



AI PUBLISHING
ACADEMY

Action Takers Tuesdays

Oct. 10, 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.



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.

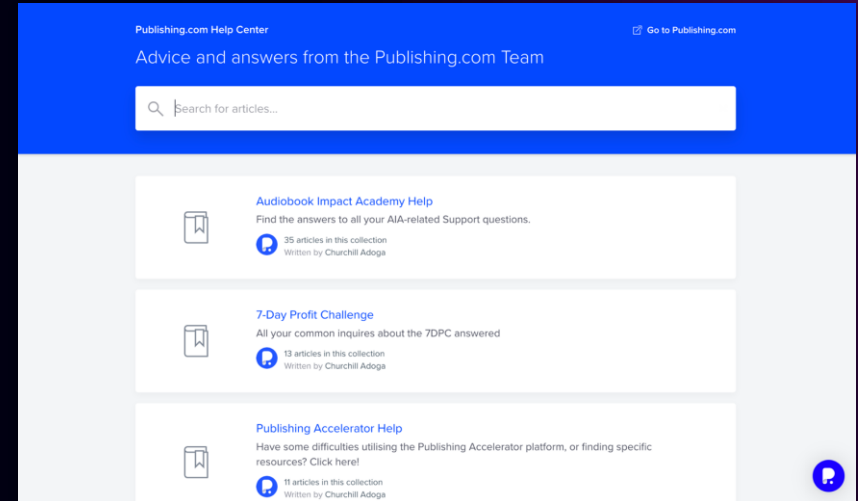
Most Frequently Asked Q&A Questions:

Visit our Help Center

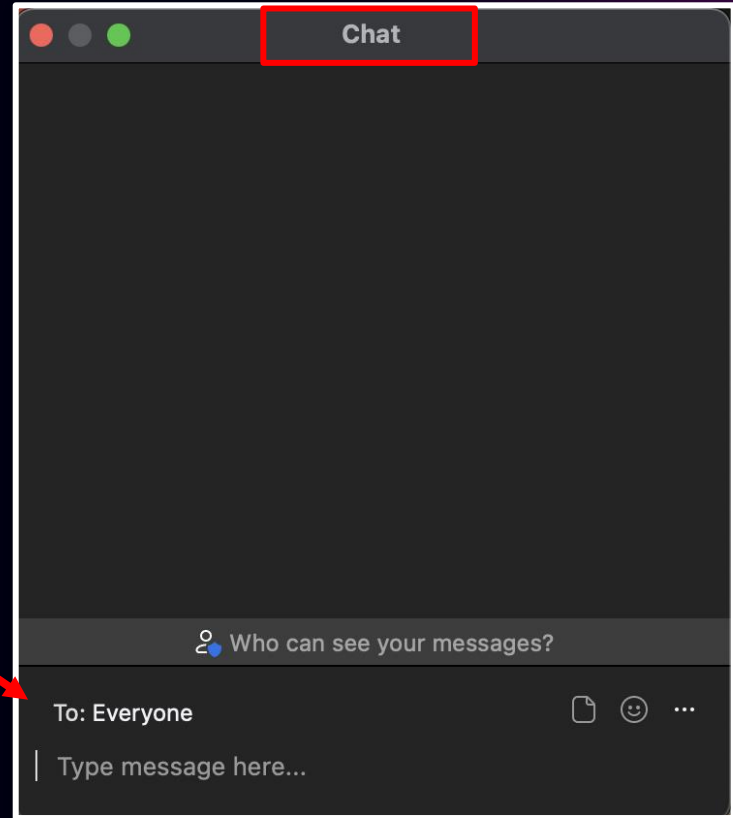
help.publishing.com

- 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.



