

# Action Takers Tuesdays!

● Nov 7, 2023

# 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](#)

# 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 effect.

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.

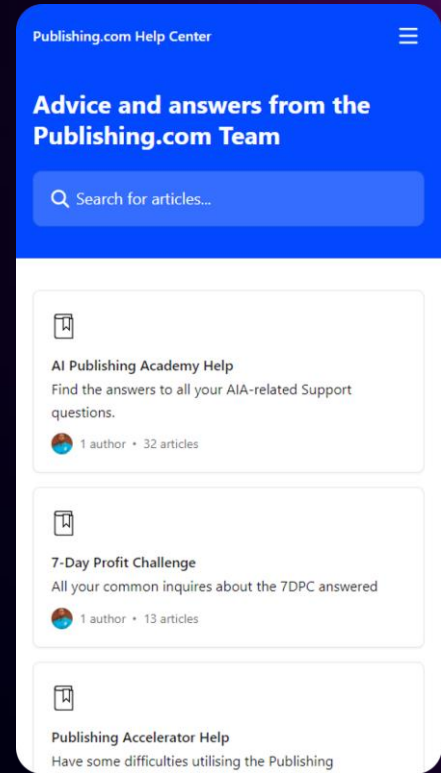
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

# F.A.Q.

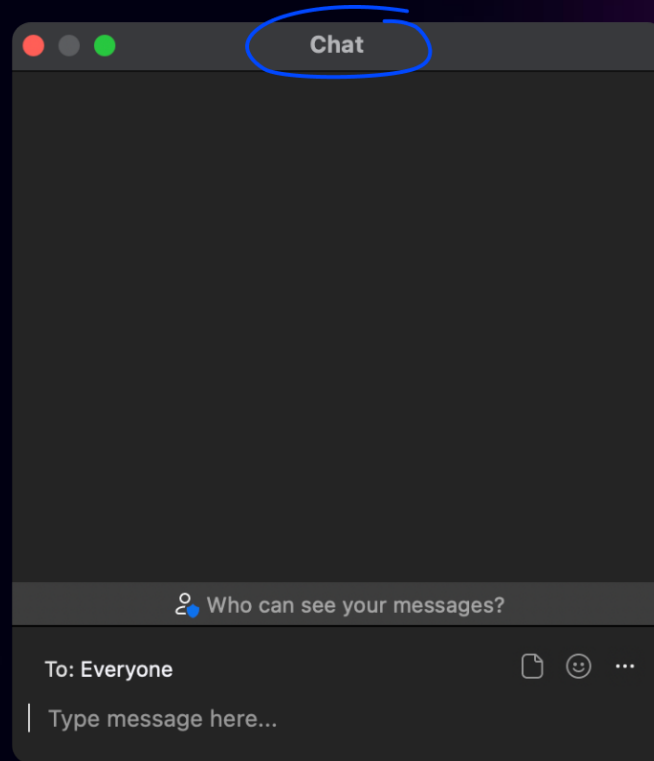
Visit our Help Center at [help.publishing.com](https://help.publishing.com)

- 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  
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.



**PERFECTEDIT10**

Students get 10% off Editing & Proofreading Package (plus free formatting).





# FREE COACHING CALLS FOR AIA

Training our coaches is a top priority for us! We'd love to give them some additional hours by offering free coaching calls to students.

Interested? Join a Zoom meeting:

**Thursday 11/9: 12 - 2 pm EST**

**Friday 11/10: 3 - 5 pm EST**

(First come first serve, we will work through as many students as time allows)



**LET'S BEGIN!**

# Thought Of The Day

You'll never feel ready to start something that scares you, so do it scared.

Confidence builds after we take action, not before.

