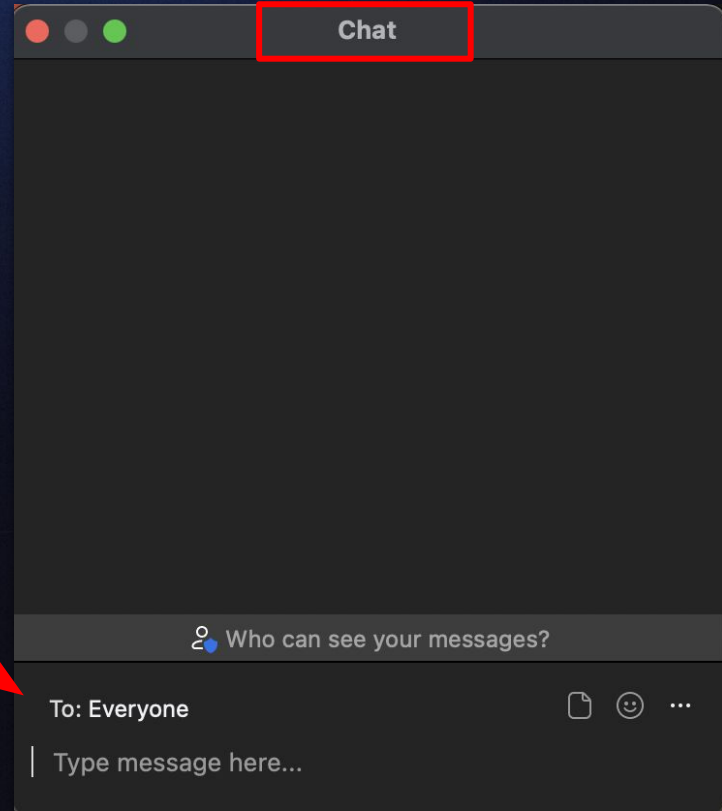


Change your chat  
setting to  
"Everyone"





