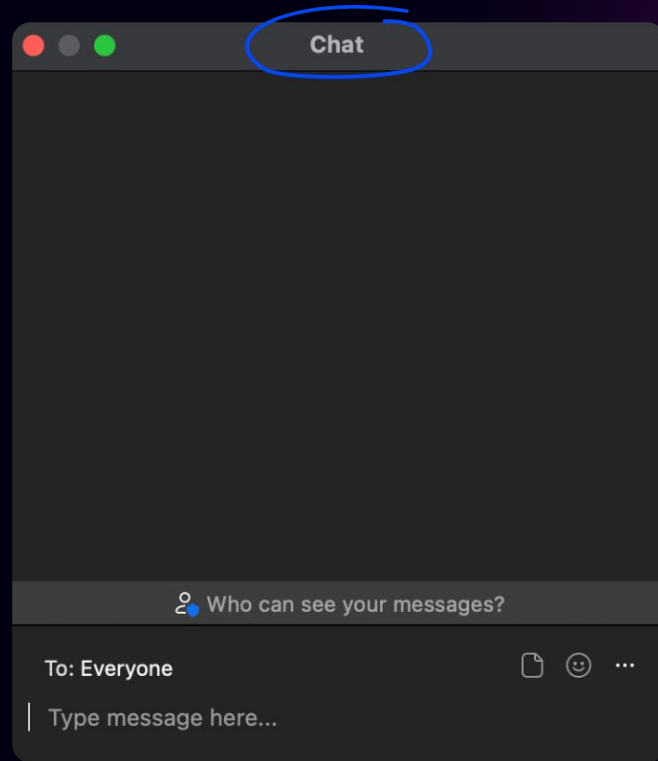


**No BS Tuesdays!**  
**Dec 17th 2024**



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](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.



# 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*



# FRIENDLY REMINDER

All support related questions (payment, program access, technical)  
should be emailed to [support@publishing.com](mailto:support@publishing.com)

**LET'S BEGIN!**

# Scott Marcum

Hi coaches, please critique my latest subtitles. POC is 'Container Vegetable Gardening for Beginners,' and so is the title. Here are the subtitles to pick from...Thanks!

1. From Pots to Plates – Harvest Fresh, Organic Vegetables and Save Money While Creating a Self-Sufficient, Sustainable Life

2. Grow Organic Vegetables in Small Spaces – Unlock the Secrets to Fresh Food, Eco-Friendly Living, and a Healthier You

3. From Pots to Plates – Your Step-by-Step Guide to Fresh Harvests, Sustainable Living, and Backyard Freedom

4. Grow, Harvest, and Thrive – The Complete Guide to Small-Space Gardening, Organic Vegetables, and Living Sustainably

---

5. From Pots to Plates – Transform Your Small Space into a Fresh Food Oasis and Achieve a Simpler, More Sustainable Life



# Marwa

Hello coaches, I believe my book would benefit from index. Do you have any recommendations for a professional indexer?

# Elizabeth

Hi Brian! Last week we discussed my over 600% ACOS. That is mucho better now, and down to a reasonable number. I flipped every bid to .80 cents per your direction. Now the new challenge is that my sales went from 15 a day to maybe 2 a day. My Impressions have Drastically decreased from over 400,000 in 7 days to around 100,000 in seven days... Is it because my competitors have higher bids? I know this is all very hard to explain since we can't speak back and forth. For next week, what kind of information can I send you and in what format? A shared Google doc with all the stats? I am following the program and have listened to your videos over 11 times. Thanks!

# Natsumi Vsyvader

Please give me feedback on my book titles.

Topic:off-grid homesteading

1)Off-Grid Homesteading Made Easy

A Beginner's Step-by-step Guide to Self-Sufficiency and Sustainable Living: Save Money, Gain Freedom, and Escape Urban Life in 30 Days

2 The Ultimate Beginner's Guide To Off-Grid Homesteading

A Practical 15-Minute-a-Day Plan for Self-Sufficiency and Sustainable Living Without Breaking the Bank

# Catherine Searles

Hi! I would like some feedback on my book titles. POC was for (Life Skills for Young Adults) and (Adulting.)

1. Adulting Essentials: A Handbook to Life Skills Every Teen and Young Adult Needs.

Learn to Manage Money, Land a Job, Stay Healthy, Cook, Clean, and Live Independently

2. Introduction to Adulting: A Beginner's Guide to Life Skills for Young Adults.

Learn to Manage Money, Land a Job, Build Relationships, and Live Independently

3. Life Skills for Adulting

Learn to Manage Money, Land a Job, and Live Independently

# Lorraine Hixson

Seeking feedback for my book title.