# Did you achieve last week's goals?

Brian

- Provide feedback to writer for new book - Yes

Karina

- Pre-Launch Started! - Yes



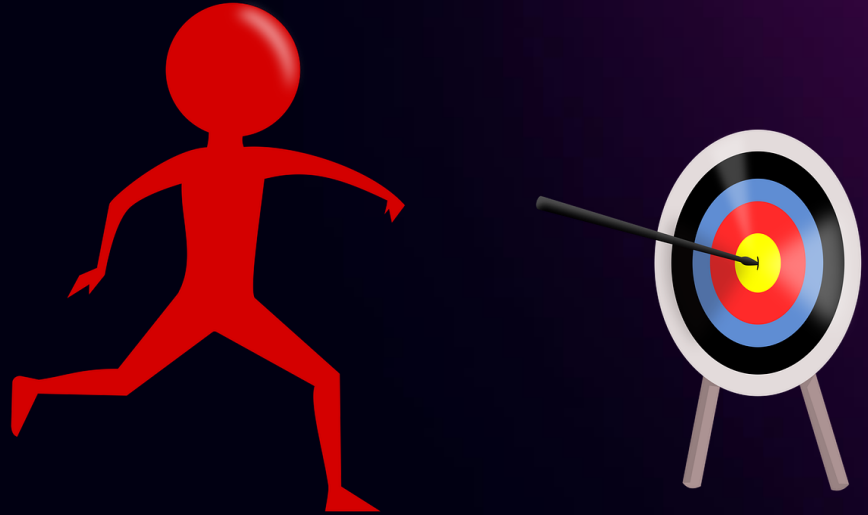
# What are your goals this week?

Brian

- Resolve ads challenges

Karina

- Start sending out my manuscript



# Let's Begin!

# Greg Erkins

For Karina and Brian

📣 Important Update on ChatGPT! 🚀

Hey everyone,

Exciting news! Our ChatGPT has received an update and its knowledge now extends up to April 2023!

What does this mean for the average user? 🤔

**Broader Knowledge Base:** ChatGPT can provide information on events, technologies, and more, up to April 2023.

**Current Trends & Updates:** Whether you're asking about recent technological advancements, global events, or pop culture from the last couple of years, ChatGPT is more equipped to help!

# Carmen

I am excited with the program and would like advise on how I can fast track the process



# Matilda

My Question is on Scaling Profitable search terms. When i get a profitable search term (3 or more orders and low ACOS) and I want to create an exact term campaign, do i need to add up to 30 other key words along side the profitable search term or is the profitable search term to be stand alone within the new campaign? Thanks

# Mel

My advertising campaign in the UK consistently leads to sales, but despite having higher bids in the US, it's not yielding any conversions. What is your advice? Should I just stop ad campaigns in the US and only continue in UK? The book is relevant to all countries...

# Rasha

I am interested in publishing a book related to history and based and the POC, The score is 8?

I have 2 questions that i need answer for please:

- Is it a good idea if i want to combine several books as resources of history books by rewriting them with a ghost writer?
- Can I translate a history book (not in english) that checks all the requirements to english?

# Rachel

Hello! I have a series of books with different titles to write under the same topic (or sub-topic). Do I need to show from the cover of the 1st book that this is the 1st of a series? If yes how do I do that? Thank U.

# Selin

Hi coaches, for adding keywords to your ads, does it matter which campaign you add to or can you add the same keywords to each one - Auto high, auto low, and manual keyword campaigns. I exclude manual product campaign? Sorry if this is confusing, I'm trying to navigate platform and listening to ad recordings a few times. Thanks so much.

# Craig

Hey everyone, doing my first research on topics. Should I include workbooks and journals in the count for POC?

# Sein

Hi, another ad question- in my overview for the targets that are not delivering, do i just switch the toggle off to stop those keywords?

Also, if my ACOS is not showing up on certain campaigns, do I need to increase bids to get the book noticed. I'm not seeing many sales yet as my ads are still very new and I know I have to give it some time. Thanks so much.

# Evelyn

Hi Coaches - I'm waiting for the book cover design to be done and have a quick question about the launch date. How close can it be to Christmas? Is it easier to get reviewers during the holidays or does it matter?



# Aveion

Hey, I turned in my book to get reviewed. It was graded a 27.5 out of 50, and I was told to change the title up a bit and fix the font size. How do I fix the title and font size on my already finished Manuscript and already finished book cover?

# Amanda

My 7DC book was a travel guide for my city. How would it work to get local businesses to sell my book? Is that possible/allowed? Would I order several author copies and provide those to the businesses to sell?

# Elizabeth

Will those with Free AIA Membership" have access to the Beta AI software?

What do they have access to?

# Maria

Are there coaches or reviewers or ghostwriters in Spanish if that's the language I would like to use for my books?

