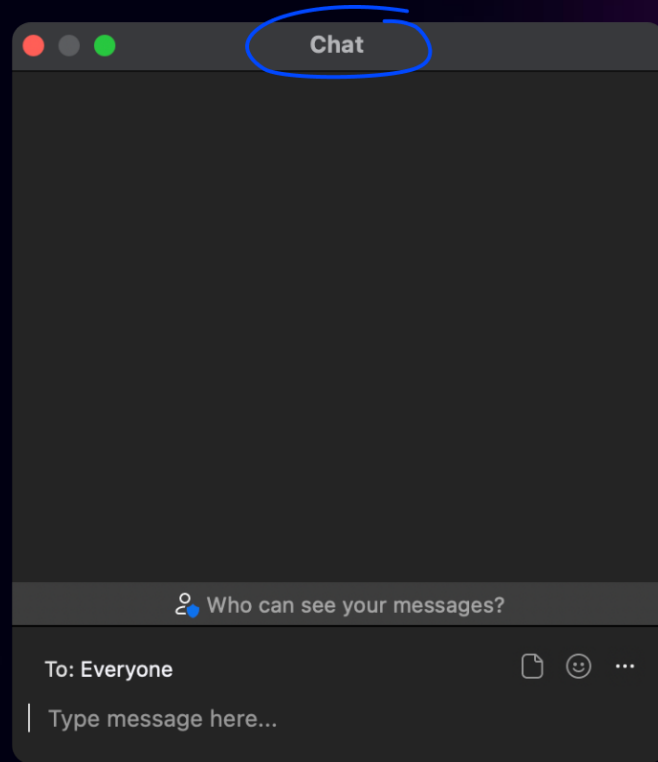


Action Takers Tuesdays!
April 16, 2024



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

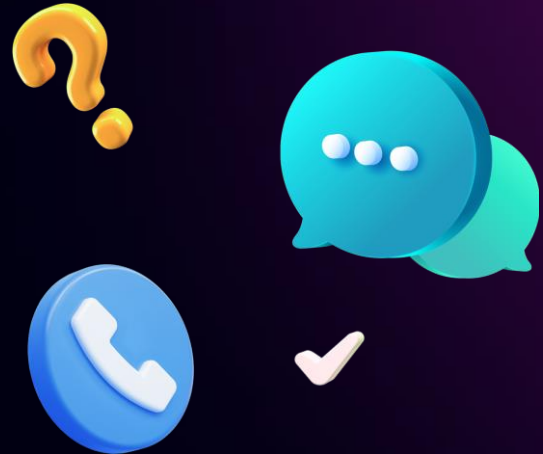
Live Weekly Q&A Calls

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.

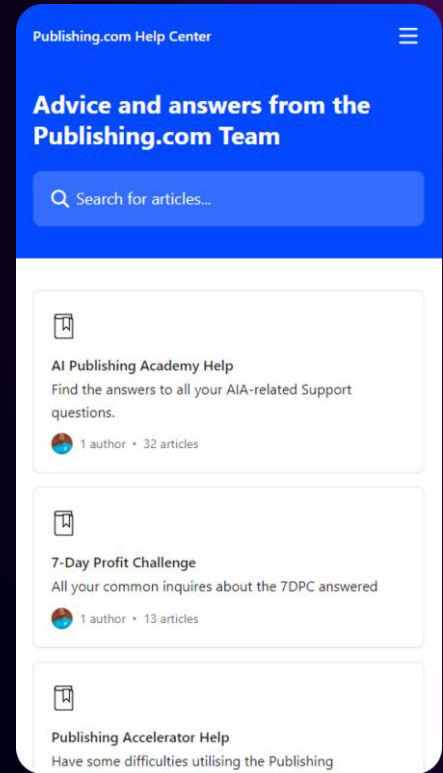
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

