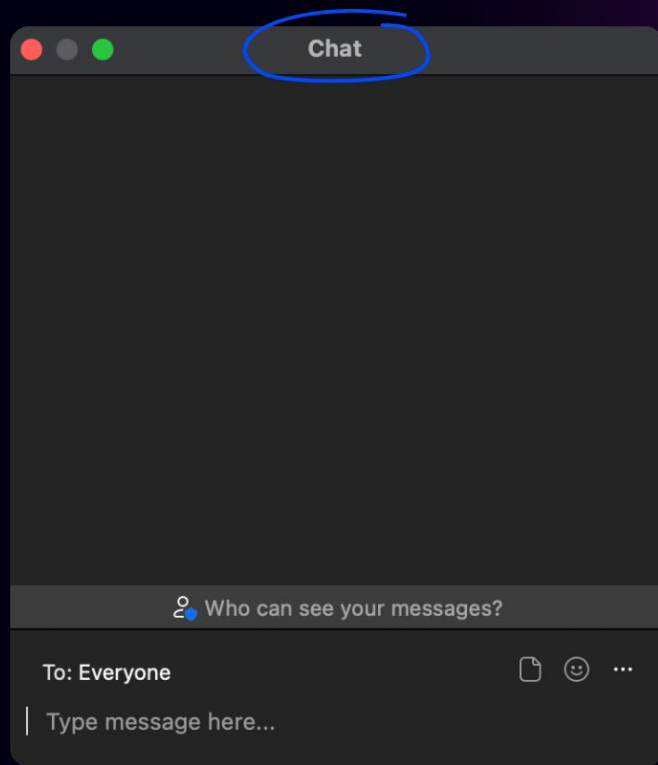




**Action Takers Tuesdays!**  
**July 16, 2024**

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.

# Your Voice Matters!

**We are obsessed with providing the best experience possible, and your feedback is everything to us**

Please fill out our short survey so that we know where we can improve

- We are interested in feedback specifically relating to Modules 2-7
- Please note that Module 1 is currently under revamp and will be updated soon