Change your chat
setting to
"Everyone"



PS Monthly Discount - October

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

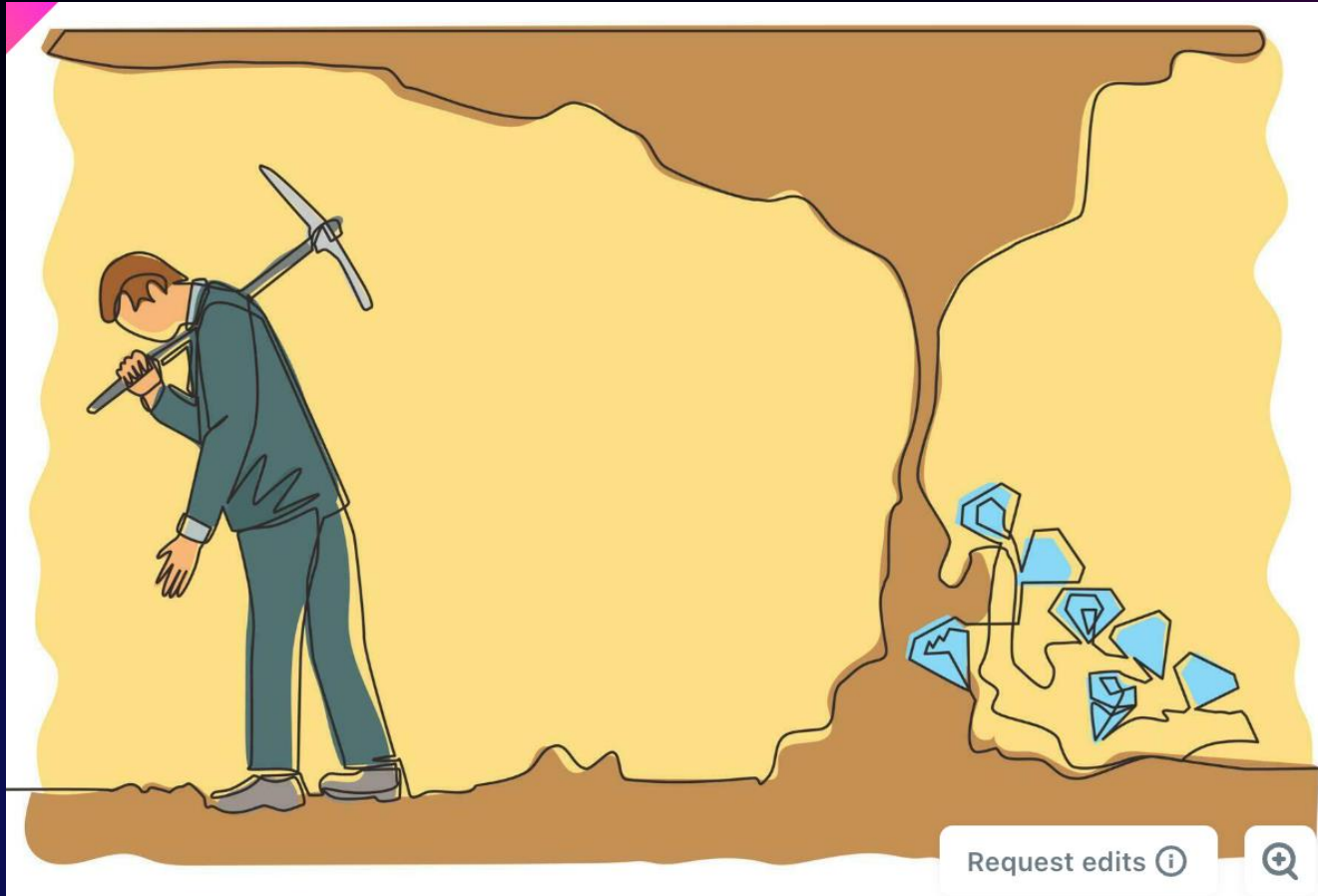
PRINTREADY10

Students get **10% off the Formatting Package.**



Let's Begin!

Thought Of The Day



Request edits ⓘ



Did you achieve last week's goals?

