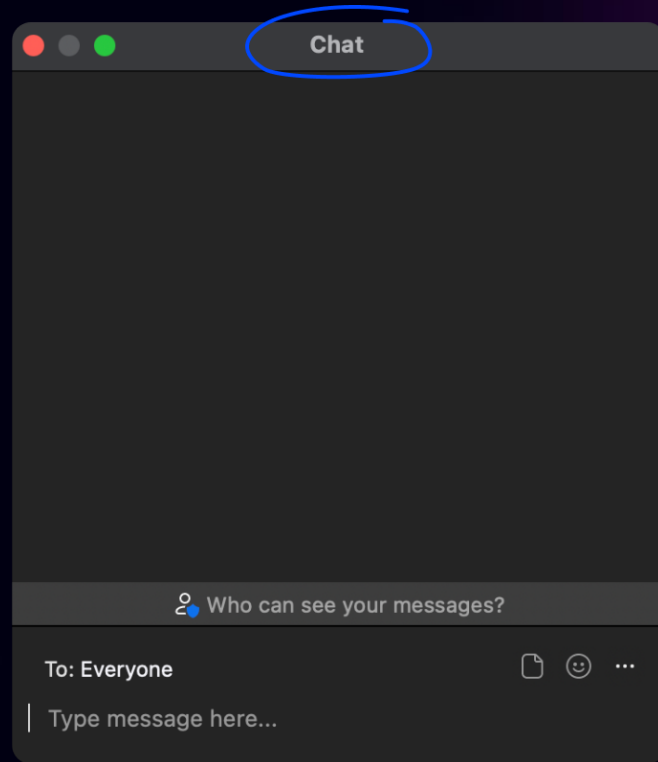


Action Takers Tuesdays!
January 9 2024



Change your chat settings to "Everyone"



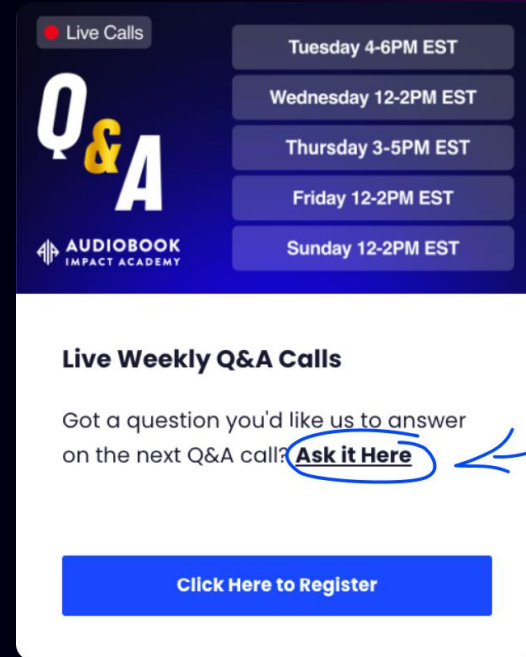
Welcome to the Publishing Family!



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.**



The screenshot shows a dark blue header with a 'Live Calls' indicator and a list of call times: Tuesday 4-6PM EST, Wednesday 12-2PM EST, Thursday 3-5PM EST, Friday 12-2PM EST, and Sunday 12-2PM EST. Below this is the 'Q&A' logo and the 'AUDIOBOOK IMPACT ACADEMY' logo. The main content area is white and features the heading 'Live Weekly Q&A Calls'. Below the heading is the text 'Got a question you'd like us to answer on the next Q&A call?' followed by a blue button labeled 'Ask it Here'. A blue arrow points to the 'Ask it Here' button. At the bottom of the white area is a blue button labeled '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 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.

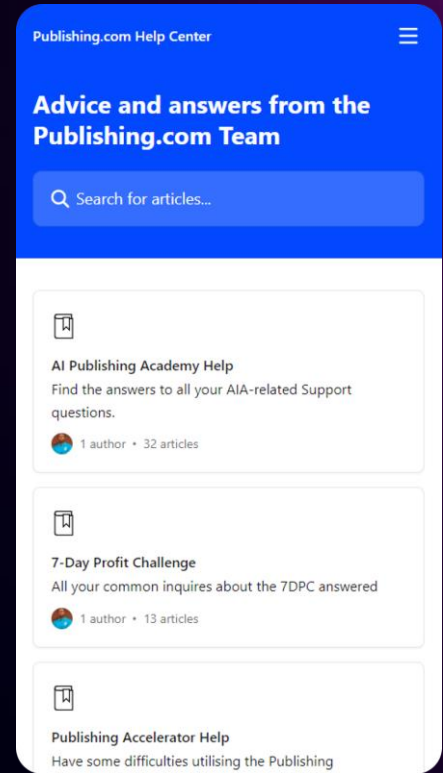
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

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.



