



**AI PUBLISHING**  
ACADEMY

**Action Takers Tuesdays**

**July 11, 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.

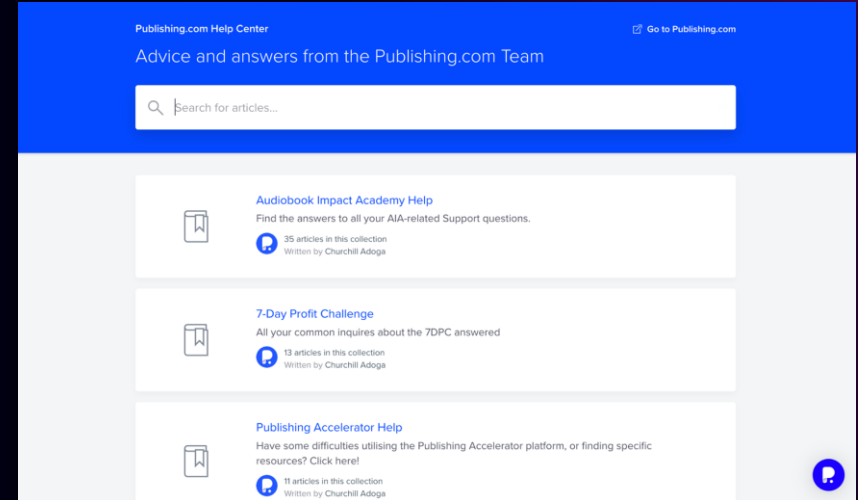
# Most Frequently Asked Q&A Questions:

Visit our Help Center

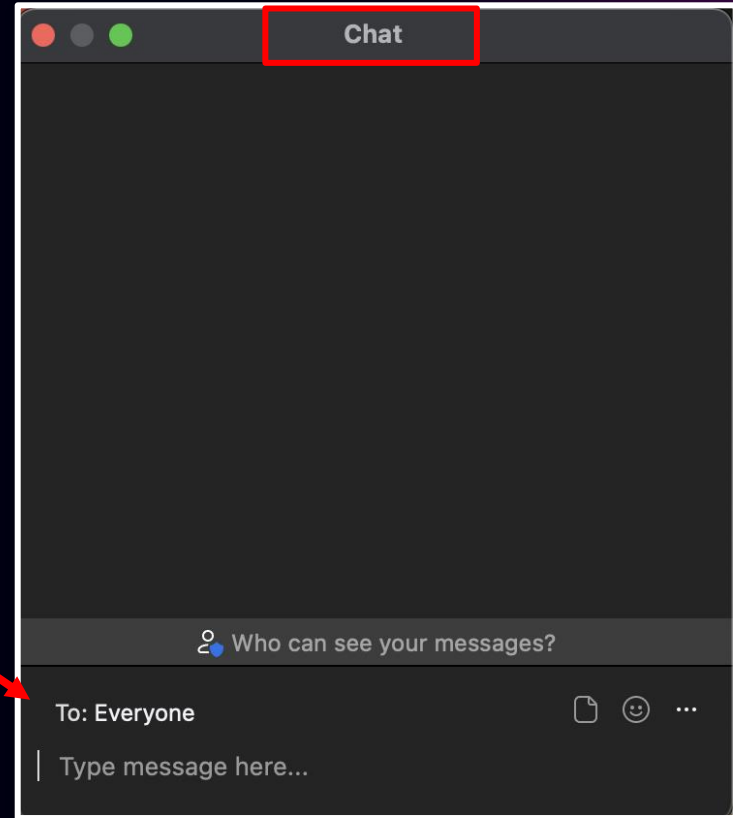
[help.publishing.com](https://help.publishing.com)

- 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  
setting to  
"Everyone"



# PS Monthly Discount - July

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

## GRAMMAR10

Students get 10% off + free formatting when you order the editing and proofreading package.





# Congratulations to our Winner!

**Melissa Easter Gallant**



Melissa won a **FREE** Outline from  
Publishing Services!



