



AI PUBLISHING
ACADEMY

Action Takers Tuesdays

Sept. 12, 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](#)

Today's Special Segment

Creating your Title/Subtitle
using ChatGPT



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.

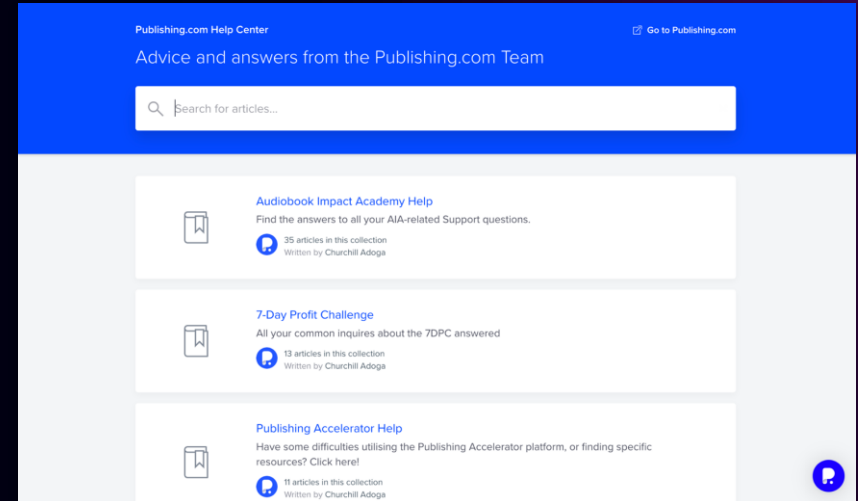
Most Frequently Asked Q&A Questions:

Visit our Help Center

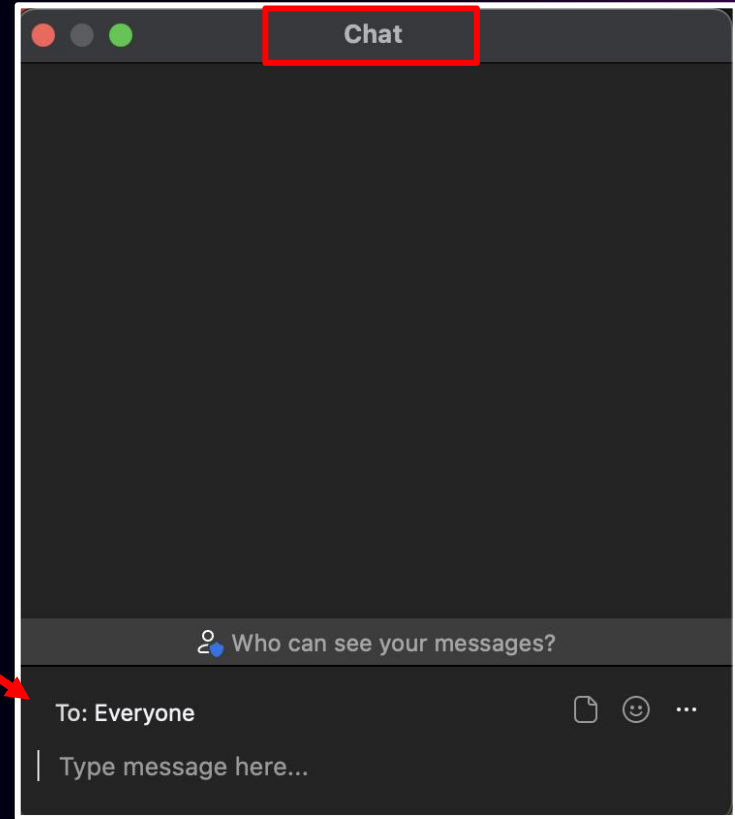
help.publishing.com

- 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 - September

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

BOOKOUTLINE10

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



Special Benefits For Students



We know you'll have questions on setting up a business, so we've partnered with Prime Corporate Services to provide you discounts and expert guidance!

Prime Corporate Services was founded with a goal to help entrepreneurs, investors, traders, and small business owners. They offer a **Free 45-minute strategy session** around asset protection, tax savings, and business credit development.

