

# Action Takers Tuesdays!

● Nov 14, 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.



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.

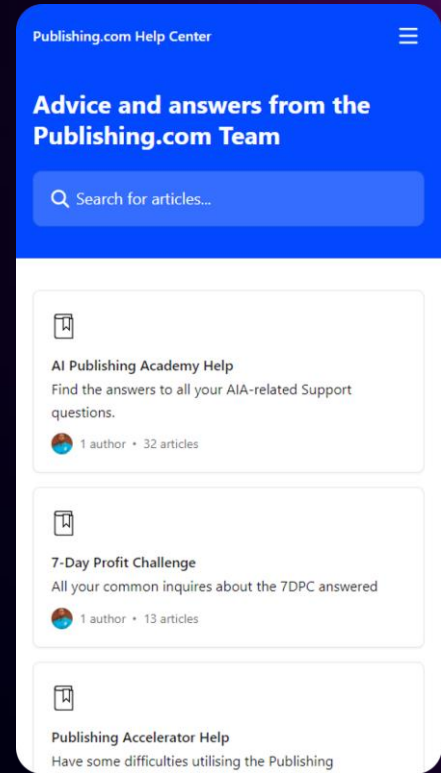
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

# F.A.Q.

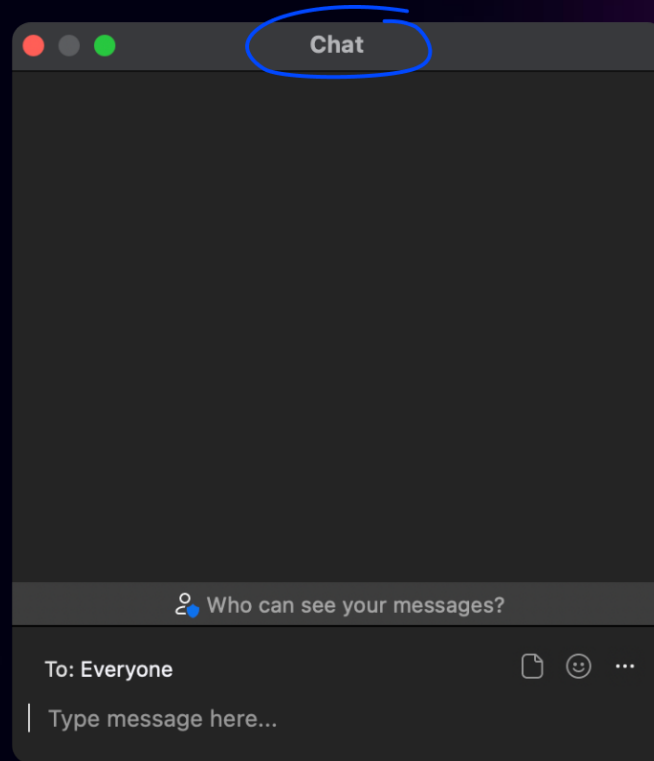
Visit our Help Center at [help.publishing.com](https://help.publishing.com)

- 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 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.



**PERFECTEDIT10**

Students get 10% off Editing & Proofreading Package (plus free formatting).