# Jason

What do you think of the topic "residential land development"?

# Eva

I have been a member of the AI Publishing group for about 3 weeks now. I would like to find a topic in the education and teaching category/niche. I have been a high school teacher for 30 years and I have a Ph.D. in Instructional Technology and Second Language Education (I am a foreign language teacher and a business management teacher).

I would like to take advantage of having these credentials as an author but I can't find any POC for any of the topics I wrote down from the top 100 list in the education and teaching page on Amazon.

I believe I could find a smaller or more specific niche that could have POC, but I have just been guessing niche topics and using KDSpy to see if they have POC. So far none of them do. I really would like to do ChatGPT as a topic since I use that in class and most teachers do not yet. But the POC is unclear about this.

# Eva

I also looked at topics that apply to students in my classes and therefore a book topic such as dyslexia, ADHD, or autism spectrum might have POC, but these topics are written by MDs.

I also tried guessing foreign language education topics since there is no top 100 best-sellers list for this category. I am also multilingual so I thought that could be a direction, but again I'm simply guessing topics and putting them in KDSpy without luck.

I raised 3 smart kids, so I tried the parenting category. Can't find POC there either.

I'm German so I tried every topic related to that culture. No POC.

I was in college for 12 years, so I thought surely there must be a topic there. But I think the younger generation doesn't read anymore for information (they watch something online), so that might be why there are no bestsellers specific to that age group.

# Eva

When I see published book titles posted in the AIA Facebook group, they are titles like "How to Make Gravy", or "Wall Pilates For Seniors" or "Happy Relationships". These topics seem like hobby topics or general info topics. Is that what I should be looking for, like: "Favorite Teacher Gifts" or "How To Keep Students Awake In Class", "How to Create A Healthy Relationship With Your Teachers and Professors", or "Best Vacations For Teachers?"

Question: What do I do after looking up the topics from the top 100 list and they don't have POC. How do I dive deeper?

Thanks,

Eva



# Lauren

My ads are cutting into my royalties severely now that I have two main books. I followed a coach's advice to raise bids slowly until I got adequate impressions. I am spending too much now and still need better impressions on most KW or products. It seems like most of my sales are organic anyway. How should I proceed? I am losing so much of my royalties to ads that aren't even helping me sell books. TIA!

# Juan Carlos

My 7DayProfitChallenge book ended with 10k words, supported by ChatGPT and Midjourney. It might be a good idea to give free samples to friends and family asking for reviews? (No matter they are not purchasers). If yes, how to generate the book sample to share? Thanks !

# Natalia

I used ChatGPT to write my 7DPC book. I forgot to reference ChatGPT, but my book is already live. Do I need to go back and add that in?

# Antoinette

Hello, I am new to the AIA. I have been working through the modules and I am almost finished with Module 2. I was in the process of purchasing the KDSpy, but it recommended "writing hacks v1" for an additional \$37. Do we need to purchase "writing hacks v1"?

# Antoinette

When will we be admitted into the beta program? I registered as instructed, but I have not received any follow up email on the beta program...

# Titi S.

Hello,

I am trying to format my 7DPC book in Reedsy and got stuck on Completing my Profile. It shows I'm 4/5 tasks completed, but won't show me what else is the 5th task to get my profile /Author Account set up. I am not able to see 'My Books" as Rasmus shows on Day 6 ...What do I need to do, as I have entered all other information I see. Thanks.

# Melissa

What do I add under image keywords when submitting a+ content?

# Patti

On 99D, there's a notation saying "\$10 Adobe Stock thru 99Designs". I clicked the link to purchase the license. Adobe is encouraging me to purchase a subscription or a credit pack, and telling me the "standard" license is not good enough because the image will be on a book cover. They say that all stock images on book covers require an enhanced license. Has anyone else run into this? Or do I just have the wrong guy on the other end of my chat with Adobe? p.s. I also have a call in to 99Designs about this. I need to get them the license to wrap up my project.



# Patrick Meyers

In the ChatGPT for Dummies, page 10/11 reads: The US Copyright Office has already ruled that AI-generated content, be it writing, images, or music, IS Not Protected By Copyright Law. In the US, at least for now, the government will not protect anything AI generates regarding Rights, Licensing, or Payment.

