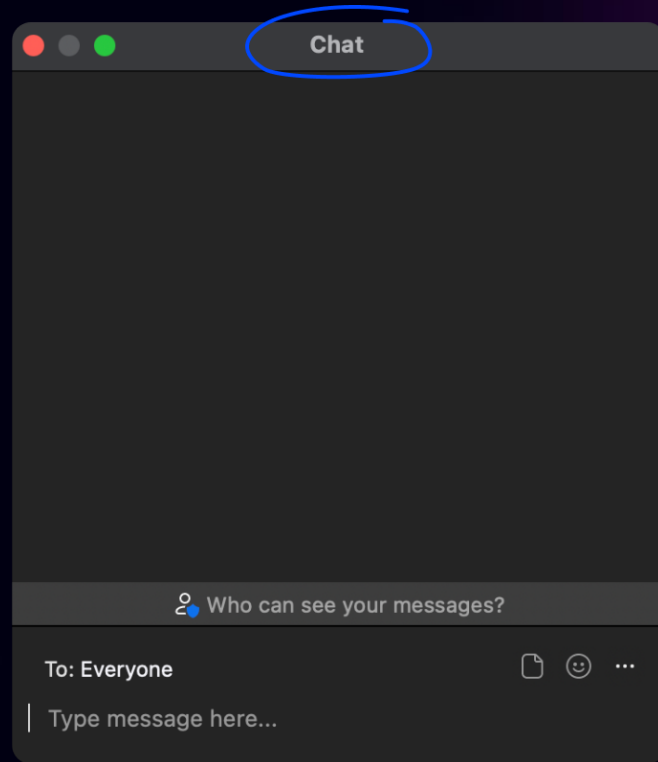


Action Takers Tuesdays!
March 12 2024



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

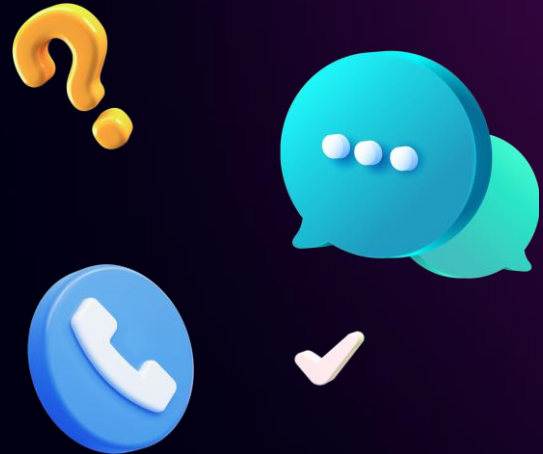
Live Weekly Q&A Calls

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 effect.

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.

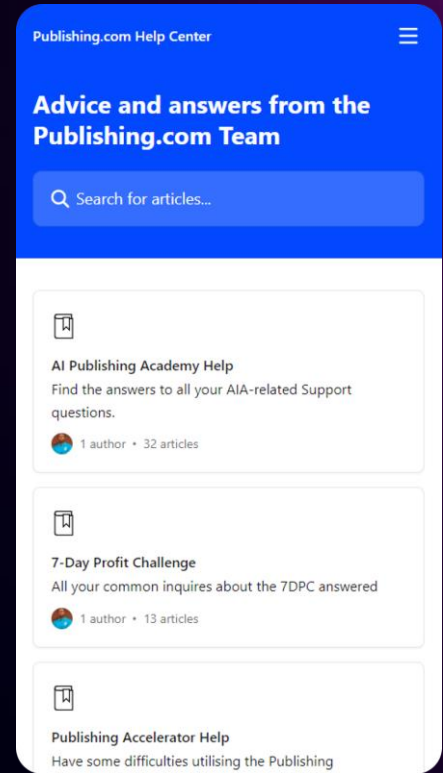
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

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.



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

LET'S BEGIN!

Thought Of The Day

**In case no one told
you today, you're
doing amazing and
I believe in you!**

Did you achieve last week's goals?

