



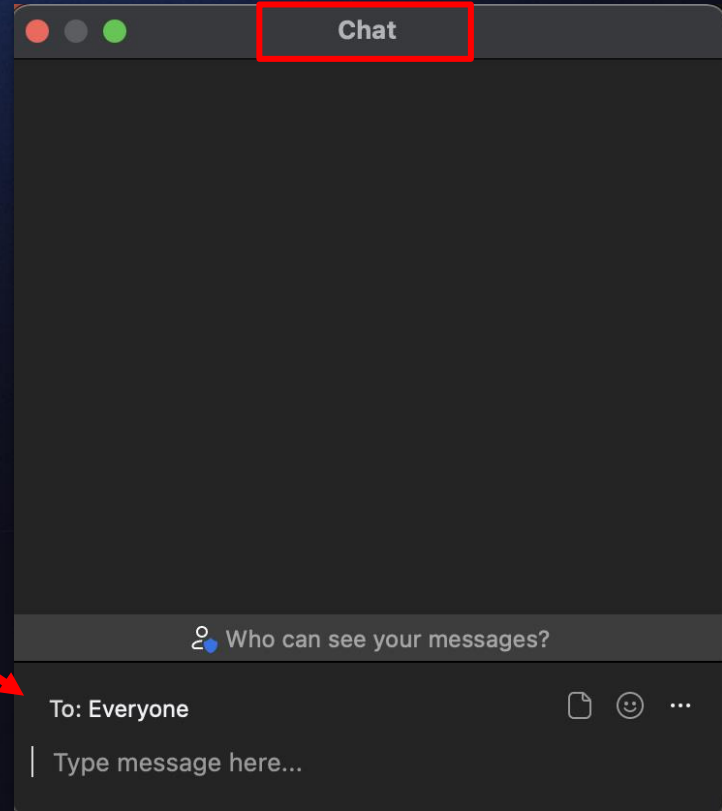
AUDIOBOOK
IMPACT ACADEMY

LIVE Q&A CALL

Action Takers Tuesday

May 9, 2023

Change your chat
setting to
"Everyone"



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

Q&A

AI PUBLISHING ACADEMY

- Tuesday 4-6PM EST
- Wednesday 12-2PM EST
- Thursday 3-5 PM EST
- Friday 12-2PM EST
- Sunday 12-2PM EST

The graphic features a dark blue background with a red border around the schedule list. The 'Q&A' text is large and stylized, with the ampersand in yellow. The AIA logo is in the bottom left corner.

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.



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.



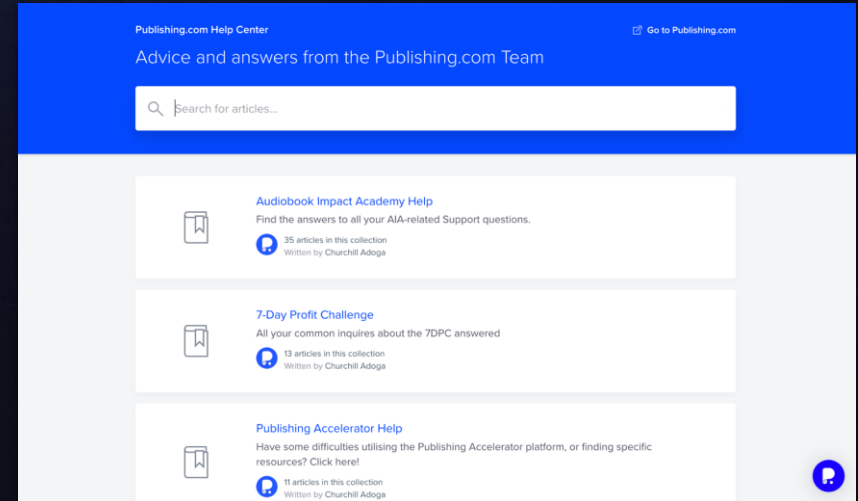
Most Frequently Asked Q&A Questions:

Visit our Help Center

help.publishing.com

- 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 - May

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

OUTLINEDEAL10

Get **10%** off your next outline



Let's Begin!



Thought of the Week

YOU NEED 4 PEOPLE IN YOUR LIFE



COACH



FRIEND



MENTOR



CHEER-
LEADER

AND BE ONE OF THESE FOR SOMEONE ELSE

Did you achieve the last goals you set?

Brian

- Publish paperback - Yes
- Place order for a new cover - No

Karina

- Boring... 20 reviews to go! 📖 - 50/50
- Start a new book - Yes



What are your goals this week?

