

# Q&A Call

● Thursday Nov. 16th 2023

# Q&A TIME

First, we will go through a run down of Topic Research and POC, and then we we answer 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

Special Segment!

Today's Q&A is on:

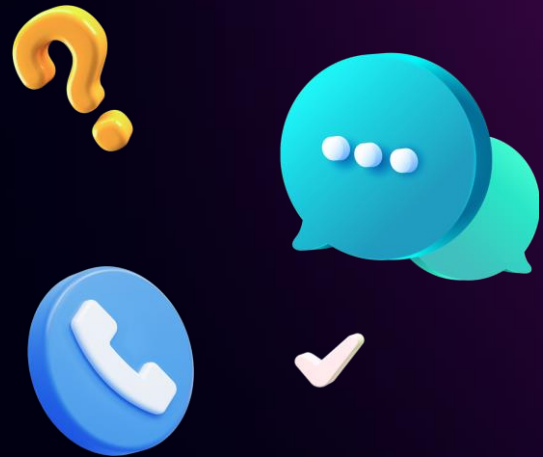
- Finding a book topic
- Establishing Proof of Concept for your book topic

\*\*\* General questions will resume on the next Q&A. \*\*\*



# OPEN Q&A

Submit your Topic or Proof of Concept questions live on the call in the Zoom Q&A field. We will pick and choose the best 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.

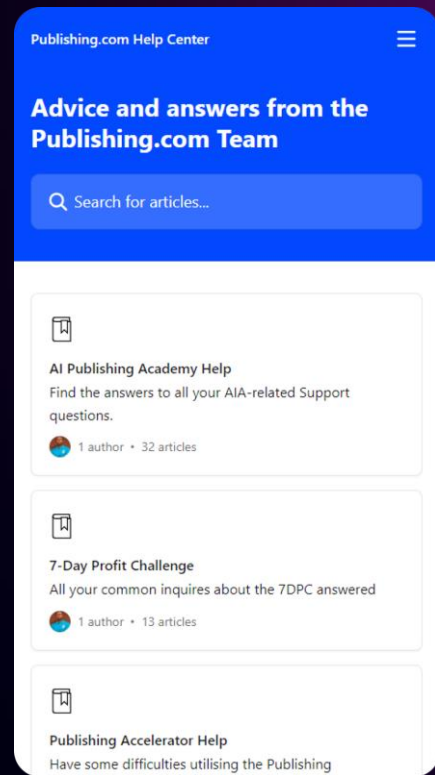
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

# F.A.Q.

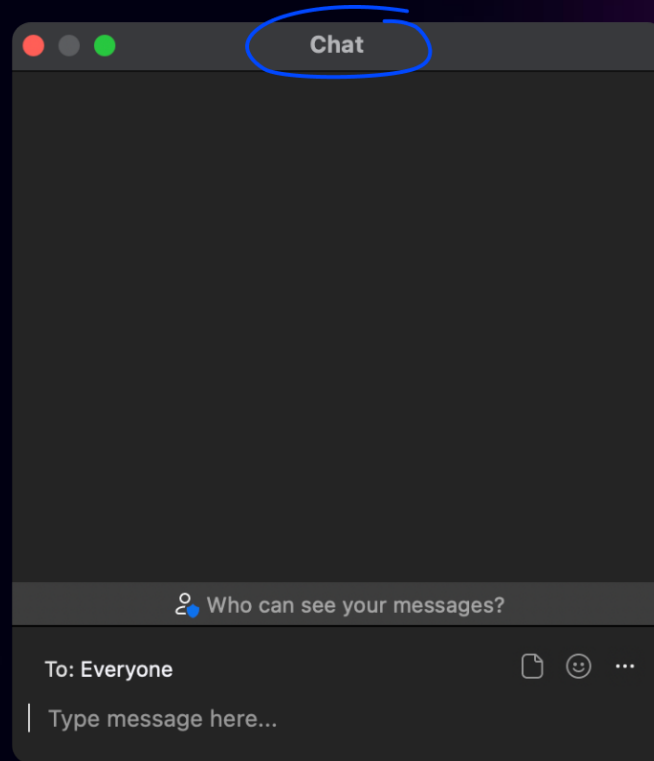
Visit our Help Center at [help.publishing.com](https://help.publishing.com)

- 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).





