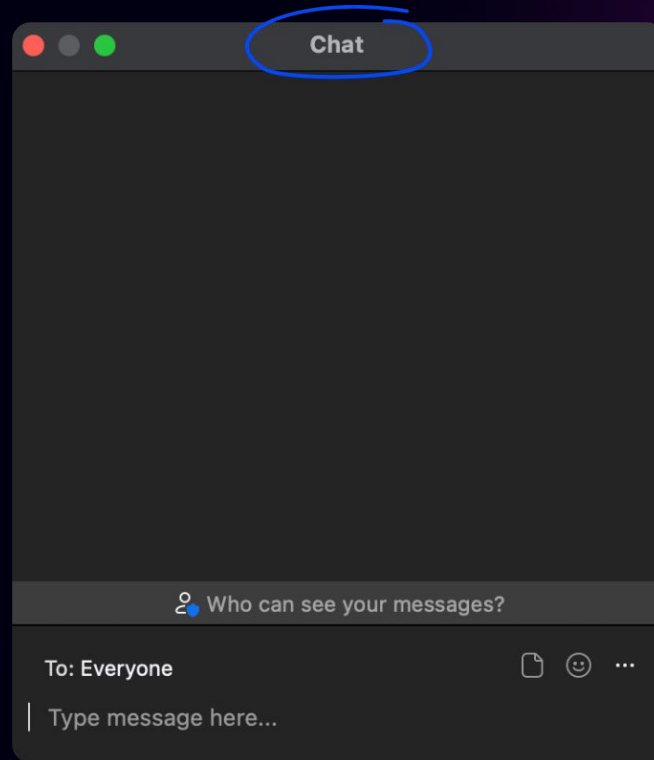


Action Takers Tuesday September 10 2024

● 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.**

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 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.

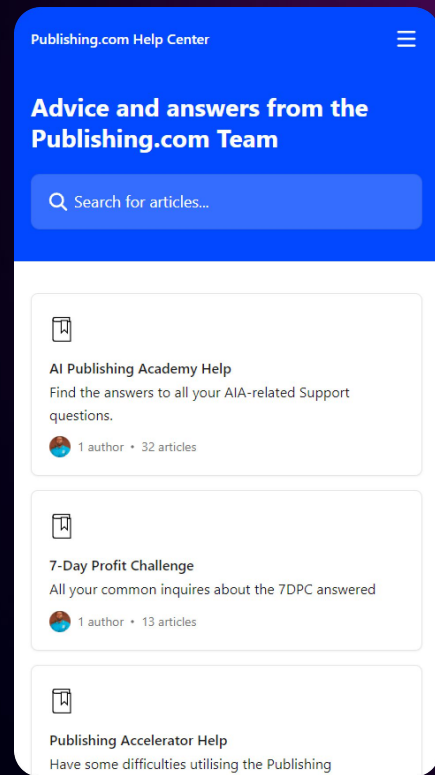
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

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.



Thought of the Day

IF YOU ARE NOT
WILLING TO LEARN,
NO ONE
CAN HELP YOU.

IF YOU ARE
DETERMINED
TO LEARN,
NO ONE CAN
STOP YOU.

-ZIG ZIGLAR

Have You Heard?

You're invited to
Publishing.ai first ever live webinar!

Wednesday 28 August, 8pm EST
*Learn how to streamline your publishing
process and produce high-quality books
FAST... in as little as 2 hours!*

RSVP to the event!



PUBLISHING.AI NOW OPEN TO EVERYONE

What Can Publishing.ai Offer You?

Access the platform and enjoy features like:

- Book topic ideas
- Customer research
- Book outlines
- Book descriptions

...and even generating a 30,000-word manuscript



Check your email inbox for more info or contact support

PS MONTHLY DISCOUNT

AIA students on Q&A calls get monthly discount codes from Publishing Services for various packages.
Here's the **SEPTEMBER** Discount Code.