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.



GETREVIEWS

Students get **10%** on the Review Page Package!



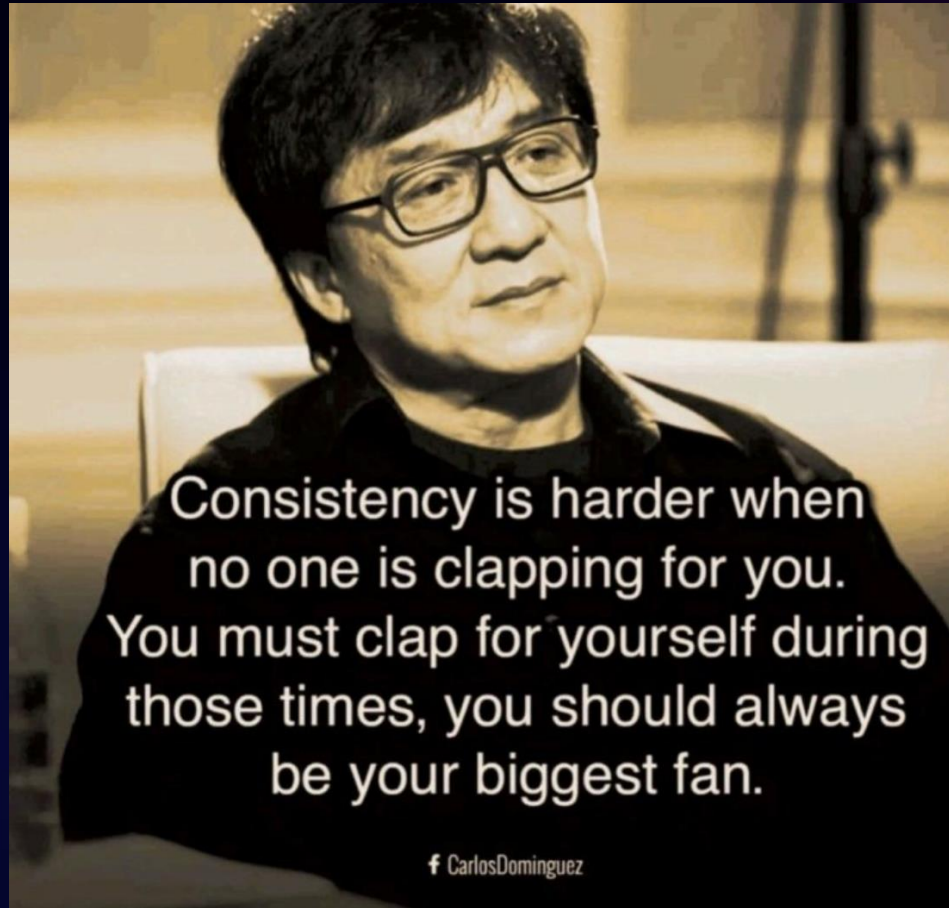
**GRAB A FREE
COFFEE ON US!**

<https://forms.gle/PYPXucsEWBAoQDbu8>



LET'S BEGIN!

Thought Of The Day



Consistency is harder when
no one is clapping for you.
You must clap for yourself during
those times, you should always
be your biggest fan.

Did you achieve last week's goals?

Brian

- Get books ready to publish for Jan 2024 - 1/2

Karina

- Vacay



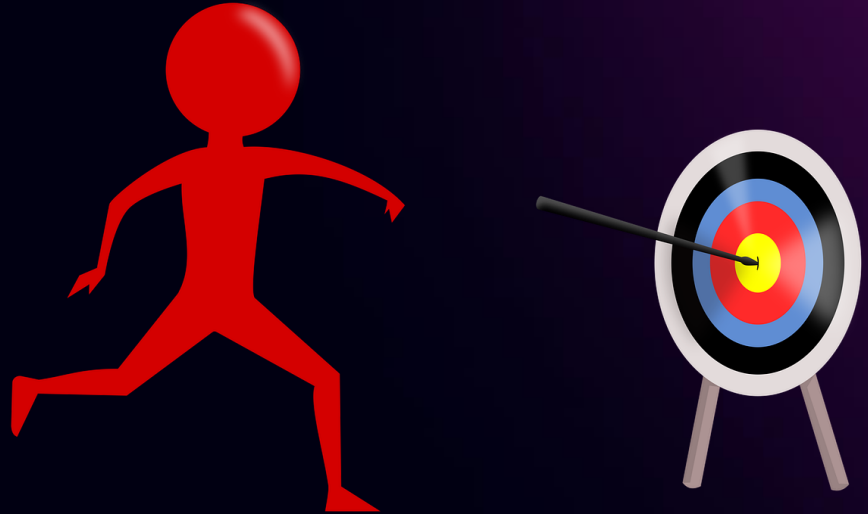
What are your goals this week?