**LET'S BEGIN!**

# Thought Of The Day



## **SUCCESS DEMANDS THESE 6 THINGS:**

1. HARD WORK
2. PATIENCE
3. SACRIFICE
4. CONSISTENCY
5. DISCIPLINE
6. SELF-CONFIDENCE

# Did you achieve last week's goals?

Brian

- Resolve ads challenges - 1/2

Karina

- Start sending out my manuscript - Yes



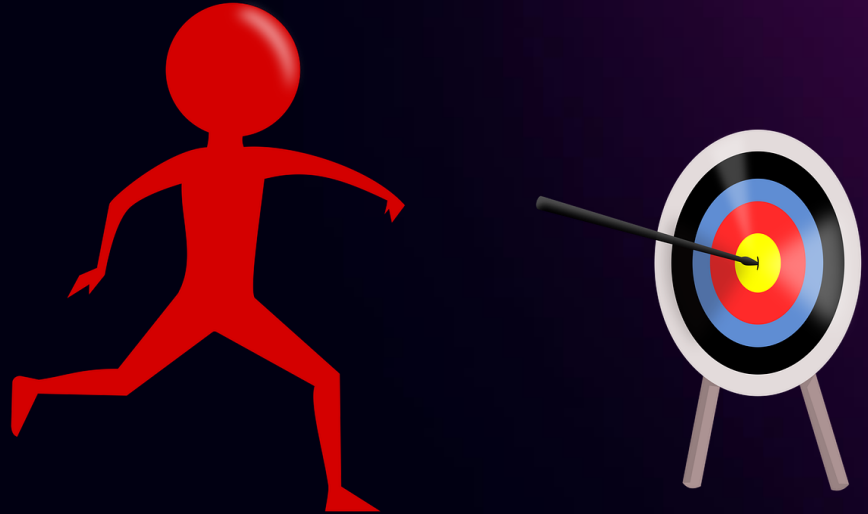
# What are your goals this week?

Brian

- Publish new book

Karina

- Launch Book this week!



# Let's Begin!

# William "Buck"

Can you help me with my title? "Welcome to a Healthier You: Embracing the Senior Wellness Journey"

# Paul

I have a book with 135 reviews rated 4.7 stars. It was selling 4 copies a day at \$14.99 in September with 60 reviews and BSR ~80,000.

This month sales are down to 1 copy a day. The book is trending way down after doubling my reviews.

The only difference I see is a bestseller with 4600 reviews dropped from \$16.99 to \$12.29. This weekend pricing my book at \$12.99 made no difference.

How would you restore sales in this situation? I've already increased my bids but the ad shows right next to the bestseller. Not sure how ads can make a difference at this point. Top keywords are "plant based diet" and "whole foods diet"

Thanks, Paul

# Pat

For POC, if a topic meets the 150 reviews/\$500 criteria and the title matches the topic, does a high book price raise a red flag? If yes, at what amount is the red flag? Are there any other red flags from just looking at the KDSpy table?



# Steve

Is there another way to get my answers, as I have submitted questions and they were NOT answered in the next Q&A. May I get an email with the answer or get an email with the show they are going to be in?

# Steve

In training, why do they only choose the first 20 books in kdspy? Why not more?

# Steve

If we are trying to get reviewers from Facebook do we use our pen name? If so, do we need multiple Facebook profiles?

# Steve

Should my Publishing company have a Facebook page or the individual?

# Steve

Can employees do reviews?

# Steve

If we have written a book on a topic and 3 months later we find that the same topic is still strong, do we write another book on the same topic? And I don't then look at other topics (for moms, for teens, for truck drivers) I mean write on the same topic.

# Rodrigue

I recently checked my book title and was told that Amazon is very sensitive when it comes to making claims. Initially included '10X ROI' (which means 10 times Return On Investment) but seems to be a red flag when it comes to publishing the book. Did suggest replacing that term with 'High ROI' instead. Is it the proper way? Should I just avoid that term altogether?

# Emelisa

I just finish M 7 Day Challenge book, and up-loaded to Reedsy. I have some changes to make. Is that possible?



# Shari

Good morning, Brian and Karina!

I generated this using DALL-E and designed it in Canva. I would greatly appreciate your feedback and critique.

[https://drive.google.com/file/d/1AHjtkcdp5gz\\_q2x-EL1n5oVgqwwZ2ltm/view?usp=sharing](https://drive.google.com/file/d/1AHjtkcdp5gz_q2x-EL1n5oVgqwwZ2ltm/view?usp=sharing)

# Selin

Hi coaches, for my ads keywords, If I want to delete and replace how do I do that on the platform. I only see the toggle, do I pause it and add new keywords? I didn't see a place for delete option. Thank you.

# Sallie

I can submit a copy of the book and a description for review to be included in the Mensa magazine. If accepted, is this helpful in promoting a book?

# Maria

If I choose to purchase my own ISBNs, is it true that each format of the book (ebook, paperback, and hardcover) needs a unique ISBN? In other words, each book I publish will need 3 different ISBNs?

# Paulette

Writing my own book description, with a bit of help from ChatGPT as taught in the new modules.

Would you please give feedback on this possible headline for the book description? (topic is herbal remedies)

Does it seem catchy enough and on point for the topic and audience?

