

**WEDNESDAY WINNING
STRATEGIES**
December 13, 2023

● 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](#)

SPECIAL SEGMENTS

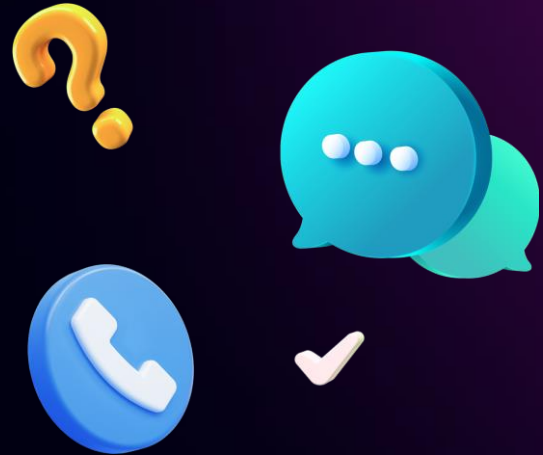
- Topic specific live training
- Reviewing book covers & titles
- Student interview
- Quiz
- Something else

Got a good idea for a segment?
Let us know!



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.

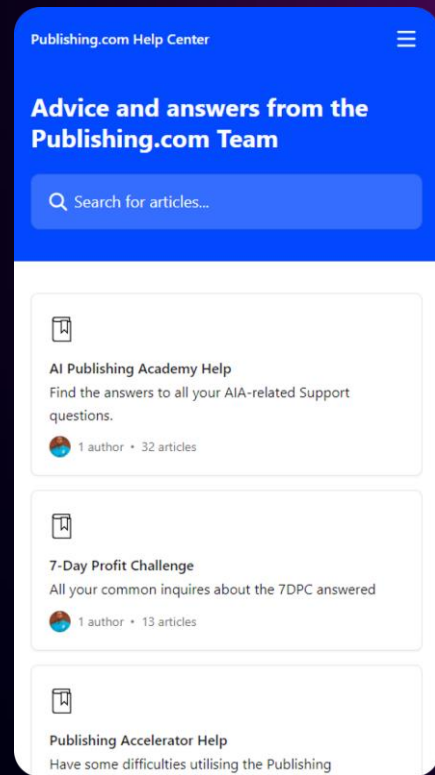
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

F.A.Q.

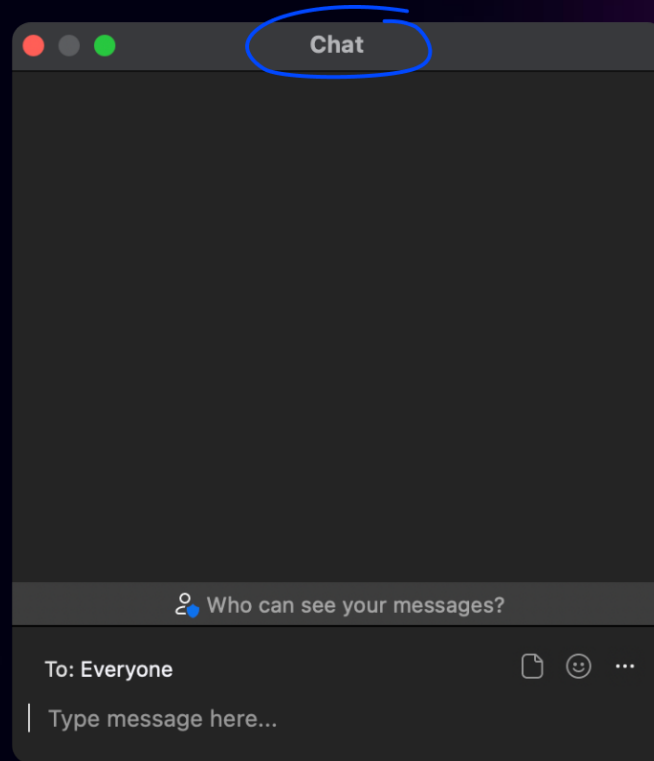
Visit our Help Center at help.publishing.com

- 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.



Change your chat settings to "Everyone"



PS MONTHLY DISCOUNT

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



TENOFFALL

Students get **10%** off ALL packages!



What Were Your Wins?



LET'S BEGIN!

Kathy

I would like feedback on two titles and two subtitles that are very similar. My keywords are Chair Yoga for Seniors.

Chair Yoga for Seniors Made Easy

Illustrated guide for Seniors to Improve Balance, Flexibility and Mental Clarity in 15 minutes a Day Even if You Have Never Practiced Yoga.