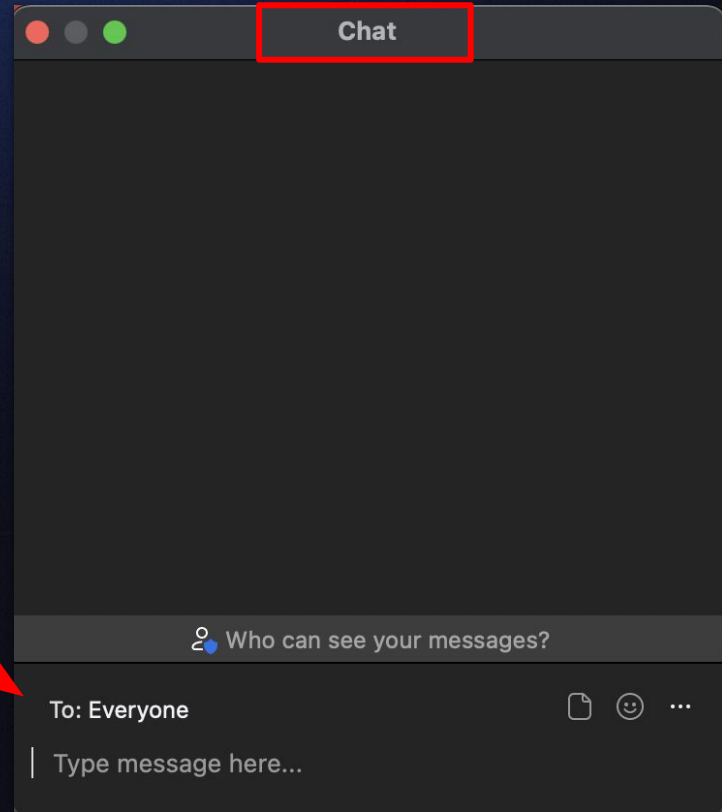
**AUDIOBOOK**  
**IMPACT ACADEMY**

# **LIVE Q&A CALL**

**Action Takers Monday**

**April 17, 2023**

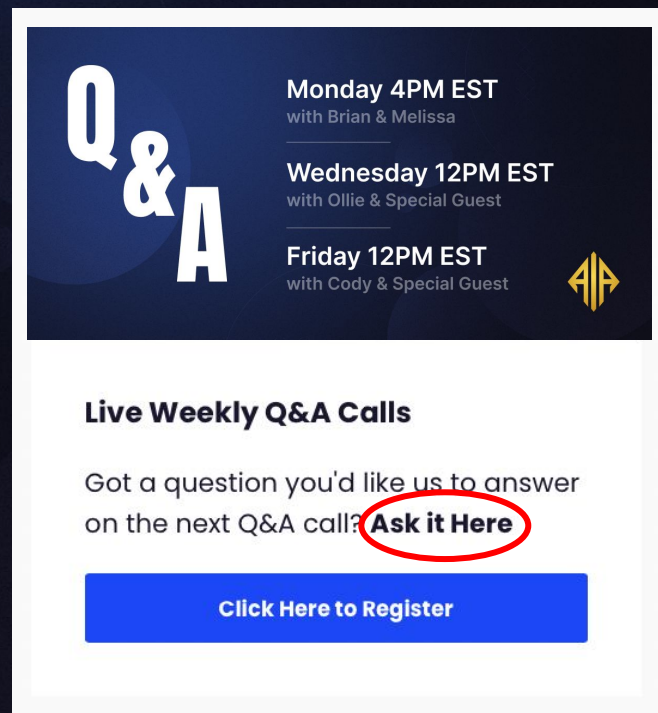
Change your chat  
setting to  
"Everyone"



# 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.



The screenshot shows a promotional graphic for AIA's Q&A Time. On the left, the letters 'Q & A' are displayed in a large, white, stylized font. To the right, the schedule is listed: 'Monday 4PM EST with Brian & Melissa', 'Wednesday 12PM EST with Ollie & Special Guest', and 'Friday 12PM EST with Cody & Special Guest'. The AIA logo is in the bottom right corner of the graphic. Below the graphic, the text 'Live Weekly Q&A Calls' is followed by 'Got a question you'd like us to answer on the next Q&A call?' and a red circle around the text 'Ask it Here'. A blue button at the bottom says 'Click Here to Register'.

**Q & A**

Monday 4PM EST  
with Brian & Melissa

Wednesday 12PM EST  
with Ollie & Special Guest

Friday 12PM EST  
with Cody & Special Guest

**AIA**

**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 Segment

- Topic specific live training
- Reviewing book covers/titles
- Student interview
- Quiz
- Something else

Got a good idea for a segment? Let us know!



# 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.



# FYI

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.



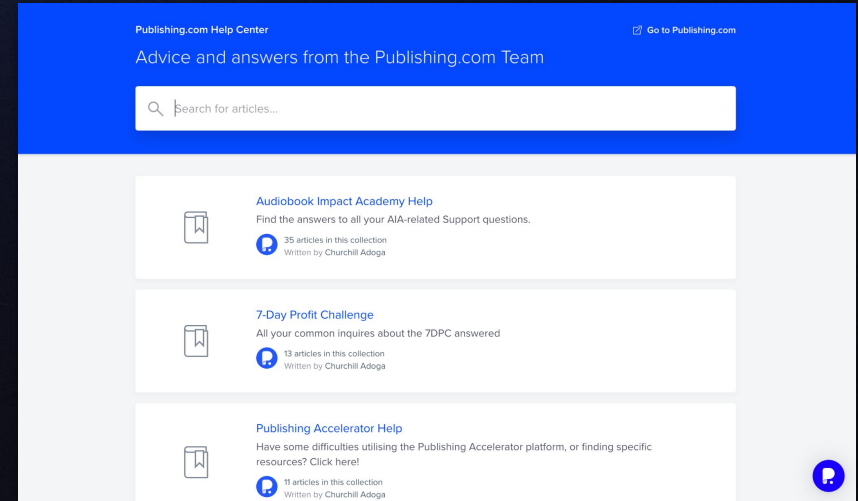
# Most Frequently Asked Q&A Questions:

Visit our Help Center

[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.





**Let's Begin!**



# Thought of the Week



I don't care who  
is doing better  
than me.

FB MOTIVATIONAL QUOTES

I am doing better  
than I was  
last year.