# FREE COACHING CALLS FOR AIA

Training our coaches is a top priority for us! We'd love to give them some additional hours by offering free coaching calls to students.

Interested? Join a Zoom meeting:

**Thursday 11/16: 12 - 2 pm EST**

**Friday 11/17: 10 am - 12 pm EST**

(First come first serve, we will work through as many students as time allows)



**LET'S BEGIN!**

- 1. How To Find A Topic**
- 2. Finding Proof Of Concept (POC)**
- 3. Q&A**

# How To Find A Topic



# What IS a Book Topic?

A good book topic:

**Solves a specific problem, solved in a specific way  
for a specific group of people**

- Clearly state what the book is actually about
- Terms people are searching on Amazon
- Specific (not vague)

Good book topic = *usually between 2 - 6 words*

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How to read music	Beekeeping for beginners
Food truck business	At home workouts
Public speaking for beginners	Gut health
Off grid living	Decluttering your home
Rental property investing	Budgeting for college students
Meditation for entrepreneurs	Leadership for women
Social media marketing	Cognitive behavioral therapy
How to small talk	Chess for kids

# What ISN'T a Book Topic?

- Book titles
- Niches
- Sub-niches
- Vague terms
- Famous authors

Ask yourself - Are people searching for these terms regularly on Amazon?

# What ISN'T a Book Topic?

- Book titles
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Ask yourself - Are people searching for these terms regularly on Amazon?

Self help	Atomic Habits
Exercise	Think and Grow Rich
Diet	Money secrets
Music	Tony Robbins
Outdoors	Money magic
Love	Weight loss magic
Why anxiety sucks	For women
I can't lose weight	Math



**BONUS**

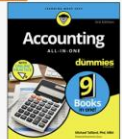
# TOP 100 BOOK TOPICS

 **AUDIOBOOK**  
INCOME ACADEMY

Note: Dummies books will not be used for POC but can help you get ideas



Best Seller



Accounting All-in-One For Dummies (+ Videos and Quizzes Online) (For Dummies (Business & Personal Finance))  
by Michael Tallard, Joseph Kraynak, et al.  
★★★★☆ - 74

Paperback  
**\$28<sup>99</sup>** List: \$34.99  
-prime  
FREE delivery Wed, May 24  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$27.44 (51 used & new offers)  
Other format: Kindle

Best Seller



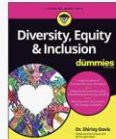
Bookkeeping All-in-One For Dummies  
by Lita Epstein and John A. Tracy  
★★★★☆ - 696

Paperback  
**\$20<sup>99</sup>** List: \$29.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$14.98 (56 used & new offers)  
Other format: Kindle



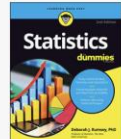
Real Estate Investing For Dummies, 4th Edition  
by Eric Tyson MBA, Robert S. Griswold MBA MSBA CFE, et al.  
★★★★☆ - 747

Audible Audiobook  
**\$0<sup>00</sup>** List: \$24.49  
Free with Audible trial  
Available instantly  
Other formats: Paperback, Kindle, Audio CD



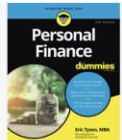
Diversity, Equity & Inclusion For Dummies  
by Dr. Shirley Davis  
★★★★☆ - 142

Paperback  
**\$29<sup>99</sup>**  
-prime  
FREE delivery Wed, May 24  
Or fastest delivery Tomorrow, May 19  
More Buying Choices  
\$19.69 (50 used & new offers)  
Other format: Kindle



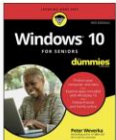
Statistics For Dummies (For Dummies (LifestylEal))  
by Deborah J.J. Rumsey  
★★★★☆ - 1,863

Paperback  
**\$11<sup>99</sup>** List: \$19.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$2.62 (98 used & new offers)  
Other format: eTextbook



Personal Finance For Dummies  
by Eric Tyson  
★★★★☆ - 1,217

Paperback  
**\$13<sup>99</sup>** List: \$24.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$7.71 (76 used & new offers)  
Other formats: Audible Audiobook, Kindle, Audio CD



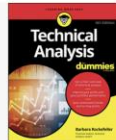
Windows 10 For Seniors For Dummies (Computer/Tech)  
by Peter Wierker  
★★★★☆ - 917