GETREVIEWS

Students get **10%** off Review Page Package!



LET'S BEGIN!

Carmen

Do you recommend Fiverr? What are the pros/cons? Max costs? Thx!

Ivelisse

Do I have to use 99Designs for book cover (paperbook)? or can I use canva an pixels etc?

Ivelisse

Do I use Reedsy to write my manuscript or which other platform I can use to write my book?

Mel

Can I please get some feedback on this cover. Thanks in advance

<https://docs.google.com/document/d/1doAYGuHOi-URNe6QVp7mQDzvx5uHxmrgvRlOo7eILYA/edit?usp=sharing>

Zohra

Hi, please help me find the lesson on Subtitles. I looked in every module but still can't locate it.
Thank you so much

Ria Kang

I'm finalizing my book title for the topic "Puberty for Tween Girls." How can I make my title better?
"Master Puberty for Tween Girls: Stress-Free Handbook to Embrace Your Changing Body, Practice Self-Care, and Enhance Emotional Growth to Become A Confident Girl!" (160 characters) I'd appreciate any feedback! Thank you.

Jen

The manuscript for my book is almost finalised. My book title has the word "Behaviour" in it.

Urban writers presented me with this question.

"You can check with Jenny to confirm the audience. Behaviour will be for UK/AU/NZ reader, while behavior will be for the US reader".

I am based in New Zealand, but unsure which market I should be focused on and what I should go with. What is your feedback around this?

Julie

why are all my Q and A meetings set for eastern time when Im pacific time?

Nataleigh

My ads have officially hit 500+ impressions a day and now I have a lot of questions about optimizing. 1) the course says to wait for an ad to spend \$50, does this mean I should completely avoid any adjustments at this time? I have a three targets that are already making sales and getting decent daily impressions and I want to maximize on these but don't want to get ahead of myself. On the other hand I have a lot of targets that are barely being seen and I don't want to waste time waiting to hit \$50 if I should be increasing bid or negative targeting. 2) once I start optimizing do I want each individual target to also have 500+ impressions and \$50 spent to start with? Should I increase bids on individual targets now so that non-delivering targets are seen and I hit \$50 faster? (Hope that all makes sense, I won't be on the call but I look forward to hearing from you)

Jill

are there legal concerns when writing a cookbook using someone's pictures and recipes with their consent for free to boost their recognition and business and never sharing royalties of my book with them. Should I have legal papers done per an agreement of such?Im investing in all cost to book expenses. Any advice?

Teena

New to all this so probably silly questions, but do I need to have an Amazon account to use KDspy? And how do I achieve the list view instead off the product view to research POC and topic?

Shannon Pope

I recently had my first book narrated and the audiobook is now live on ACX. During the narration, the narrator said that the book was written by my pen name but she said my 'real name' as the copywrite holder. Now on my audiobook's page on Amazon it actually says my real name there near the description. I really didn't want my real name anywhere in the narration or on the audiobook's listing. How should I handle this? Is there a way to change it? In the future, how should I answer the 'Who hold's the copywrite?' question? so this doesn't happen again?

Shannon

How do I submit a PDF to ACX to give out with my audiobook? There's not an upload button and there no information about this in the help section. My audiobook is live and in the narration the narrator mentions the PDF. In the future is there an easy way to do this so it's already uploaded when the book goes live?

Steve

Hey Brian and Katrina,

You are two of the most honest critics we have, which is refreshing. You don't sugarcoat before cutting through. It must get frustrating to see the same problems come across your desk. Problems which could be fixed if they just reviewed the module(s) again.