Brian

- Provide feedback on new book to writer - yes

Karina

- Finish reading my manuscript - Yes



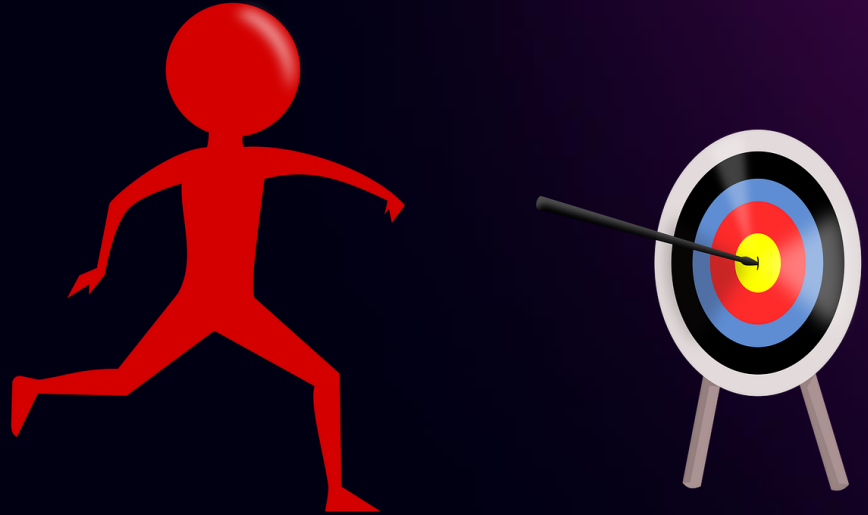
What are your goals this week?

Brian

- Get book outline completed

Karina

- Start formatting



Let's Begin!

Adan

How's it going everyone? I am working on 7DPC on title & cover. I have my title & subtitle & I am at a complete stop with creating the book cover. Canva is open but I don't know where pexel & those other came from. So I would need a tutorial just on that part if possible. Obviously I'm outdated with computers/technology. Thank you & this course is amazing!!!

Leslie

This is for the next TOPIC Q&A.TWO PART QUESTION: - I'd like to discuss a bit deeper the methodology behind POC-- as I search for a topic which I can see is popular and revenue generating but the reviews top 150... so it fails the AIA POC. How to wrangle with this? How does logic prevail? Hard to resist a topic which I would love to choose! I get the methodology intellectually but I struggle with it emotionally. . . And I wonder, amongst popular / income generating topics, what are the stats on finding a topic that meets AIA POC vs. those that don't ? So in other words, what are the odds of finding one? :) Thanks!

Niko from Sacramento

POC Q? SCI FI & Fantasy Novels POC (6) (6). I dont see Novels as a recommended subject in AIA. Its what I want to do & it passed POC. Can I Move Forward or stick to NON-Fiction like the program teaches. I'm hoping I misunderstand, and I can move forward with this.

Audrey

I'm struggling with topic research. I have found a couple of subtopics/subniches that meet the <150 reviews, >\$500/mo criteria, but when I use KDSpy, the same subtopics get "red lights" meaning high competition and low chance of profitability. I do not want to question the formula set out by the Twins (because I know they know what they are doing) but the KDSpy results give me pause. Do you have any suggestions for me?

Dean

If we don't have beta are we to start writing on microsoft word

Janiece (ja-NEECE)

Is chatGBT different from the AI that we get access to later? If so, what is the difference?

Hope

Hi. This is a question for Thurs Topics and POC.

I would like a POC check on two topic ideas that I have: Wall Pilates for Women and Chair Exercises for Seniors. I really like the topic on Wall Pilates for Women so I proceeded with it and I'm creating my subtitle and outline but I still would like the coaches' opinion if it's a good start or not. I plan for Chair Exercises for Seniors to be my second book if it passes POC in the future

Thank you coaches for being awesome!

Louis

I am running the paid FB Review method. I am concerned about something I heard from a fellow AIA member. I was told that FB will block me if I send out more than 20 DM's to my FB reviewers in a single day. I thought that might be unsolicited DM's, but I am confused. How do I send out my Message that my Book is published and to go and get your free Kindle copy to 200 reviewers if my Free Promo window is 5 days or less, if I can only tell 20 people per day or I will get blocked on FB. Also, I don't have their email address, as most do not want to give that out, but instead only FB profiles, which cannot be mass-messaged. Thanks for your help.

Becca

I am coming up empty when it comes to proof of concept or even finding a viable topic within the area of Adoption, which was one of the topics listed under parenting and happens to be my area of expertise and the business I am in.

My 7day challenge book is about the process of adoption and I was hoping to keep the same theme going. I have tried searching under every possible topic under adoption and can't get proof of anything. Any chance a concept is great when there are not enough books on the topic?

Before choosing another topic I don't know as much about or that fits in nicely with my business, I'd love to see what suggestions you might have for me.