Paperback  
**\$15<sup>99</sup>** List: \$24.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Tomorrow, May 19  
More Buying Choices  
\$3.96 (54 used & new offers)  
Other format: Kindle



Options Trading For Dummies  
by Joe Duarte  
★★★★☆ - 285

Paperback  
**\$19<sup>99</sup>** List: \$29.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$15.59 (55 used & new offers)  
Other formats: Audible Audiobook, Kindle, Audio CD



Technical Analysis For Dummies  
by Barbara Rooker-Ritter  
★★★★☆ - 992

Paperback  
**\$17<sup>99</sup>** List: \$29.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Tomorrow, May 19  
More Buying Choices  
\$9.98 (59 used & new offers)  
Other format: Kindle



Sewing For Dummies  
by Jen Saunders Marsh  
★★★★☆ - 1,252

Paperback  
**\$10<sup>99</sup>** List: \$19.99  
-prime  
FREE delivery Wed, May 24 on \$25 of items shipped by Amazon  
Or fastest delivery Sat, May 20  
More Buying Choices  
\$5.22 (71 used & new offers)  
Other format: Kindle

# Brainstorm With ChatGPT



Is “Exercise” a  
good book topic?

**Too Broad -  
We don't know  
what it's about or  
who it's for**

Using ChatGPT,  
we can break it  
down

### 1. **Cardio Workouts**

- High-intensity interval training (HIIT)
- Running and jogging routines
- Swimming workouts
- Cycling routines
- Aerobics exercises

### 2. **Strength Training**

- Weightlifting exercises
- Bodyweight exercises
- Resistance band workouts
- Kettlebell workouts
- Plyometric training

### 3. **Yoga and Flexibility**

- Hatha yoga
- Vinyasa yoga
- Yin yoga
- Flexibility exercises
- Pilates routines

### 4. **Mind-Body Wellness**

- Tai chi
- Qigong
- Meditation and mindfulness exercises
- Breathing exercises
- Relaxation techniques

- Can you create a list of exercise topics that can be found in books on Amazon



#### 5. **Sports Specific Training**

- Golf exercises
- Tennis workouts
- Soccer training routines
- Basketball drills
- Baseball conditioning

#### 6. **Rehabilitation Exercises**

- Physical therapy exercises
- Stretching for injury prevention
- Exercises for back pain
- Post-surgery recovery exercises
- Balance and stability training

#### 7. **Dance Workouts**

- Zumba routines
- Ballet workouts
- Hip-hop dance routines
- Belly dance workouts
- Dance aerobics

#### 8. **Nutrition and Wellness**

- Nutritional guidelines for athletes
- Wellness and self-care routines
- Holistic health approaches
- Healthy eating and meal planning
- Supplements for athletic performance

#### 9. **Martial Arts Training**

- Karate techniques
- Taekwondo routines
- Brazilian jiu-jitsu drills
- Boxing workouts
- Muay Thai training

#### 10. **Outdoor and Adventure Sports**

- Hiking and trekking routines
- Rock climbing exercises
- Kayaking workouts
- Outdoor survival skills
- Camping and outdoor fitness

#### 1. **Senior Fitness**

- Exercises for older adults
- Low-impact workouts
- Strength training for seniors
- Balance exercises for the elderly
- Chair exercises

#### 1. **Pregnancy and Postpartum Exercise**

- Prenatal yoga
- Postpartum exercises
- Exercises for pregnancy
- Gentle workouts for new mothers
- Pelvic floor exercises

#### 1. **Kids and Family Workouts**

- Fun family exercises
- Kids' fitness routines
- Exercises for children
- Active games for families
- Parent-child workouts

# Use Autosuggestion

The screenshot shows the Amazon search interface for the term 'container'. The search bar at the top contains 'Books container'. Below the search bar, a list of search suggestions is displayed, including 'container gardening for beginners', 'container gardening', 'container security', 'container gardening book', 'container vegetable gardening', 'container home', 'container garden', 'container home book', 'container garden book', and 'containers for tops and cotton balls'. Each suggestion is accompanied by a small signal strength icon.