This title actually uses the POC keyword and the subtitle includes the main benefits and pain points from customer research and competitor title research. Also used your worksheet ChatGPT prompts for suggestions incorporating keywords and benefits.

1. Adulting Made Simple: Essential Life Skills for Young Adults

Own Your Life: Master Your Money, Your Time, Your Home, Your Career, and Your Relationships

2. Adulting Made Simple: Essential Life Skills for Young Adults

Everything You Need to Know to Live Independently with Confidence: Master Your Money, Time, Home, Career, and Relationships



# Catherine Searles

I would like to include links to online resources, some of which are paid. Can I include an affiliate link in the Kindle book or in the supplementary PDF? I'm not sure if this is allowed or if there is a particular etiquette around that.

# James McCready

I have completed my book, Proofread it, and edited it. The cover and Formatting will be completed on Wednesday or Thursday and ready to upload onto Amazon. However, in the midsection and end referral request pages, there is a place for a Bar code or URL link for the person to leave a review. I have seen all the video presentations, but I can't seem to find where or how I get the bar code or URL link. Can you please tell me how and where to get the bar code or URL link or the review pages? Thank You, Jim

# Carine Kaja

Hi coaches, I'm working on my book cover and need your opinion. Here are the links

<https://99designs.com/projects/1903574/files/2>

<https://99designs.com/projects/1903574/files/1>

# mARK bLOORE

I have just read my first book from Pubby. It was free, and worth every penny! It deserves a 1-star rating and scathing review. If I do that, will it hurt me when my own books are reviewed? Should I lie, with a 4- or 5-star review?

# Raheel Memon

In my AI Publishing.ai generated manuscript, there are many example scenarios quoted with people's names. These aren't particularly elaborate scenarios but span 3-4 lines within a paragraph. Obviously, the AI has conjured these mock example scenarios not based on real people

Is there an expectation that I'm to replace these with real life examples from my first-hand experience? Or is it really ok to leave these in the manuscript passages, as they are?

The reason I'm asking this question is that I don't want to detract from my focus of writing the book and editing the manuscript by unnecessarily spending time on trying to replace these with real-life examples if not required

Are readers generally sympathetic enough to not pay too much heed to these examples only digesting these as a mean to an end of making a point in the book. Or can the readers be quite sensitive to the obviously superficial "real-life" examples

# Beverley Jessup

Does the course cover amazon ads training? What budget do you recommend?

# Beverley Jessup

If I wrote a series of books on the books of the bible with colouring pages and journal pages, would this be a good niche? How do you choose a good cover for a series of books?

# Alicia Murray

Thank you for your critiques from last week I added more descriptive words. Please take a look at the updated titles.

Title 1: Balance Exercises Simplified: Senior Edition. Step-by-step illustrated home workouts to improve stability, prevent falls and stay independent. (adding a sticker "just 10 minutes a day and another sticker "58 simple exercises")

Title 2: Balance Exercises for Seniors. Easy Illustrated home workouts to prevent falls, improve stability and build strength even if you have never exercised before. (also a sticker "Just 10 minutes a day)



# Mari D.

I'm doing the 7 day challenge and decided to do a travel guide book. In the example travel guide that Rasmus did for the lesson, he decided not to use a subtitle. I noticed that subtitles are often not on other guide book covers. Should I add a brief subtitle, no subtitle or the specifics which solves a problem etc?

# Nana Dua

Hello coaches! Below are 3 Titles on the topic “Pet Loss Grief”. Your feedback will be greatly appreciated. Thank you.

Healing Insight for Pet Loss Grief

Subtitle: A Therapeutic Guide to Rediscover Hope, Find Closure, and Honor the Legacy of Your Pet Companion. (108)

Pet Loss Grief: A Path to Healing and Rediscovering Joy After Saying Goodbye

Subtitle: Connect Through Shared Experiences, Reclaim Peace, and Find Closure to Help You Honor the Memory of Your Best Friend. (158)

Pet Loss Grief: Reclaiming Peace After Losing Your Best Friend

Subtitle: A Practical Guide to Help You Find Comfort, Closure, and the Promise of Honoring Your Pet in A Meaningful Way. (140)

# Karen McGraa

I have begun proofing my first two chapters written under the title of "

How to Build Your Emotional Resilience: Overcome Overwhelm with Simple Life Hacks,"

but I would like to make the title more enticing like "

The Easy Blueprint to Build Emotional Resilience: Break Negative Patterns, Cultivate Confidence and Unlock Mental Strength" or

Emotional Resilience Unlocked: Improve Well-Being, Master Coping Strategies and Transform Your Emotional Intelligence"


or "The Easy Blueprint to Build Emotional Resilience: Boost Confidence, Master Practical Coping Strategies and Strengthen Your Mindset? What's the best title?

