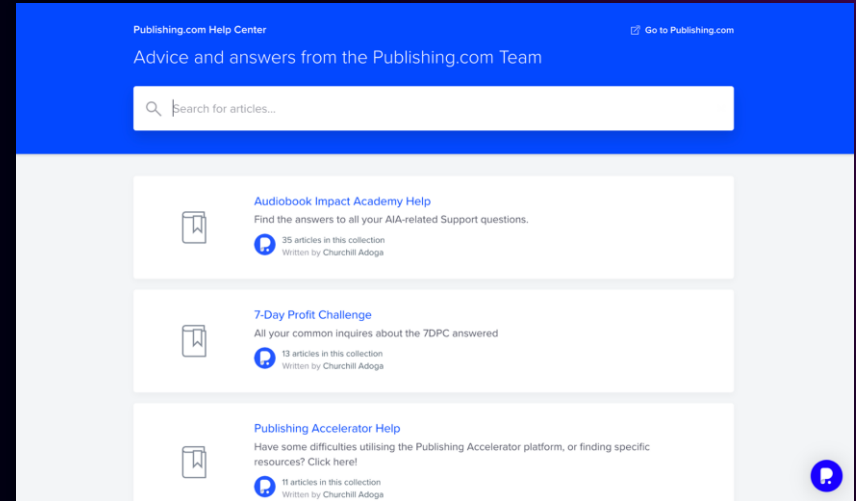
Most Frequently Asked Q&A Questions:
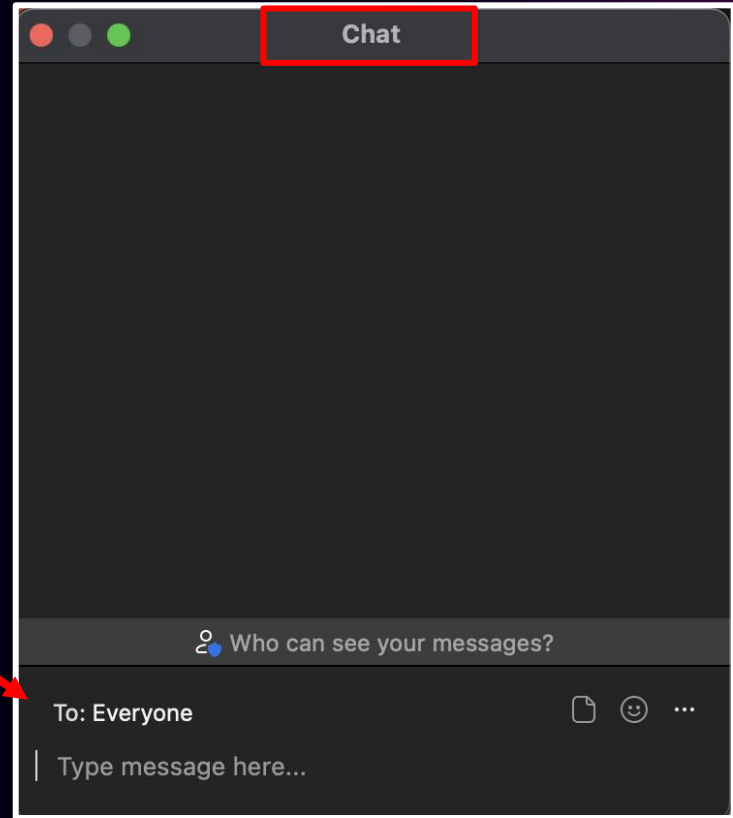
Visit our Help Center

help.publishing.com

- Account related (resetting password, Facebook group, etc.)
- KDSpy, incognito, Chrome etc.
- 7 Day Profit Challenge
- Pen names

In the Help Center, you will find clear answers (with videos) to all of these questions, so we will likely skip all questions related to these topics.

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Advice and answers from the Publishing.com Team

Search for articles...

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35 articles in this collection
Written by Churchill Adoga

7-Day Profit Challenge
All your common inquires about the 7DPC answered
13 articles in this collection
Written by Churchill Adoga

Publishing Accelerator Help
Have some difficulties utilising the Publishing Accelerator platform, or finding specific resources? Click here!
11 articles in this collection
Written by Churchill Adoga

Change your chat setting to "Everyone"

PS Monthly Discount - August

AIA students on Q&A calls get monthly discount codes from Publishing Services for various packages. New codes shared monthly and active all month.

APLUS10

Students get **10%** off A+ Content Package.

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What Were Your Wins?

Nicole-
- New spine and backs for existing book
- Redid Amazon ads

Stefan-
- Pubby and Audio Review Group to get reviews

Let's Begin!

Helene Muddiman

How do we differential between AF and and NAF ? Is a professor or social worker an AF or NAF? What are the parameters to help us decide?

Amaka

My Amazon Ads were converting previously but after a while they stopped converting. Instead I saw very high ACOS which made me drastically reduce the bids and budget. I do not have any ad sales at all from month to month. What do you suggest? Should I stop this campaign and start a fresh new campaign or should I edit the existing campaign (though I have tried to tweak the existing campaign with out much help). Thank you.

Jamie

Module 3 Title & Subtitles: I'm struggling to create a quality subtitle.

POC Caregiver's Guide to Dementia

Title: The Empathetic Caregiver's Guide to Dementia

Subtitle: Practical Tips for Empathetic Dementia Care & Stress-Relieving Self-Care Tips

Suggestions on how to improve Subtitle please and thank you!

Susan

I am on Chapter 5 attempting to market my book: I am using the DIY cover app. I got my cover on the display but I can't paste it onto the background. With the next next, I don't know how to find Google slides and load it.

Kim M.

Book Title Review and Feedback:

Title: Project Management—The Beginners Playbook

Subtitle: Essential Strategies for Delivering Top-Quality Projects on Time and Within Budget, With Real-Life Scenarios and Actionable Tips for Small Businesses

keywords: project management for beginners

Plan to build out into a series of business titles leveraging "The Beginners Playbook"

Alex

Hello, my book is being written and I'd like your opinion on its title and subtitle. I'm a bit hesitant about its originality while respecting the keywords for Amazon's algorithm.

Here's the title:

-The new you (or Your new you?)

Subtitle: A guide to overcoming anxiety and depression with cognitive-behavioral therapy.

Alternative proposal:

-Title: Cognitive behavioral therapy

Subtitle: The new you: A guide to overcoming anxiety and depression

Thank you in advance for your help. Have a nice day!

Saena

Are specialized authors in a specific field such as a professor and psychology or a public speaker considered an AF or naf? Being in af Is it based on your popularity and how many people know you and or does your level expertise in the field make you an AF and therefore not counting that book towards proof of concept