Overlaid on the search results is a keyword analysis tool. It features three columns: 'Keywords Before' (pink background), 'Keywords After' (green background), and 'Other' (grey background). The 'Keywords Before' column lists terms like 'kids lunch container', 'containers for mini fridge', 'containers with lids for organizing', 'containers for organizing clothes', 'containers for organizing pantry', 'container', 'containers for beads', 'containers for food organizing', and 'container store storage bins'. The 'Keywords After' column lists terms like 'container gardening books for beginners', 'pizza storage container collapsible', 'dog food storage container 50 lbs capacity', 'oxo pop container', 'sharps disposal container for home use', 'sterilite 3-drawer storage container', 'dog food storage container 30 lb', and 'how to build a shipping container home'. Each term in these columns also has a signal strength icon.

At the bottom of the screenshot, there is a navigation bar with the following elements: 'ASE v2.1.42' with a gear icon, a yellow button labeled 'Download Keywords!' with a download icon, a button labeled 'Want to see Search Volume for these keywords? Go PRO!' with a download icon, and a tip: 'Tip: You may have to scroll to the right to see all keyword suggestions.' with a lightbulb icon.

# AMZ Suggestion Expander

# Proof of Concept

Is the book topic in demand?

# Proof of Concept

## Review from the Course

Number of Reviews: =< ??

Est. Monthly Sales: => \$\$\$

+

Same ??

Same ??



# Proof of Concept

## Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: => \$??

+

Same ??

Same ??



# Proof of Concept

## Review from the Course

Number of Reviews: =< 150

Est. Monthly Sales: => \$500

+

Same ??

Same ??



# Proof of Concept

## Review from the Course

Number of Reviews:  $\leq 150$

Est. Monthly Sales:  $\Rightarrow \$500$

+

Same topic

Same ??





# Proof of Concept

## Review from the Course

Number of Reviews:  $\leq 150$

Est. Monthly Sales:  $\Rightarrow \$500$

+

Same topic

Same audience



# Proof of Concept

Example:

**KDSPY<sup>pro</sup>** Options Logout

**Keyword: estate planning** [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(0\)](#)

Results: **1-20** Avg. Sales Rank: **294,210** Avg. Monthly Rev: **\$1,662** Avg. Price: **\$18.13** Avg. No. Reviews: **173**

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
2	Estate Planning For Dummies	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	400	\$20.29	153	\$ 3,104	5	29,633
6	When I Die   Planner and Organizer for Acc...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	152	\$17.99	123	\$ 2,213	8	37,849
7	Your Level Up Guide to Asset Protection, Tr...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	233	\$19.99	54	\$ 1,079	10	93,560
13	Estate Planning Basics	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	256	\$15.19	51	\$ 775	15	99,972
8	Plan Your Estate	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	528	\$29.6	81	\$ 2,398	18	60,167
16	Every Californian's Guide To Estate Plannin...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	368	\$13.59	52	\$ 707	41	97,278
5	Estate Planning 101: From Avoiding Probat...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	272	\$11.98	63	\$ 755	45	79,675
20	Savvy Estate Planning: What You Need to ...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	314	\$49.95	1	\$ 50	45	3,864,240
18	My Personal Affairs Portfolio: Everything Yo...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	84	\$14.78	24	\$ 355	63	214,438
10	The Wall Street Journal Complete Estate-Pl...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	208	\$10.96	35	\$ 384	84	148,129
1	Savvy Estate Planning: What You Need to ...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	344	\$14.04	132	\$ 1,853	89	35,244
19	Get It Together: Organize Your Records So ...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	440	\$16.99	408	\$ 6,932	95	9,324
15	A Gift For The Future: Conversations About...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	272	\$17.9	12	\$ 215	96	445,512
11	My Estate Planner: Essential Information fo...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	124	\$10.05	86	\$ 864	109	56,568
17	Estate Planning is Dead!: Asset Protection ...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	122	\$13.99	39	\$ 546	150	131,245
3	The Complete Book of Wills, Estates & Trus...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	416	\$13.73	223	\$ 3,062	209	19,222
12	Estate Planning For Dummies	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	384	\$35.67	22	\$ 785	248	238,111
14	End of Life Planning Workbook : Shit You'll ...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	102	\$11.95	27	\$ 323	615	195,438
9	My Family Estate Legal Document Kit (inclu...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	80	\$11.69	288	\$ 3,367	741	14,196
4	Living Trusts for Everyone: Why a Will Is N...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	192	\$12.24	284	\$ 3,476	788	14,410

