



**AI PUBLISHING**  
ACADEMY

**Friday 04th August 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.

Live Calls

Tuesday 4-6PM EST

Wednesday 12-2PM EST

Thursday 3-5PM EST

Friday 12-2PM EST

Sunday 12-2PM EST

**Q&A**

AUDIOBOOK  
IMPACT ACADEMY

### Live Weekly Q&A Calls

Got a question you'd like us to answer on the next Q&A call? [Ask it Here](#)

[Click Here to Register](#)

# 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.



# 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

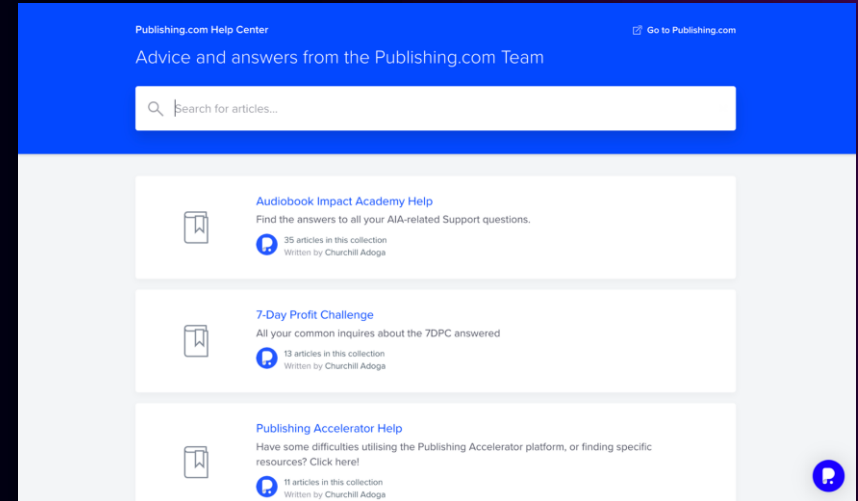
## Questions:

Visit our Help Center

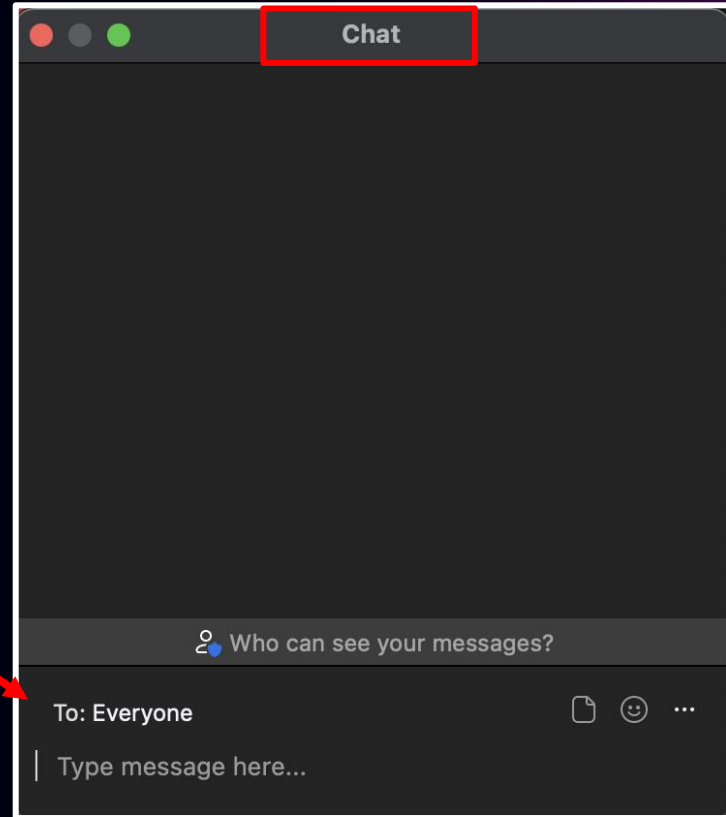
[help.publishing.com](https://help.publishing.com)

- 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.



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.





# Alex Hormozi Book Launch Event



**\$100M LEADS**  
LIVE VIRTUAL EVENT  
SATURDAY AUGUST 19<sup>TH</sup>  
REGISTER BELOW NOW:

**\$100M LEADS**  
ALEX HORMOZI  
HOW TO GET STRANGERS TO WANT TO BUY YOUR STUFF

<https://www.acquisition.com/leads?pv=64b64ba4d3b341e4a20aca28>



# Alex Hormozi Book Launch Event

**When: Saturday August 19th at noon ET**

- See and learn how a big book launch is done
- Get a copy of his book (best book about getting leads that has ever existed)
- Top 10 affiliates will get a live Q&A session with Alex Hormozi for their audience



# Let's Begin!

# Mark

During the pre-launch phase, when you give away a book, how much does it cost (i.e., do I pay for the base-cost of printing my paperback book)? If a paperback book is given away for "free," can the person receiving the free paperback go into the Amazon portal and submit a review, or is the only way a review can be submitted on Amazon is by having purchased the paperback?

# Linda

My ghostwriter intersperses short stories of real people examples to illustrate some of the points of my book. I don't want the reader to be bogged down with these anecdotes but I think they might be great additions for those who want to take the time to read them. Do you have any ideas of how when formatting the pages, I could add little boxes surrounding the stories to set them apart from the main text? Have you ever seen any examples of this? Thx. L

P.S. here's the beginning if an example:

Jean was a typical medical school student with aspirations and dreams as big as his appetite for pizza and those sweet confectioneries.