It's me vs me.

unknown

# Did you achieve the last goals you set?

Brian

- Complete 1 new cover - Yes
- Publish 1 new ebook - No

Karina

- Get 15 more review on bundle - 50/50





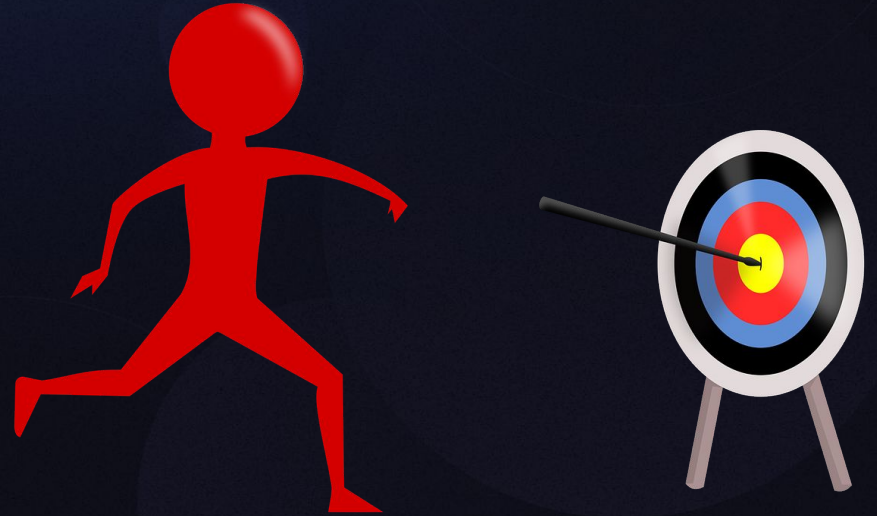
# What are your goals this week?

Brian

- Publish new ebook

Karina

- Find a whole new Topic!





# Adrianna

I would like your feedback (again) on the following titles/subtitles:

Keywords - landlord, property management, rentals, rental property management

Pain points - maximizing costs associated with repairs, contractors, legal headaches, taxes and streamlining management with systems with maintenance schedule and contractor list

Titles:

1. Property Management for Novice Landlords
2. Property Management for Beginners and First time Buyers
3. Property Management Basics
4. Property Management Fundamentals

Subtitles:

1. Essential Practices to Cut Expenses, Manage Tenants and Navigate Legal Challenges to Build Passive Income Stream
2. Essential Practices to Build Passive Income and Long term Wealth
3. Streamline Practices to Minimize Expenses and Maximize Profits
4. Tailor yourself to Expenses, Tenants and Legal Matters

# Wes

I completed the Proof of Concept on my book topic: Coaching Athlete Confidence. After doing customer research I think the keywords for Coaches and Parents of young athletes include Growth/Positive Mindset, Mental Toughness and Confidence. Here is the book title that I am considering. Any suggestions to improve it? Thanks, Wes.      Raising Winners: Empowering Coaches and Parents to Nurture Young Athletes' Mindset, Confidence and Mental Toughness



## B. Renee

I was giving the topic Livestock Farming and Out of 20 books on the topic, none of them had at least 150 Reviews and the ROI was far less than \$500, what is my next step? Do I move on to the next module or complete the 7-day challenge?





# Lauren

Brian, Oh Conqueror of Amazon Ads, (lol)

I have 91 reviews, running ads that aren't converting, no impressions, but making sales. Some of the my keyword bids are like 4,5,6 dollars. Should I take the risk of changing the bids to that amount? They are all under a \$1.00 currently. I am upping them every 3 days by 5 cents. Maybe just turn off the others and put the money in the the higher bid keywords. Most books in my niche are around the same review count. No one famous in my niche getting all the sales. Only one that has 2,000.

Should I wait until I have 100 reviews or more? Any suggestions. Thank you so much.





# Birva

Coach , can you help me to choose the title for my book.