Question: how does this affect the A.I. Writing Software Project, non-fiction manuscripts, book covers, etc...? Should we just forget about using A.I. to generate graphics and full or partial manuscripts?

# Michael

how do i set the price for my book to zero dollars? I think the twins slurred over this. thanks for helping

# Paulette

When we are publishing book 2, what is the best way, without being tacky, for letting readers know we wrote another book they might be interested in?

These were the ideas I came up with. Would appreciate hearing your constructive criticism on them, and any better suggestions you have, please and por favor!

1. Page at the end of the book? - Also by Hadassah Lewis. Disadvantage is lots of readers don't look at anything after the references or make it to the end of the book.
2. Back cover? Put an author bio that starts out: Hadassah Lewis, author of [Book 1 Title]
3. Right in the book:

My first book is on foraging edible wild plants, 2nd one on herbal remedies, so this is my idea.

In the section on Sourcing Quality Ingredients: "If you are interested in harvesting some of your herbs from the great outdoors, you may be interested in my book about foraging wild plants. [Insert title and link]." ~~Is this a natural and acceptable approach, or does it seem too self-promoting and salesman-like?~~

# Paulette

Karina, last week, I loved your suggestion of getting rid of the commas and "and" in my subtitle. On 2 out of my 3 top choices for cover designs it looks much better and cleaner that way.

But how do I handle this when putting the subtitle on KDP? Can I use commas and the word "and" there, even if they're not on the cover? Or would it create issues with Amazon if the subtitle in book description and cover don't match exactly.

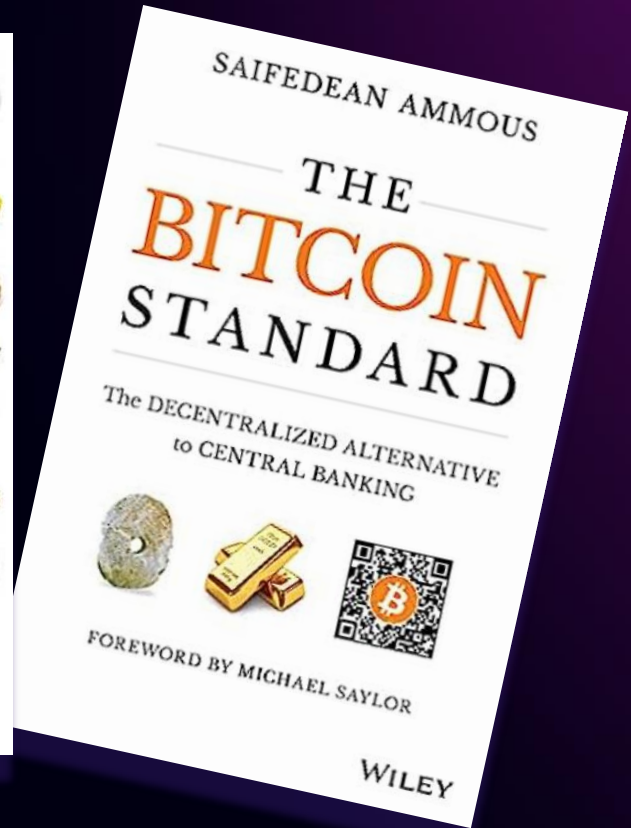
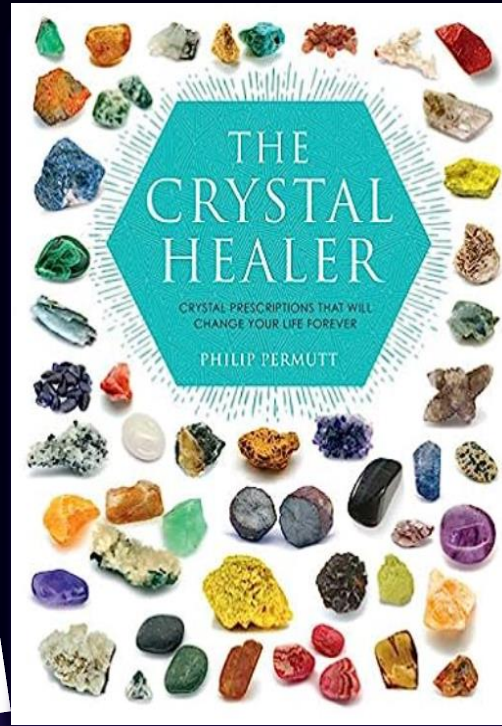
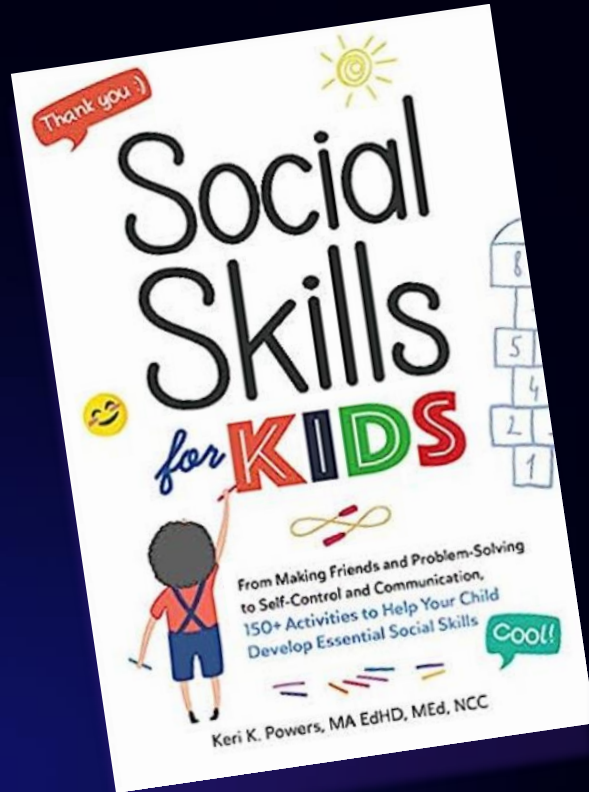
Personally, If I was book shopping on Amazon, this subtitle without punctuation would look really bad to me:

