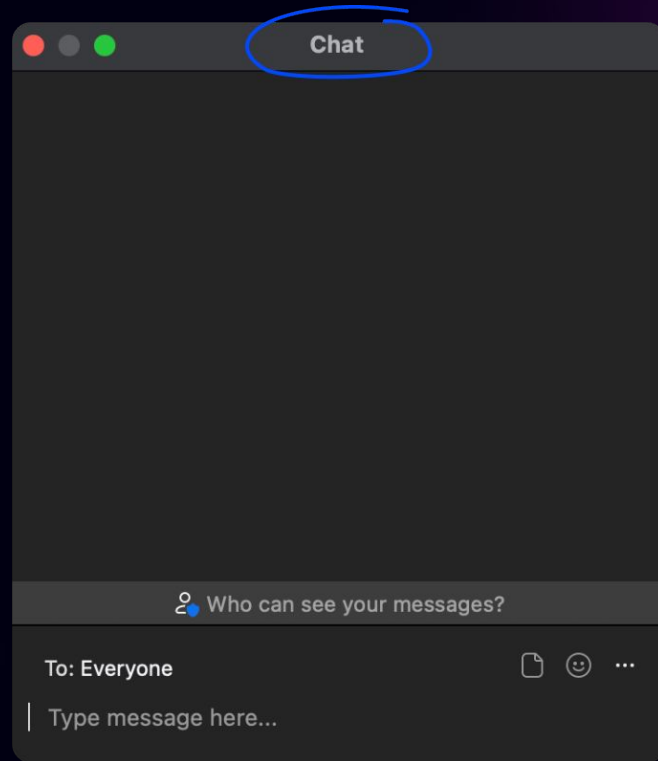


No BS Tuesdays!

January 14th 2025



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 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](#)

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.

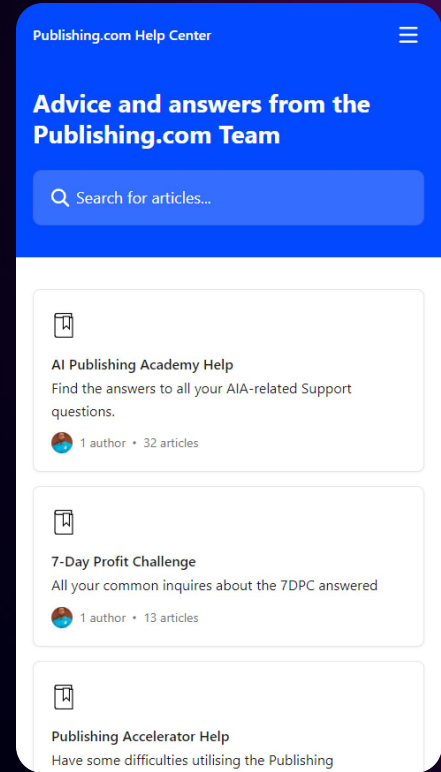
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

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.



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

FRIENDLY REMINDER

All support related questions (payment, program access, technical)
should be emailed to support@publishing.com

LET'S BEGIN!

Yvette H.

Hello Coaches, Question: My competitor's book is a 8x11. So i'm creating a 8x11 as well. When sending my book cover off to 99Designs, I picked the Bronze package as instructed, but 8x11 option wasn't available, so I picked 8.5 like the course instructed.

I know it's a E-book. Should I let my designer know it's a 8x11 or wait till I send it off to Foverr?
2nd Question. I also have my manuscript being prepared by Publishing Service, should I let them know this book is a 8x11? Can you advise me going foward how to deal with this 8x11, because the course recommends the 6x9?

Thank You.

Matthew Cormacey

Hi Coaches just wanted to ask for POC on Teaching with AI as a Topic. Having trouble determining whether it meets POC. Quite a few books in this particular topic. Uncertain whether some of the authors are authority figures. Thanks in advance :)

Jodi Baxter

Is this a good title: Exploration of the Tantric Practices of Tibetan Buddhism

Jean Hoover

Hi Coaches!

I am trying to tweak my title and subtitle using the suggestions from Sunday's call.

Here are the two choices:

#1. Emotional Intelligence at Work and at Home: Practical steps to balance your career and personal relationships with empathy for a better life.