Kindle **14** Books Audiobooks **3**

[Pull Results 21-40](#) Keywords Export Help USA Region Total Monthly Rev. \$33,243 Popularity Potential Competition

**i** Keyword: **estate planning**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(0\)](#)

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Kindle **14**

Books

Audiobooks **3**

[Pull Results 21-40](#)

  
Keywords

  
Export

  
Help

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Region

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Kindle **14**

Books

Audiobooks **3**

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Keywords

Export

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USA Region

Total Monthly Rev.  
**\$33,243**

Popularity Potential Competition

Example:

11 books  
Over \$500  
/month

**i** Keyword: **estate planning**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(0\)](#)

Results: **1-20**      Avg. Sales Rank: **294,210**      Avg. Monthly Rev: **\$1,662**      Avg. Price: **\$18.13**      Avg. No. Reviews: **173**

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Kindle **14**

Books

Audiobooks **3**

[Pull Results 21-40](#)



Keywords



Export



Help

USA

Region

Total Monthly Rev.  
**\$33,243**

Popularity Potential Competition



**i** Keyword: **estate planning** [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(0\)](#)

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Kindle **14**

Books

Audiobooks **3**

[Pull Results 21-40](#)

Keywords

Export

Help

USA Region

Total Monthly Rev.  
**\$33,243**

Popularity Potential Competition

Example:

What are the main topics of the books?

Who are they written for?



**i** Keyword: **estate planning**

[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(0\)](#)

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Kindle **14**

Books

Audiobooks **3**

[Pull Results 21-40](#)

Keywords

Export

Help

USA Region

Total Monthly Rev.  
**\$33,243**

Popularity Potential Competition

Example:

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Who are they written for?



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## Get It Together: Organize Your Records So Your Family Won't Have To Paperback – September 27, 2022

by **Melanie Cullen** (Author), **Shae Irving J.D.** (Author)

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Keyword: **estate planning**[Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(0\)](#)

Results:

**1-20**

Avg. Sales Rank:

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Kindle **14**

Books

Audiobooks **3**[Pull Results 21-40](#)

Keywords



Export



Help

USA

Region

Total Monthly Rev.

**\$33,243**

Popularity Potential Competition



# Proof of Concept

Do we have proof of concept?



7 Books on Estate Planning

**KDSPY**<sup>pro</sup> Options Logout

Keyword: **estate planning** [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(0\)](#)

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19	Get It Together: Organize Your Records So...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	440	\$16.99	408	\$ 6,932	95	9,324 ✓
15	A Gift For The Future: Conversations About...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	272	\$17.9	12	\$ 215	96	445,512 ✓
11	My Estate Planner: Essential Information fo...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	124	\$10.05	86	\$ 864	109	56,568 ✓
17	Estate Planning is Dead! Asset Protection ...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	122	\$13.99	39	\$ 545	150	131,245 ✓
3	The Complete Book of Wills, Estates & Trus...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	416	\$13.73	223	\$ 3,062	209	19,222 ✓
12	Estate Planning For Dummies	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	384	\$35.67	22	\$ 785	248	238,111 ✓
14	End of Life Planning Workbook : Shit You'll ...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	102	\$11.95	27	\$ 323	615	195,438 ✓
9	My Family Estate Legal Document Kit (inclu...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	80	\$11.69	288	\$ 3,367	741	14,196 ✓
4	Living Trusts for Everyone: Why a Will Is N...	<a href="#">I</a> <a href="#">S</a> <a href="#">C</a>	192	\$12.24	284	\$ 3,476	788	14,410 ✓

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# Proof of Concept

Do we have proof of concept?



# Proof of Concept

Live Walkthroughs

What topics would you like to check?



# Proof of Concept



## Red Flags

### Investigate any red flag:

- Price is over \$30
- Page count is 350+
- 0 reviews, lots of sales

### **Automatic disqualification**

- Low content books
- Journals
- Workbooks
- Bundles



# Textbooks

Disqualified!

**How do you identify a Textbook?**

<https://www.amazon.ca/First-USMLE-Step-Thirty-Third/dp/1264946627>



# Textbooks

Who are well known textbook publishers?