Brian

- Hire new illustrator

Karina

- Rest & Recovery



Carol

If we are late getting started with the program, do we have access to it beyond the one year anniversary date of the day we purchased AIA? Do we have access to all the trainings, Q & A sessions, and bonuses? Thank you

Mia

Where do I find out if my book topic is acceptable for Amazon Ads?

Rachael

I am 27 years old and my book is about Chair Yoga for seniors over 60. I did my outline through publishing services and in the outline they said the book should be written in first person with personal stories. (which makes sense to me because the reader can relate and connect with the writer better.) My ghostwriter asked me this question... "I understand the book will need to be written in the first person; therefore, as I give examples and share "personal" stories, are we also above 60?" My question is, if the book is written in first-person, my name is on the book as the author and I'm only 27, isn't it bad that I am pretending to be over 60? I have no problem pretending but if my name is on the book as the author I'm concerned that would look bad and not reliable if they researched me and realized I'm not a senior even though in the book it sounds like I am.

What is the best thing to do? Any advice?

Karen

I went through and paid for KD spy through paypal. How long does it take for them to send you a screen to setup the account or an email that recognizes you purchased it?

Carine

Hi coaches,

I submitted three potential titles and subtitles, and the decision was made to go with the following:

Main Title: Hormone Balance in Women's Health

Subtitle: Discover Natural Strategies to Trade Painful Periods and Brutal Mood Swings for a Boost in Metabolism, Improved Sleep, and Elevated Mood

Could you please review the subtitle and offer any suggestions for improvement? I appreciate your time and expertise.

Thank you,

Mika

If a book meets the POC criteria but the book hasn't been published (they're in pre-sale), should I count it in the POC sheet? Shall I also avoid counting the books that were published in the last 3 months since their topic might be a fad (because there are buzzwords in the topic)? If all other books that are doing well in a topic are expert authors (doctors/therapists) shall I avoid choosing that topic?

Anena

Hi Coaches, please let me know if the title and subtitle are alright and the book cover for my 30k book. Thank you

Lilian Gillie

Please reveal my Book title and sub-title

Vegetable Gardening Made Simple:

Grow Your Healthy Garden, Even If You're a Complete Beginner, Quick and easy Homesteading
Techniques for Self-Sufficient Families

Lilian Gillie

For the outline in PS it asks to Summarize your vision for the book and list everything you want to be included in the outline. Please state if you have any specific requests regarding content or target audience. Please give me an example.

Yangchen Sangmo

I want to know when I finish my assignment, do I have to share ? If yes, to whom I have to share?

Kathy

This form is part of the sign up process at TUW. Do you have advice as to which options I should choose or not choose?

Freelancers are able to use AI to adjust tone, phrasing and style on their own written content

Freelancers are able to use AI to generate content which they will modify further to ensure originality. Freelancers are able to use AI for research and brainstorming

Freelancers are able to use AI to reduce wordiness and repetition and cut down on fluff

Freelancers are able to use AI for structuring, layout and planning chapters and the manuscript as a whole

Freelancers are not allowed to use AI at all

Robert V Wills

AIA Topic Research Worksheet: When you select a Niche, the Best Sellers list will not allow KDSpy to be run. It seems the Amazon Best Sellers List does not use Chrome. I have to run KDSpy external to the Copy of AIA Topic Research Sheet.xls. Is this correct? Please advise what I may be doing wrong.

Jeet

1. Do I need to wait for the book to be completed before starting work on the cover?
2. Urbanwriters has a package deal that includes book cover creation. Is that package comparable to 99designs?

Virin

1. My book would need a handful of illustrations. Would PS suggest the kind/number of illustrations in the outline or do I need to mention it in my order?
2. At the ghostwriting stage, would the ghostwriter suggest the kind of illustrations that would best suit the manuscript or is that a call I have to make?
3. Do I finalise a designer for the illustrations (on Fiverr?) after the manuscript is ready or as it's being developed?

Thanks for your time and expertise! Much appreciation.

Claudia

How does the title 'Stress Release: A Journey Away from Overwhelming Thoughts - Coloring Book' resonate with you? Do you feel it's overly lengthy? Would simplifying it to just 'Stress Release' be more effective, or do you believe a longer title would help distinguish it from competitors? Your insights are greatly appreciated. Thank you!