Embrace Natural Medicine Discover Health Solutions Minimize Stress Unlock Holistic Wellness

# Poyser

When is the best time to schedule your one on one? at what Module Number or point in the course for optimal benefit?

# Cover Intervention

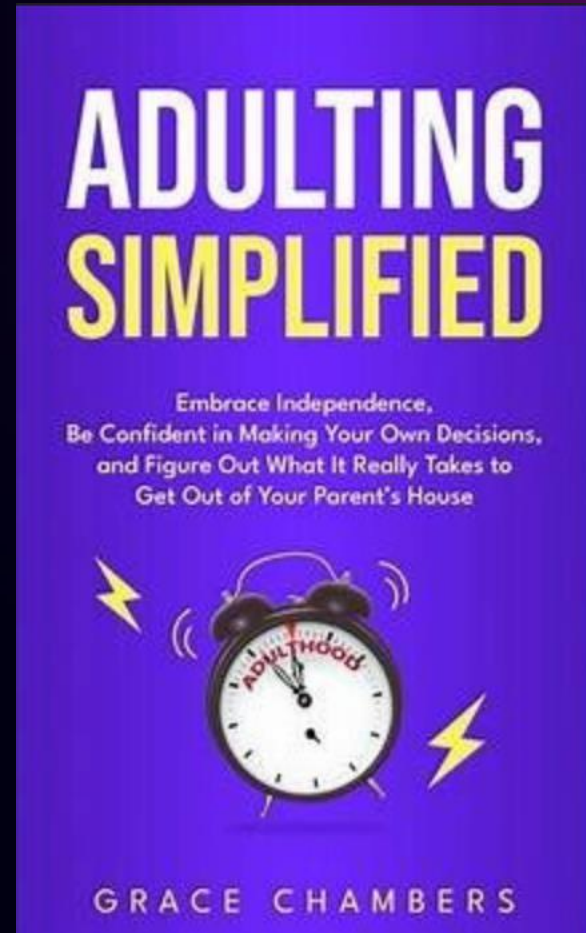
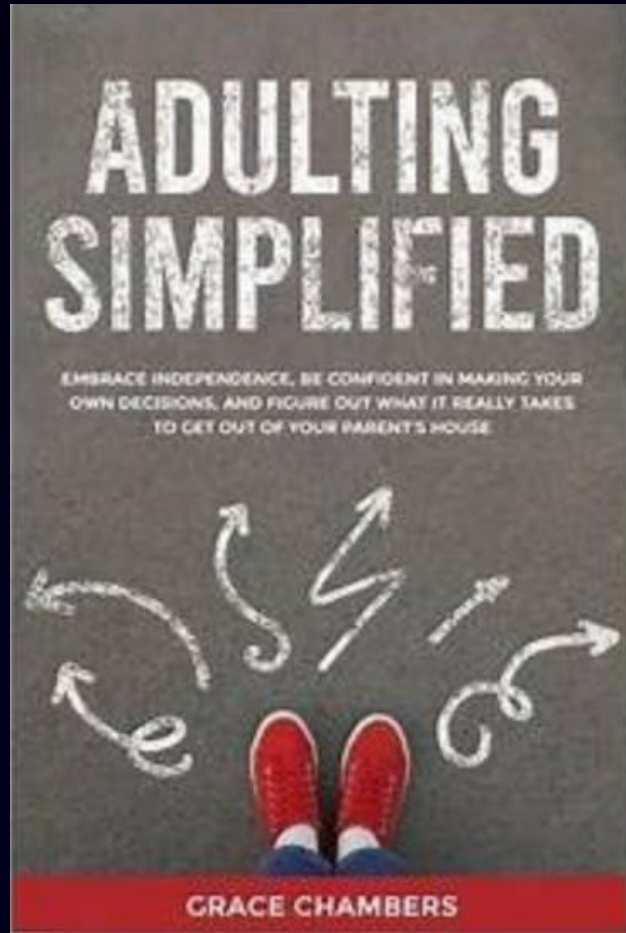
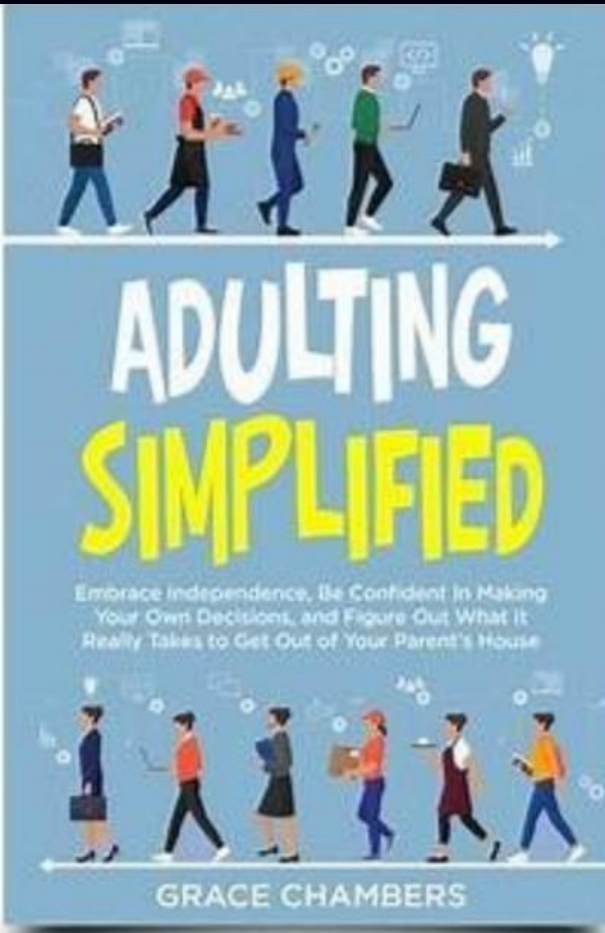


# Cover Intervention Submission Rules

## Submit

- 1-3 covers max
- For 30K book only
- Must be a professional cover
- Submit the front cover ONLY (eBook) - individual file - Remove the Background
- Submit it to only 1 Q&A session
- Through Email - [brian@publishing.com](mailto:brian@publishing.com) & [karina@publishing.com](mailto:karina@publishing.com)
- Cut off time - Tuesday 2pm EST