Book your Free call after completing your 'Success Call' with the **LINK below!**

<https://www.primecorporateservices.com/publishing-com-31/>

COMMUNITY SURVEY

WE WANT TO HEAR FROM YOU



Let's Begin!

Thought Of The Day

**STOP BEING
AFRAID OF
WHAT COULD
GO WRONG,
AND START
BEING EXCITED OF
WHAT COULD GO RIGHT.**

— TONY ROBBINS

Did you achieve last week's goals?

Brian

- Provide feedback to writer for 2 books

Karina

- Formatting another LC Book - Yes



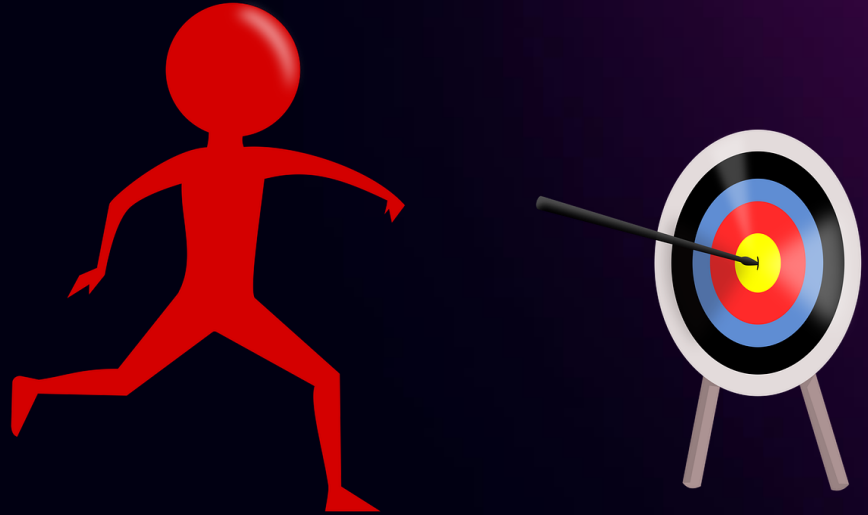
What are your goals this week?

Brian

- Provide feedback on new book to writer

Karina

- Hiring 2 GWs



Let's Begin!

Nolan Saraceni

Last call Karina you mentioned reaching out to people on facebook via messenger for reviews. You would give them your book(pdf) and they give you reviews once read. My questions is how are they able to give you reviews on Amazon when your book is not published? It seemed like when you were discussing this concept you were speaking in terms of pre-publish not post-publish? Did I misunderstand you?

Anya

If I am using an illustration from an artist who did permit me to use it, how and where do I provide them with a credit

Melonie

I am getting ready to submit the Outline of my book to PS to be created for me. There is an area that asks for personal success stories and testimonials and I do not have those yet. Where do these come from? Are they already found and that I can access them to use for my book, or will the Outline company will get them for me? Or do I need to get these created on my own and I am at a standstill on this book until I come up with them?

Essi

I'd like some feedback on the title below and how to improve on it. Thank you:

"Unleashing Your Greatness: How Anyone Can Easily Unlock Personal and Professional Success With Confidence and Purpose"

Fabio

Greetings,

I've created a book that originally was 33k words. But after a quality editing and making it really to the point it became 28200 including the ending references link.

Would this make it to be a book that qualifies into the audiobook length categories that we like with good income ratio?

Should I be looking into making it longer and adding content or is it good to go if the content is of good quality?

Thanks!

Leslie

Hi. I'm about to start sending out copies of my manuscript for people to read so they can leave reviews once it goes live on Amazon. I believe it is recommended to watermark the document so someone can't steal your manuscript. However, I haven't been able to find a lesson about that. Can you walk me through that process? Thanks.

Andrea

I recall in the earlier lessons we were shown how to craft the direct review link to give to our readers. Can you please remind me where in the course I can find this? Also, does the updated course material provide information on how to access a universal link (where readers may get to the page without scrolling, irrespective of where they are located)?

Selin

Hi coaches, my 30K book is slowly reaching my publishing goal. With FB ads I had over 200+ emails, but barely any return response when I sent mailer lite campaign follow ups. I'm manually emailing to promote FREE pdf and getting few responses back.