Brian

- n/a

Karina

- Researching Book - 0%



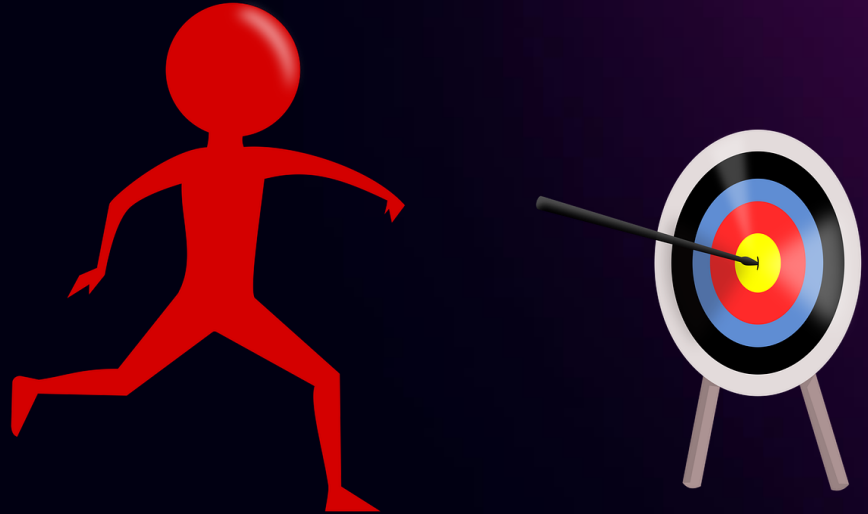
What are your goals this week?

Brian

- Format 3 new books

Karina

- Researching new Book



Ryan

When using the paid ChatGPT for my 7DPC, there are custom writing GPTs available. Do you have any tips or warnings about whether or not to use these? I can imagine they are not as thoroughly vetted. Thanks!

Sandra

Hello, back again. I've been attending most of the Q&A's for two weeks now I've got the title for my 30K word book but I've been still trying to get the subtitle down and here is the new version I came up with. Thank you for the feedback!!!

Title: Retirement Planning Guide for Beginners

Subtitle: Understand Financial Accounts to Save, Invest and Control Your Future to Make Your Dreams a Reality

Rachel

Do I need to source/cite mental health research information from chatgpt?

Kayla

Hi, I'd like your opinion on my title for the topic "Parenting Boys with ADHD" which meets POC. The words 'guide' and 'child' are additional popular keywords for this topic.

Main Title: A Supportive Guide for parenting Boys with ADHD

Subtitle: Unlock Your Child's Potential Through Tried and True Strategies for Everyday Behavioral and Emotional Struggles

Thank you

James

FOR BRIAN TUESDAY at 4pm! JAMES QUESTION #1 of 7

[My AUTO HIGH over the last week is averaging 1164 impressions daily, 2.7 clicks, and .6 sales per day. I have 100 reviews. Keywords, title, cover, etc, all approved by coaches along the way. I more or less started new campaigns 2 weeks ago, and one week ago I updated my age range to 8-18+]

→Is there anything to do with my AUTO HIGH ads right now, in order to generate more sales?

james

FOR BRIAN TUESDAY at 4pm! JAMES QUESTION #2 of 7

[My AUTO HIGH over the last week is averaging 1164 impressions daily, 2.7 clicks, and .6 sales per day. I have 100 reviews. Keywords, title, cover, etc, all approved by coaches along the way. I more or less started new campaigns 2 weeks ago, and one week ago I updated my age range to 8-18+]

My PAPERBACK breakeven ACOS for my book (currently priced at \$13.99) is 26.7%, which yields a royalty of only \$3.74. But my EBOOK breakeven ACOS (currently at \$6.99) is 51.4%, which yields a royalty of \$3.59.

→ I wonder if I should just start advertising my eBook, since it appears it would be more profitable from an ACOS perspective to run effective ads for it?

→ Also, what would you recommend in general for my pricing intention at this point? (I also have a hardcover at \$29.99)

james

FOR BRIAN TUESDAY at 4pm! JAMES QUESTION #3 of 7

[My AUTO HIGH over the last week is averaging 1164 impressions daily, 2.7 clicks, and .6 sales per day. I have 100 reviews. Keywords, title, cover, etc, all approved by coaches along the way. I more or less started new campaigns 2 weeks ago, and one week ago I updated my age range to 8-18+]

→At what point might I need to change those “7 keywords highlighting your book’s unique traits” which are located within my KDP for each version of my book, in order to get my book to sell?

→And if you do suggest that I change them, how do I do this in a manner that actually works this time? I’ve changed these keywords once already, per your suggestion. (I created them based upon similar POC keyword searches that led to the title of my book.)

james

FOR BRIAN TUESDAY at 4pm! JAMES QUESTION #4 of 7

My MANUAL KEYWORDS ad group has suggested bids ranging \$1-4. Following the module's rules of increasing, my bids are currently like \$0.60. Over the last week, it averaged about 100 impressions per day, and 0 clicks / 0 sales.