#2. Emotional Intelligence for Everyday Life: How to unlock the power of empathy, become an attentive listener, and have self-awareness for more successful communication

Rachel Schroeder

I need to change my book cover but it has already been published. Please tell me the most efficient way to do this step by step, or point me to the lesson, if there is one.

Darin

Hi Brian,

I have a search term that got 3 orders with low ACOS, but the CPC is over \$1. Should I still scale it?

If I create a scale campaign for the search term. Do I still have to target the search term in the original campaign?

Do we do bid down only with scale campaigns?

Much Appreciated.

Brian Boulay

Does the software ensure that we are not violating other people's copyright?

Luca Peach

Does it matter if the word count of my book is under the desired category I started out with? My situation is that I started with a 30k-word book, and after editing it, I am left with 23,000 words. Can I still publish this book? Or do I need to have a minimum number of words for that category?

brian tarr

if i'm doing a food book should i use "super foods with soups, main course and sweets/puddings"
or "family food with starters maincourse and sweets/puddings"

Joni Kennington

Can I have your feedback on potential book titles? I am working on two books. Book 1 titles candidates:

a. The Retiree's Playbook for Life Budgeting

Strategies for Financial Freedom, Income Generation and Wealth Management after Career

b. Retirement Planning Made Simple

Your Guide to Financial Freedom, Purpose and Wealth Management after Career

Tips for Budgeting, Saving, and Financial Freedom

Joni Kennington

Book 2 candidates:

a. Money Smart Financial Planning:

A Guide to Budgeting, Saving, and Investing for Young Adults

b. Building Wealth in Your 20s:

Budgeting, Saving, and Investing for Beginners

c. Young Adult Money Mastery:

d. Money-Savvy Student:

Mastering Budgeting, Income and Financial Freedom after High School.

Luca Peach

Chatgpt isn't creating images specific enough for what I would like to put in my book. If I decide not to put images in, will this affect my sales, or is it fine to leave them out?

Jerry Pernose

For tech friday, unless other coaches can answer- I'm trying to plan ahead....Can I sign up for pubby with my personal email account attached to my personal amazon (where purchases are made) and earn snaps towards my publishing amazon profile/account? I hope that makes sense. I seem to recall hearing briefly in a Q&A that it is possible to do so.

martha

please evaluate my book title:

Title: Awaken to Presence

Subtitle: Discover the Power of Mindful Living to Cultivate Peace, Resilience, and a Purposeful Life in a Hectic World

Alex Cassady

Please review this book title: The Homesteading Lifestyle: A step-by-step Guide to Self-Sufficient Living, Backyard Farming, and Sustainable Homestead Skills in just minutes a day

Gloria Oforka

Good evening Coaches, please check this book cover for me. Here is the link
https://drive.google.com/file/d/1caMAfWS9rx1IzI3I3ZF9gZ8XysA-vRYO/view?usp=drive_link
Thank you

No Access...

Travis Matthews

I've been working on a few, but I've narrowed it down to a couple. If I'm beginning to understand this correctly, the general equation is: Title: benefit/painpoint + benefit/painpoint + benefit/painpoint = result for a total of an average of 4 Keywords + their adjectives. And then, of course, you want it to flow naturally, where all 4 resolve cohesively and fit into the same picture. Is that accurate? Please elaborate as necessary. Anywho, here are two of the titles I worked on. Please let me know your thoughts. Thanks!

***7-Step Guide to Day Trading: Data-Driven Strategies and Practical Tools to Escape The Grind of the 9-5, Predict Future Trends, and Take Control of Your Financial Future

***Day Trading Strategies for the Beginner: A 7-Step Guide to Escape Your 9-5, Gain Clarity in Your Trades, and Secure Your Financial Future

Peter Barker

Theme Mood Disorders, and POC is on this title. Not a textbook by a professional psychologist, but a real life parent's story, to offer help to other parents. Grateful for help in choosing the better title.

Mood Disorders in Kids:

Heartfelt stories and practical help for troubled children and adolescents, from a parent who's been there, done that, and gets it.

Mood Disorders in Kids:

A parent's journey towards understanding their troubled kids, empowering them to manage their emotions and find stability on their path to adulthood.