# Karen McGraa

When and how do we schedule our 5 coach sessions? Also, I have training in radio broadcasting so can I use my own voice for audio recording?

# Marina

ANCIENT SECRETS  
IN THE MODERN AGE




**LONGEVITY**

UNLOCK THE SCIENCE OF HEALTH,  
ENERGY & CELL REJUVINATION  
IN JUST 15 MINUTES A DAY

KAPENA MARINA

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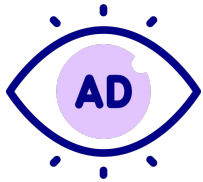
KAPENA MARINA

# AMAZON ADS TUNE UP



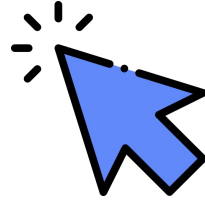
# What to do if Your Ads Are Not Leading to

No impressions ❌



- Bid on targets is too low
- Daily budget is too low
- Targets aren't relevant enough
- Book is not index correctly

Impressions ✅ but no clicks ❌



- Cover
- Number and rating of reviews

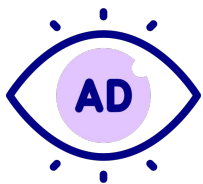
Impressions ✅ clicks ✅  
but no sales ❌



- Book description
- How your book looks in the "read sample" feature
- Number and content of reviews
- Showing up for non relevant search terms

# Action Steps to Adjust Your Ads

## Step 1 - Identify Which Campaign Needs Adjustment



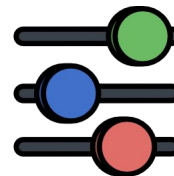
- Check the ACOS, Spend and Impression

## Step 2 - Adjust Targets



- Go to adgroup layer and to the targeting page
- Review each target and decide the following
  - Increase bid
  - Reduce Bid
  - Leave it alone
  - Turn it off