→ Do I continue to follow the module rules of just continuing to raise \$0.05 every 72 hours?

→ Is it even realistic to think that I can compete here, considering that my paperback royalty is \$3.74, but it appears I may need to spend nearly that much per click?

james

FOR BRIAN TUESDAY at 4pm! JAMES QUESTION #5 of 7

My MANUAL CATEGORIES ad group has suggested bids ranging \$0.43 - \$0.89. Following the module's rules of increasing, my bids are currently like \$0.45. Over the last week, it averaged about 900 impressions per day, and 1 click per day (with 1 sale total for the week)

→ What do you suggest I do with this ad group?

james

FOR BRIAN TUESDAY at 4pm! JAMES QUESTION #6 of 7

My MANUAL PRODUCTS ad group has suggested bids ranging \$0.78 - \$1.46. Following the module's rules of increasing, my bids are currently about \$0.40. Over the last week, it averaged only 9 impressions per day, and 0 clicks / 0 sales.

→ What do you suggest I do with this ad group?

james

FOR BRIAN TUESDAY at 4pm! JAMES QUESTION #7 of 7

In general, when deciding whether or not something is working to SCALE, or if something is not working to NEGATIVE TARGET, do I look at data “for all time” or for a specific time period only?

(I believe I am supposed to look & wait for 3 or more orders in any one particular “search term” within any manual campaign, within a 30-day time-frame, yes?)

Kathy

I have listened to the FB review video a couple of times and read many comments about it on the AIA FB page. My question is - how does a person know if the reviewer who received the free PDF left a review on Amazon? A person's DM name could be totally different than their Amazon name.

My understanding is that we are manually answering all of the DM free book requests with many follow ups if needed. An email list comes later after the book is published with an area in the book possibly offering a free gift (I forget the term for this - it's the insert page that we add after we publish the book). Is this correct?

Brett

Hi Coaches,

This is my first 30K book, and I would like your opinion on using either PS or Urban Writers vs hiring someone on Upwork to do the line editing and formatting.

Thanks Brett

linh

which title should I use?

1. The Ultimate Herbal Remedies And Natural Medicines Guidebook: Master self-care with our step-by-step, proven plant-based strategies, bolster energy, immune support & reduce stress
2. The Essential Guide to Herbal Remedies And Natural Medicines: Master self-care with our step-by-step, proven plant-based strategies, bolster energy, immune support & reduce stress

pam

I started a campaign on 99Designs for my first book and got 1 response back and tomorrow (tuesday) is the last day of the campaign. I am disappointed by the response and did give feedback to the 1 designer who responded. However, I would like to see other responses/options. I see an option to extend the campaign for \$60/day (2 day minimum) - but I don't really want to do this , especially if I dont get a good response? What are your suggestions please and what would you do? Thank you.

George

https://docs.google.com/document/d/1WCqhN3MfKC2FKt7fXZw_C2SWkJ4neyswDgpLuUgdR2E/edit

Any suggestions for Cover background images to eliminate or add?

Subject images could be a home security camera, survival tactics, an axe, hatchet, knife, food storage, water purification, canning foods, animal traps, hunting rifles, shotguns, a lean-to shelter, cutting knife, starting a fire, solar generator, sleeping bag, EMP solar storm explosion picture, multi-tool swiss army knife,

Howard

My book is currently in the hands of an editor at The Urban Writers. The potential publication date is nearing. Is there a timeline checklist of what I need to be focusing upon and the order that I should be addressing these tasks somewhere in the course as a download? Thanks

Linda

The modules have mentioned both trademarks and copyrights, so which one should I be using for my book? Thank you

Dee

How is my title?

Time for Academic Success

19 Timeless Steps to Eliminate Procrastination, Lack of Preparation, and Amotivation
to Prevent and End Academic Probation for Student Retention

Enrique

When is the AI ghostwriting going to be available?

Gustavo

What is the recommended minimum turnaround time for reviewing an eBook on Pubby, from purchase to review submission? Thank you.

Larissa

Please review this title- 188 characters, three teens polled and customer research acknowledged.

Life Skills For Teens That Really Matter

A Guide to Make Confident Decisions, Meaningful Connections and Manage Your Time, Media, Money and Mental Health to Thrive in High School and Beyond

Anena

Hi Coaches, please help me with my next 30k title and subtitle. Title: How to Win and Thrive at Midlife Subtitle: 23 practical steps to Transform Your Physical and mental wellbeing through your Midlife Years.