I feel like all these emails I got are useless if no one actually responds back to tell me they want the book. I think I'll get better luck just using free promo days and using book promo site as an option. Any tips or advice?

Melonie

Hi there! I apologize, I did already submit a question about this yesterday but I did some more research on 'Testimonials' I was able to find a website that is all about testimonials and success stories. I am just wondering if it is legal for me to use a website like that as a reference in my book?

Dave

I won't be able to be on the call, but will review Tuesday evening for the answer. I have received back my expanded outline from Publishing Services that I paid for, after being encouraged by the FB community to utilize them. However, I would say 85% of it is simply web links to articles... so like a bullet point, then 6-10 web links, another bullet point, then 6-10 web links. I wanted to know if this is normal, but more importantly if I send this on to a ghostwriter if they are going to freak out like I did just seeing pages of weblinks (58 pages!), or if they will use all these links themselves to flesh out my outline into prose.

Kathy

Hi Coaches, I am having a very difficult time figuring out the KD SPY / Amazon interface. I have installed KD SPY on Chrome, & pinned it to the tool bar. I keep getting an oops error message when I try to put anything into the browser to check a topic for proof of concept. What is the exact procedure to get this work. On the modules it looks so fast and easy. When I try a different topic, it reloads KD Spy each time. This is time consuming. In addition, the bar I am entering the topic in is blocked by KD Spy. What exactly should I be searching in Amazon? I have tried whatever comes up and none of them work. I keep getting an oops error. I have been trying to get help on this mess for over a weeks. It is not clear to me where I should be posting my need for help. Thanks. Kathy

Louis

Kindle says that it will take 3-10 days for a book to go Live after clicking Publish. In what instances does it take 10 days? What is a typical amount of time to see our books go Live, so we can begin the promotion the next day or so.

Noushin

I am on Module 3 i like to get to ChatGPT. where do i need to get the link? i just finished the lesson 1 on Module 3

Mel

What subtitle of the below would you choose for my next book called 'Personal Finance for Ambitious Teens':

1: Learn How to Budget, Save, and Invest Like a Pro on Your Journey to Financial Excellence, Wealth Building, and Dream Achievement through Effective Money Management.

2: Your roadmap to financial excellence, Building Wealth, and Achieve Your Dreams through Budgeting, Saving, and Investing Like a Pro

Thank you

Chelsea

Are there any other sites you recommend besides Reedsy for Book Formatting?

Chelsea

How many words should I hire a ghost writer to write, for the 500 cash bonus min of 25,000 words?

jay

Need Book Title opinion: "The Enneagram Evolution: A Simplified Roadmap to Your Personality Type, Self-Discovery, Thriving Relationships, and Unlocking Personal Growth Potential"

Essi

I'd like to have your feedback on this title please:

Effective Time Management for Busy People: How Anyone can Reduce Stress, Crush Goals, and Achieve Success in Just Minutes a Day

pam

i completed my 7-day challenge book into Reedsy but in the downloaded copy the typeset font is way too big. I'm not happy with how it looks. I also did not see the dedication page or a place to put author information as listed in the video. Im also not happy with how it cut off certain information on the page but i'm hoping if i can change the font size this might look better. is there a way for me to make the font smaller now that it has been completed in Reedsy and downloaded? or do I start over with a 'new book' with the same title? or what are my options? (I have not uploaded it yet to KDP). Thank you. I am so close!

Chidin,ma

I ordered my cover from 99 designs please help me choose the best cover.

<https://docs.google.com/document/d/12qhScxSjjSNHKDaKD-gl8aSuujFNEmRoGqDTIaPUjPU/edit?usp=sharing>

https://docs.google.com/document/d/1UkxDm4WNekRNH5Q4Lb9yWN3BLs0NYoqZvNfakGBan_g/edit?usp=sharing

<https://docs.google.com/document/d/1iW3yYEl07kiouZIRWPJfZQ4yrs1h46zgVpYP6Cl0EcQ/edit?usp=sharing>

David

My book is on Gut health and my Ghostwriter is using phrases like, 'This is super important' which I find 'colloquial' rather than something I would expect to find in written English. (In the UK we wouldn't take a book seriously if we read that).