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

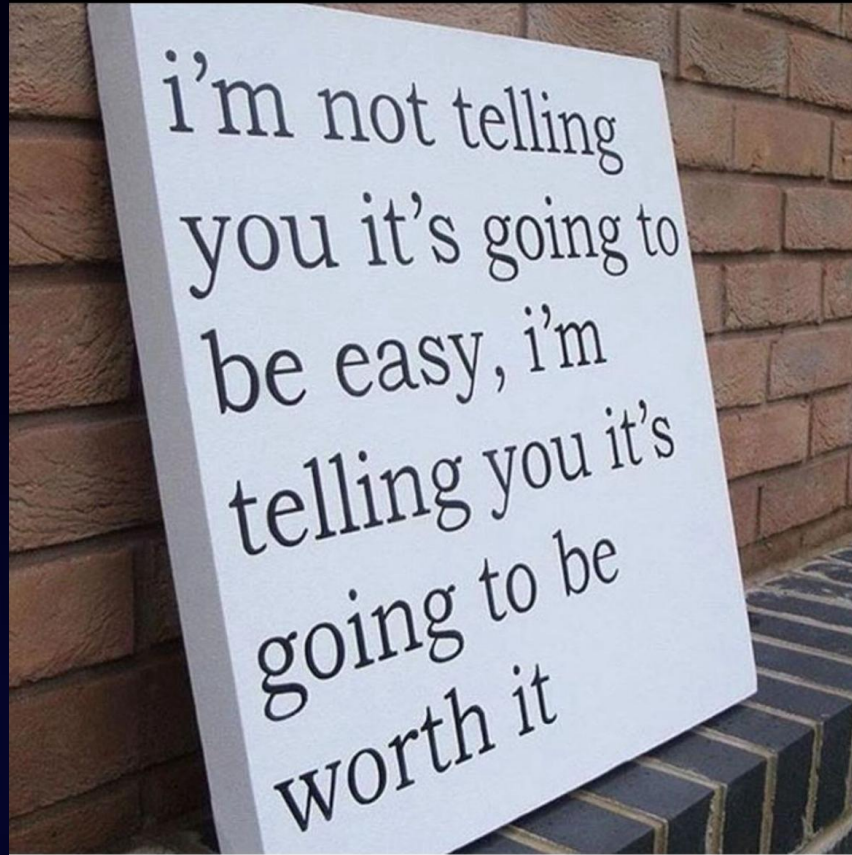
...and even generating a 30,000-word manuscript



Check your email inbox for more info or contact support

LET'S BEGIN!

Thought Of The Day



Did you achieve last week's goals?

Brian

- Publish 1 new book - No

Karina

- Finish one Cover - Yes



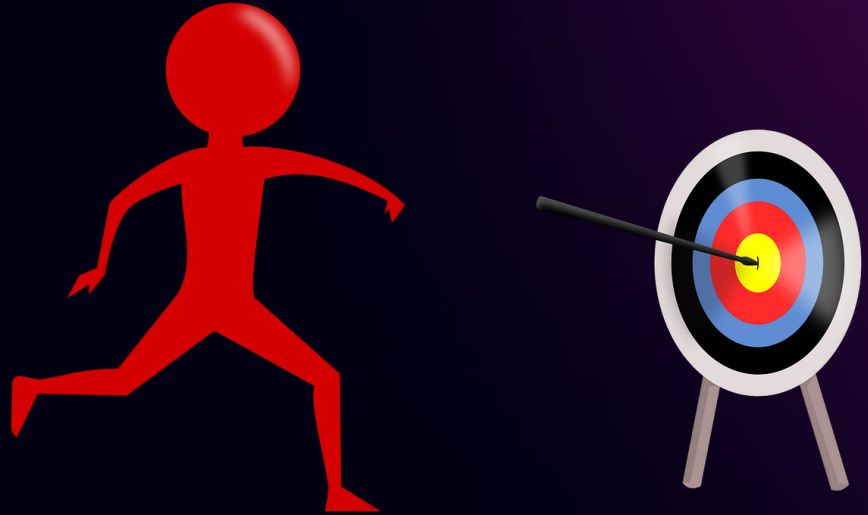
What are your goals this week?

Brian

- Format 2 new books

Karina

- Format my book



Patty

I've completed my 7DC book and working on my 30k. I'm getting confused on the timeline.

le, is there a quick guide flow chart or something. There are things that are sub chapters within a chapter that are hard to find. Just know what the order is without having to go through all the modules again.. IT seems every time I review a module I am reminded of some other task that needs to be done.