# Gretchen





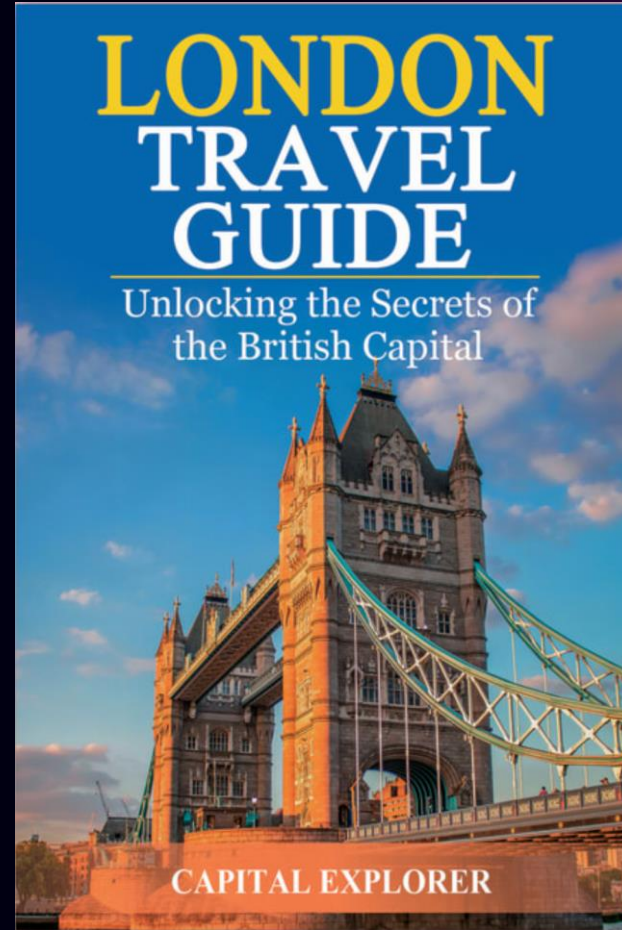
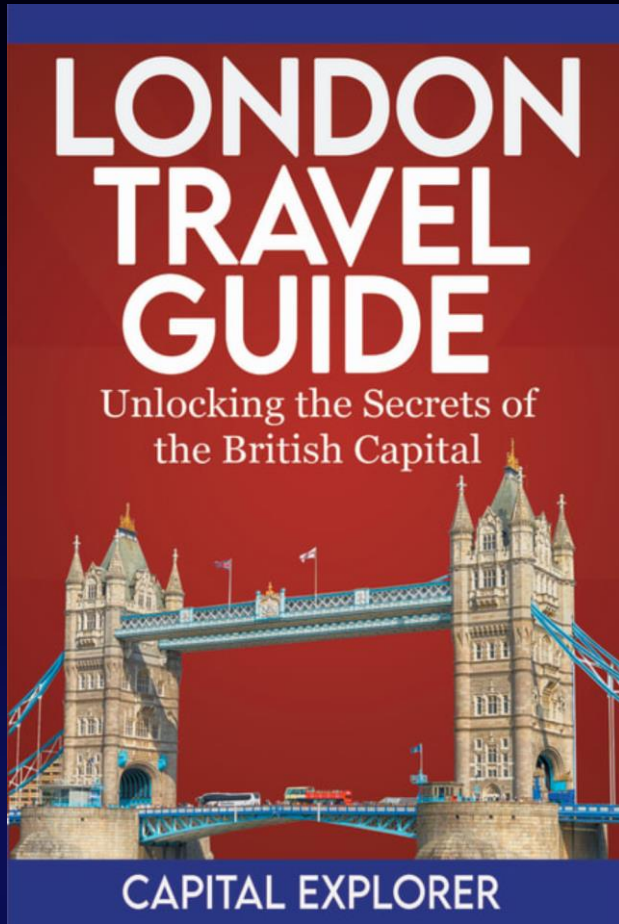
Alex

J.T. CEASER

OVERCOMING  
CHRONIC  
STRESS

Uncover The Root Causes of Chronic Stress and Learn  
Proven Techniques for Overcoming It, Achieving Balance, and  
Living a Fulfilled Life of Purpose and Happiness

Kyla





# Jennifer

SOUTHWEST EDITION VOLUME I

## NATIONAL PARKS ARIZONA CALIFORNIA

TRAIL MAPS  
INCLUDED

Stress-Free Guide to Tranquil Retreats,  
Scenic Hikes, and Exhilarating Adventures  
for Singles, Seniors, Families, and Pets

ROSE CATICO, PH.D.