Specifically, I'd love to do Adoption as a Single Mom or Parenting as a single adoptive mom; Or the adoption process Or Open Adoption or Adoption and Identity.

Thank you.

P.S. I'm also finding many memoirs and children's books which I have tried not to include when doing my POC.

Carmen

I am looking for cover ideas for my 30K book. I have this out on 99Designs and these are the finalists.

The book title is: The Practical Guide to Dementia Caregiving
Tips for Coping with Day-to-Day Challenges, Getting the Help You Need, and Managing Burnout
Without Losing Your Mind. Thanks!

<https://99designs.com/contests/poll/e8e4c0c972>

Hope

Hi. I would like your opinion on my title and subtitle, and rather or not I'm off to a good start.

Wall Pilates For Women: A Go To Guide To Increase Your Flexibility, Improve Your Range Of Motion, Balance and Stability, and To Enhance Your Overall Health With Ease For The Busy Lifestyle

Thanks in advance! :-)

Dayna

Can you check POC for "retirement activities "? Thank you!

Yudelkis Murray

I already attended my orientation zoom call with Matthew Oct 1st @ 10am and my success call with Nicole Sttot Oct 4th @ 4:30pm, also finished my videos and homework until module 7. I would like to now what is the next step.

Shanika

About getting help from Publishing Services in creating our outline: What sort of revisions are we allowed to make? Can we ask to completely change the organization of the book, Eg. suggest a different chapter breakdown, or are we only permitted to make small changes? Is it better to suggest a chapter breakdown, or the idea progression we want to convey beforehand to save on revisions later? How do we communicate with Publishing Services for these throughout the process?

Shanika

About using Publishing Services for formatting our manuscript: Are there different sizes, or formatting organization provided to us for the different contexts we need to submit the book (kindle, paperback, hardcover) or do we only need one for all. Do we get an ePub file, InDesign file (if we want to make edits - I have experience using InDesign) and pdf file. What formats do we need to have?

Jo Ann

Background: My book is on exercises for seniors. The main book has 259 pages, which are then followed by three Appendixes and the Resource section. The appendixes contain a condensed view of the exercises discussed in the book that are presented as a series of exercise routines. I believe this content is of value to my reader, but unfortunately increases the number of pages in an already long book. This book already has more pages than the competitors.

Question: My formatter told me that it is not customary to add page numbers to Appendix or Resource information at the back of the book. If this is correct, it would help as I could post the book with 259 pages on Amazon, rather than the 300ish pages it has if I count the appendix and resource sections. What are your thoughts? Can I legitimacy not include page numbers on the Appendix and Resource sections of the book, and not count these when posting the page count of the book on Amazon?

Christine

For a low content book about how many pages are needed and approximately how much will it cost to go through the entire process? Thank you

chawnda Donaldson

Do I have to pay for 1-on-1 coaching? if so how much does it cost? how much time is allotted to to help do a 1-on-1 coaching call for the first book upload. I tried to register for a free counsel call with the 1-on-1 coaching, but it said the page can not be found

Melonie

Hi coaches! I am in the process of hiring a ghost writer, I am using the Urban Writers platform and have been reaching out and inviting prospects to my project. The few that have accepted, have declined a zoom/interview call telling me that it is against the platform rules. One has accepted the offer for a zoom/interview. Is this normal? I thought I heard awhile back that if a ghost writer did not want to meet via zoom, that you should move on, so I am confused about the number of folks saying no to that. Thoughts?

Sandra

Hi guys, I am based in Australia so can't make the calls live. This question would be for the topics call on Thursday I believe.

This is my first book and I would greatly appreciate some feedback on my book title below.
Thanks in advance.

Main title: Chair Yoga for Seniors over 60 Made Simple

Sub title: Transform Your Health & Happiness with 153 Easy Chair Yoga Workouts for Weight Loss, Pain Relief, Enhance Mobility, Balance and Independence in less than 20 mins a day in the comfort of your own home

gary

i like to talk to a coach on my topic i am choosing. can you help me with that information on contacting a coach. I got a lot of information and will not go forward until speaking to one

George

Trademark search question: my title is "Suicide SOS".. in doing my search I found a book (live) that says "SOS signs of Suicide." The disclaimer said "No claim made to exclusive right to use "signs of suicide" apart from the mark as shown." (SOS and Suicide were in bold print). Type of mark: service mark; register: principal. Is my title ok to use?