I have started to take them out, replacing them with phrases like, 'extremely important'., or 'very important'. The Publishing Services suggests using a 'cocktail party pitch' for the summary of the book but I'm just wondering what you think and whether a US readership would react differently? i.e. find it more 'normal' and perhaps 'engaging', easy to read.

David

For the author's background and reasons for writing part of my outline I included several family illnesses from our wider family circle (which may be Gut Health related-Book topic.)

My Ghost Writer decided to write a 'testimonial' concerning my father, with a whole host of things wrong with him, (so many I'm not sure one person could have them). While I'm writing under a penname I did feel like it was a pack of lies and a bit OTT '(over the top) and wonder how I can get around it. Obviously if it sounds unreal for one person, then it needs tweaked.

-However, attributing them to my rather, I feel very uncomfortable. Should I not worry since it's a penname? or suggest that we go with 'Uncle Bob' or a similar name, where it sounds made up, (but then that might not help the seriousness of the book)?

-I had wondered about suggesting to the reader that they may have an 'Uncle Bob' or 'Aunt Betty' or 'cousin John', who has this, that and the other and has tried doing this and that with no success and who would like to know about the content of the book so that it's clear we are talking about a fictitious figure whose ailments could well reflect a relative of the reader.

Eric

I submitted this same basic question via email: do you have any suggestions for advertising audiobooks?

Lauren

Ad question - How do I remove a keyword from the campaign because it is unprofitable? I don't want to see it again. Thanks so much

Estelle

Publishing in Ingram Spark: How do you link your ISBN to your book when you're in the UK?

The course only covers how to do it in the US. I searched the facebook group and online but could not get a clear answer. My impression is that you don't and just give it to Ingram Spark. Am I right?

Ann

I wanted to get your opinion on my book cover for my 1st book. secondly i have been a student since the end of June and getting ready to launch my first book along with a workbook. My 2nd book is right behind and in similar niche. I am looking to scale the business and have the means to outsource all aspects of this journey. I hear so many angles but want to know if better to stay in same niche and brand or just pump out as many quality books as you can and its in the numbers. along with offering coaching? right now doing this part time but would love to push the gas pedal and scale rapidly. words of wisdom
I love the community you built and thank you for being authentic, transparent and guiding everyone to the best they can be... appreciate you both!

Kathleen Kent

My book on raising goats is complete. I know nothing about goats, how can I write a believable author's bio? who would think about buying my book when it is obvious, I didn't write it. There is a spot that asks you to list other books written, which I would include my 7day profit challenge book, which is obviously not written by the same person.

kathleen

My book is complete and i need to format it, Publishers services is so expensive, would it be ok to use a freelancer through fiverr?

carol

When I have chosen the ghostwriter I want from writing samples, do I click DENY on the others?
Seems harsh, but I guess the others need to know they weren't chosen.