Brian

- Place order for a new cover

Karina

- Finish the outline



SC

For the paid writing tests, are we giving the potential ghostwriters the book outline before they start or do they write the introduction based off of the information we enter in Upwork?
Thank you.



Chia

Hi Coach Karina and Brian,

Good day, I have finally decided on my book title, I would like to run the book title by you please.

My book topic is overthinking

Title: You're Overthinking it!

Subtitle: X Techniques to Stop Ruminating, Relieve Anxiety, Overcome Self-Doubt, Eliminate Negative thoughts, and Free Yourself

Thank you in advance.



J

Hello! I'm very new to anything business related, and taxes for AIA scare me. Aside from the AIA P/L statement, what would be good tax direction for someone who intends to publish at least 1 book this year? Do you have any tax resources/links/AIA facebook posts? Thank you so much.



J

What Turbo Tax/H and R Block resources would you recommend if any? Thank you



Selin

Hi coaches,

I was listening to the book promo module and the reviews that may be given, will those reviews be verified or unverified? (Ex. Hidden Gems, book promo paid sites)



Selin

I've been doing the facebook method also while waiting for my ghostwriter to write my book. One FB group that i reached out to asked me if i was certified in the topic of my book (aromatherapy). Have you had any issues with people negating your book since I'm not an expert on the topic or not remotely close to being certified in the area of interest? I'm not looking for problems, but is it common for backlash?



Chia

Hi Coach Karina and Brian,

I submitted a question earlier regarding the book title and subtitle, but I realized that there is already a book existing with the same book title. Should I still use this book title? I have come up with two book titles and two book subtitles, can you please review them and is there any improvement required? And I forgot to include my targeted group in the title/ subtitle.

Book title 1: You're Overthinking it!

Book title 2: Stop Living with Overthinking

Subtitle 1: X Techniques to Stop Ruminating, Relieve Anxiety, Overcome Self-Doubt, Eliminate Negative thoughts, and Free Yourself for Teens and Young Adults

Subtitle 2: X Action-Oriented Techniques to Stop Ruminating, Relieve Anxiety, Overcome Self-Doubt, Eliminate Negative Thoughts, and Improve Mental Health for Teens and Young Adults

Thank you again



Evelyn

Keeping getting error message "Please select your category, after I make a selection in KDP and therefore can not get past the question. Has anyone else had this problem. How did you solve it?"



Ashley

I currently have an LLC already for my existing business. Should I create a separate one for my publishing business or lump the two together?



Jo Ann

Is there an Amazon tool or other tool that will show me what the top selling books are in my nitch or keyword?



Marissa

Can you give some suggestions on how to best use a pdf to be uploaded with your audiobook for listeners to use?



Katt Leya

Hello lovely people, I have already ran 5 days of a free promotion for my book and noticed that was the maximum during a KDP select term. Would I have to wait for my KDP select term to be over to run another 5 days free book promotion ? The first 5 did not really have an impact for me, so I feel like they have gone to waste, is there a way to run 5 days free promotion ASAP without having to wait for my current KDP select term to be over ?



David

I have my book published as an ebook and it is 138 pages. I am now publishing it as a paperback. The Summary page for the set-up says 180 pages. Why the big difference?



Marissa

In order to avoid having to do a transfer title from Amazon to IngramSpark, should I just have Amazon use its ASIN for my paperback and use my purchased ISBN for IngramSpark?



Paulette

When we email KDP asking them add our book to 8 additional categories, will they automatically add them on all the Amazon marketplaces, or do we need to email each marketplace separately?

If each marketplace has separate categories, should we catalize and analyze the bestsellers for each one, and potentially choose different most relevant categories for the US and Canada?

Do we send separate "please add my book to these categories" requests to KDP for paperback, hardcover, and ebook?



Franky Everleigh

I've published several low and medium content books already and now I'm getting set to begin work on (at least one) 30k nonfiction. My question is: if I have two or three topics that excite me and have passed POC, would it be smart to pull the trigger on them all relatively at the same time if I have the investment funds to support this? Or should I only do one at a time? (One of my strengths is managing several projects at a time). Thanks!



John

So, its been a month of running Amazon ads. I feel like my impressions are kinda low, but does the clicks-to-impressions-to-sales look about average? I'm away for work without a lot of time to make any major changes until I get home next week, just trying to get some feedback/advice on whether this looks right or I need to make some changes to boost sales. I've listed a run-down of my results since I cant post a picture.