Mark

Why does the Book a Discovery Call for Accelerator have a Page Not Found error message?

Alyce

Hi! Thanks for taking my question. What is the 7 day profit challenge? I've heard about it but I cant find info.

Jillian

Hello Coaches - hope you are well.

When researching content for your Book Outline, is it okay or sensible to incorporate content from other Books in your niche (without plagiarizing obviously)? It will mean these books will be cited as a reference in the back of my book and I could see that as promotion of a competitor's book. Am I over thinking?

Are there any disadvantages of doing this as opposed to using articles and studies etc??

Much thanks!!

Paulette

Happy Tuesday, coaches! Thank you for being here for us again today!

Would you please give your honest feedback on some book title possibilities? I keep revising, but it still needs work!

Book topic which met POC is “herbal remedies”

Branding Note: My first book was on foraging (31 Edible Wild Plants Absolutely Anyone Can Find in North America) so a different niche, but lots of audience overlap)

So for the sake of branding and title similarity, I put the phrase “Absolutely Anyone” in this title also. Not sure this is necessary or came out sounding forced, so am open to changing if you think it would be better.

Effective Herbal Remedies Absolutely Anyone Can Learn:

Embrace Natural Medicine and Your Path to Personalized Health Solutions, Less Stress, Disease Prevention, and Holistic Wellness

Paulette

Effective Herbal Remedies Absolutely Anyone Can Learn:

Embrace Natural Medicine, Unlock Holistic Wellness, Prevent Illness, and Minimize Stress

Effective Herbal Remedies for Absolutely Anyone:

Embrace Natural Medicine and Your Path to Personalized Health Solutions, Minimized Stress, Disease Prevention, and Holistic Wellness

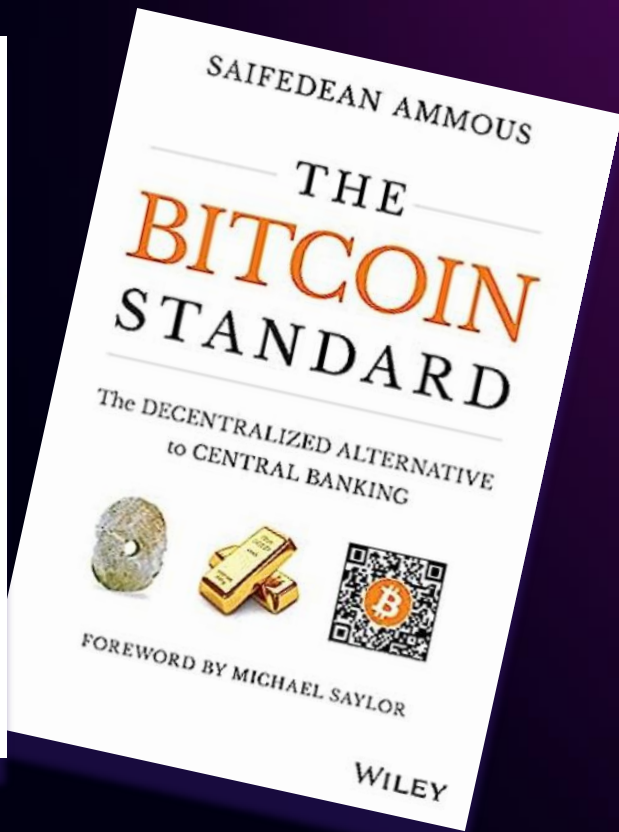
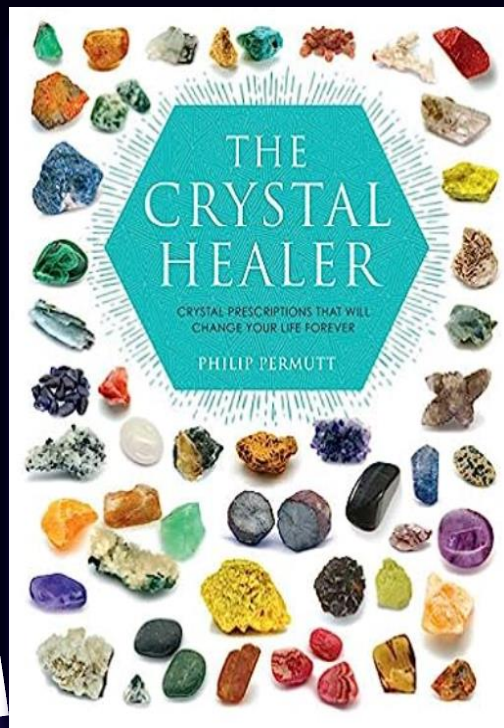
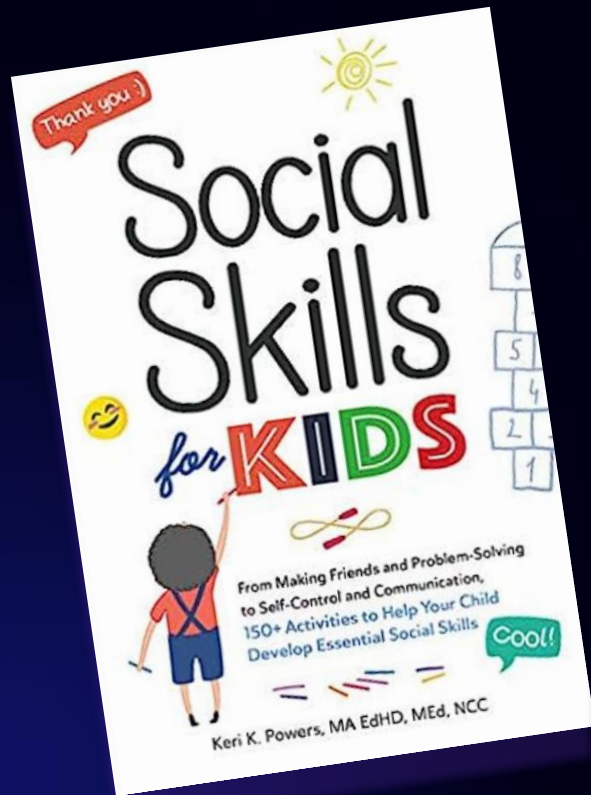
Effective Herbal Remedies for Absolutely Anyone:

Your Path to Personalized Health Solutions, Disease Prevention, Natural Medicine and Holistic Wellness

Joanna Ross

I have ideas for books but they require diagrams (for exercise topics) or pictures (for children's books) How much extra does it cost approximately if I want to do a book with pictures. These types of books would not be fun without pictures. Are stick figures cheaper than regular people doing an exercise on each page? I would think with most How-To books, a diagram of some sort would be helpful. Any thoughts on this? Thank you so much.

Cover Intervention

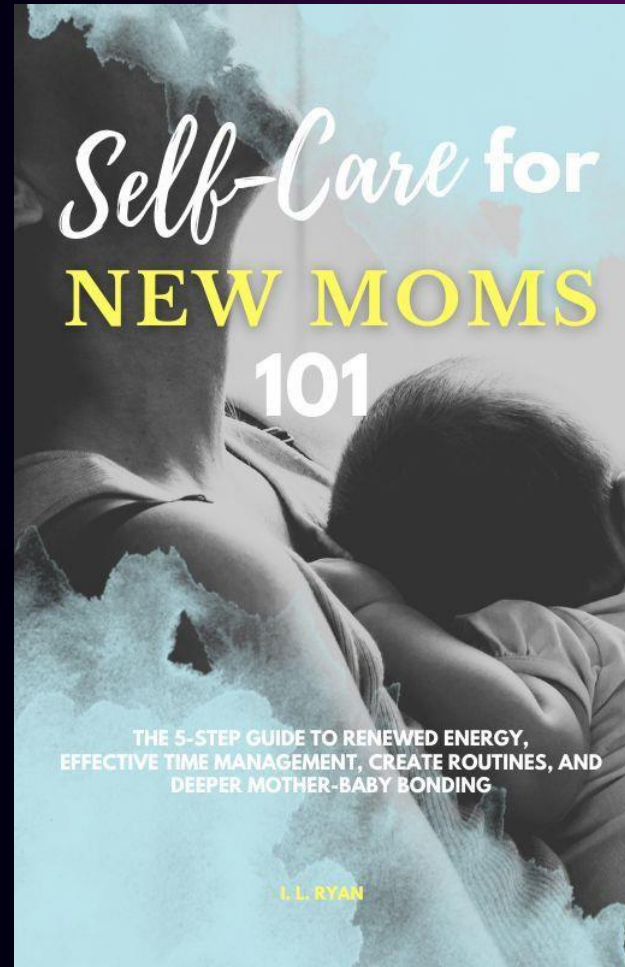