**Thank you!**



# Limited Free Coaching Call For AIA Students

**Sign up with this link** - <https://publishing.as.me/limited-time-coaching-calls>



# 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

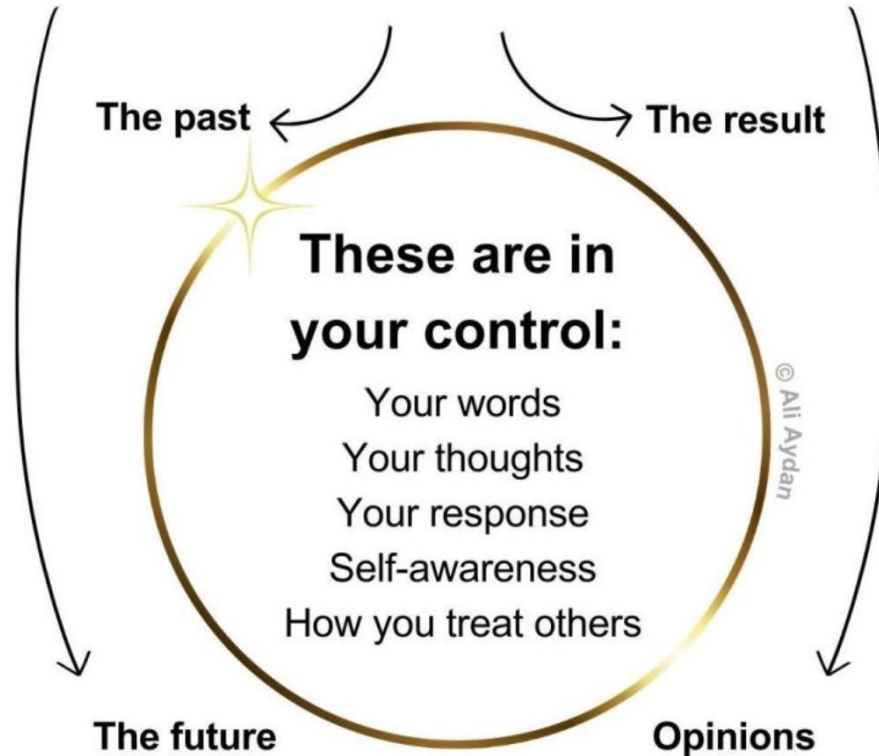


*Check your email inbox for more info or contact support*

**LET'S BEGIN!**

# Thought Of The Day

**These are out of your control:**



# TIP OF THE WEEK

When choosing 3 benefits for your Subtitle, check out your competitors books for clues!

# Elise

Hi coaches! I need comments on my titles. 1 The "All Will Be Well" DBT Easy Guide for Adults, SB-T Discover The Keys to Improve Emotional Regulation, Interpersonal Effectiveness, and Relieve Anxiety (154 car). 2 The "All Will Be Well" DBT Book for Adults, Practical Exercises to Improve Emotional Regulation, Interpersonal Effectiveness, and Relieve Anxiety (146 car). 3 The "All Will Be Well" DBT Guide for Adults, How to Improve Emotional Regulation, Interpersonal Effectiveness, and Relieve Anxiety in a few minutes a day! (154 car). Thank you!

# Linnea

Could you take a look at my book title again?

Topic that meets POC: Setting Boundaries

Main title: The Art of Setting Healthy Boundaries

Sub title options:

1. Proven Techniques Anyone Can Use to Effectively Set Boundaries for Peace, Emotional Well-Being, and Meaningful Relationships
2. A Practical Guide Anyone Can Use to Confidently Set Boundaries for Peace, Empowered Self-Discovery, and Deeper Relationships
3. A Simple Guide to Effectively Set, Communicate, and Uphold Boundaries for Better Mental Health, Self-Esteem, and Authentic Relationships

# Waffa

My book is a workbook/journal. I paid for a manuscript. However, it only includes text with no place for exercises, questionnaires, journal entries. I'd like it to be interactive and engaging. The manuscript is fine but I'd like to inject engaging content allowing the reader to apply themselves. How do I do that?

# Tania

Please give feedback on my title:

Understanding Narcissism

Simple Ways to Recognize Narcissists, Special Focus on Teens & The Impact of Social Media,  
Recovering From Narcissistic Abuse



# Brian

It was mentioned to maybe make my subtitle better so I was wondering if it is?

Starting an LLC Made Easy:

ORIGINAL Subtitle

Beginner's Guide to Stress-Free Formation, How to Understand Tax Perks, and Gain Legal confidence

NEW Subtitle

Beginner's Guide to Simplify the Formation Process, Alleviate Fears of Costly Mistakes, and Clarify Tax Benefits and Obligations

# Liesa

Hi Coaches! I am narrowing down my Title & Subtitle for my first book and would like feedback on the following 3 working titles. Thank you!

1) A Woman's Guide to Identify & Recover From Psychological & Emotional Abuse: Gain Clarity, Create a Plan and Reclaim Your Life

2) A Woman's Guide to Identify & Recover From Psychological & Emotional Abuse: Gain Clarity, Create a Plan to Move Forward and Reclaim Your Life

3) A Woman's Guide to Emotional & Psychological Abuse: How to Identify Predatory Tactics, Create a Plan to Free Yourself and Reclaim Your Life From Toxic Relationships

# Blandine

I'd like to improve these book covers (part of a book series) there were created by the Urban Writers before I joined Publishing.com. I need your help please. How can I make them more professional please? Thanks in advance

Here is the link:

[https://docs.google.com/document/d/1-rCxMLJrBs21macITEPvMWwS\\_AFCCC-6rWI08YFRnho/edit?usp=sharing](https://docs.google.com/document/d/1-rCxMLJrBs21macITEPvMWwS_AFCCC-6rWI08YFRnho/edit?usp=sharing)

# Martha D

Team: please help me decide on one of 8 book covers. Thanks

\*\*\* NO LINK PROVIDED

# Paul

Hello Coaches! Here are three book covers for your critique.