Sharon

Hi, I'm Sharon, and I'm based in Melbourne, Australia. It's challenging for me to attend live sessions. I have a couple of questions. Firstly, I've finalized a book title and subtitle and would appreciate expert feedback, the main title is: Borderline Personality Disorder Relationship Workbook, subtitle: Unlock Self-Awareness and Enhance Relationship Skills for Lasting Connections - The Step-by-Step Approach.

Secondly, my book focuses on Borderline Personality Disorder Relationship Workbook. While I have a solid understanding of BPD from a medical standpoint, I'm not a psychologist. I understand that I don't need to write the book myself, but I'm concerned about finding a competent ghostwriter or someone with the necessary expertise to tackle this topic effectively.

Thanks for your responds.

Marwa

Hi Coaches, I tried to improve my title and subtitle as you recommended. Please provide a feedback on them

Departure Zone to Prevent and Reverse Breast Cancer Naturally: 7 Check Points to Reduce Risk Factors and Reclaim Your Body Health

Aliyah

Please tell me which title revision is better:

1) Companion Planting Mastery: x secrets to a sustainable, organic garden to maximise harvest, attract pollinators, and repel pests (even as a beginner)

2) Companion Planting Mastery: a beginner's guide to a sustainable garden for maximum harvest, attracting pollinators, and repelling pests organically

Paul

Please look at these AIA student books on Audible and advise how to model the successful book.

This book makes over 1500 ACX sales a month with only 27 ratings (per KDSpy): Gut Health for Women: 6 Tips to Heal Your Gut, Optimize Digestion, Reduce Stress, and Balance Your Hormones Naturally. It has 196 Amazon reviews.

This one makes only 49 ACX sales a month with 76 ratings (179 Amazon reviews): 7 Healthy Gut Habits for Women Over 40: Get Your Life Back Using Intermittent Fasting, Nutrition, and Self-Care to Restore Gut Microbiome for Weight Loss and Increased Energy.

Both books are on the same topic. Both titles have in demand keywords and benefits for the audience. HOW IS THE GUT HEALTH BOOK WITH LESS AUDIBLE REVIEWS MAKING OVER 30 TIMES THE SALES?

How can we model the successful book? Thank you.

Garth

When we send advanced reader copies of our book, do we use the manuscript before or after formatting? Thank you

Elizabeth Rene

Hi Coaches! For KDP, the lesson said while we are in pre -launch that we should upload our book & get it all ready. It also said to do KDP Select. I know for ACX I want to do that, however, I plan to go through IngramSpark and Draft2Digital. So I should not choose KDP select, is that an accurate statement? Thanks!! Rene'

Jovana

Dear Coaches,

I hope this message finds you well. I conducted proof of concept (PoC) for the topic which initially passed. But after two months of developing the manuscript, I've noticed that the topic no longer meets the PoC criteria and I had to tweak words a little bit. I've also rewatched the lesson on book titles for guidance. Could you please share your thoughts on this new main title and subtitle?

POC: "A Woman's Guide to Resilience"

The title & subtitle: "The Ultimate Woman's Guide to Resilience: How to Thrive in Times of Change, Empowerment with Unyielding Strength, & Overcome Adversity with Courage" contains 157 characters, including spaces and punctuation.

Jaavon

Just to clarify, if a book topic idea doesn't show up in trademark search, is it free to use for my book?

Sandy

Can I use a quote in my title as long as I attribute it to its author? If so, do I then have to list the publication the quote came from in a reference section? Since the quote is part of my title do I have to ask the author for her permission to use it?

Sandy

Do we get any free copies of our books to distribute for reviews - if not what is the fee structure for an author who wants to buy his/her own books?

Mel

I keep increasing my ads to a higher bid as they are not bringing in much profit. The bids are already on the higher side of the suggested bid amount however it is still not bringing any sales. please advise.

Patty

My AI-generated manuscript makes several references with detailed explanations of "visuals" these visuals are not part of the referenced sources, and I can not find them anywhere. The written explanation clarifies that these images must be added to the overall content. Please advise; thanks in advance.