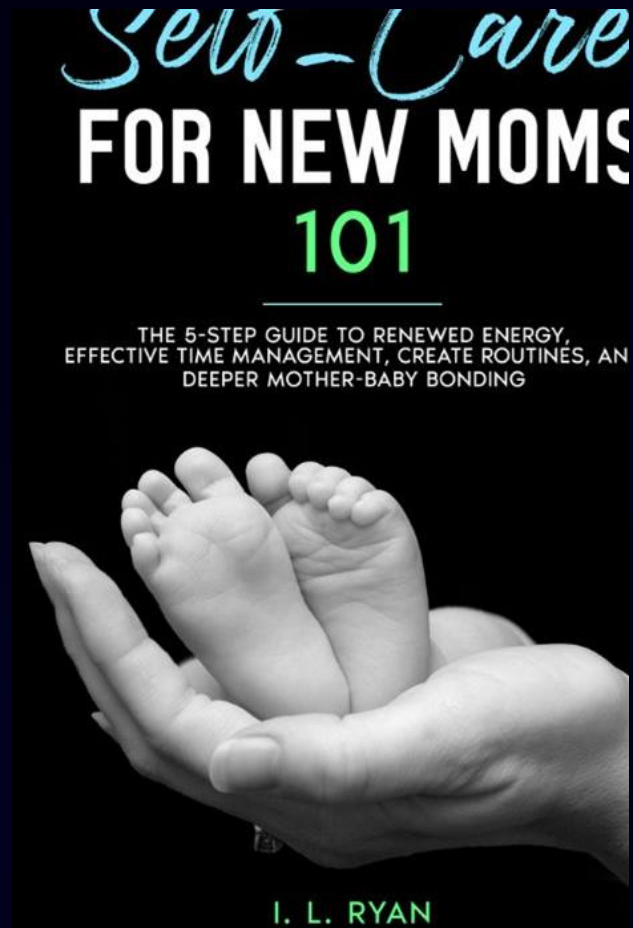
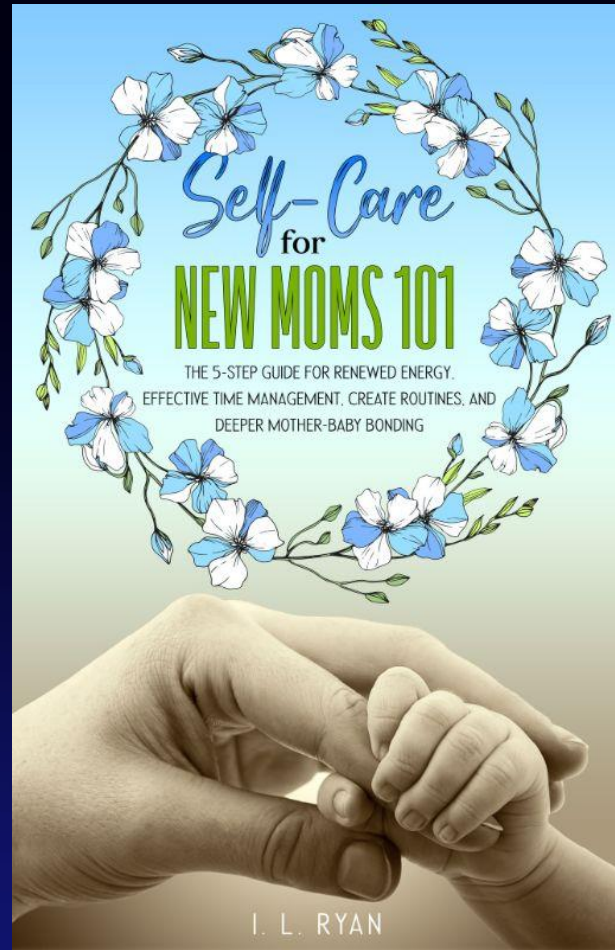


Cover Intervention Submission Rules

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

Isa





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Book Title & Subtitle Workshop

Main title

COMPANION PLANTING MADE SIMPLE

Subtitle

A Beginner's Guide to Maximizing Your Harvest, Boosting Plant Health, and Creating a Beautiful Garden with Sustainable Techniques and Strategies

Keywords: Words/terms used in the title that you want your book to show up for when someone searches it on Amazon or Audible.