<https://docs.google.com/document/d/1dDyogHZyMEkg74E62bNomlQcNTADvQl7Z4ukHg7ux-k/edit>

\*\*\*\* NO ACCESS

# Marcin 1/2

I would like to hear your personal comments from your publishing experience on How you tackle creation of visual content - not photos for the book content. For example I preselected 8 infographics + 2 graphs, with description and an example generated by chatGPT (not good quality). What is the best platform to outsource it, best approach,

send one to one designer or a few to different ones then choose designer? Also in bulk by one designer I understand it is better priced. Or find a formatting package that would include the visuals creation? From your experience please

# Marcin 2/2

Is this the correct sequence:

Preface / Introduction / Chapters / Conclusion / References / Appendix

mainly asking about last two.

References: AI bot generated references for only http sources, I would like to add a few paper books that I was also referencing. Question is:

- What is the main purpose of the references section? Is it primarily for Amazon's acceptance for publishing?
- How detailed should the references section be, given that we assume the book is plagiarism-free?

# Brian

I watched the book title video recording that Stephan Hettich was facilitating and he mentioned about obtaining discounts for Publisher Rocket. I was wondering how I might be able to obtain a discount for this product? Apparently Stephen has a sheet with links to various sources to obtain discounts like to: Publisher Rocket, Pubby, Prime Corp Services and more. I'd like to get Publisher Rocket right away to help fine tune my Book Title. I reached out support, but they have ghosted me (I think they may be a bit overwhelmed). Thanks!



# Martti

Hi, an AI tool created a valuable marketing report and outline for a new book. In my opinion, the outline content is too broad for one book. Is it risky to exclude subjects from the book if the marketing report suggests they should be included? What are the principles for focusing and excluding subjects from a book?

# Christine

I just added my book to KDP and saved it as a draft. I plan to have the "official" launch with the 3-day free promo starting on July 29th. Can I make my book live now to get the ASIN and update the review pages with a QR code, and then begin the promo on the 29th?

# Chad

Book Title: The Dad's Guide To Successful Parenting

Subtitle:

Original: How Any Dad Can Shape a Bright Future That Fosters Success in His Child

Variant 1: How You Can Empower Your Child to Build an Emotionally Bright Future and a Lifetime of Blessing and Favor

Variant 2: How You Can Empower Your Child to Build an Emotionally Bright Future, a Wealth Mindset, and a Lifetime of Blessing and Favor

If you wish to look, the book cover is located here, but not required.

<https://www.facebook.com/groups/aipublishingacademy/permalink/1751929645213609/>

# Kathy

I saw a question on the AIA Facebook group this morning in regard to having our manuscripts password protected before sending them out to our ARC team. I did not read anything about this in the course lessons. The link that was used to answer the question went to a site for Adobe password protection. Is this something I should set up? Does it allow my ARC readers to open the manuscript without a hassle? I should be sending my manuscript link to them next week. Do you have a better suggestion? Thank you!

# Rachael

Hello! What are your thoughts and suggestions on getting your own ISBN or using the free one that KDP gives you?

# Rachael

Hello again! Could you explain why it's better to do the free promo for 3 days instead of 5? I feel like I might need 5 days to message all my interested reviewers and get them to purchase the book and leave a review. 3 days just seem so short!

Also, should I tell them to purchase the free book, wait a day, then write the review? I know most would want to purchase the book and then write a review right away.

