

**WEDNESDAY WINNING  
STRATEGIES**  
**November 8th, 2023**

● 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 SEGMENTS

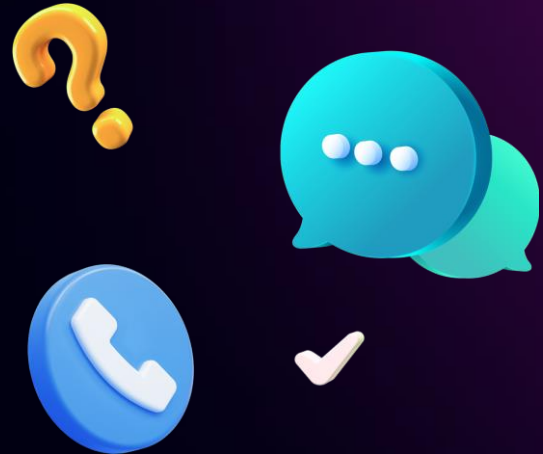
- Topic specific live training
- Reviewing book covers & titles
- Student interview
- Quiz
- Something else

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 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.

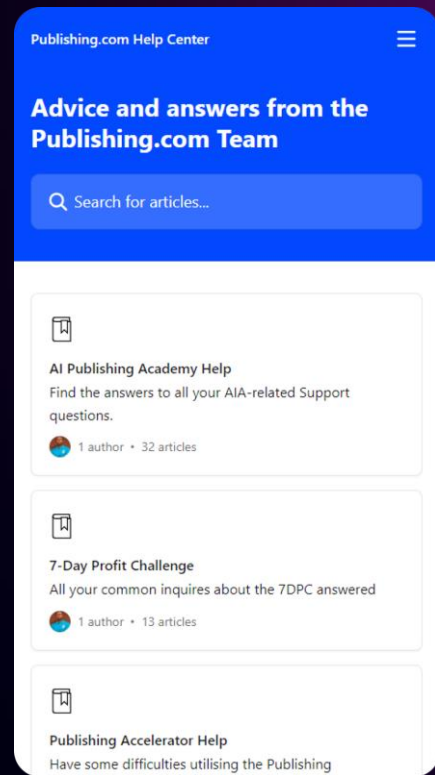
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

# F.A.Q.

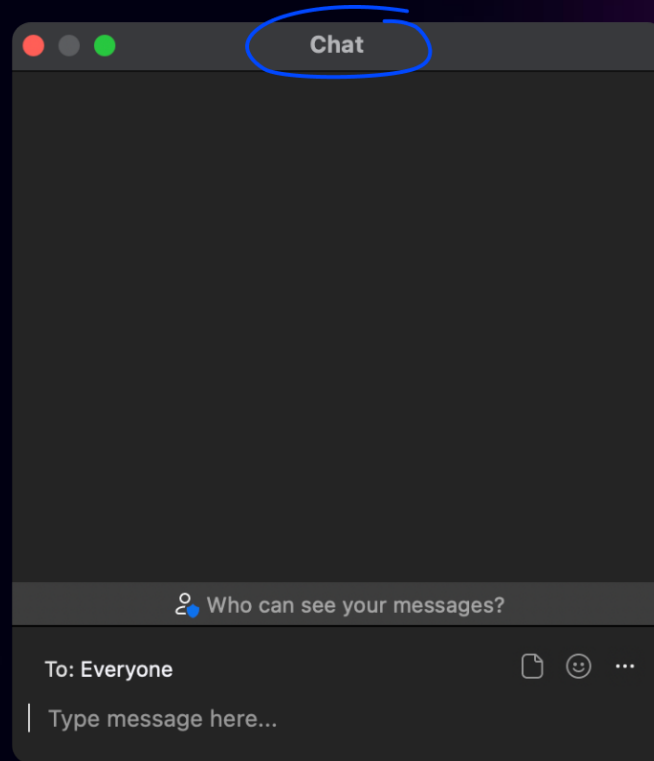
Visit our Help Center at [help.publishing.com](https://help.publishing.com)

- 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)



# What Were Your Wins?



**LET'S BEGIN!**

# Gail

The software won't allow me to sign the user agreement.