I fell into that category. I thought I remembered what was said in the book cover module, but, in reviewing it, I found that I was way off. ALSO, the poor designs were more a function of MY input to the designer rather than a poor designer. I didn't use 99designs because I was writing a BOOK and the contest price (bronze) was raised, it seemed, to \$299. It wasn't till I went through the module again that I realized I wanted the e-book contest for \$199. Also, when you guys critique by saying "the font looks bad" that isn't as helpful as saying "the font shouldn't be sans serif (or whatever)". Or explaining why an image is all wrong, instead of just saying "it's all wrong" and moving on. I didn't realize, until now, that the buyer will probably be the wife. That wasn't part of my research. Regardless, you two are my go to critics, and will continue to be. My concern is who can help me choose the right cover from the 30 99design covers, I'm sure I'll pick more than 3? I'm sort of on the clock once I get the designs. No I don't have a coach.

Steve

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George

Getting friends to buy my book...

What is better:

1 - Send my friends a link directly to my book page.

or

2 - Give them the title and the picture of the book and let them search for it themselves.

My thoughts are that Amazon may give my book more "weight" if people search for it rather than a direct link.

Garth

Hi coaches. I am looking for some direction. I joined AIA in January. I completed my 7 day book, a coloring book and my first 30K book went live the middle of May. About the same time I had some life circumstances that totally disconnected me from publishing until Sept 1. My 30K book has sold 306 ebooks in the free promotions. I have sold 8 paberbacks and have 6 5 star reviews. I was unable to try to boost sales and reviews until now. I also just joined ai Pro. Should I have a new launch on my existing 30K? With the 2 manuscript credits from Pro and 2 other credits I need to use by the end of March 2025 I need to create 4 books in the next 7 months. I would appreciate your 30,000 foot view. I am a little to close to this. Thanks

Jalani

Does amazon take out a percentage? If so, how much? Does amazon give the reviews for our book? What is the royalty plan?

Harrison

What features are currently inbuilt in Publishing AI?

Drummond

I have a friend who might be interested in the AIA course method etc., and wanted to share something with him to get him up to speed and able to make an informed decision on participating (or not). What is your best recommendation of Intro info or videos to share with him? Thanks.

Shiraz

Hi Coaches! This is my first book cover submission, I appreciate any feedback, and don't hold back!

https://docs.google.com/document/d/1wLOYD6m6Nf_Wo3sR25B5Q3-JL4tByOBmGotXRW416_8/edit?usp=drivesdk

Marcin

Question about 3D Book Cover:

- what is the best platform to create it: Placeit, Book Brush, Canva
- what do we use it for: Facebook Page, Facebook/Social posts, Amazon Ads, A+ ?
- when should we have it ready assuming no spice/Page count before formatting?

Question about Amazon Free Promotion (the Zero Price for two to three days):

- when do we launch it, on the day of Publishing? After 15 reviews as per the course?
- do we communicate in advance to the Facebook page or individually that there will be promotion on the exact timeframe? Do we do it before publishing?

Rachael

Hello! I am new to Amazon ads so bear with me if my questions seem obvious. (Also, I am still working through the training videos in module 5.)

I started my Amazon ads on August 25th and it still says I have zero sales. I followed the course/video exactly when setting up my 4 ad campaigns. Is my next step to increase my bids? Attached is a screenshot of what my screen looks like. Would appreciate guidance on my next steps. Thank you :)

<https://docs.google.com/document/d/1-X9-yTYznueGtPVIKTwjMGVjVi7CbUrvSNg-ObFhrXo/edit?usp=sharing>

Rachael

Hello! I don't think I understand negative targeting. Why would we want to prevent our ad from appearing for certain phrases and words that are closely related to our book? Would love clarification, thank you :)

Patricia

Does the 7 DPC need to be checked for plagiarism?

Patricia

If my topic has POC (been verified by my coach, but our next 1 on 1 is 2 1/2 weeks away, can I submit my titles here for suggestions or do I wait for my 1 on 1? Thanks!

James

Submission #1 of 3

ADVERTISING QUESTION FOR BRIAN, Tuesday, 9/10/24 at 4pmET:

Hello dear old friends, I hope you're great. I would love your advice for my advertising again...