## Step 3 - Adjust Search Terms

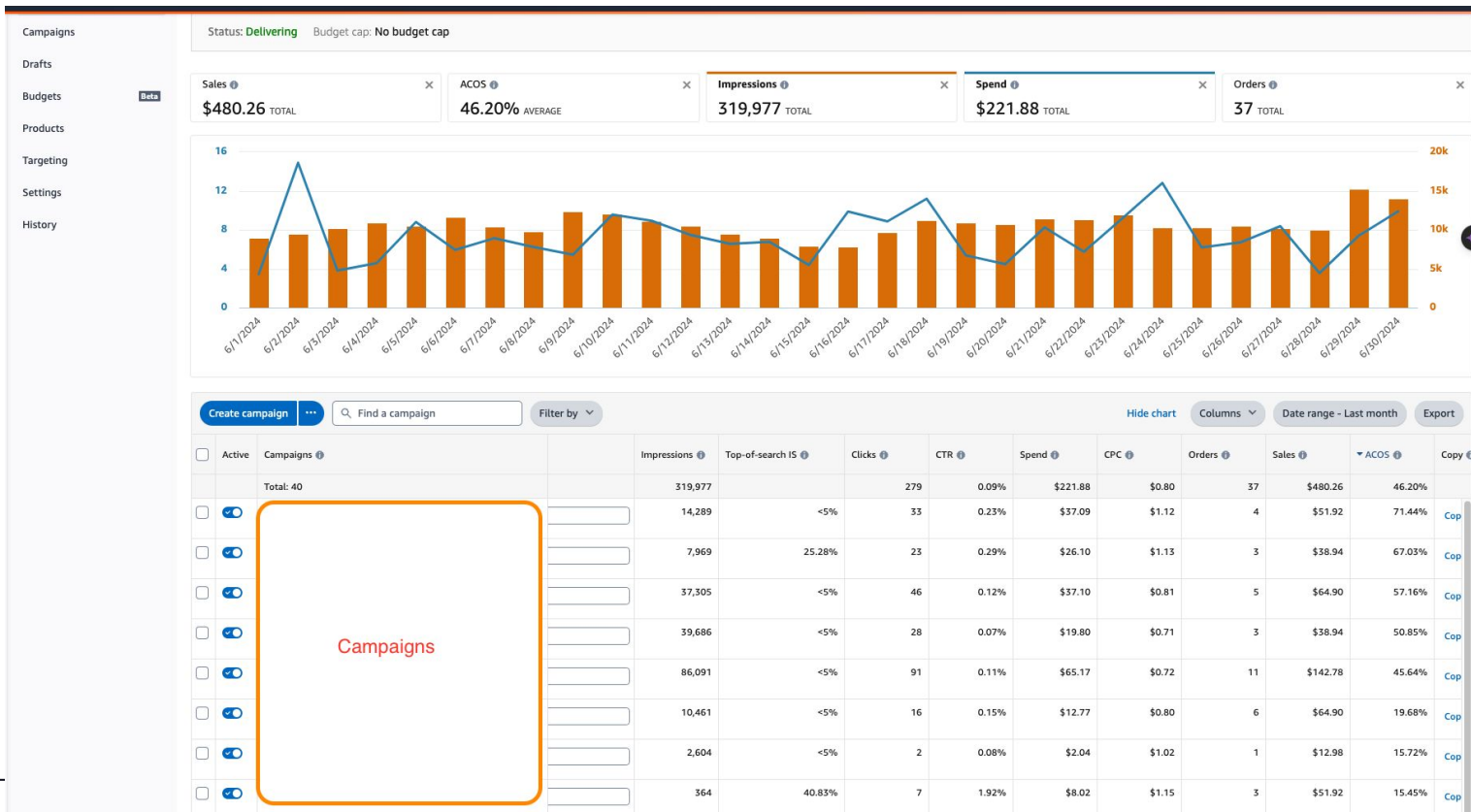


- Go to adgroup layer and to the search term page
- Review each search term and decide the following
  - Leave it alone
  - Negative target
  - Scale Target



# Step 1 - Identify the Campaigns

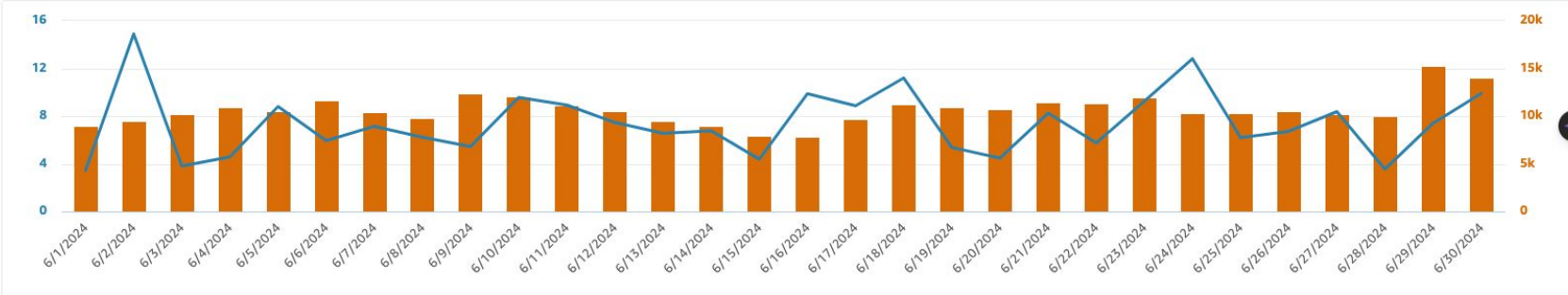
1. On Dashboard - Identify which campaigns need adjustments
  - a. Check the ACOS, Impressions and Spend



Beta

Sales  ACOS  Impressions  Spend  Orders

**\$480.26** TOTAL      **46.20%** AVERAGE      **319,977** TOTAL      **\$221.88** TOTAL      **37** TOTAL



[Create campaign](#)  [Filter by](#) [Hide chart](#) [Columns](#) [Date range - Last month](#) [Export](#)