# Carmen

Hi Coach Karina, How do we submit the correct layout for a book cover. You mentioned that students were not submitting them correctly. Please elaborate. Thank you

# Heather B

Hi Coaches! My first 30k books is being written at this moment. I have been running each chapter through Grammarly, but I am wondering, what you recommend for making changes to grammar along the way? Do I ask the GW to make every little grammar change I see or is it better to let the GW finish and then make the changes I have found I want to make through Grammarly?

# Scott

How do I book a call with a Coach about my book title/subtitle questions? I could really speak to someone.

# Stacey

Which sub-title sounds best...

Title: Accidental Inventions

Subtitles: How Mistakes Shaped the World

Discovering the Unintended Origins of Innovation or

Surprising Origins of World-Changing Innovations



# Julian

Where do I upload my actions for module 1. Unable to upload

# Julian

I was not added to Facebook. Please add.

# Natalia

I want to create a LCK coloring book, perhaps several...

I couldn't find the Colorscape app to convert photos to line drawings.

Can I use Midjourney to create my line drawings? Or is there any other possibility for a low budget?

# Natalia

I priced my 7DPC paperback book at \$12.99 as recommended in the course.

I receive about \$5 royalties per paperback sold.

I don't remember if I chose 35 or 70% royalties...and don't know how to change that.

I only sold 1 ebook and 1 paperback so far.

Do my numbers look correct? Or is my price too high, as it is a very thin book?

# Juan Carlos Coral

If I use Pubby for my 7DPC short book, does it help in some way to get more reviews when it comes to my first full length book? Thanks

# kerry

My questions are about a math workbook I have created. Can I create a e-book? Should I? Do I have to? In the video it says that a math workbook can be an audio book. What would that be like? and I have used Adobe Acrobat to create 'Publish Ready PDF files' will this be the formatting I need to publish?

# Paulette

Happy Wednesday, coaches! Question about following up with our review team. Stefan, I think you've said you reach out 10 times if people haven't left a review, right? Wondering if you ever go beyond the standard messages and get a bit more personal.

Does something like this (completely true, btw - I wouldn't lie to reviewers :) sound too desperate or blunt?

"Hi! Just checking in to see if you ever had time to read my book. I'm excited it's been published for almost a year, but a bit discouraged that I have not made one penny on it. Trying to make ends meet and write more books. If you'd be so kind as to leave a review on Amazon, I would be really grateful!

Every review has the potential to increase sales and help me as a new author! And while there has been zero financial success on this book yet, I consider the positive reviews and feedback from readers as a different type of success, that means even more. Getting a review from you would honestly make my day and remind me again that writing books and sharing information is worthwhile. Thank you!"

If you don't think this is a good approach, would you please explain why and share any suggestions you might have for other ways to ask that might have a better response than just saying the same thing 10 times? Thank you for your advice and insight on this!

# Kristina

My Ads have flatlined since October 24. My impressions remain the same. ACOS has increased from +/- 40% to now 93%. 346,000+ impressions between October 6 and November 8. I did some negative targeting and tweaking. But, the audiobook is doing very well and ranking between 2500 & 3900 BSR, +120 sales to-date since the beginning of November.

I got an email from audible saying my audiobook was selected as a deal of the month feature, in .com space but when I go to the deals on audible i do not see it listed there. Could it be that my ads are working but people are buying the audiobook?

Not sure what to do, the ads were working "ok-ish", then all of a sudden they flatlined. I received a 1 star review back in August. but have gotten good reviews since. I am currently at 62 reviews. Help.



# Linda

Hi coaches, I have a translated version of my 3kwords book into another language. Would it be considered a new title or can I upload it to Amazon under same ISBN as the English version? Does this also apply when I am on Ingramspark or any other website?

# Natalie

What is the best number to include in a book title?