James

For Ad guru Brian, on 4/16/24 at 4pmET:

Hey Brian,

I've given the last month to let my Amazon ads unfold. It was 27 days ago (March 21) that I adjusted all of my ads back to the Brian/AIA method of 4 campaigns: (1) AUTO HIGH, (2) AUTO LOW, (3) MANUAL KEYWORDS, (4) MANUAL PRODUCTS. (There are several ad groups in each MANUAL category)

In short, impressions seem OK, but clicks seem low (you can tell me if you agree when I show you the stats), and I am losing money on ads and not making enough sales otherwise, even though every step of my book process was approved by AIA coaches along the way (and I have 111 5-star reviews)

My questions are coming next.....

james

For Ad guru Brian, on 4/16/24 at 4pmET:

JAMES QUESTION #1 of 5:

During the 24 days from March 21 - April 13, my AUTO HIGH has averaged 1,177 impressions per day, and has the following stats:

Clicks 34 // Spend \$28.51 // CPC \$0.88 // Orders 2 // Sales \$31.98 // ACOS 89.15%

Every "search term" shows 1 click, so there is nothing to scale or negative target at this point. My \$28.51 spend amounts to less than \$9 of actual royalty, so I am losing money on my AUTO HIGH ads.

From April 1-13, my stats were:

Clicks 17 // Spend \$15.48 // CPC \$0.91 // Orders 1 // Sales \$15.99 // ACOS 96.81% - From April 6-13, ACOS was 80.61%. ACOS is consistently way too high. What do I do?

ANSWER - Try turning off this campaign and start a new one - 0.70 bids. Also how is organic

james

For Ad guru Brian, on 4/16/24 at 4pmET:

JAMES QUESTION #2 of 5:

[During the 24 days from March 21 - April 13] my MANUAL KEYWORDS averaged 756 impressions per day, and has the following stats:

Clicks 44 // Spend \$41.91 // CPC \$0.95 // Orders 6 // Sales \$95.94 // ACOS 43.68%

The "search terms" show mostly 1 click, so there is nothing eligible to negative target or scale (according to your AIA module-suggested rules of waiting for 15 to negative target, or scaling 3 or more orders). My \$41.91 spend amounts to only \$27 of actual royalty, so I am losing money on my MANUAL KEYWORDS ads.

Answer - 43.68 is actually not bad. True it is higher than royalty but are you getting organic sales? Also your break even is 30.89%. Can you reduce some pages

james

For Ad guru Brian, on 4/16/24 at 4pmET:

JAMES QUESTION #3 of 5:

[During the 24 days from March 21 - April 13] my MANUAL PRODUCTS ad group, which I called "Categories" averaged 1,043 impressions per day, and has the following stats:

Clicks 17 // Spend \$12.66 // CPC \$0.74 // Orders 2 // Sales \$31.98 // ACOS 39.59%

From April 1-13, those stats were:

Clicks 11 // Spend \$8.66 // CPC \$.79 // Orders 2 // Sales \$31.98 // ACOS 27.08%

From April 6-13, ACOS was 24.73% with 2 orders, so it seems this one may be my best or only category of ads worth keeping?

Answer - for sure keep this one.

james

For Ad guru Brian, on 4/16/24 at 4pmET:

JAMES QUESTION #4 of 5:

[During those 24 days] My other MANUAL PRODUCTS ad group, called "Products" averaged 240 impressions per day, with the following stats:

Clicks 31 // Spend \$27.29 // CPC \$0.88 // Orders 2 // Sales \$31.98 // ACOS 85.33%

From April 1-13, those stats were:

Clicks 21 // Spend \$19.28 // CPC \$0.92 // Orders 1 // Sales \$15.99 // ACOS 120.58%

From April 6-13, ACOS was 88.68% with 1 order. Once again, my spend is way over my actual royalties, so I am losing money on these Manual Product ads. What do I do here?

Answer Are there products you are targeting expanded match or exact match? Please do exact match

James

For Ad guru Brian, on 4/16/24 at 4pmET:

JAMES QUESTION #5 of 5:

Overall, looking at my ads, what do you suggest is my overarching course of action?

It's been 3 months of regular ads, and the main thing I've found is that I lose money on ads for a book that passed AIA POC, title, cover, and has 111 reviews. Everything I did was approved by AIA coaches along the way, but the book is not making enough royalties to even pay for its ad spend.

