

**WEDNESDAY WINNING
STRATEGIES**
March 6, 2024

● 2024



Welcome to the Publishing Family!



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 SEGMENTS

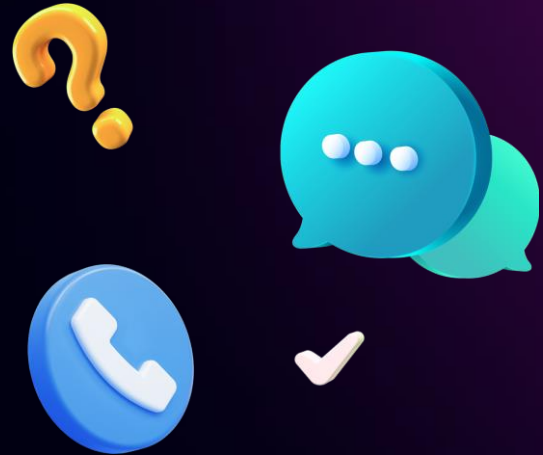
- Topic specific live training
- Reviewing book covers & titles
- Student interview
- Quiz
- Something else

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.



The logo consists of the letters 'FYI' in a bold, white, sans-serif font, centered on a blue rectangular background that has a slightly distressed or torn-edge appearance.

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.

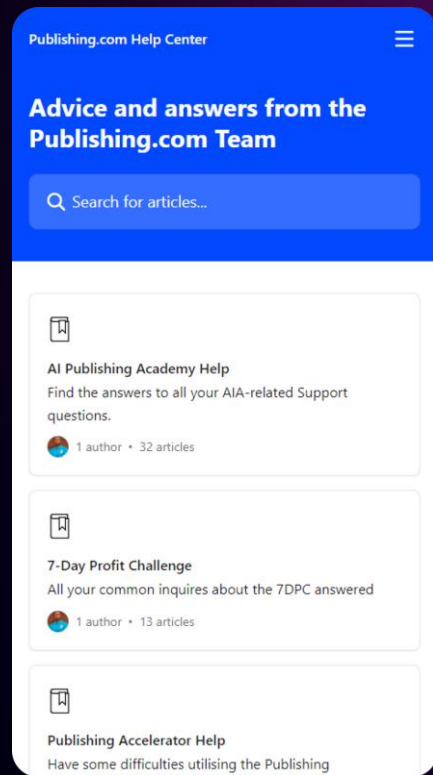
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

F.A.Q.

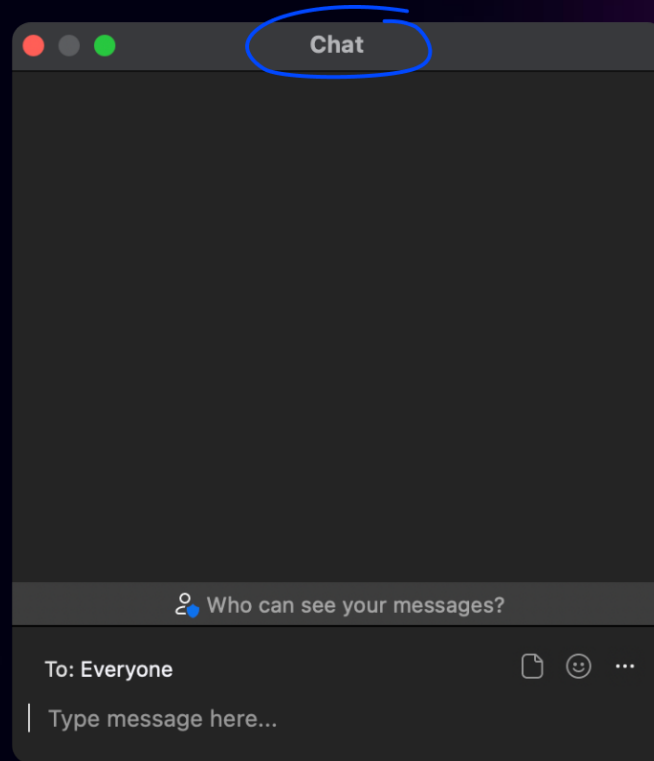
Visit our Help Center at help.publishing.com

- 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 settings to "Everyone"



PS MONTHLY DISCOUNT

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



FLAWLESS10

Students get 10% off Editing & Proofreading packages!



What Were Your Wins?



LET'S BEGIN!

James

"FOR TUESDAY at 4pm! JAMES QUESTION #6

My PAPERBACK breakeven ACOS ranges from 13.5% when it is priced at \$9.99 to 30.9% when it is priced at \$15.99 (which seems to be a reasonably competitive price in this category right now). (A price of \$19.99 would have breakeven ACOS of 36.7%)

But my EBOOK breakeven ACOS ranges from 26.4% at a sales price of \$2.99, up to 57% when the sales price is \$9.99. (For comparison, a breakeven ACOS of 37.3% happens when I price the ebook at just \$3.99, much lower than the paperback pricing of \$19.99)

→ Should I just start advertising my eBook, since that appears to be far easier to run effective ads?