Jody Murphy

Please go over the copyright rules now that AI is in the picture.

- 1) What is required to secure copyright when AI involved? Do you need a certificate of some sort?
- 2) What does Audible require (precisely) to allow you to put audiobook on that platform - I can't find an answer that makes me confident I understand what is the minimum required to comply.
- 3) Any other tips

Thanks!

Shiraz

Hi coaches! A quick question about Amazon Ads. When you're starting out, it's advised that you should try and hit 500-1000 impressions daily. What would be the ideal ratio of impressions to clicks as a general? Also what's the ideal ratio of clicks to sales?

I watched your previous training on AAds with Brian and I thought that was super helpful! Would there be something like that again in the future? What about updates to Ad strategies? Thanks again!

Donna Mixon

Formatting Questions:

I'm trying to figure out best practices for formatting. I really wanted to do this myself, mainly because I don't want to be required to go through someone else if/when I have updates or changes.

Atticus

I spent many hours learning Atticus.

I began copying and pasting my book into Atticus and got super frustrated as I couldn't figure out how to get things to look how I wanted them to.

Donna Mixon

Challenge: my copyright page I wanted in a smaller size font, and I couldn't figure out how to do this. I reached out to Atticus support, finally heard back from them and found out that changing font size or spacing in a manuscript/book is NOT possible in their software. WOW, that seems crazy!

My question, then is there a workaround? Can I upload a full-page photo or pdf?

Have you used Microsoft word for formatting books?

When I contacted some formatters on Fiverr - several said they use word. And am I correct that Amazon wants the book in docx format, which is Word anyway, right?

So wouldn't it save a lot of time not to have to remove photos and hyperlinks etc... to get it into Atticus and then have to add them back in?

Donna Mixon

Is there any upside or downside to using word? Seems like if works it would save a ton of time.

Would you simply set your page size to 6x9 with 1/2 inch border? Or ????

Donna Mixon

When we are advertising a FREE book whether on Facebook ads or anywhere - do we say "book" or should it say ebook since its a free download?

Donna Mixon

I have my book cover from 99Designs, now I need to hire someone on Fiverr to fix my covers for the books -

- what all files do I need to ask them for?
- Are there specific people on Fiverr you would recommend, and if not, would you share what search terms I would use to find a person who does this?

Brenda Wollenberg

Amazon Ads Review Question for Metabolic Health Roadmap book Please and TY!!

Note Google Doc with ACOS details and screenshots of the four campaigns from last week and this week. In Dec averaged one sale/day, ACOS was very good so have gradually been increasing certain keywords/complementary books by 2-3 cents a couple of times/week to increase impressions/clicks/sales on those.

Have stalled in sales this month (3 total) with the holistic health topic taking a hit in ACOS. Is it because wellness books get such increased advertising in January that I can't keep up and get sufficient impressions at the PPC I'm paying or something else?

<https://docs.google.com/document/d/1UCtOivH5-PYxU7bkCh2hWcTv8QqloB2WoXsMWcQOKGM/edit?usp=sharing>

Brenda Wollenberg

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<https://docs.google.com/document/d/1UCtOivH5-PYxU7bkCh2hWcTv8QqloB2WoXsMWcQOKGM/edit?usp=sharing>

Dominique Ekong

Is there a way to get help with my ads without joining PA? I'm really struggling. I've watched Brian's training from Dec. 17th a couple of times but every time I adjust my ads my ACOS only goes up some more.

I launched at the end of November and my ACOS was staying below 20% but since Christmas it has increased more and more and is now at almost 65%. Should I start over with my ads?

Jim Kalish

I've been running Amazon Ads campaigns on one of my books since November 22, 2024. I have gotten 245,000 impressions with 988 clicks, which is about a .40% CTR. I've gone through Brian Chang's presentation Amazon Ads Special Clinic several times, and it's really been helpful. But I'd like to know if I need to adjust my cover. Unfortunately I don't know how to upload here. So not sure you can help me today.