It was all fun and vibes for Jean as he lived life to the fullest, always hanging out with his friends and soaking up all the good times that every teen longs for.

But little did he know that a financial storm was brewing on the horizon

# Rahel

Hello coaches, please can you give me comments on these titles and subtitles.

Topic:

Diversity, Equity and Inclusion (Passed)

1) Empowering Diverse Teams: Unlocking the transformative Power of Inclusion and Equity.

- Cultivating Contentment and Engagement in Employees, Elevating Productivity, and Minimizing staff Turnover. (194)

2) Magnifying the Power of Elevating Inclusiveness and Equity in Diverse Teams.

- Fostering Employee Contentment and Commitment, Boosting Productivity, and Decreasing Employee Attrition. (183)

3) Shattering Boundaries: Unlocking the Power of Inclusion and Equity in Diverse Teams.

- Cultivating a Satisfied and Engaged Workforce, Increasing Productivity, and Reducing Staff Turnover. (187)

Thank you!

PS: Sorry, I will be at work and will not be online to hear your answer but I will watch the recording.

# Waqar

Q) Which Book title looks good? Or are they missing something?

\*\*Please guide me as best as you can because I only have money to write this book and I will not be able to write the next one if this book does not make money.

1) The Complete Guide To Chair Yoga For Seniors Over 60: A Stress-Free Yoga Program to Relieve Pain and Boost Strength, Balance, and Flexibility with Fast and Easy Techniques

2) The Complete Guide To Chair Yoga For Seniors Over 60: How Anyone Can Relieve Pain and Enhance Strength, Balance, and Flexibility with Simple, Gentle Chair-Based Exercises

3) The Complete Guide To Chair Yoga For Seniors Over 60: An Easy-to-follow Yoga Program to Effortlessly Relieve Pain, Enhance Strength, Balance, and Flexibility from the Comfort of Your Chair (this one is my favorite)

4) The Complete Guide To Chair Yoga For Seniors Over 60: Achieve Pain Relief and Enhanced Strength, Balance, and Flexibility in Just Weeks, Even if You're New to Yoga (this one is also my favorite)

5) The Complete Guide To Chair Yoga For Seniors Over 60: Easy and Fast Techniques for Pain Relief and Boosting Strength, Balance, and Flexibility without leaving your chair

# Kris

Having overwhelm re POC/Book Title. I had the POC with "raising good kids" but my book is a little twist on this. But as I've learned from the book title, customer research videos, the tweaks on the title need to keep the key words in the title. The further I go, I'm getting away from the topic. Here's what I have: Title: What Do Teachers What Parents to Know? Subtitle choices: A Parent's Guide to Raising Good Kids into Successful Students and Leaders OR

Building Confident, Strong Kids: Nurturing Resilience in Your Elementary-Aged Child

These are different. The 5 key words: parenting, kids, children, love, confident acc to KDSpy word cloud. So - in this ramble, I'm trying to nail down a subtitle, or do I change the book title as well? THANKS in advance!



# Marina

Hello! I'm working on my outline; I decided to do it myself.

So far it's mostly what ChatGPT has created for me with some corrections that I'm making. My topic is "life skills for teen girls", and ChatGPT suggests I add anecdotes, case studies, or life stories of teen girls overcoming different challenges.

These would be at the ends of every sub-section, and each chapter has 3-5 sub-sections. For 10 chapters that's a lot of stories and case studies, and although I like the idea, I'm not sure how to come up with these. I could use a few stories from my own and my friends' adolescence, but that's not going to be enough. I don't think I'd be very good at making these up, and then it wouldn't exactly be non-fiction if I did. Any ideas on where to get this sort of info?

# Marc 1 of 2

Now that the new AI program modules are out, I've got a small concern that I'd like some feedback on. I started just a year ago, and at that time, Christian's hope was for us to publish two books simultaneously to get a faster return on our investment. He's since changed this expectation to just one book. However, I took him up on his original thought, pushed hard, and got two books out (FYI, they are part of a series). Yay, me! Full disclosure, the original FB ad campaign I ran failed miserably (I had been advertising both books in the same ad). Now that we have an update/improvement on this original FB campaign, I'm wondering if I should push both books in the same advert or do them separately. So! I'm reaching out to those folks here who have experience with a similar situation and what has given them the best results. I appreciate any helpful feedback. Cheers!

# Marc 2 of 2

On the one hand, it makes sense to do both in the same advert to save money. This would be the most obvious strategy and the one I would go with first. However, I don't know if promoting two books in the same advert would be as advantageous as I would hope it would be, given my previous experience. For all I know, pushing those two books in the same advert was the cause for the poor results. I honestly don't know how many other folks here have pushed two (or more) books in the same advert versus just doing one at a time. I know other folks here have told me their own original FB advert campaigns didn't do so well. I have to guess they were only pushing one book. Hard to say. I just don't know. Would using Google Ads be a better strategy? My thinking is FB is over-saturated with such ads. This might explain why my initial FB ad. campaign did so poorly despite following the directions in the module.

# Lucie

I'm still doing the videos of Module one - am I behind? I started July 20th and fell behind. I need to know what comes next?

# James

I need to talk to somebody in support. I have been working with the chat function for two days and can not even open the program without googling it first. Is there another way to get help without going thru chat?

End of slides!