James

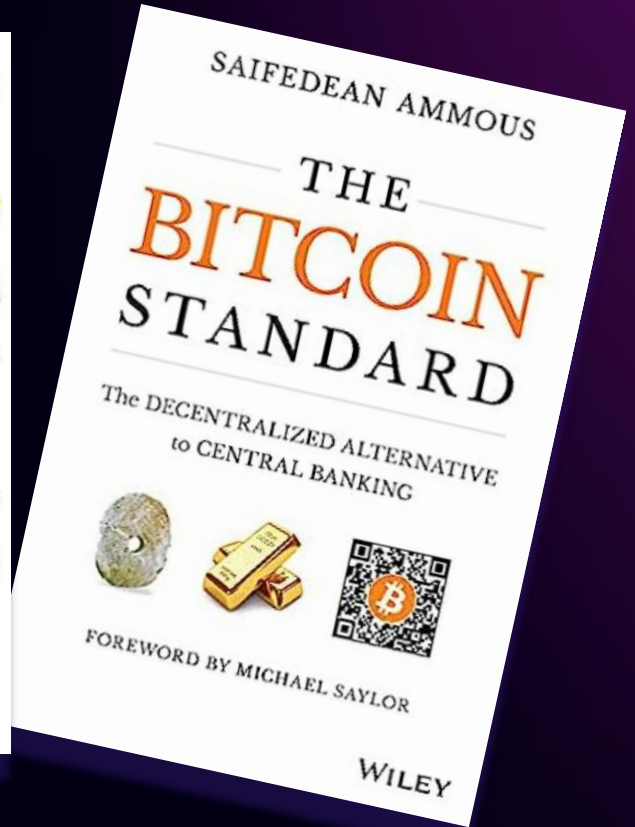
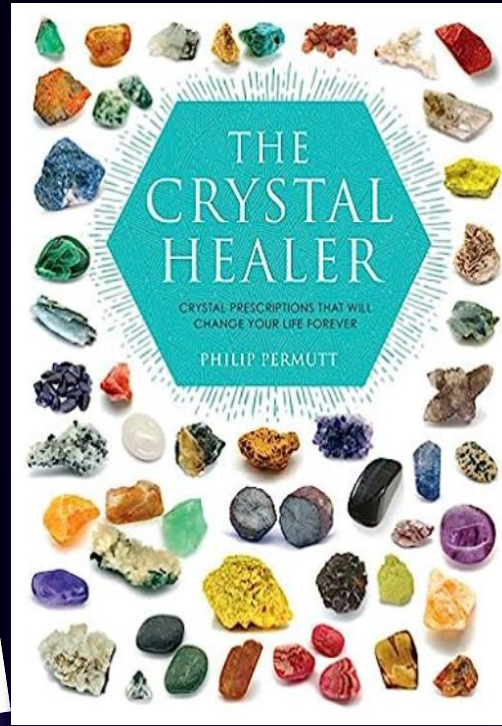
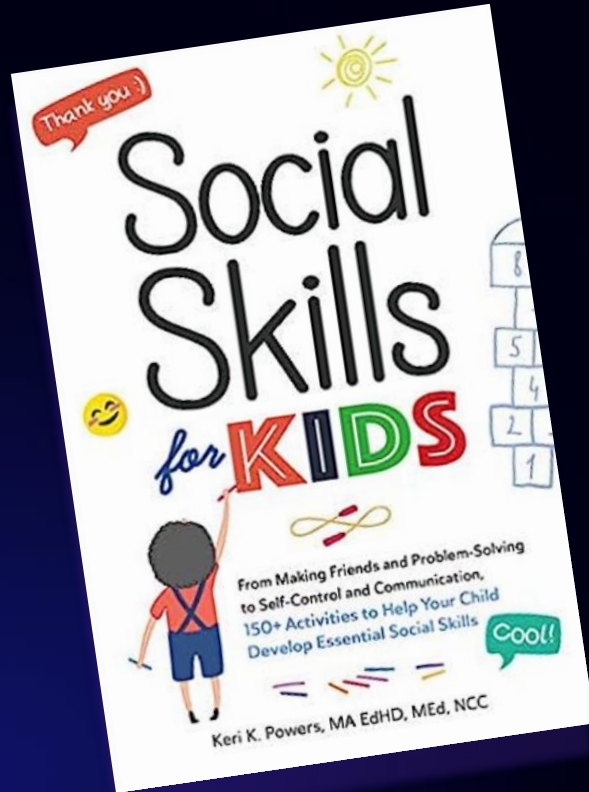
What type size should I use in an exercise book for seniors if I double-space the lines? I want to have about 120 pages and how many words would that be?

Thanks

Linda ebitamar@yahoo.com

How do I create a review page for my book? Nasser suggested that to me in QSA.

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

Andrea

TRANSFORMING YOUNG ATHLETES

THE 5-STEP SYSTEM FOR MENTAL TOUGHNESS -
PROVEN GUIDE & TECHNIQUES TO OPTIMIZE
MOTIVATION, OVERCOMING SELF-DOUBT, AND
UNLOCKING THE POWER OF CONSISTENCY