# Steven

Hello Coaches, I would like to see if anyone knows the discount code for IngramSpark; watched the video and it was SELFPUB in 2019 so figured it had probably changed...Also, if anyone knows the discount code for Publishing Services this month for the A+ Content 10% off that would be greatly appreciated. Thank You

# Todd

**How to Talk to *Absolutely Anyone*: 27 Easy Strategies to Conquer Shyness, Master Conversation Skills, and Make Genuine Connections for Personal and Professional Growth 170**

**How to Talk to *Absolutely Anyone*: 27 Strategies to Conquer Shyness. Enhance Conversation Skills and Easily Make Genuine Connections for Personal and Professional Growth 173**

**How to Talk to *Absolutely Anyone*: 27 Strategic Ways to Boost Conversation Skills, Overcome Shyness, and Easily Make Real Connections for Personal and Professional Growth 172**



# Elizabeth

For cover intervention:

My Final 99 design cover round ends late today. I've received favorable comments on so many of my designs; weeded down from over 70 to about 30 to date. Here, I've selected a few varying themes I've seen. Number 1 is brand new today and a different look overall from all the others, so no feedback yet.

General question on bonus sticker - not 100% I will be needing so do I need to decide that before the final round closes or the 14 day selection time is over or? - In other words does it need to be included in the final design I select if I'm going to use one or can it be added on top any time?

<https://docs.google.com/document/d/1UHepO6DF64sgd76Ga2iMVqhzFEGw-N1bF9rf6S9tBcE/edit?usp=sharing>

# Sophia

How do I submit a book cover for feedback? I cannot add an attachment here.

# Debra

Please review two versions of my winning design cover from 99Designs. Please provide feedback. Thank you!

[https://docs.google.com/document/d/1A5wX06JFyaH1zCg6K0Uvzt0g\\_h3XYpFxc-miBsdCc60/edit?usp=sharing](https://docs.google.com/document/d/1A5wX06JFyaH1zCg6K0Uvzt0g_h3XYpFxc-miBsdCc60/edit?usp=sharing)