Please help me to believe it's going to be ok....

Answer: Everything will be ok. A few things to improve,

- Book description is super long shorten it, plus too many bullet point, please limit to 7
- Improve your A+ Content, it is very basic

Maria Florencia

Hi coaches. I wonder how to address the following:

Having a Pen Name that refers to self development, and not to a particular person, is it convenient to mention my personal experience or relatable stories about the topic? I have the feeling that is better to not personalize the book, and at the same time keeping myself anonymous. But I received the suggestion in the customer research to involve my personal achievements to engage more the reader and generate a relatable approach. What do you think?

Another question I have is: if in the future I would like to write a whole book by myself, is it advisable to use my real name on that one instead the pen name used when I used AI and Ghostwriters ? Thank you!

Kayla

I just got my Ai generated manuscript for my book on parenting kids with ADHD. I am wondering in what perspective the book should be written in. I'm a social worker but will be using a pen name and I'm not a parent of an ADHD child. What are my options?

Juan - I have no access

Hi coaches,

I am reviewing the following covers:

- The first set concerns one of my already-published books. I am considering changing the book cover, and I would like to know your opinions. The current cover is framed in green, with the first cover at the top left. The rest are alternatives to replace it.

- the second set is the new book I am working on at the moment. It has a nice combination of illustrations and realistic photography. Any comment or advice is welcome. I am getting everything ready to start on the Facebook review process therefore I would like to have the most relevant cover for this ASAP

https://drive.google.com/file/d/1d9sdQIYy7T9Di2V6udMXMIKB-6yTTLsx/view?usp=drive_link

Let me know your thoughts, and I hope you can help me.

George

High coaches, Any suggestions for improving the title or subtitle?

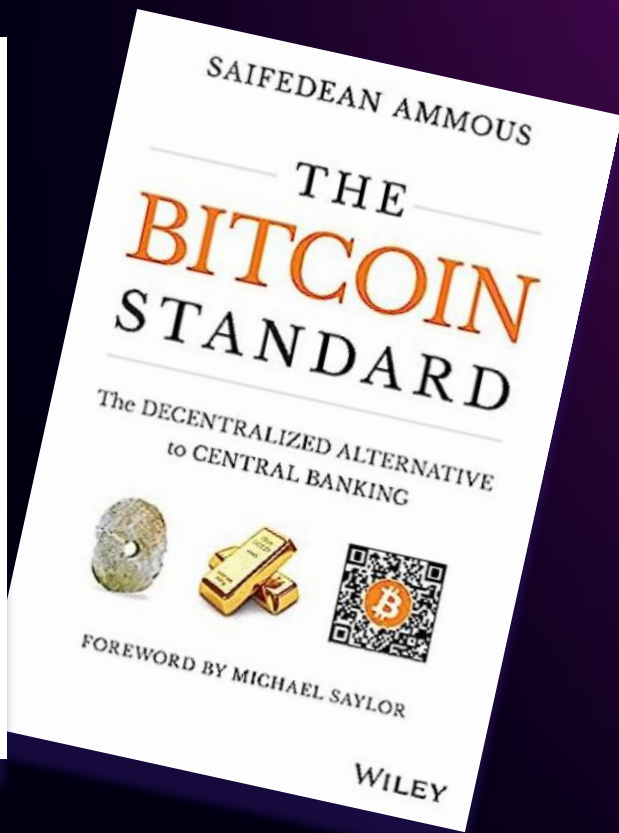
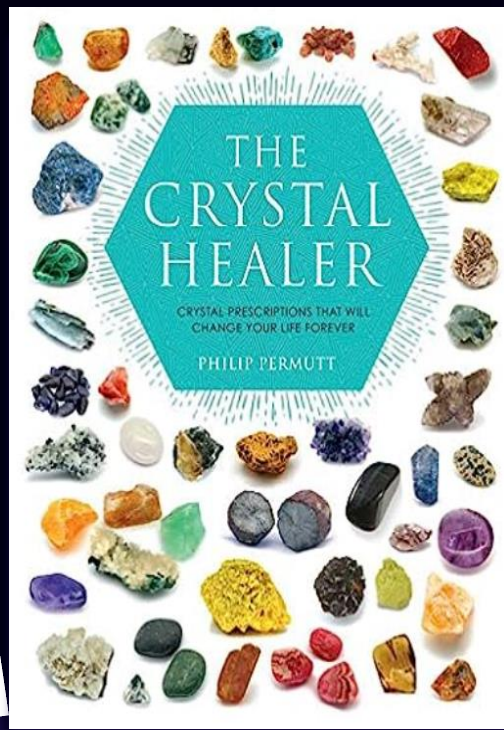
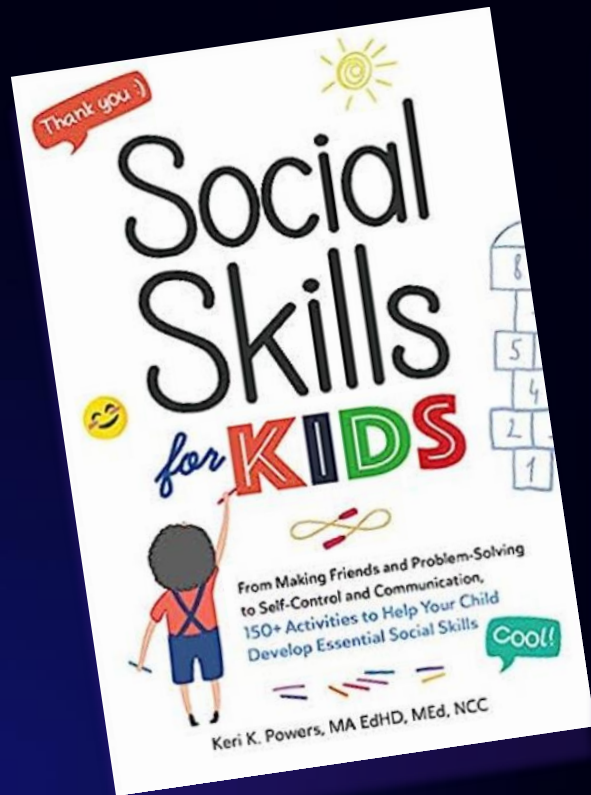
Book Title:

Advanced Prepper's Survival Essentials

Subtitle:

Create A Long-Term Food Storage Hideaway, Learn Off Grid Security Bushcraft Tactics and Transform Your Home into a Safe Haven

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

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Sunday 12-2PM EST

Q&A

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Garth

COMPANION PLANTING 101

A PRACTICAL GUIDE FOR USING ANCIENT AND
MODERN METHODS TO BOOST GARDEN YIELD
WHILE IMPROVING SOIL AND VEGETABLE
HEALTH EVEN BEGINNERS CAN FOLLOW



GL HALL

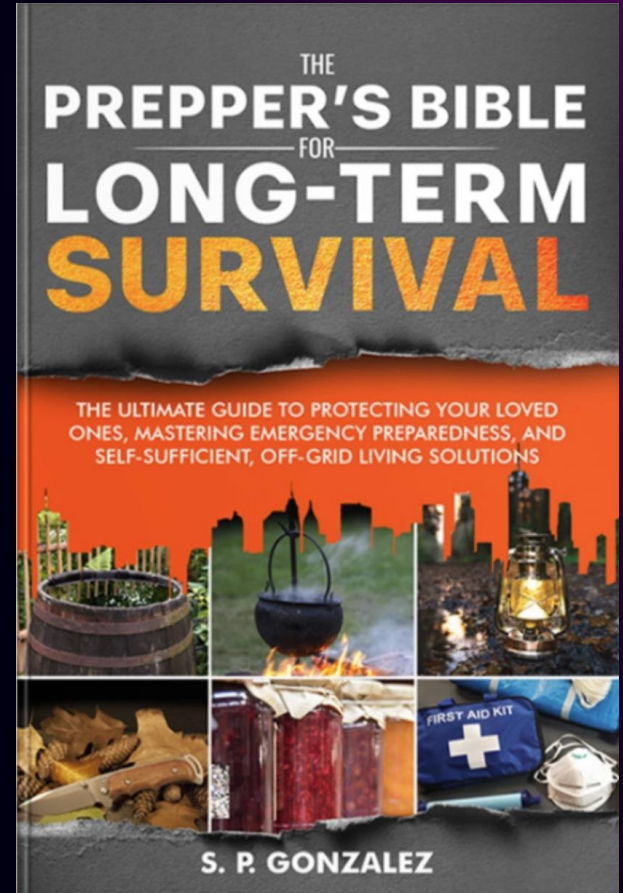
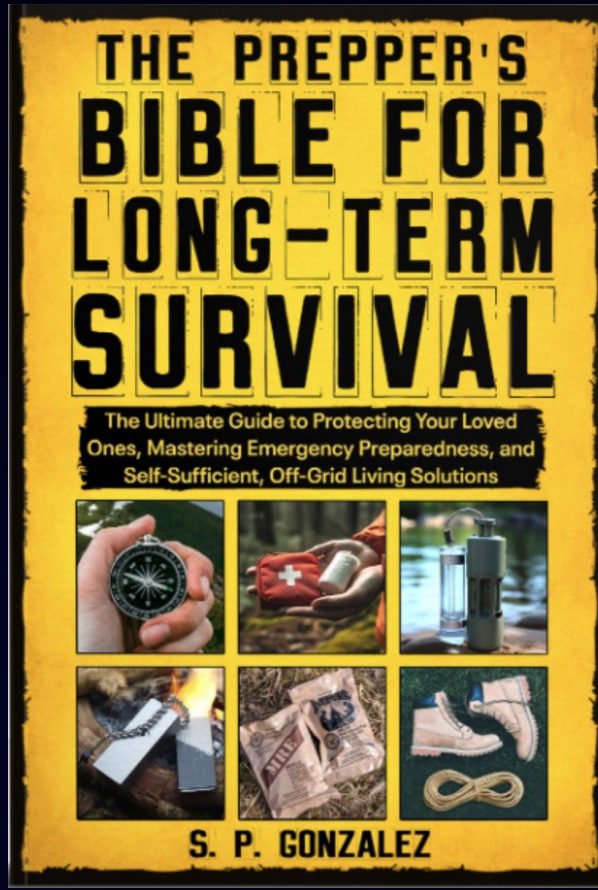
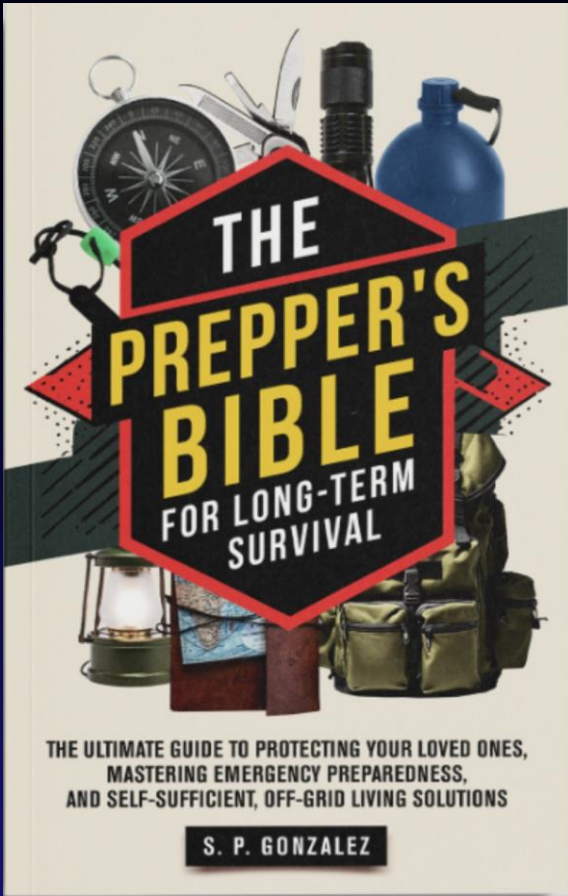
COMPANION PLANTING 101

A Practical Guide for Using Ancient and
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Even Beginners Can Follow



GL HALL

Silvia



Anena

MENOPAUSE MADE EASY

WORKBOOK



12 Steps to Manage Hot Flashes,
Lose Weight, Diminish Mood Swings,
and Bring Out Your Best Self

A. G. NINA

Kurt

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