- **Main keyword** - Companion planting
- **Related keywords** - Gardening, beginner's guide, plant health, harvest, garden

Benefits: What your reader WANTS to achieve by buying your book (desired outcomes).

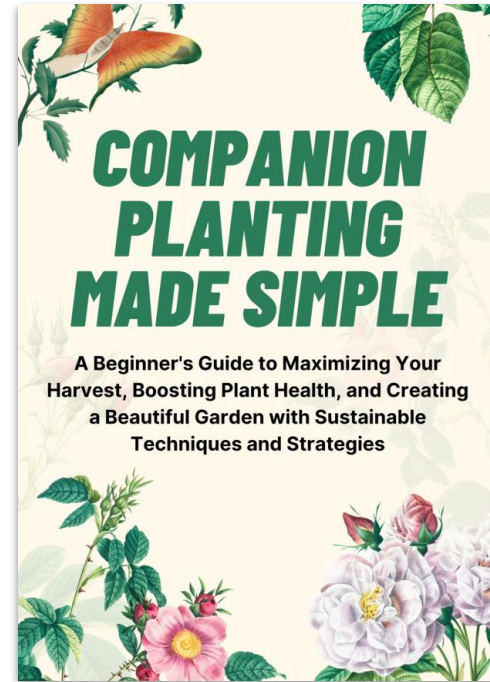
- Maximize your harvest
- Boost plant health
- Create a beautiful garden
- Strategies & techniques that are sustainable



Creating Your Book Title

Part 1: Main Title

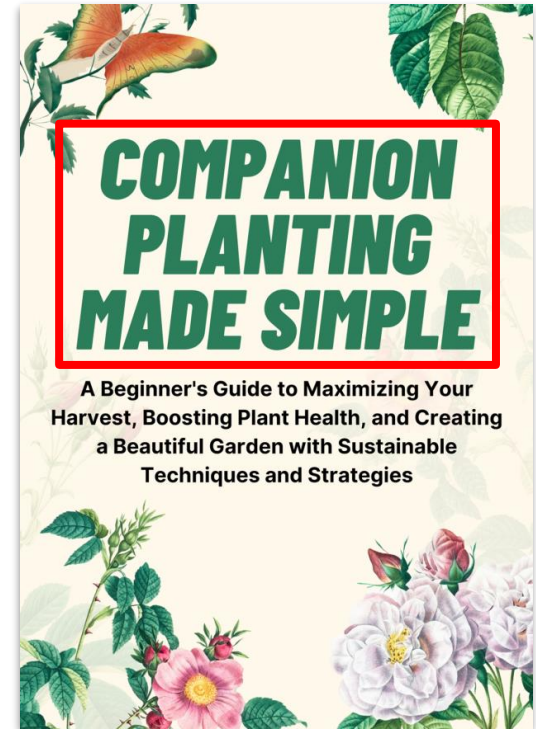
Part 2: Subtitle



Part 1: Creating The Main Title

Key Elements

- The main keyword (book topic) **must be** in the main title
- It must be **crystal clear** what the book is about
- Should be **different** from other books already published



Part 2: Creating The Subtitle

Key Elements

- **Related keywords (2-5):** What words are people searching to find a book about your topic?
★
- **Benefits (3):** What your reader WANTS to achieve by buying your book (desired outcomes)
- **Copywriting:** Beef up your book title with more appealing word choice and promises



How Long Should My Title Be?

- Character Limit = 200
- Recommended character count = 120 - 180

Book Title Enter your title as it appears on the book cover. This field cannot be changed after your book is published. [Learn more about book titles.](#)

Book Title

Subtitle (Optional)



Live Demo





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Thank you

If you got value out of this, share it with your tribe!