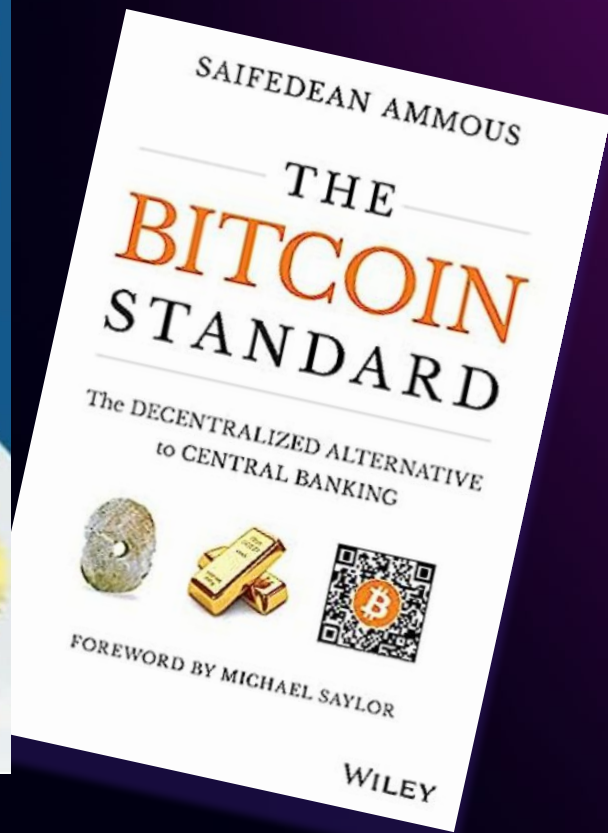
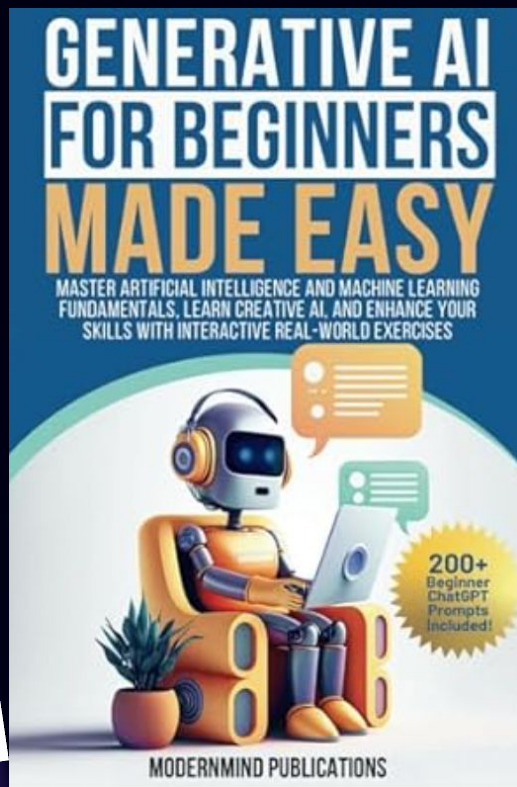
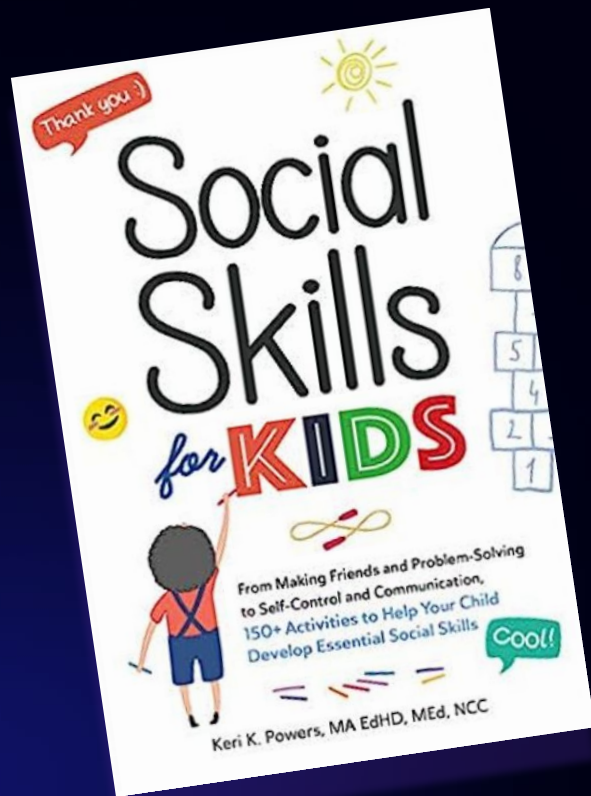
# Suniti Barua

Hi coaches, I submitted my question earlier and it didn't show up on the Q&A call yet.

Please give feedback on my cover. <https://99designs.com/contests/poll/73393baada>

Thanks in advance.

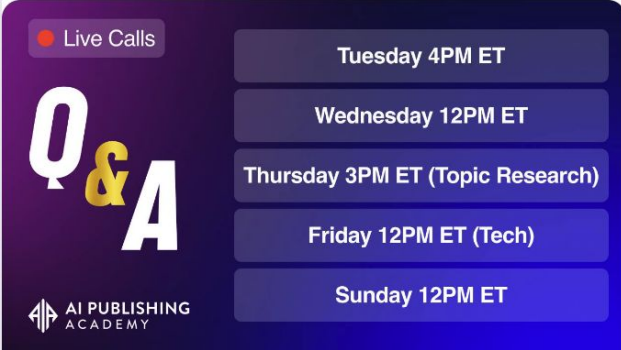
# Cover Intervention



# 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**



The screenshot shows a promotional graphic for 'Live Calls' with a 'Q&A' logo and the AI Publishing Academy logo. To the right, a list of call times is shown in blue buttons: Tuesday 4PM ET, Wednesday 12PM ET, Thursday 3PM ET (Topic Research), Friday 12PM ET (Tech), and Sunday 12PM ET.