Price of workbook has been \$17.99 since April. 5-star rating. 118 reviews. AIA approved topic, and cover, etc. I've been using your AIA & Brian suggested advertising model since April now.

-April spend was \$193 with \$231 of royalties

-May spend was \$185 with \$232 of royalties

(At the end of May, I made a number of \$0.05 changes to reduce the "targeting" keywords that had >10 clicks, but <1 sale)

James

Submission #2 of 3

ADVERTISING QUESTION FOR BRIAN, Tuesday, 9/10/24 at 4pmET:

-June spend was \$93 with \$237 of royalties

-July spend was \$87 with \$208 of royalties

-August spend was \$71 with \$129 of royalties

(Over these three months, I made just a few \$0.05 changes to reduce the “targeting” keywords that had >10 clicks, but <1 sale.)

Question #1: Why the dramatic drop in ad spend in June (from nearly \$200 to <\$100)?

Question #2: What might have caused a sudden drop in royalties in August (from >\$200 for 4 months to \$129)?

James

Submission #3 of 3

ADVERTISING QUESTION FOR BRIAN, Tuesday, 9/10/24 at 4pmET:

Question #3: When AIA suggests “Scalable search terms should have 3 or more orders,” is that in 30 days, or 90 days, or “ever” or how long of a timeframe? Can you please tell me the exact parameters that you would scale (X amount of sales in Y amount of time, with Z ACOS, etc?)

Question #4: In reviewing my notes from Module 5 on Scaling, it appears that I am supposed to create an entirely new campaign, is that correct? And just for one keyword or product ASIN?

Question #5: Is there anything else that you would recommend for me at this point?

James

Submission #4 of 4!

ADVERTISING QUESTION FOR BRIAN, Tuesday, 9/10/24 at 4pmET:

One more from James, please!!

Question #5: At what point should I start spending more than \$1 per click, as an attempt to simply get more impressions and more chances for sales?

Question #6: At what point should I start advertising in other countries?

Question #7: At what point should I raise the price to \$18.99?

Thank you, love you both!

James

Devra

What should one include in an Author bio when you have no credentialed experience on your Book topic?

Devra

I think I know the answer to this one- but I just want to confirm: Do we do a plagiarism check on our AI generated manuscript or is that just for ghost writing and does it require a PRO Grammerly account to do so?

Carol

What do you think of editorial reviews? Where do they fit in the timing of getting your page all together for launch/post launch? Same time as any review request with an ebook? Thanks!

Heather F

Hello! I am not sure if this is something you can answer or if you want to punt it to the Tech Friday Q & A call. I formatted my book in Atticus using the "print" format and exported it as an epub. When previewing on KDP, the pages don't flow and are more disjointed than it was in Atticus.

Do I need to format two version in Atticus based on the output (ebook vs paperback) in order for the formatting to show up correctly in the ebook and paperback?

Thank you!

ps, will we continue to have access to these AIA Q&A calls after PA ends??

Angela King

I've started my 30K book & ready to generate. But not sure if I'm going the right way for success. I didn't find any exactly like this & the POC was great. Bible stories devotional with room for reflections (taking notes) & a coloring page for each story. I've put in the FB chat & others said for it to go on Audible & for ebooks, to add a QR code for the extras in a PDF for free. I know how to do a PDF, but no idea how to do a QR code! Please help!

Danielle

Hey, guys, what's the module for learning how to create a 3d image of my book for professional presentation purposes? When I use the search bar in AIA, it takes me to module 4, but I've listened to all the videos, and it isn't there. I'm feeling embarrassed because I watched the lesson a few years ago and created a popup 3d image of a book, which looked terrific. However, I need help remembering the required website for the 3D-creating tools. Your guidance is greatly appreciated. I hope you are all well looking forward to an answer. Thanks Danielle

Suzana Ward

Good morning, Coaches! I don't know where to request help. I want to be respectful and don't want to put you on the spot for a public answer. A quick email/private message here would be fine.