Chair Yoga for Seniors Simplified

Illustrated guide for Seniors to Easily Improve Balance, Flexibility and Mental Clarity even if you have never practiced Yoga.

Thank you!

Hector

My first 30K book is set to Launch in 2 days. I've used Facebook ads, and the free facebook review method. I've joined 37 groups that are related to my niche. I've only been able to send out 60 free early copies of my book. I know it's recommended to have at least 200 reviewers with the expectation that only about half would respond and leave a review once it's released. I've asked the question on the AIA Facebook group and it was recommended to possibly delay the book launch, but i've just about exhausted all groups in my niche, and spent over a \$100 on Facebook Ads. I have also received AIA's Quality Stamp of Approval on my book. At this point, I'm thinking of just keeping my release date, signing onto Pubby, and hoping to get at least 15 Verified purchase reviews before I switch to Amazon Ads. So I guess I would like to know what your thoughts are, and what other advice do you have if any?

Matilda Kerry

Hi coaches, thank you for all that you do. I have been running Amazon ads since October 1, 2023. I have 40 reviews and 15,000+ impressions, nothing to negative target yet. I have had 6 sales from ads and 5 organic sales. I noticed one of the Manual keywords and one of the Manual product which had sales on respective ad campaigns were high (x 4 of my break-even ACOS), so I reduced the bids by 5 cents on each. Since then (about a week ago), I haven't had any sales. Do I review the bid upward again? What else can I do to optimize my ads and get more sales?

Gennarino

Your Feedback on cover selection is appreciated. This is for the first of a series.

Christian Affirmations and Bible Sleep Learning: to overcome addictions.

Others in the series will be:

Christian Affirmations and Bible Sleep Learning to deal with doubt and anxiety, or

Christian Affirmations and Bible Sleep Learning to walk in gratitude and forgiveness. etc.

These are Audiobooks only so the square format is the one specified.

Thank you. see link to Drive here: <https://docs.google.com/document/d/1BBeFTt8zsKoy6-Vrllv1Vdf7bSsWcJkPKr5kvHdq2gs/edit?usp=sharing>

Ann

Dear Coaches, My final covers for your review. Thank you.

<https://drive.google.com/drive/folders/1RYAN5BzCImY7jVXAjvJnexecCWvyZNU9?usp=sharing>

Teri

Please review cover designs for 30k book on Borderline Personality Disorder. The Audience for this book is the 50 million+ "normal" people who have to cope with siblings, family members, friends, co-workers, or bosses who exhibit Borderline Personality Disorder behaviors. Should the image stand on it's own? What is the best structure for the Subtitle? Are the background color and the Title font and color eye-catching? Thank you.

<https://99designs.com/contests/poll/5a98dd5a79>

Jeet

Where can I find the module/lesson on creating my own outline using CHATGPT?

Kurt

Hi Coaches. Working on my first 30K book and writing in Reedsy. It doesn't seem to work the way it's shown in training. I know the recommended process is to hire a GW, but what if we want to write the book? I've submitted questions to Reedsy via chat, but am not getting answers to my questions e.g. how to delete a chapter or a part. Chapters are numbered in the editor, when you add a chapter, that number appears in the writing area and is not editable. You then add a chapter title, but that Reedsy number appears at the top and when you generate the print ready file and upload to KDP, that number appears in the print preview. How can I learn about how to use this? Can't find any tutorial. Please advise if you can?

Ira T.

Hello coaches! I am having Publishing Services working on my outline for my first book. Once I get it what are the next steps? Once I review the outline and approve it then I will have The Urban Writers write the book. Any insight would be greatly appreciated. Thank You!

Rachael

I'm starting to get worried! A lot of the ghost writers I am inviting to my project are denying my request. What happens if I can't find a ghostwriter? Does this typically happen or am I just having bad luck? Suggestions?

Rachael

Is there a way to ask my Q & A questions for a specific day? I haven't figured out how to do that yet. I know Thursday is Book Topic day but that's about it. Whenever I submit a question how do I know what call it's going to appear on? I feel like I need to be on all of them because I don't know which day my question will get answered. For instance, if I submit a question on Monday and I plan on attending Friday's call how do I know it will be answered on Friday's call not a different day of the week?

Jeet

Is there a discount code for Publishing Services for creating the book outline and description package?

Ira T.

Hey coaches! How do we write a bio for the book if we decide to use a pen name? Thanks!