**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](#)

# Blendine

TINA SHELTON

## GUT HEALTH AND FASTING FOR BEGINNERS

Ultimate Guide on How to Use Fasting to Reprogram Your Microbiome. Prevent and Heal Chronic Gastrointestinal Disorders e.g. IBS, Leaky Gut, SIBO, Food Sensitivity, and Digestive Discomforts such as Bloating and Heartburn. Balance Your Firmicutes Bacteroidetes Ratio, Start Post Antibiotic Repair, and Improve Your Intestinal Stem Cells. Ultimately, Restore Vibrant Health!



TINA SHELTON

## BRAIN HEALTH AND FASTING FOR MEN AND WOMEN AGED 40 AND OVER

Ultimate Guide on How to Use Fasting to Improve and Maintain Brain Health for People 40 and Over

Book 2 of the series *Your Health and Fasting*



TINA SHELTON

## CHRONIC CONDITIONS **AND FASTING**

A Comprehensive Guide to Unlocking the Power of Prolonged Fasting and Managing Chronic Conditions Such as Cancer, Diabetes, Heart Diseases, and Stroke With Scientific Fasting Techniques.

Book 3 of the series *Your Health and Fasting*



# Elizabeth

## COMPANION PLANTING

GUIDE FOR  
BEGINNERS

Cultivate Healthy Productive Gardens  
Naturally Using Easy Eco-Friendly  
Techniques in Any Size Space

RAINE PUBLICATIONS

## COMPANION PLANTING

GUIDE FOR  
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RAINE PUBLICATIONS



Debra

# ARTIFICIAL INTELLIGENCE FOR BEGINNERS

A SIMPLE GUIDE TO AI WITH EASY TOOLS  
TO STREAMLINE YOUR LIFE, SPARK CREATIVE  
IDEAS, AND ENHANCE CAREER GROWTH



ALEX INVERNESS

# ARTIFICIAL INTELLIGENCE FOR BEGINNERS

A SIMPLE GUIDE TO AI WITH EASY TOOLS  
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IDEAS, AND ENHANCE CAREER GROWTH



ALEX INVERNESS

**Monika**

**Paul**

**Edward**

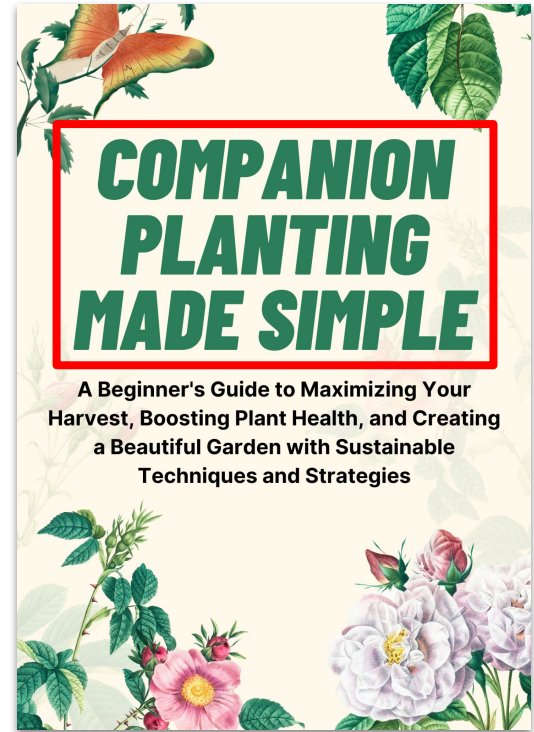
**Kacey**

**Brian**

# 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 (3-5):** 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





# Putting it All Together

**Step 1:** Come up with a main title using the [Book Title Cheatsheet](#) sheet

**Step 2:** Come up with a list of related keywords

**Step 3:** Come up with a list of the best benefits that appeal to your target audience

**Step 4:** Construct a rough draft title that incorporates those keywords and benefits

**Step 5:** Beef it up with some good copywriting