How can I connect with a coach who's had success with publishing audio books?

I was unable to work for over a year due to serious health issues. It's exciting to be here again. But after diving back into this site for the last couple weeks, I realized late last night that Publishing .com has dropped the AIA training I signed up for (?) I could not be working harder, and I've made progress fast:

- I have the rough draft finished for my first manuscript, which I wrote myself so that I could get a copyright.
- I'm proud to have created what looks like POC and written titles with keywords for three books in the same niche. (I had one manuscript credit before purchasing the Pro Plan a couple days ago.)

Joan

Please advise me on my book cover. I am currently waiting for the final edit. I have requested an additional photo of a male patient, with a 50% screen and placed in the background of the 100% screen of the female patient. Thank you ~ Joan

Susan

I submitted this question in the FB group and they declined it so not sure where to ask this question so here it goes "Being Canadian how do I leave reviews on Amazon.com for books I have read? I know some people are able to leave book reviews on both .ca and .com. Do I have to set up another account? I have made purchases on .com in the past through my .ca account and there was never an issue. I appreciate any assistance with this?" If you are unable to respond to this question can you direct me elsewhere?

Elizabeth

Hi Tuesday Coaches!! My ads are running for a little over three months. An experienced AIA fellow is running my campaigns. ACOS is running between 100% to 143% give or take. In the last 7 days, I have had 98,885+ impressions with 10 orders. The keyword video campaign brings in the most sales, yet is the most expensive. I believe this is driving up the cost of the ACOS. The cover, description, and book are good, with good reviews. (Yes, I watched all the videos, and I also monitor it.) THE QUESTION - Should I allow the ACOS to stay high, and for how long? I increased my daily spending yesterday on high-performing campaigns. We are using negative targeting. My CTR is averaging 33-39% on the well-performing campaigns. My paperback is currently 13.99. Thank you!

angel or angela

explain how you get past writer's block?