(1) The Anxiety and Overthinking Connection :Breaking Free from Worry and Anxiety

(2) From Worrier to Warrior: 13 steps for Overcoming Overthinking and Nurturing Inner Resilience

(3) From Worrying to Winning -

(4) When Your Mind Won't Stop: Coping Strategies for Women Who Overthink

(5) The Overthinking Trap: Breaking Free from Worry and Anxiety

(6) "Overthinking Anonymous: How to Quiet Your Inner Critic and Live a Happier Life"



# Michele

Hello,

I launched my 7DC book on February 12, 2023 and have still not gotten paid my royalties that I've accumulated over the past 2 months from Amazon. I contacted the help desk at support.publishing and they said that it can take 60 days to get my first check and then monthly after that. This week it will be past 60 days. Any suggestions?



# Susan

Are the reviews applied across all my book formats? Or do I have to get reviews for each book format separately? For instance, when I publish my e-book and get my free readers to do a review on the e-book, will these reviews also show for the paperback?



# Gracie

I'll be getting reviews first on my e-book because of my free readers. So can I first add my e-book to 8 more categories before the paper back?





# Rana

Can I get feedback on my title and sub-title?

Keywords:

Women's Toolkit, ADHD, Advocate for Yourself, Manage your Emotions, Get Organized, Empowered Woman

Title: A Women's Toolkit to Thriving with ADHD

Sub-title: 19 Simple steps to Advocate for Yourself, Manage your Emotions, and Get Organized as an Empowered Woman



# Selin

Hi coaches,

If you have a long title and the subtitle is separated and put in a circle in bold print to catch the readers eye, will that affect the Amazon keyword search when people look for the topic?

I hope that makes sense. Thank you!



# Sarah

What if you already have a partial manuscript for an audiobook started? Can a ghostwriter help complete and perfect it to the proper time length?



# Linda-Marie

Greetings all !

Just started my first Amazon Ad.

1) Pls advise what is considered to be a good ACOS ( number)?

Bc It says my ACOS is 45 & I have no idea if this is wonderful or horrible.

Please clarify for me.

2) >> what target ACOS do you personally aim for

when assessing your ads ?

Much thanks. 🙏





# Linda-Marie

Hello again. Thank you for your time.

MY KDSpy extension “ icon” has just disappeared from my toolbar. So now I’m lost.

I Went into settings / extensions but oddly

It is not there.

Please advise how I can find it again. 🙏

I am not a techie & I am very frustrated.

Pls help.



# Carolyn Webb

Hi guys!

My question is: What formats should we look for when ordering ebook covers from sites like 99 designs? Do we just ask for jpegs or pdfs (which we can't edit), or should we also look for all the various different aspects of the cover separately, or an editable version of the cover?

I'm asking because I heard a great tip to save money that if you are planning a book series, you can pay for the initial cover from a site like 99 designs and then go to fiverr.com for follow-up books in the same series. Then to have all your books stay on brand, you can ask the new fiverr.com designer to tweak the original cover to create your new book cover - at less cost. But presumably the new designer needs access to an editable version of the original cover in order to do that? And if so what do we need to ask for specifically from the original designer? And is this ok to do?!

Thank you!



# Jo

My sister and I are doing this business together. So from a business strategy standpoint, what would be your opinion on doing a 30k book and a low content book at the same time? Since both of us could be working on one. (We are looking at how can we make this a full-time thing in 6 months and think ahead to building a brand.)



# Larry

Is there a way for me to have my POCs checked when I'm done with them?





# Marissa

Received my 15 reviews, what should I do next regarding Amazon Ads?



# Marissa Leinart

What do you think about signing up for the following and please give others you'd recommend: Pubby.co - Bookbub - PublishLive and others?



# Bill

I've finally decided on my niche "Publishing" and the title of the first book I'm going to put together. The title I'm looking at is: "You Don't Have to Be Famous to Publish Your Autobiography: A Complete Guide for Writing, Publishing, and Preserving Your Story". I've checked the numbers with Kdspy and although they are low, I think I can make it work. Any suggestions from the coaches?



# Laura

When following up with leads to get Amazon book reviews I've been using Bcc and sending them to all at once. Is that a best practice or do you send a separate personalized message to each person? Any other tips? Only 20-25% of them are downloading the Kindle so far.





# Laura

How many times do you follow up on FB leads for book reviews and how far apart do you do it? The tracker template has 6 times.