# Let's Begin!

# Thought Of The Day

Watch your **thoughts.**

for they become **words.**

Watch your **words.**

for they become **actions.**


Watch your **actions.**

for they become **habits.**

Watch your **habits.**

for they become **character.**

Watch your **character.**

for they become **your destiny** 

# Did you achieve last week's goals?

Brian

- Publish ebook - Yes
- Get reviews - No

Karina

- Finish my cover - Yes



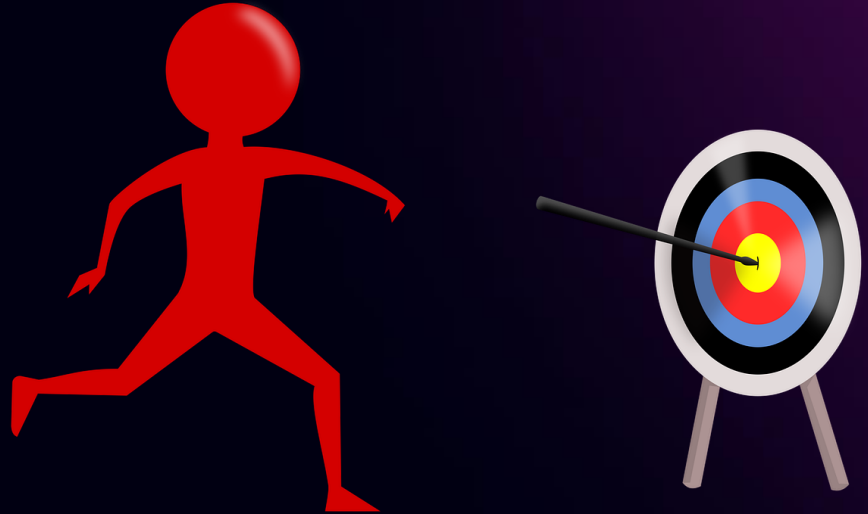
# What are your goals this week?

Brian

- Get reviews

Karina

- Finish the illustrations



# Angie

I am wanting to write about Traveling throughout the USA via Motorhome, can you help with some ideas , can you give me some examples ? Do you believe this topic might be right ?

# Tony

I'm deciding which title to go with.

Main keyword: Financial Planning for Teens

Title 1: Personal Finance for Teens Made Simple: Build a Debt-Free Future & Entrepreneurship in Minutes a Day

Title 2: Personal Finance & Money Smarts for Teens: Unlocking Your Debt-Free Future & Entrepreneurship in Minutes a Day

# Olla Marjan

I am having trouble getting any reviews. I followed the Facebook method and none of the people I recruited followed through. I have now tried Kindlepreneur and that does not seem to be a reliable method either. I have tried Pubby.co but I can not review other people's books as I am outside the areas Amazon allows and VPN does not connect to Amazon. What do I do now? I have spent a lot of money to get to this point.



# Irv

My topic is Dad Jokes. I found 3 books with less than 150 reviews. 2 have \$500+ sales, one has \$470. What do you think about me pursuing that?

# Natalie

Hi Brian and Karina, I know you have spoken about translating books into different languages. Is this book uploaded as a separate book and you have to start from scratch to get reviews etc? Many thanks, Natalie

# Tina

I'm going through the AIA course, but do not see the 7 Day Profit Challenge on my Dashboard. How do I access this?

# Karen Grace

How do you get reviews? This seems to be the big selling point. You have a great book title and no reviews, what can be done? ty

# Simon

Coaches,

I have a question regarding the SEO mechanism, which you briefly explained last week. When it comes to optimizing keywords for SEO on Amazon, does the exact placement of the keyword within the title matter, or will Amazon's search algorithm recognize it as long as it's somewhere in the title?

For instance, let's consider two hypothetical (main) titles with "ChatGPT" as the keyword here: "Beginner's Guide to ChatGPT" and "How to Make Money with ChatGPT." Would these titles be sufficient for SEO purposes, or should I consider moving the keyword to the front, such as "ChatGPT, The Beginner's Guide" or "ChatGPT, How to Make Money with It," in order to maximize SEO?

Thanks in advance.

# Janine

Hi! I am working on a title for a book for the 7 Day Challenge. This one doesn't meet POC and I am not worrying about. I am an expert on the topic. Here are the titles that I am considering. Do you have any feedback on which is the best? Thanks!!

1. The Complete Beginner's Guide To Drawing the Enso Circle: Everything You Need to Know to Draw Gorgeous, Authentic Zen Circles
2. The Essentials of Enso Circle Art: A Complete Beginner's Guide to Zen Circle Brush Painting to Relax and Release Your Inner Joy
3. The Quickstart Guide to Enso Circle Art: Getting Into the Zone with Mindful Brush Practice
4. Drawing the Enso Circle: A Beginner's Guide to Mindful Brushwork, Selecting Materials, and Creating Gorgeous Zen Circle Art

# April

I would like to get input on this Title.

The Art of Raised Bed Gardening for Beginners:

Cultivating Effortlessly Achievable, Sustainable, and Beautifully Affordable Gardens

# Sharon

Dear Coaches, please help me by assessing these book subtitles.

1. Intermittent Fasting For Women Over 50: The 3-Step Transformational Formula To Reverse Disease, Banish Cravings, Reset Hormones And Lose Weight Rapidly

2. Intermittent Fasting For Women Over 50: The 3-Step Transformational Formula To Reverse Any Disease, Ignite Rapid Menopausal Weight Loss, And Unlock Limitless Vitality

3. Intermittent Fasting For Women Over 50: The 3-Step Transformational Formula To Balance Hormones, Reverse Disease, Lose Weight Rapidly And Unlock Limitless Vitality



# Diana

I've just completed topics and tested them for proof of concept. I had about 8 that made it through. My topics were fairly general. I THINK I need to hone them in to more sub -topics before moving forward. Could you discuss how to go about doing that? I'm thinking I should look closely at the books that helped me with proof of concept and narrow into those more specific sub-topics. For example...Meditation for Beginners vs just Meditation. Or 5-minute Meditation vs just Meditation. (as examples). Thank you in advance for your advice.