Zohra

Q: About title / primary keyword: Anti-inflammatory Diet for Beginners

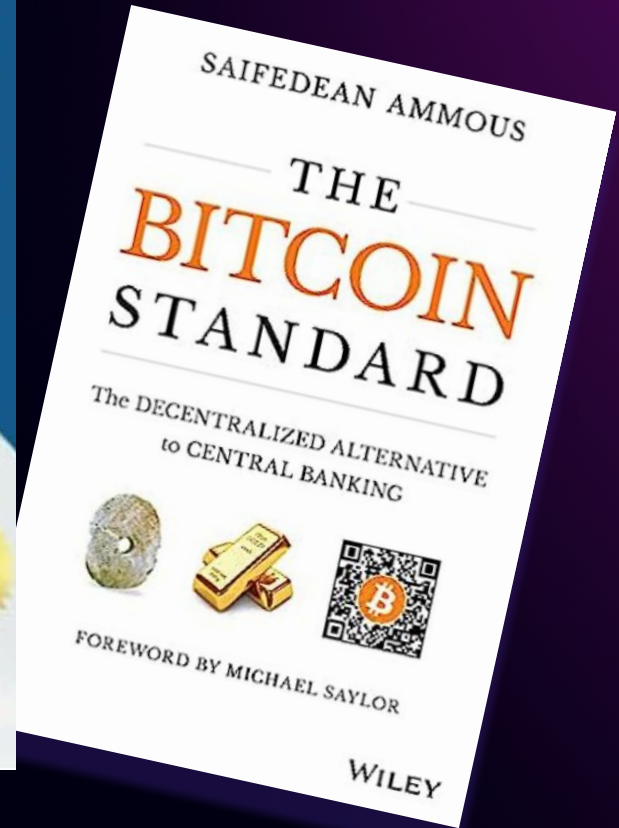
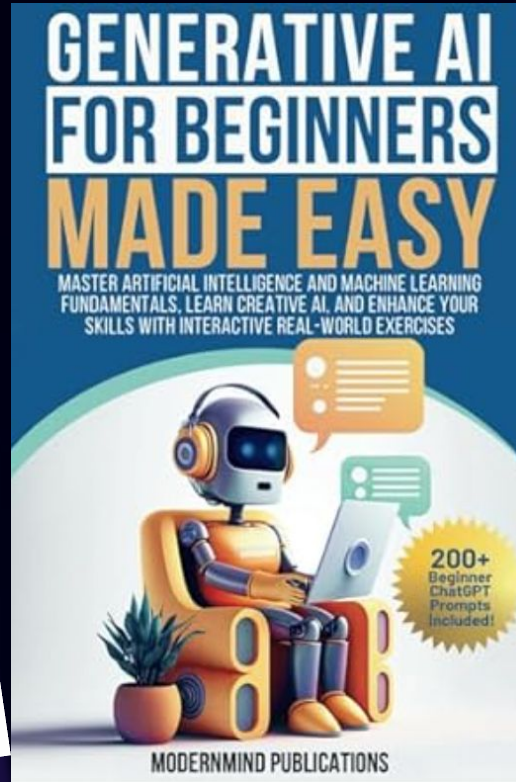
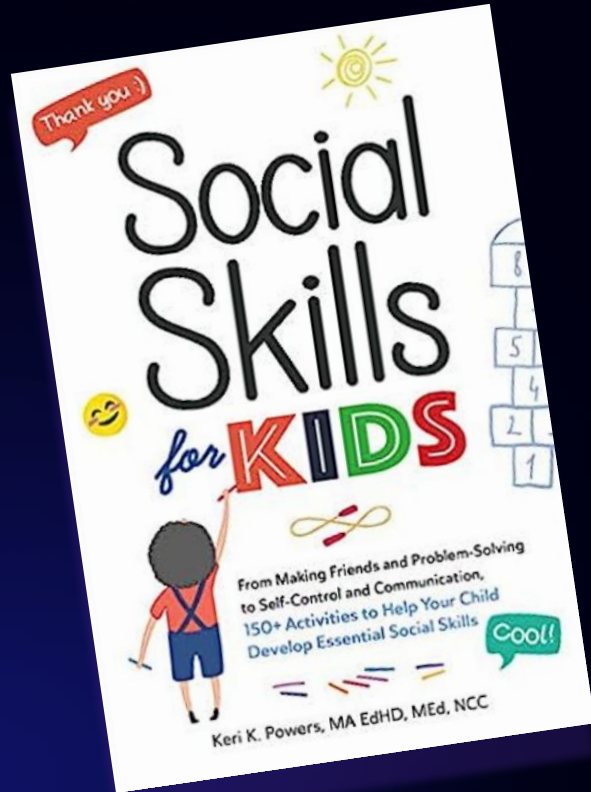
Hello Coaches, thank you so much for all your amazing help! I would like your guidance on the following titles:

A- Anti-inflammatory Diet Secrets for Beginners: 21 Days to Calm Inflammation, Increase Energy And Boost Immunity with (number)Easy And Delicious Recipes to Start Feeling Vibrant Again!

B- Anti-inflammatory Diet Secrets for Beginners: A Simple Meal Plan including (number)Easy and Delicious Recipes to Calm Inflammation, Reduce Pain, Boost Energy and Enhance Immunity in Less Than 21 Days.