# Heidi

How do I establish POC? I followed all directions and bombed out



# Larry

How to check a Brand Name





# Cover Intervention





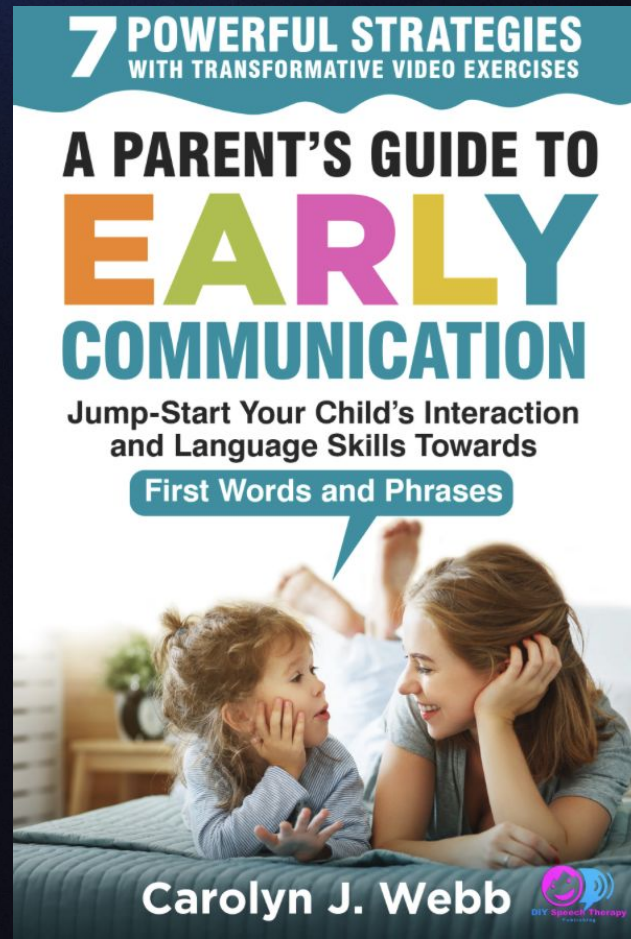
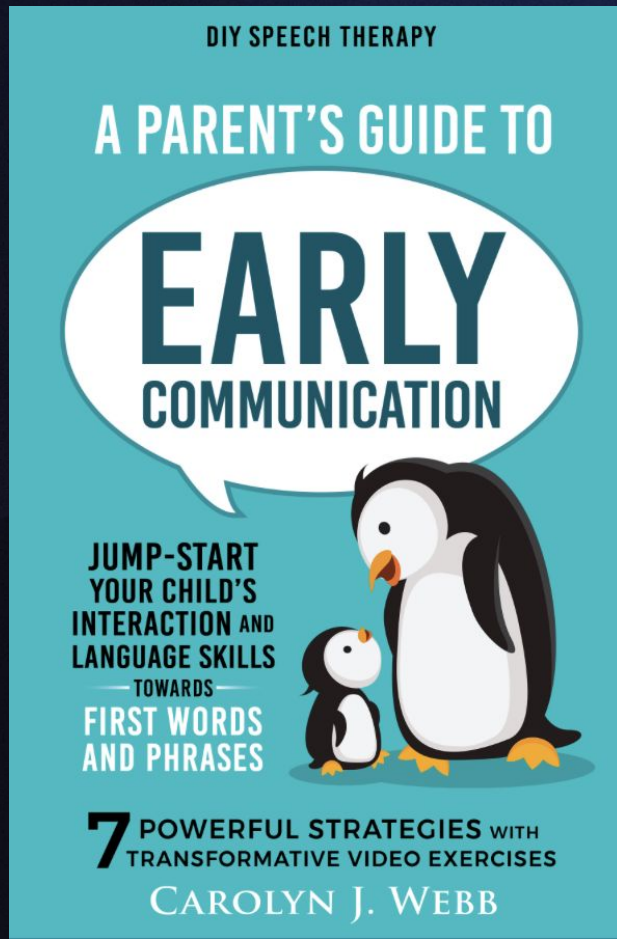
# Cover Intervention Submission Rules