April 6 - May 6

Manual Product - 26977 impressions / 82 clicks / 5 orders / ACOS 13.52%

Manual Keyword - 9546 impressions / 71 clicks / 4 orders / ACOS 49.90%

Auto Low - 323 impressions / 0 clicks / 0 orders / ACOS 0%

Auto High - 5127 impressions / 33 clicks / 3 orders / ACOS 28.69%

Evelyn

A few weeks ago Karina said something about differentiating self-help books from others. My book is about helping shy, quiet people get heard in the workplace, and it has self-help components. Should the book title reflect that? A couple of big-name authors who write in the same category also have self-help tips such as mindful breathing. Is Self-help not highly regarded? Appreciate your comments.



Evelyn

I'd also like to hear your views on using graphics. Do readers expect them once we start putting one, for example, in the first chapter? It takes time and money to design so right now, I'm thinking 5 in eight chapters. I'm also using sidebars and maybe a short quiz to break up the text a little. Thanks.



Patrick

Good day coaches,

Please I just want to find out what time do you upload your book description and the A+ content is it simultaneously, immediately after publishing your book or they can wait later.?

Again do you have to have A+ content for a marriage or relationship book. Thanks



Paulette

If I understand the royalties reports correctly, on the KDP reports dashboard, all royalties are shown in US dollars, even when we select the marketplace to see where our sales are occurring. Correct?

But I'm confused about the Amazon ads campaign manager. When we look at our stats under the Canada ads console, are the Spend and Sales tracked in Canadian currency or US currency?



Natalia

Is there guidance on the best ways to use graphics/visuals inside your book?



Paulette

Hi Coach Brian and Coach Karina! Thank you so much for being here to answer questions and encourage us in our publishing adventures! Several Amazon ads questions today. My ACOS went through the roof, between 140% and 175% for a couple weeks. After losing some money, I'm determined to work harder to try to figure ads out. For now, have reduced daily budget to \$5.00 per campaign.

For Amazon ads, after adjusting our bids as advised in the modules and wait 72 hours to see what happens before adjusting further, do we still look at the campaign's performance for the past 30 days? Or only for that 72-hour period? For example, I adjusted bids on May 6th. Today, should I look at just May 4th to May 7th? Or April 7th to May 7th?



Paulette

My Manual Test campaign has \$17 spend and 0 sales for the last 30 days. 8,676 impressions.

Three days ago, I upped all the bids by 3 cents. Out of 17 keywords, only 8 have clicks. Some of the current bids are only 2 cents above CPC. Several are 6-10 cents above, and one is 22 cents above CPC.

Most of the bids are currently between 60 and 90 cents, but some are well over a dollar. Should I raise them all again today, by 2 or 3 cents?

(My book was published December 1st and has 238 reviews, btw. It is also seasonal and now would be the time of year it should sell.)



Paulette

I adjusted the bids on my Auto High campaign on May 6th, about 67 hours ago. Looking at the past 30 days today versus May 6th, ACOS has increased a bit, from 60% to 63%.

ACOS for the Auto Low Campaign also went up a bit in this time period, from 49% to 51%.

Does that mean I adjusted bids incorrectly, and should reverse the adjustments?



Wes

I am working on my book title for my first 30k book. The book title format that I am working with is Title = "POC topic" and Subtitle = "book audience search keywords". So this is the book title and subtitle that I created:

Coaching Athlete Mental Health: Empowering Coaches and Parents to Nurture Young Athletes' Mindset, Confidence, and Mental Toughness.

Any suggestions? Thanks, Wes



Cover Intervention



Cover Intervention Submission Rules

Submit

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



2 Things A Book Cover Is For

1. To show what the book is about

- a. **Title and subtitle** - easy to read, big font, good colour contrast
- b. **Topic resonance** - display elements which communicate what your book is about

1. To show that it is a high quality book about that topic

- a. **Professional aesthetic** - tells the reader there is a high quality book inside your cover
- b. **Attention grabbing** - makes you stop scrolling and click on the book to learn more



Angel

SOCIAL SKILLS FOR TEENS



How to manage peer pressure, overcome social anxiety, and build confidence for genuine and lasting friendships

TEEN TRIBE



SOCIAL SKILLS FOR TEENS



How to Manage Peer Pressure, Overcome Social Anxiety, and Build Confidence for **Genuine** and **Lasting Friendships**

TEEN TRIBE


Adriana

RENTAL
**PROPERTY
MANAGEMENT**
MADE EASY

How to Save Money, Connect with Tenants,
Prevent Legal Problems, and Achieve
Financial Freedom



AUTHOR NAME



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