Rebecca B

Hi Coaches, I am revising the title for my book on Burnout. As a trauma therapist, I want to add more of what I know, and hope that it will stand out among the others. I would really appreciate your feedback

Original Title:

"Bounce Back from Burnout. Effective Tools to Rebuild Resilience and Restore Work-Life Balance to Create Calm Amid the Chaos"

New Title Idea:

"The Ultimate Book on Burnout: Effective Strategies & Essential Tools from Within the World of First Responders & Trauma Recovery, What Works & How to Adapt These to Today's Stressful Lives"

Rebecca B

Combination of Titles:

"Bounce Back From Burnout: Effective Strategies & Essential Tools that First Responders & Trauma Therapists Know and How to Apply These to Everyday Stress to Create Calm Amidst the Chaos"

Joni Kennington

I previously submitted a question but have updated my titles. Could you disregard that message and critique these titles? Thanks so much! For two separate books:

1. Invest to Live Retirement Planning: Your Guide to peaceful finances, effective budgets, purposeful Life and creative individuality after Career

Invest to Live in Your 20s:

young adult financial planning to create life goals, enact career and college plans, and implement investment strategies for success.

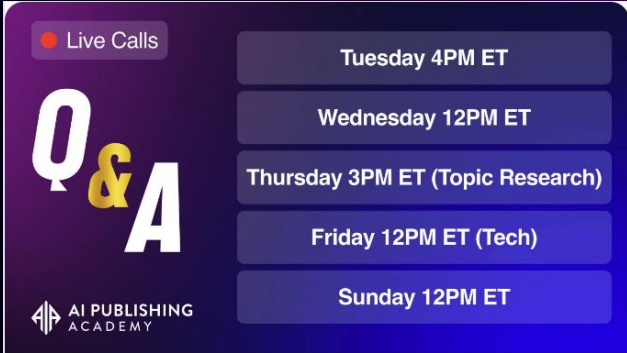
Luca Peach

Is it possible to put a table chart in my book to present information in another way? The kind of table you use in Word documents, I am just unsure of how to insert that into my book on the Publishing AI Manuscript. Thanks