# Selin

Hi coaches,

My manuscript is with my editor now on TUW. My writer had to change some basic terms to have plagiarism check cleared. If these are common words, can I edit them back when I run it on my own through Grammarly? I don't like the way it sounds when she changed it. Just wanted to check with you, thanks!

# Peter

Please could I have some advice on my latest iteration of my sub-title (I think the title has to be what it is currently) - 196 chars:

Title : Intermittent Fasting for Women over 50

Sub-title : The Science-Backed 3-Step Guide to Get Slim, Regain Lost Energy and Boost Longevity, All Without Counting Calories, and All For Free! - 28 Day Meal Plan Included

Just as a bit of background, the top 5 sellers all have 'Lose Weight' in their sub-title, but I don't think that paints a picture of the end result, whereas 'Get Slim' imho does. They also have 'Regain Energy' or 'Boost Energy', so I added 'Lost', again to try and paint a picture of how potential buyers used to be. 2 others say 'Delay Aging', I've gone for 'Boost Longevity' instead. No-one else mentions calorie counting or it being free to practice. All of the 5 mention meal plans in the title, hence why I do. I could have just had a sticker on the cover, as previously advised, but I think I will have both. Thanks in advance.



## My Products



AI Publishing Academy

[Access](#)



A.I. Writing Software - Beta Access

[Access](#)



Audiobook Impact Academy

[Access](#)



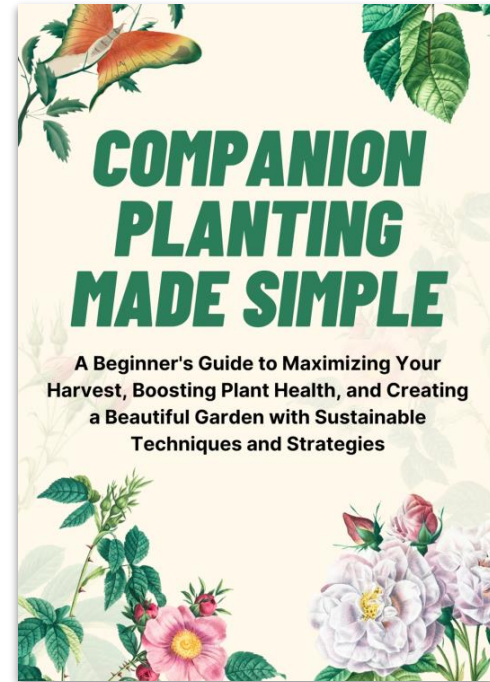
\$500 Cash Bonus

[Access](#)

# Creating Your Book Title

Part 1: Main Title

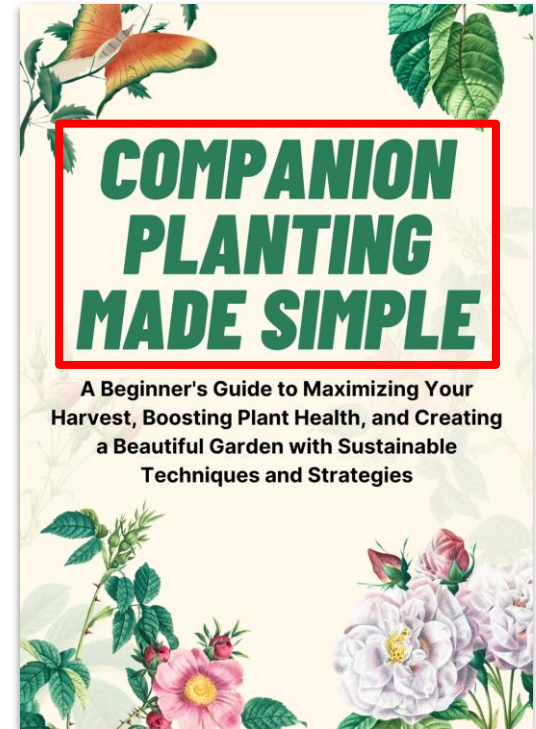
Part 2: Subtitle



# 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 To Know If Your Title Is

## Main title

- ✓ Does it contain the book topic AKA the main keyword?
- ✓ Are there already multiple books with the exact same main title?
  - 1-2 is ok, but there shouldn't be more than that

## Subtitle

- ✓ Does it contain the 2-5 most important related keywords?
- ✓ Are the benefits clear & meaningful to the target audience?
- ✓ Is it grammatically perfect?
- ✓ Does it flow nicely? (not a run-on, keyword stuffed sentence)
- ✓ Is it compelling? (attractive word choice, speed, ease, etc.)