C- Anti-inflammatory Diet Secrets for Beginners: A 21-Day Companion Guide to Reduced Pain, Increased Energy, and Boosted Immune System with Easy, Delicious Recipes to Regain Vitality at any Age and even if You've Never Cooked Before

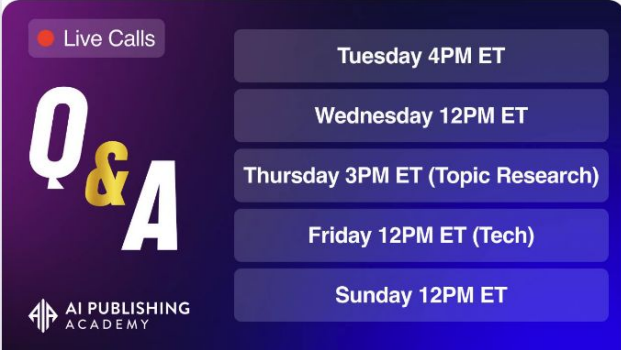
Cover Intervention



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 12pm EST**



The screenshot shows a webpage for "AI PUBLISHING ACADEMY" with a "Q&A" logo. A "Live Calls" tab is active. A list of call times is shown in blue buttons: Tuesday 4PM ET, Wednesday 12PM ET, Thursday 3PM ET (Topic Research), Friday 12PM ET (Tech), and Sunday 12PM ET. Below the schedule, the text reads "Live Weekly Q&A Calls" and "Got a question you'd like us to answer on the next Q&A call? [Ask it Here](#)". At the bottom is a large blue button that says "Click Here to Register".

Live Calls

Tuesday 4PM ET

Wednesday 12PM ET

Thursday 3PM ET (Topic Research)

Friday 12PM ET (Tech)