J. A. RISIN

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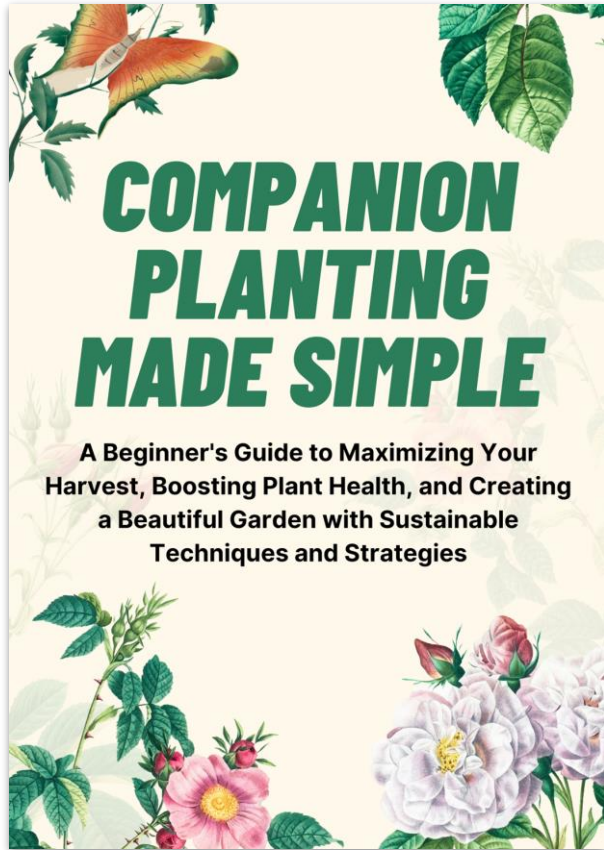
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Book Title & Subtitle Workshop



Main title

Subtitle

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).

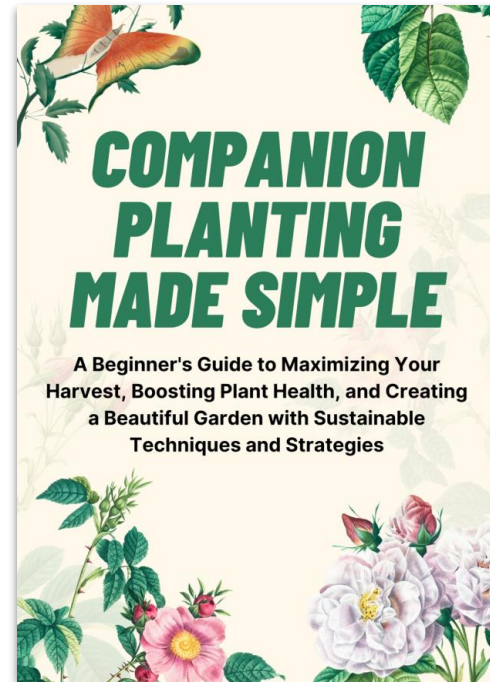
- Maximize your harvest
- Boost plant health
- Create a beautiful garden
- Strategies & techniques that are sustainable



Creating Your Book Title

Part 1: Main Title

Part 2: Subtitle



Part 1: Creating The Main Title

Key Elements

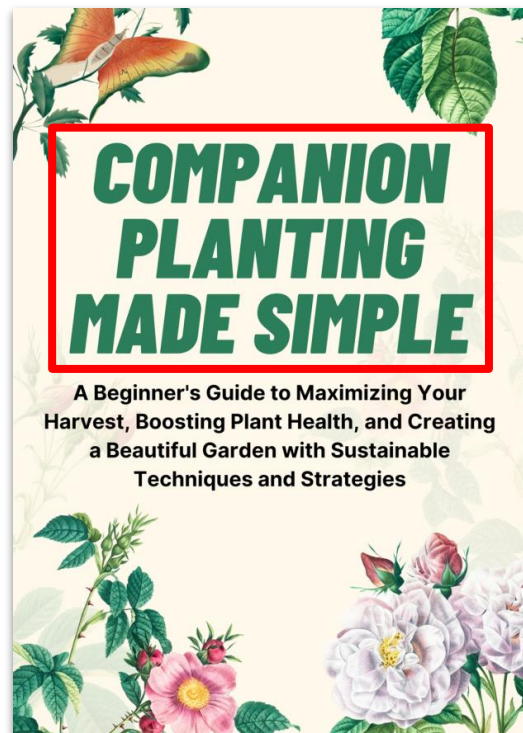
- The main keyword (book topic) must be in the main title
- It must be crystal clear what the book is about
- Should be different from other books already published



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





PUBLISHING
ACCELERATOR

Thank you

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