A GUIDE FOR WOMEN

Q2, Please advise if it is necessary to enroll your book in KDP Select. Thank you for your time.

Ellie

Hello coaches: Part 1.

1. How do you add the [watermark] to the document in Word:

Youtube says to [select} DESIGN at the top on the dashboard which does not appear anywhere on the/my dashboard?! Perhaps that's because I have the free version of Word? I'm not sure if it's Microsoft Word. Could there be some other Word?

1a. How to prevent someone from removing that watermark, which I've read could happen?

1b. Can watermarks be added to Google docs and how?

2. Next slide

Ellie

2. Odd that Ghostwriting services are increasing their fees. TUW services will increase by 12% soon. I thought with the advent of AI they'd offer specials to compete. I suppose they also must keep up with inflation. Your feelings please?

Thank you!

Ellie

***question 3 & 4 to follow so another coach may read.....:-)

Ellie

Part 2.

3. The purchase of 10 ISBN is a whopping \$295.00. With all the mounting fees I'm incurring using all the creme de la creme services (PS; outline/description, line editing, a+ content, amazon bio, formatting), TUW Premium Writer, Upwork Narrator (quoted me roughly \$500 for 30k words), Fiverr book cover designer top tier. Then there's copyright fees. I'm not wealthy. I pray the ROI is attractive on this, my first book!

3a. The ISBN website offers barcodes with ISBN numbers. Do I need to purchase barcodes also?

4. I happened upon the student {VIDEO REVIEWS} different than the *Student Interviews, located in the Student Success Hub. There's several dozen encouraging student videos. So much fun to watch, very inspiring when I start to lose hope!

Next slide

George

Can I use Amazon product images without worries about copyright infringement? Is using images such as water filters, knives, spoons, backpacks, etc. that an advertiser is selling on Amazon alright to put into a book without worrying about getting sued?

Edina

Hi Coaches,

I've been researching topics for a while now but seem to be stuck a little bit. I see a lot of posts from people in the FB group with various topics (great topics btw) but not all met POC, at least when I checked it.

Also, the twins say 3 well selling books are enough to meet POC but I've heard advice where 5 or more books are better or in the contrary some people say 5 plus makes the topic too saturated.

Not sure which way is the best way to go. Any suggestions?

Thank you.

Edina

Edina

Hello

Another question, how should I go about building my own brand?

Should I stick to one niche or write books in different niches? I am trying to find 5 topics for future writing projects, but not sure if they should all be from the same niche?

Thank you.

Edina

Scott

I'm currently working on proof of concept for several book topics I'm considering. When I use KD Spy "without" going incognito, I get acceptable proof of concept for all of the topics I'm considering. When I switch to incognito mode, I do not get acceptable proof of concept for any of the same topics and the search results are quite different. What method do I trust for proof of concept?

Thanks, Scott

Stacey

can you please help me confirm POC on "Parenting ADHD for boys" and whether I should add "or girl" or use "child".

so trying to figure out which one of these is the best title:

1. "Conscious Parenting Your Boy"
2. "Conscious Parenting Your Boy or Girl"
3. "Conscious parenting Your Child"

Does it matter if it is "Conscious Parenting For Boys" or "Conscious Parenting Your Boy" ?

Stacey

And once POC title is confirmed, can you please tell me which subtitle is best:

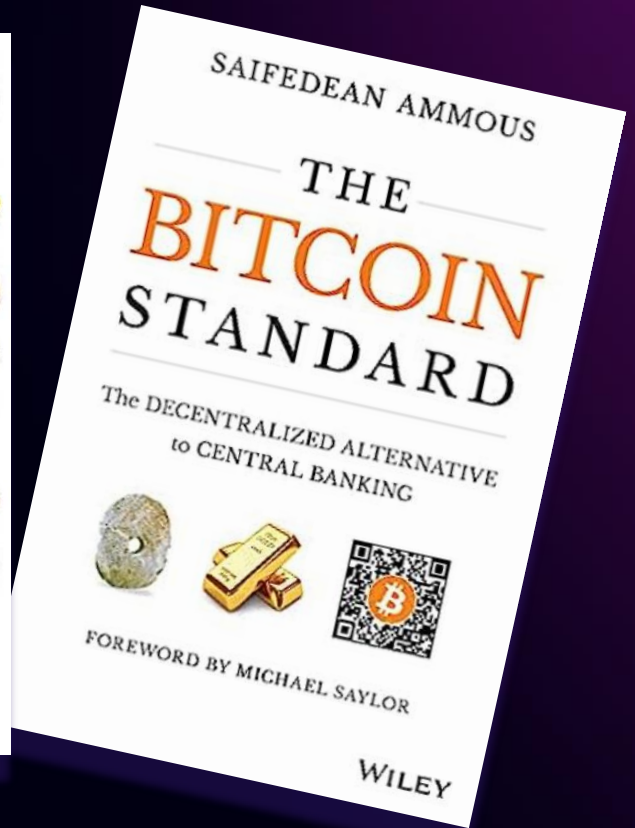
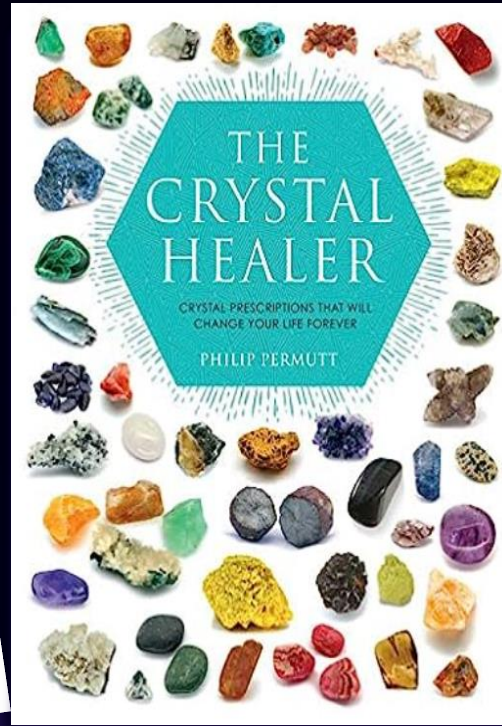
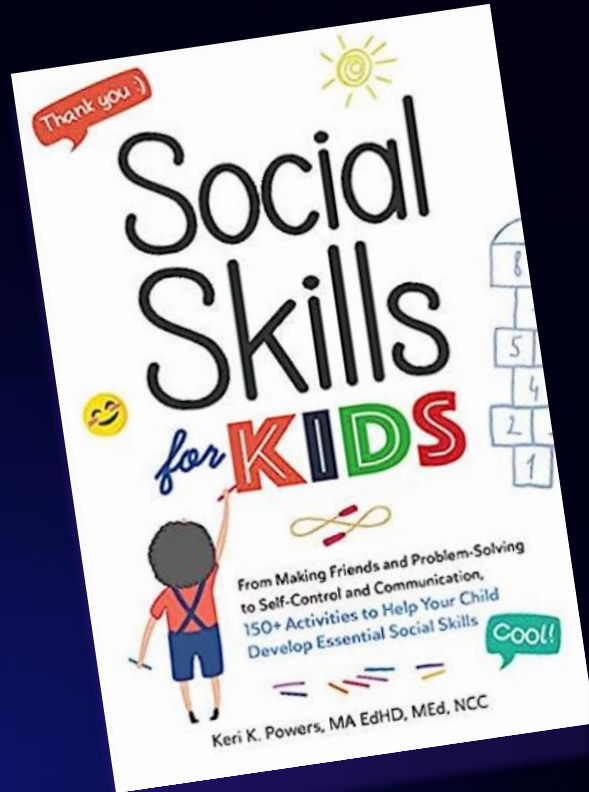
1. " The fast and simple guide to reducing challenging behavior and raising a healthy, happy successful child"

2. " Everything you need to know to decrease stress and improve behavior even if it seems impossible"

3. " The latest, most effective strategies to quickly decrease challenging behavior and raise a happy, successful child"

thank you so much! These calls are SO helpful! 😁

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**

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](#)

Howard

SELF-IDENTITY SECRETS

FOR

Women

A COMPREHENSIVE
GUIDE TO DISCOVER
WHO YOU REALLY
ARE. IMPROVE YOUR
SELF-ESTEEM AND
BUILD REAL
RELATIONSHIPS.

H. E. LEE

A comprehensive guide to discover who you really are,
improve your self-esteem and build real relationships



SELF IDENTITY SECRETS

for Women

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SELF IDENTITY SECRETS

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A COMPREHENSIVE GUIDE
to discover who you really are, improve your
self-esteem and build real relationships.