Rachael

Where in the course can I learn about low-content books? Coloring books, journals etc. I've seen a lot of AIA members post about them but I'm not seeing where the info is on how to create/publish them. Thanks!

Stella

Trying to decide on my book title & subtitle, please help. Which is the best:

1. Small Business Tax Hacks: The Essential Strategic Guide to Minimizing Liability, Maximizing Deductibles, and Unlocking Financial Growth in Your Business
2. Essential Guide for Small Business Owners: Tax Hacks to Minimize Liability, Maximize Deductions, and Boost Your Financial Growth.
3. The Ultimate Guide for Small Business Owners: Tax Strategies to Reduce Liability, Increase Deductions, and Enhance Your Financial Growth.
4. Small Business Tax: The Ultimate Strategies to Reduce Liability, Increase Deductions, and Boost Your Financial Growth.

Thanks!

Dana

If you have already published a book and realize that your title is weak, is it possible to update the title and re-publish?

Myra Tankey

Best Title/Sub Title:

- Parents You Can Help Your Child Who Struggles with Reading: Unlock the Power of Reading in 21 Days
- The Ultimate Toolkit for Parents for Struggling Readers: Just 21 Days Can Make a Difference
- The 21 Day Plan for Parents to Help Your Child With Reading: A Stress Free Guide and Toolkit

Anne

Hello Coach Brian,

Please see below the message Amazon is posting when you log in to check on marketing and ads, your thoughts please. Thank you!

"Update to Sponsored Brands product collection requirements

Starting January 31, 2024, all new and edited product collection ads will need a custom image. Non-video ads without a custom image won't deliver and won't receive impressions after May 31, 2024. Book advertisers who used a custom image in their Sponsored Brands ads saw an average of 48% higher click-through rate on mobile compared to advertisers who only used product images. [Amazon internal data, book publishers, US, UK, DE, FR, IT, ES, December 2022 - February 2023]

[Learn about new requirement](#)

Jeet

Need feedback on

1. Title and Subtitle

2. Book cover designs - <https://docs.google.com/document/d/1UPYWJSVIB17v5-r6okcqXxqw2kHNM7pA/edit?usp=sharing&oid=106489331090210690850&rtpof=true&sd=true>

Dustin

How should I prove chain of title on a book I wrote and published through my publishing company to Audible.com? I already applied for US copyright, but they deactivated my ACX account and said they needed more than the copyright registration to prove chain of title.

Evelyn

Hi Coaches - I saw the Amazon page of my book and there's A LOT that need to improve. I clicked on the "Sample" button, the font was so small it's impossible to read. The top L corner looks bare, but as far as I know, all the required fields are filled out. Have I missed a lesson? Thanks for any help you can give.

Lynn

A couple questions on the Student Success Survey were unclear to me. Would you please clarify? Thanks!

Monthly royalties now from ALL your books?

Is this asking for December's royalty? Or should I divide lifetime royalties between the number of months I've been in the program? Or just royalties since publishing my first 30K, averaging that total over the corresponding months?

Monthly royalties from your audiobooks on Audible?

Again, is this asking for December's royalty, or the monthly average since publishing my first audiobook?

Shel

When you add in your review pages(one in the middle of book and one in the end) your book has already been published. What happens if FB potential reviewers get you free ebook and it hasn't been updated to include the review pages.

Plus, how do you add the review pages,? Who formats them and changes the page numbers?