SOUTHWEST EDITION VOLUME I

## NATIONAL PARKS ARIZONA CALIFORNIA

Stress-Free Guide to  
Tranquil Retreats, Scenic Hikes, and Exhilarating  
Adventures for Singles, Seniors, Families, and Pets

TRAIL  
MAPS  
INCLUDED

ROSE CATICO, PH.D.

SOUTHWEST EDITION VOLUME I

## NATIONAL PARKS ARIZONA CALIFORNIA

TRAIL MAPS  
INCLUDED

ROSE CATICO, PH.D.

STRESS-FREE GUIDE TO TRANQUIL RETREATS, SCENIC  
HIKES, AND EXHILARATING ADVENTURES FOR  
SINGLES, SENIORS, FAMILIES, AND PETS

# Jeanette

A DBT GUIDE AND SKILLS WORKBOOK FOR ADULTS

# MASTERING YOUR EMOTIONS

Step-by-Step Strategies to Find Inner Peace,  
Manage Your Emotions, Live in the Moment,  
and Free Yourself Emotional Baggage



JASMINE HARDY

# Mastering *your* Emotions

A DBT GUIDE  
AND SKILLS WORKBOOK  
FOR ADULTS

Step-by-Step Strategies to Find Inner Peace,  
Manage Your Emotions, Live in the Moment,  
and Free Yourself Emotional Baggage

JASMINE HARDY

A DBT GUIDE AND SKILLS WORKBOOK FOR ADULTS

# MASTERING YOUR EMOTIONS

Step-by-Step Strategies to Find Inner Peace,  
Manage Your Emotions, Live in the Moment,  
and Free Yourself Emotional Baggage



JASMINE HARDY



# Paulette

*Effective*  
**HERBAL  
REMEDIES**

*for  
Absolutely  
Anyone*

Embrace Natural Medicine,  
Discover Health Solutions,  
Minimize Stress, and  
Unlock Holistic  
Wellness

HADASSAH LEWIS



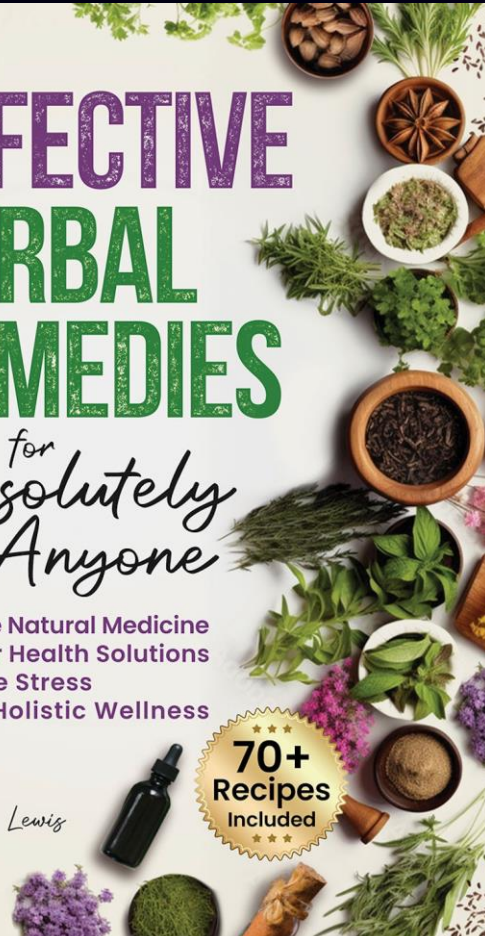
**EFFECTIVE  
HERBAL  
REMEDIES**

*for  
Absolutely  
Anyone*

Embrace Natural Medicine  
Discover Health Solutions  
Minimize Stress  
Unlock Holistic Wellness

*Hadassah Lewis*

70+  
Recipes  
Included



Embrace Natural Medicine, Discover Health Solutions,  
Minimize Stress, and Unlock Holistic Wellness

*Effective*  
**HERBAL  
REMEDIES**  
*for Absolutely  
Anyone*

70+  
RECIPES  
INCLUDED



HADASSAH LEWIS