"

George

"Book cover review:

https://drive.google.com/file/d/1lf5yIGfVulG4M-qHzoetCjBNC5lCooTG/view?usp=drive_link

https://drive.google.com/file/d/1mYe9pQB8NlIRJwLPu2cl2VVK00U4lPg3/view?usp=drive_link

https://drive.google.com/file/d/1KrC12mPbfuUf0b98q8K7UrndMI7o3USG/view?usp=drive_link

https://drive.google.com/file/d/1rc28SL9bo5kQUdOPWBrR-Zt4tdmwXzyc/view?usp=drive_link

https://drive.google.com/file/d/147sbVX7uY9anKz5DEY0JcElgi-hXq4VI/view?usp=drive_link

Max Laboy

My question is about the review pages. I created the page in Google Docs and I copied and pasted the QR code. I tested and it is working great. But when I create the page in my formatting software the code disappears just leaving the blank space. I created it as a PNG the module teaching doesn't cover in which format to generate it. HELP, please!

james

JAMES QUESTION #7

At what point might I need to change those "7 keywords highlighting your book's unique traits" which are located within my KDP for each version of my book, in order to get my ads to work? (are these connected at all?)

And how do I do this in a manner that actually works this time? This seems like a not-very-worthwhile task, considering that I've changed these keywords once already, per your suggestion. I created them based upon the same keyword searches that led to the title of this book.

"

Sandra

"Not sure if my question went through so this might be the second time up today, sorry.

Title review have my POC in title: Retirement Guide for Beginners

Subtitle: Master the Terms(Types of Accounts) and Options to Plan, Save and Invest for your Secure Financial Future

Thank you"

"

Tammy

Hello! I am working on my first 30K book. I picked the subject of Parenting ADHD Teens partially because I was having such a hard time meeting POC and also because I have two ADHD teens! I have the outline and am in the process of finding a ghostwriter (from Urban Writers), which has been a little more difficult than I thought. In the meantime, I signed up for Pubby to start reviewing other books, and every time I look at the website, I see more ADHD parenting books or something similar. Now I am a little hesitant to move forward. Any words of encouragement? Also, I am trying to decide if I want to review one of those other ADHD books. Would it be good research or cause me more frustration?

Tammy

"I am interested in doing more of a workbook (a standalone book) but I have some questions. I only joined AIA in December. I have completed the 7DC and am working on hiring a ghostwriter for my first 30K book. My questions are:

1. Is there any guidance on how to make pages with prompts and then blank lines?
2. Is this considered low content and I can just make pages myself?
3. I would prefer the book to be spiral-bound and have colored tabs to divide sections. Is that possible?
4. I would like to make the cover more durable, and I plan on hiring someone to create the cover. This workbook is meant to be a long-term journal. Is it possible to have the cover made from a more durable material?"

Fran

I'm in Module 2, trying to select my topic. I'm seeing the topic of "self-care' has POC based on KDSPy results, however is the topic too broad? I've tried narrower searches but not finding a good POC for those (self-care for teens, self-care for parents, self-care for women). Is it ok to move forward with just 'self-care' as a topic?

"

Sandra

"Sorry if this is the 3rd submit but I submitted twice for Tuesday but it must have got lost some how. So making sure I get it in on Wednesday call for a title review. I have my POC in the title.

Title: Retirement Guide for Beginners

Subtitle: Master the Terms and Options to Plan, Save and Invest for your Secure Financial Future

Thank you! "

Stephanie

"The following ""chatGPT blurb"" below, I am having a hard time finding it in the modules. I remember this was found at the bottom of a module and I thought it was in the module writing your ""book outline"". It is not there and I cannot find it anywhere. You input your title and topic and chatGPT writes and out line of it. I have reached out to support and they just seem to send me in circles. If anyone know where this is or where I can find it, I would appreciate. I have exhausted all that I have and I am lost. You dont have to read it all. Just wondering if others have seen this. Thanks!! Book Title: Topic: []

1. Identify 1-3 main Buyer Desires customers have when buying a book about that topic. Include a relevant emoji next to each.
2. Write a comprehensive outline for a book about that topic.
3. The outline should identify the book's purpose and main theme, focuses on the their Buyer Desires and establishes a clear structure and tone, while considering pacing and transitions and ending with a strong conclusion.
4. Use new ideas or approaches. Prioritize ideas that are uncommon or novel.
5. Avoid repeating information throughout the book.
6. The book should have an introduction, 10 body chapters and a conclusion.
7. Each chapter should start with a hook that sets the chapter up (for example: a story, Statistics, Shocking Facts, Strong Statement, Interesting Question, Metaphor, Quotation etc.)
8. Each chapter should end with a segue that transitions to the next chapter (ex. Callback to the hook, tell the reader what to expect from the next chapter)

9. Each chapter should have 3 sections.

10. Each section should have 3 sub-sections.

Doris

"What do you think of my title and subtitle?"