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**



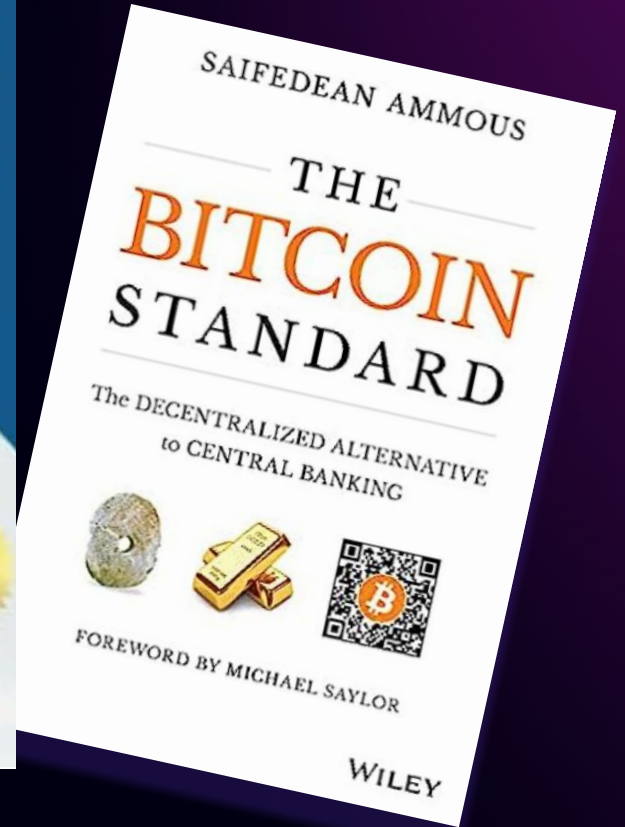
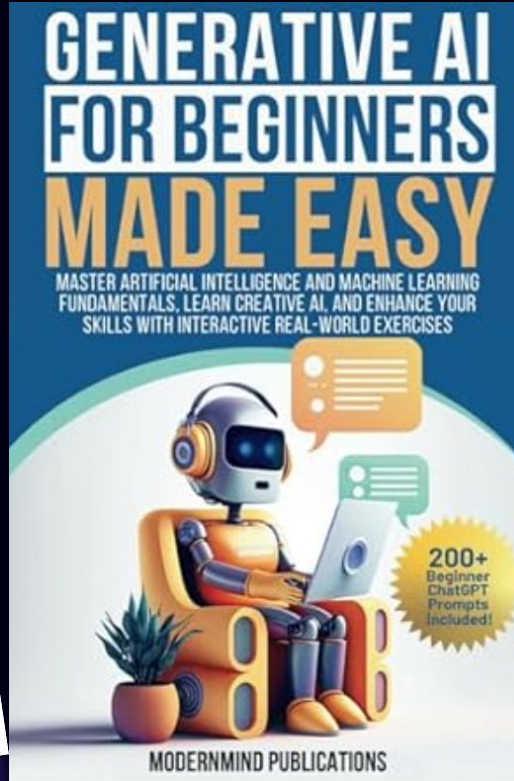
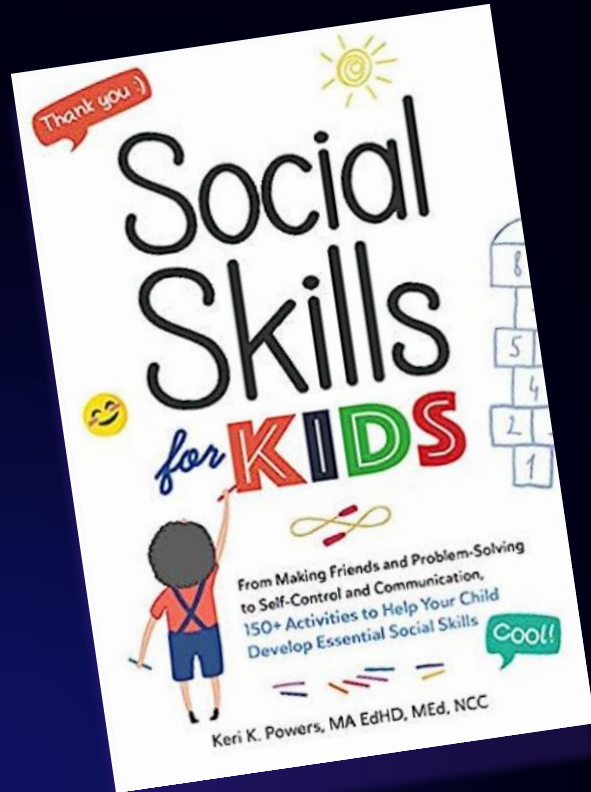
The screenshot shows a webpage for "Live Calls" with a purple and blue color scheme. On the left, there is a large "Q&A" logo and the "AI PUBLISHING ACADEMY" logo. On the right, there is a list of call times in blue buttons: Tuesday 4PM ET, Wednesday 12PM ET, Thursday 3PM ET (Topic Research), Friday 12PM ET (Tech), and Sunday 12PM ET.

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

[Click Here to Register](#)

Cover Intervention



anaxareian

A MEN'S DEVOTIONAL FOR EVERY SEASON

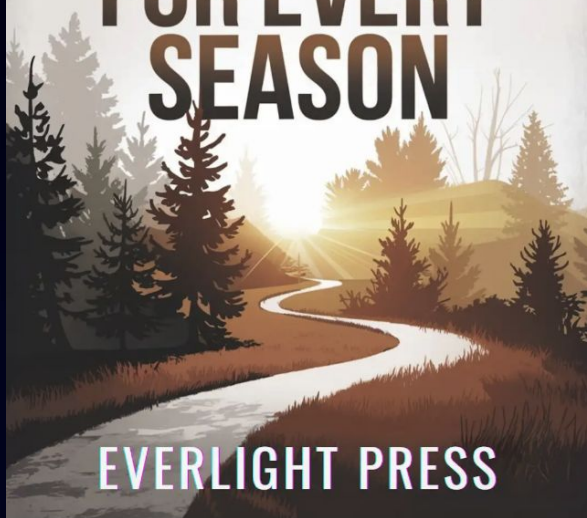


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Overcome Challenges, Strengthen Relationships,
and Build a Christ-Centered Legacy

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Patrick

PUBLIC SPEAKING UNLOCKED

PRACTICAL STEPS TO MANAGE ANXIETY, CONQUER YOUR FEARS, BUILD CONFIDENCE
TO DEVELOP ENGAGING AND PERSUASIVE COMMUNICATION SKILLS



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