Discover the secret garden of simple herbal remedies and start relying on natural medicine to minimize stress and transform your health forever!

# Paulette

Thanks to advice from different coaches, including yourselves, I removed all references to “doctor” “treat” and “ailments” from my herbal remedies book title. It still includes the words “health” and “wellness” but not “healing.”

Wondering if we have to be super-careful about these words in our book description also? And how to make it clear I am not making medical claims (there’s a detailed disclaimer in the book) yet at the same time am obviously encouraging the use of plants to improve health and treat ailments (even though the cover no longer says that).

First thought is that it’s not too much of an issue because if Amazon won’t let us run ads based on words in our book description, we can just change it according to what they say later, right?

But part of my book description is going on the back cover, which takes a bit of effort and money to change. Would appreciate any advice and experience you have to share on all this, please!

# Lauren

It appears "Intermittent Fasting" is a registered trademark. Does this mean that any title with the words "Intermittent Fasting" in it could potentially getting banned/flagged by Amazon?

# Paulette

Coach Karina! You inspired me to get Atticus and learn to format my own book. This was on my list of goals for January, so I'm actually ahead of the game, in one thing, at least. Valeu demais! It's been fun, and is going pretty well, but has raised this question.

Do you advise indented or spaced paragraphs? Or is it just a matter of preference?

I decided to go with indented because 1) I like how it looks. 2) Google said this is better for nonfiction. 3) Reduces page count.

But then someone I shared the partially formatted manuscript with said he thought it would look better with spaced paragraphs.

The problem is, changing it to the spaced options adds 25 pages to my book, which would reduce the royalty by 30 cents, if I set the price for \$14.99. Thoughts?



# Donna

I just joined and am on Day 2 of the 7 day Profit Challenge. I am having trouble navigating Canva. I tried to upload book cover from Canva to KDP but they said the pixels were too large. I didn't know how to adjust SO I used the Kindle Cover creator and made a lovely cover that I like more and have uploaded to KDP BUT now I want to add this new cover to Canva platform so I can use for other purposes for the book. Any suggestions?

# Lauren

Amazon Ads Questions:

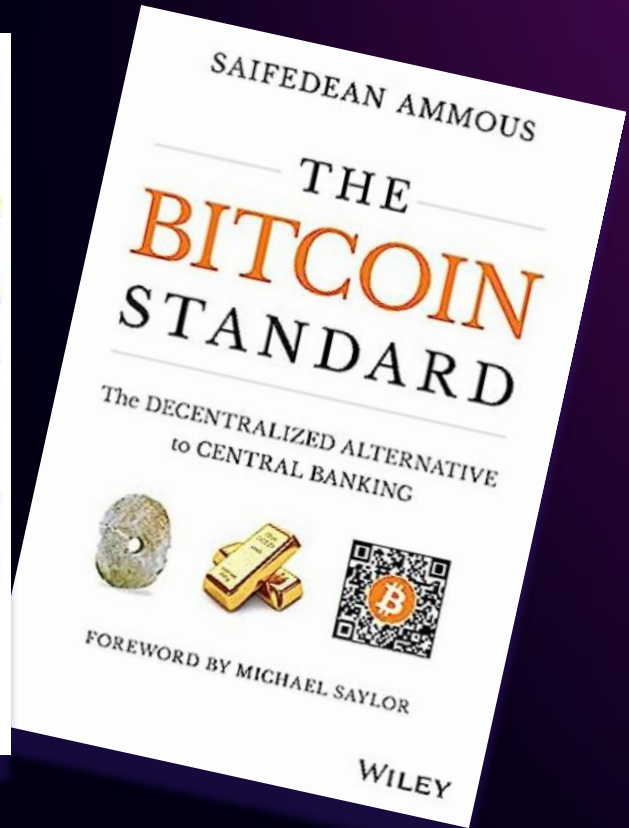
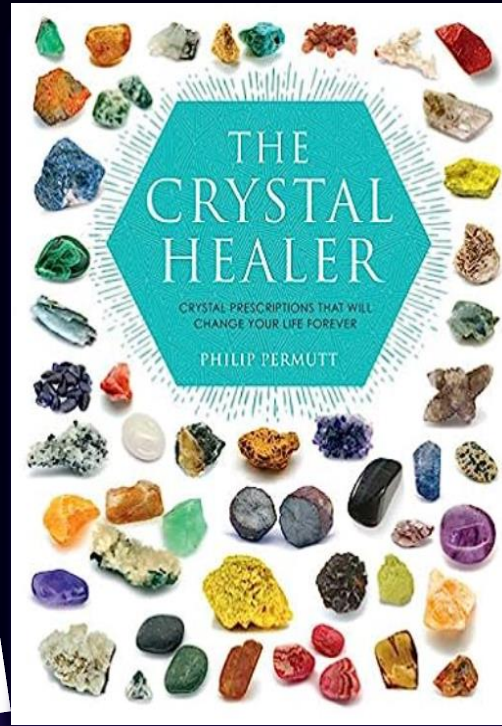
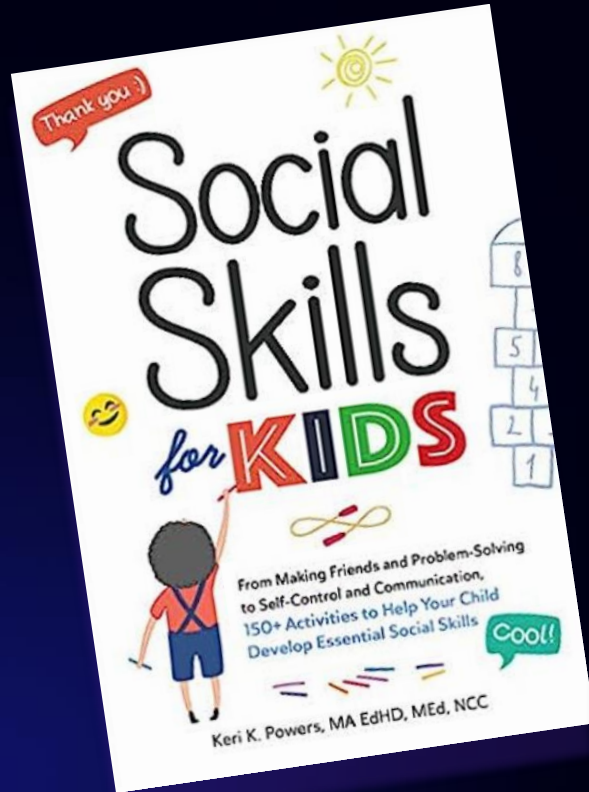
1. Do I need to included any keywords with the word "book" in it?
2. Do I use the title of my book as a keyword?

Thanks so much

# Donna

I'm able to log on to AIA from my computer but on my iphone, when I input exact SAME info I get a message saying PW and email are incorrect. Any advice

# Cover Intervention



# Cover Intervention Submission Rules

## Submit

- 1-3 covers max
- For 30K book only
- Must be a professional cover
- Submit the front cover ONLY (eBook) - individual file - Remove the Background
- Submit it to only 1 Q&A session
- Through Email - [brian@publishing.com](mailto:brian@publishing.com) & [karina@publishing.com](mailto:karina@publishing.com)
- Cut off time - Tuesday 2pm EST

# Isa

## SELF-CARE FOR NEW MOMS 101

THE 5-STEP GUIDE TO

- RENEWED ENERGY
- EFFECTIVE TIME MANAGEMENT
- CREATE ROUTINES
- DEEPER MOTHER-BABY BONDING

QUICK NUTRITIOUS RECIPES FOR BUSY DAYS BONUS INSIDE!

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Sonya

AI BUSINESS  
SURVIVAL GUIDE

# AI BUSINESS SURVIVAL GUIDE

18 CHATGPT PROMPTS AND 11 AI TOOL TO IMMEDIATELY  
INCREASE YOUR PRODUCTIVITY



AUTHOR NAME

**Maria**

# PERSONAL FINANCE FOR COUPLES

A STEP-BY-STEP GUIDE TO STOP FIGHTING ABOUT MONEY,  
RELIEVE FINANCIAL STRESS, INCREASE SAVINGS,  
AND BUILD A WEALTHY FUTURE TOGETHER



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# Jennifer