[Outdoor Adventures in Johnson City, TN]

[Find Adventure Inspiration, Create Lasting Memories, and Discover Hidden Gems]

"

Tammy

I am working on my first 30K book. I picked the subject of Parenting ADHD Teens partially because I was having such a hard time meeting POC and also because I have two ADHD teens! I have the outline and am in the process of finding a ghostwriter (from Urban Writers), which has been a little more difficult than I thought. In the meantime, I signed up for Pubby to start reviewing other books, and every time I look at the website, I see more ADHD parenting books or something similar. Now I am a little hesitant to move forward. Any words of encouragement? Also, I am trying to decide if I want to review one of those other ADHD books. Would it be good research or cause me more worry/frustration?

Chun

For an Australian person or non-US, what is the best structure to setup and where for processing the royalties. I'm looking to have the right vehicle for committing to success.

”

Tammy

"I am interested in making more of a workbook/journal (a standalone book) but I have some questions. I only joined AIA in December. I have completed the 7DC and am working on hiring a ghostwriter for my first 30K book. My questions are:

1. Is there any guidance on how to make pages with prompts and then blank lines?
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Adriana

"I am considering the following 2 subtitles:

1. 8 Lifestyle habits that can add 24 years to your lifespan
2. Halt aging, reverse disease and enjoy life

Which of these 2 is best?

TITLE: THE BLUEPRINT FOR LONGEVITY. "

Linh

"One of the best seller book title is The Herbal Medicine & Natural Remedies Encyclopedia: The Comprehensive Guide on How to Naturally Improve Your Health with Powerful Healing Herbs and 300+ Simple and Effective Plant Remedies

Another best seller book title is The Herbal Medicine & Natural Remedies Encyclopedia: Unlock the Healing Potential of Nature: Explore 350 Herbal Remedies, Essential Oils, and Natural Antibiotics for Enhanced Well-Being

I have 3 options for my book title. Which one should I use?

1. The Only Herbal Remedies And Natural Medicines Book You'll Ever Need: A Comprehensive Guide to Herbal Medicine and Holistic Healing with over 350 simple and effective step-by-step plant remedies
2. The Only Herbal Remedies And Natural Medicines Book You'll Ever Need: A Comprehensive Guide to Holistic Healing with Herbal and Natural Remedies with over 350 simple and effective step-by-step plant remedies
3. The Only Herbal Remedies And Natural Medicines Book You'll Ever Need: Master Holistic Healing with Herbal and Natural Remedies with over 350 simple and effective step-by-step plant remedies "

"

Howard

"I would appreciate your thoughts regarding these book cover choices.

<https://drive.google.com/file/d/1JYGzqq1gCdkBafS73hUtHn-rVRLfnNBb/view?usp=sharing>

<https://drive.google.com/file/d/1Rne3Y3aJD3NGKpPhI2sNSTKBYHOeH158/view?usp=sharing>

https://drive.google.com/file/d/1n7td1ANWtsnzj7Q14JXZ_ocwahOgWOC8/view?usp=sharing"

ACCESS DENIED

Martin

I'm in the process of finding a ghost writer for my first 30k word book on TUWs. When asking for writing samples, how long should I expect these to take to come back? And should I set a deadline in the requirements for having the sample finished?

Robert

"Hello Coaches,

I have selected my book cover, and my ghostwriter is nearing completion of the book. What should I be doing now to help move my book forward? Is my understanding that getting reviews for my book from Facebook groups requires having a manuscript?

Thank you for all the help!"

"

Wilfrid

Hi Coaches The attached are the results of a 7-day contest. Please help me choose a winner or at least the best TWO in terms of text distribution/lettering & image

<https://99designs.com/book-cover-design/contests/day-book-cover-design-contest-1267420/entries>

Amber

can i create a coloring book using publishing ai?

Kayla

"Hello Coaches, I would love to get your opinion on my book title for the topic ""Parenting Boys with ADHD"" which meets POC.

""A Supportive Guide for Parenting Boys with ADHD. Even if You Tried Everything: Proven Strategies for Improving Social Skills, School Performance and Unlocking Your Child's Potential, Through Childhood and Adolescence""

Is this too long? too wordy?

Is something like this better?

""A Supportive Guide for Parenting Boys with ADHD. Unlock Your Child's Potential with Tried and True Strategies for Everyday Challenges, Through Childhood and Adolescence""

A different book has the term ""from toddlers to teens"" on its title so I didn't want to copy it...

Bonny (aka Pearl)

"Hi Coaches and attendees!! I would love to get your feedback on my cover ideas! I just went over them with my Coach, James, and we whittled it down to three. Your input, thoughts, suggestions, etc are great appreciated!

https://docs.google.com/document/d/1cxC2fuDX3uyb8DQlrZlj9vg7j9IRsJvZdyFbD3o_inQ/edit#heading=h.yzq3zbup6qt0 "

George

”

Cover Review

https://docs.google.com/document/d/1Rv5pfqByfKut5VDNbIPky25d_YFUG18V/edit?usp=sharing&oid=107964409677724817444&rtpof=true&sd=true”