## Submit

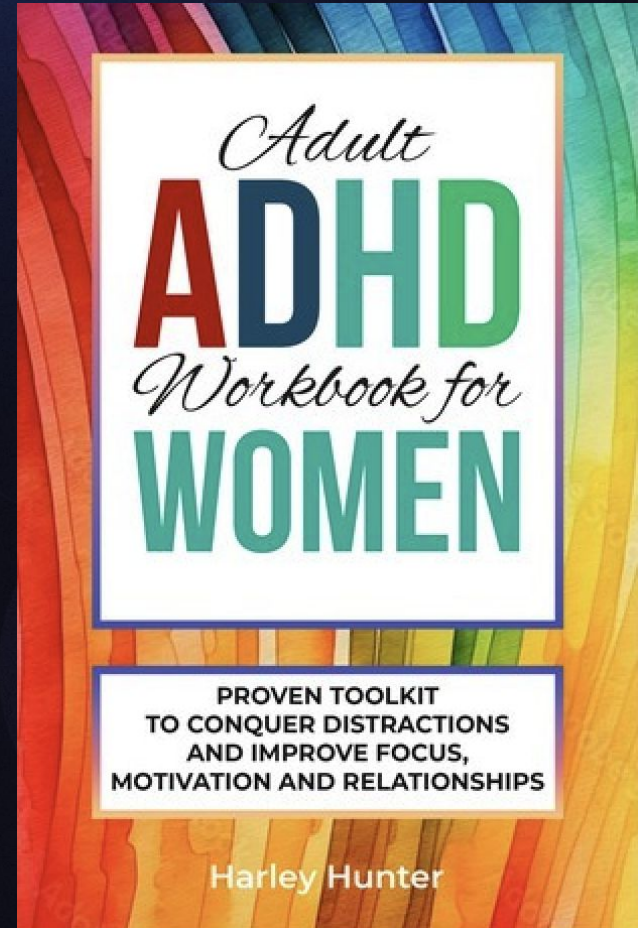
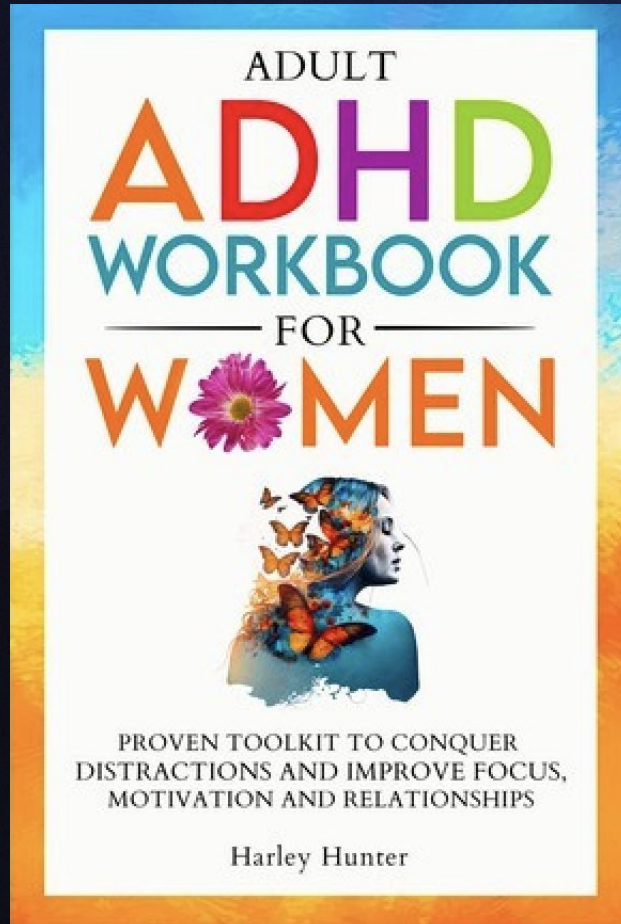
- 2-3 covers max
- For 30K book only
- Must be a professional cover
- Submit only the front cover (eBook format) - individual file
- Submit it to only 1 Q&A session
- Through Email - [brian@publishing.com](mailto:brian@publishing.com) & [karina@publishing.com](mailto:karina@publishing.com)
- Cut off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



# Carolyn



# Hope





# Selin