Sunday 12PM ET

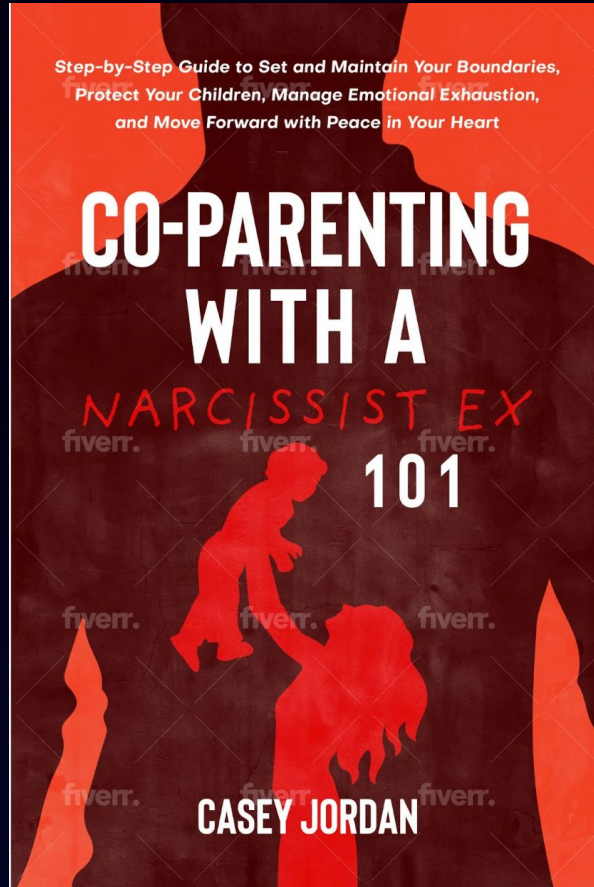
AI PUBLISHING ACADEMY

Live Weekly Q&A Calls

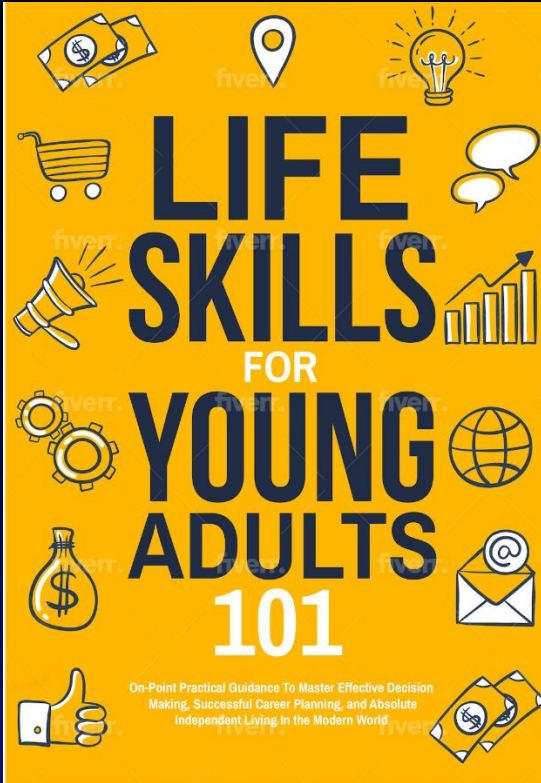
Got a question you'd like us to answer on the next Q&A call? [Ask it Here](#)

[Click Here to Register](#)

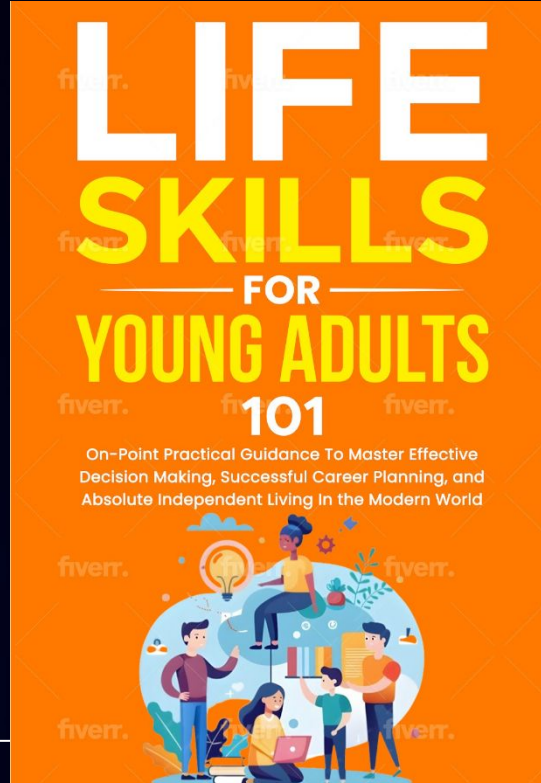
Mel



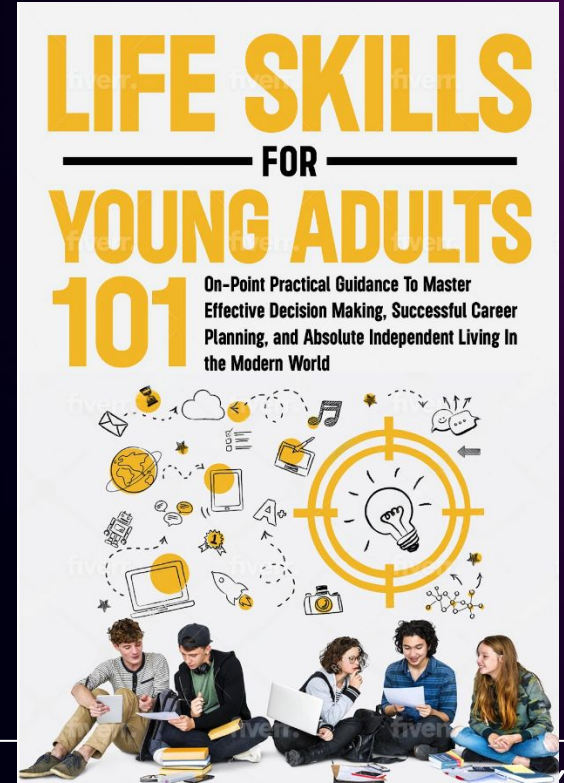
Shiraz



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Charlie

Ruthanne

Marina