H. E. LEE

Pam

SAGE STEPHENS

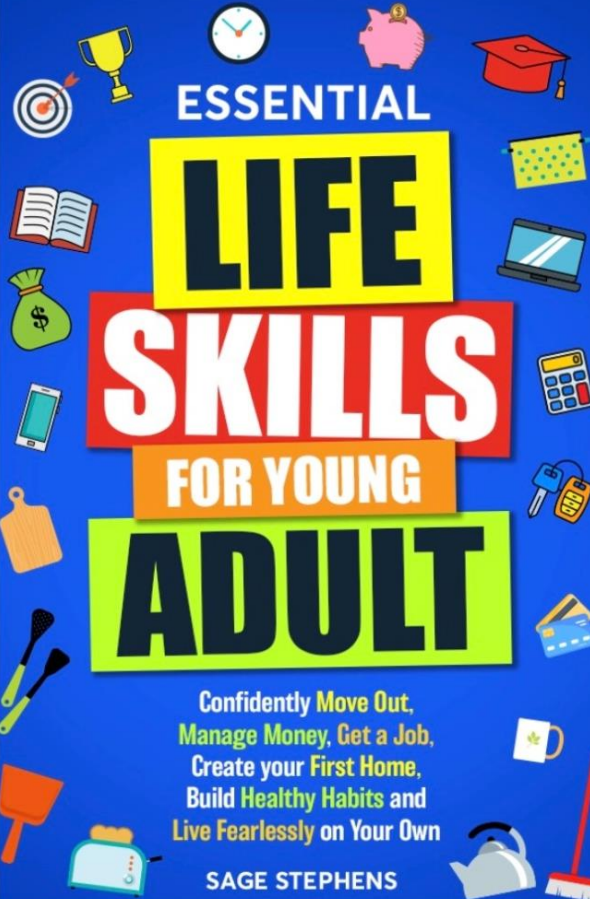


ESSENTIAL LIFE SKILLS FOR YOUNG ADULT

CONFIDENTLY MOVE OUT
MANAGE MONEY GET A JOB

CREATE YOUR FIRST HOME BUILD HEALTHY HABITS

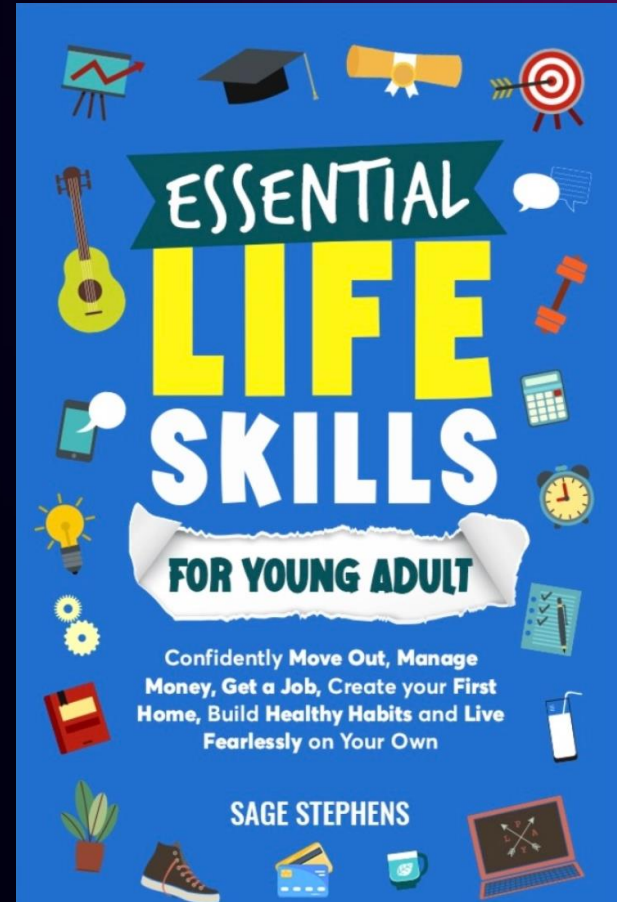
LIVE FEARLESSLY
ON YOUR OWN



ESSENTIAL LIFE SKILLS FOR YOUNG ADULT

Confidently Move Out,
Manage Money, Get a Job,
Create your First Home,
Build Healthy Habits and
Live Fearlessly on Your Own

SAGE STEPHENS



ESSENTIAL LIFE SKILLS FOR YOUNG ADULT

Confidently Move Out, Manage
Money, Get a Job, Create your First
Home, Build Healthy Habits and Live
Fearlessly on Your Own

SAGE STEPHENS

George