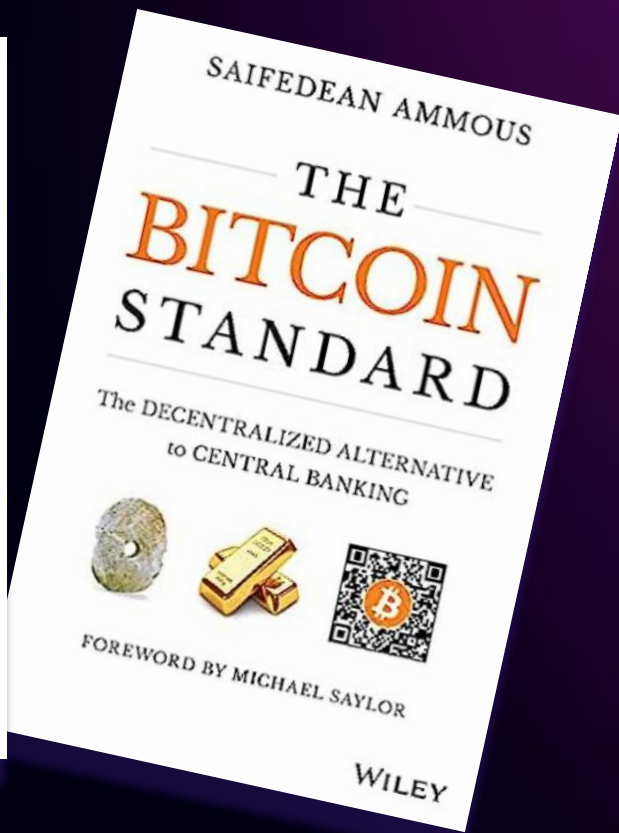
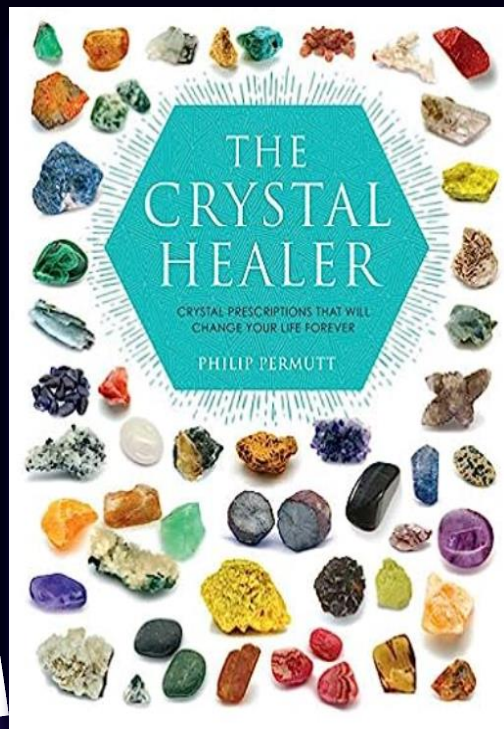
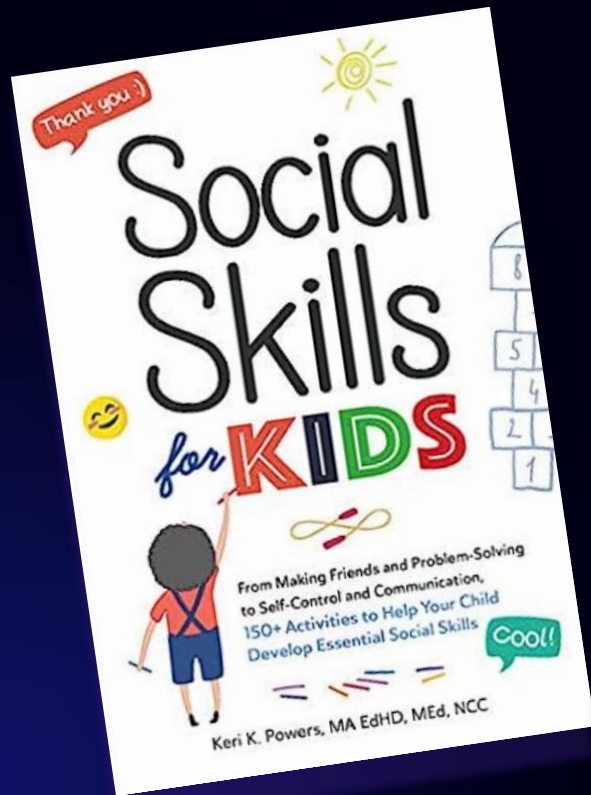
Lauren

Amazon Ads Question: I have some keywords and products in which the bids are high, over a dollar, even up to \$2.50. Should I just turn those off because I will never get an impression or click because my bid will be under those quite significantly? Thank You

Belinda (Nickname Belle)

Thank so much in advanced! My question is- is there a way to see all the books that currently have ads on amazon and the budget that they are on average going by?

Cover Intervention



Cover Intervention Submission Rules

Submit

- 1-3 covers max
- For 30K book only
- Must be a professional cover
- Submit the front cover (**eBook**) ONLY
- Submit **Google Doc link** with 3 covers
- Submit it to only 1 Q&A session/week
- Cut off time - **Tuesday 2pm EST**

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](#)

Jeet

THE ULTIMATE TEEN **MONEY** **SKILLS** BEGINNER'S GUIDE



Easy and Simple Steps to Master Money
Management for Immediate Financial Independence
and and Long-Term Wealth Building for Teens

MORGAN GREENE

THE ULTIMATE TEEN **MONEY** **SKILLS** BEGINNER'S GUIDE

Easy and Simple Steps to Master Money
Management for Immediate Financial
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