1. McGraw-Hill
2. Pearson
3. Scholastic
4. Cengage Learning
5. Houghton Mifflin Harcourt
6. Emerald Group Publishing
7. Macmillan Learning
8. Wolters Kluwer
9. Wiley Publishing
10. Routledge Taylor and Francis Group



# Authority Figures

How do you know if they're an Authority Figure?

1. Over 150 reviews
2. The book is a "second edition" or greater
3. Fame or accomplishment is listed in their book description
4. They have healthy sales with 0 reviews showing in KDSpy

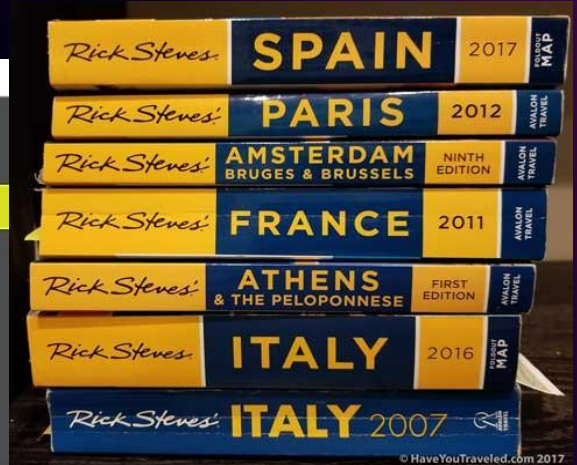
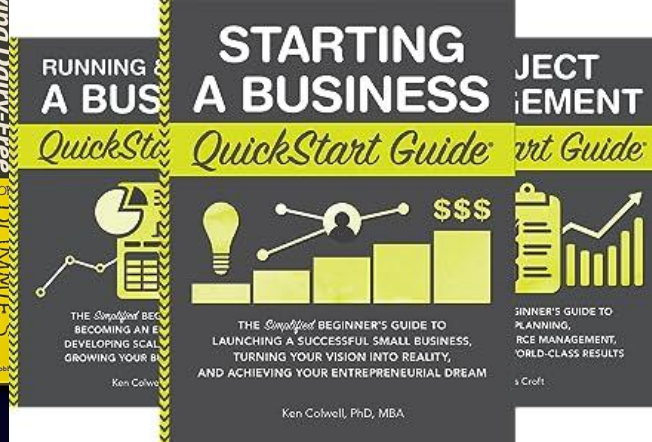
Example:

<https://www.amazon.com/Invisible-Child-Survival-American-Pulitzer/dp/0812986954/>



# Authority Figures

How do you know if they're an Authority Figure?



They dominate a niche!

# Submitted Questions

(Then Q&A Submissions on Zoom)

# Ashley

Would you see if the topic "teen girl devotional" looks good and passes POC? I'm wanting to do my first 30k on a devotional (inspirational christian book) for tennagers. Thank you!

# Ashley

I looked at the topic "how to talk to people" and it looks like it makes proof of concept. Could I get your second opinion? Is that too broad of a topic or good to go?

# Liuba

Topic' Question: Hi there, I want to hear your opinion on writing a full content 30k book which has interactive 'workbook' format, meaning here are reflection workbook sections with an exercise or two at the end of each chapter (or throughout chapters if needed) for readers to practice in their daily life. I went through previous Q&A recordings and found that different coaches have different opinions and some don't suggest writing a workbook even if it's a full content book, and this the most popular book format within a niche... Would it be harder to find a ghostwrite for this kind of book? Thanks

# Liuba

Topic' Question: As a second part of the 'workbook' question, could we please look together into POC for the following topics (again, considering the full content 30k word 'workbook' format only):

- Shadow Work Workbook
- Codependency Workbook

Thanks!

# Rachel

Hello, Coaches! Please, help me with my Book Titles.

Book topic: Transformative Teaching in Higher Education

I plan to write 2 Volumes on this topic.

Volume 1

Main title: The Comprehensive Guide to Transformative Teaching in Higher Education

Subtitle: Stress-Free Strategies For Every Teacher

Volume 2

Main title: The Comprehensive Guide to Transformative Teaching in Higher Education

Subtitle: Future-Ready Pedagogy: How to Achieve Student Success in [X] Days or Less



# Questions?

What additional questions can we answer for you?