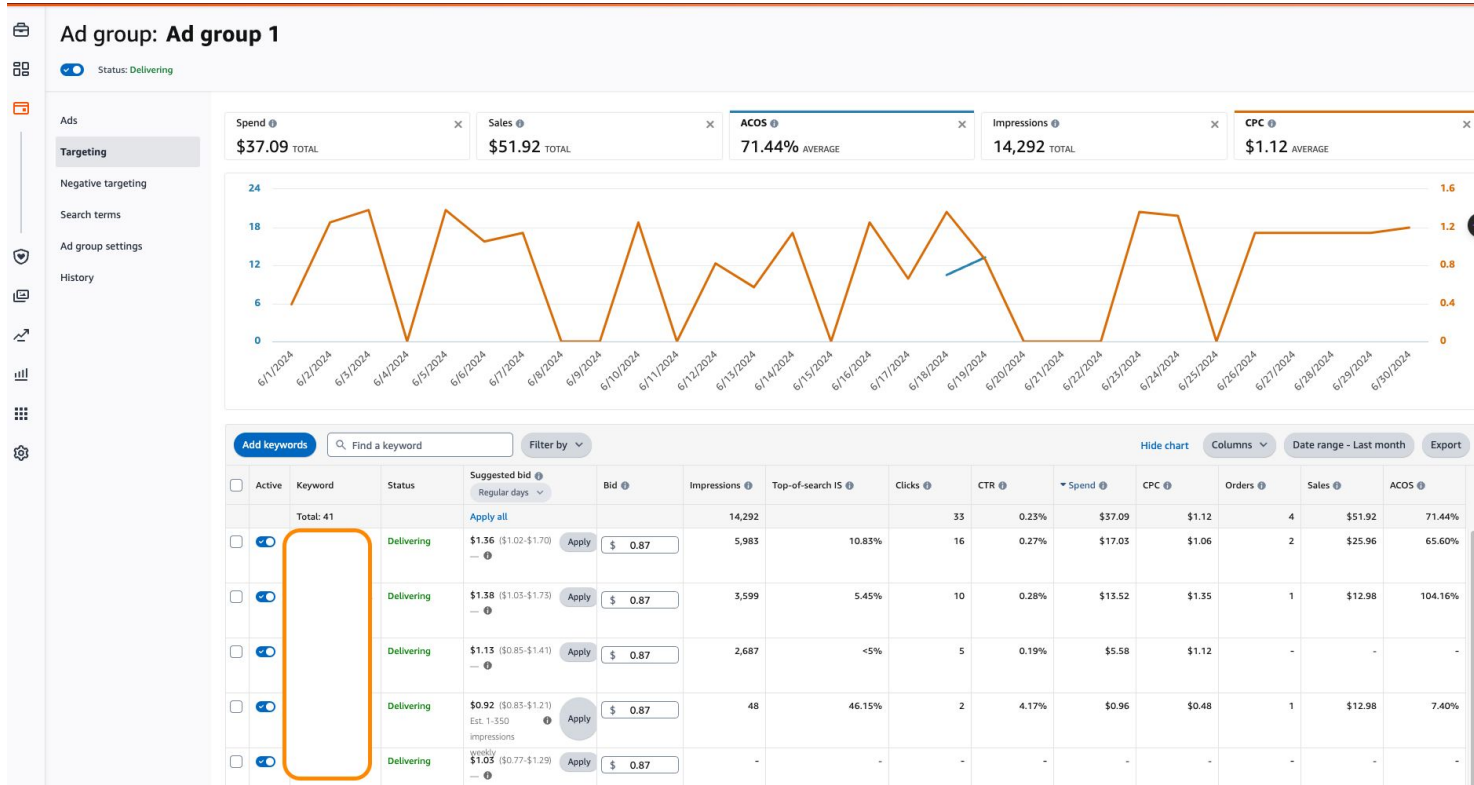
<input type="checkbox"/>	Active	Campaigns <input type="checkbox"/>	Impressions <input type="checkbox"/>	Top-of-search IS <input type="checkbox"/>	Clicks <input type="checkbox"/>	CTR <input type="checkbox"/>	Spend <input type="checkbox"/>	CPC <input type="checkbox"/>	Orders <input type="checkbox"/>	Sales <input type="checkbox"/>	ACOS <input type="checkbox"/>	Copy <input type="checkbox"/>
Total: 40			319,977		279	0.09%	\$221.88	\$0.80	37	\$480.26	46.20%	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		14,289	<5%	33	0.23%	\$37.09	\$1.12	4	\$51.92	71.44%	Cop
<input type="checkbox"/>	<input checked="" type="checkbox"/>		7,969	25.28%	23	0.29%	\$26.10	\$1.13	3	\$38.94	67.03%	Cop
<input type="checkbox"/>	<input checked="" type="checkbox"/>		37,305	<5%	46	0.12%	\$37.10	\$0.81	5	\$64.90	57.16%	Cop
<input type="checkbox"/>	<input checked="" type="checkbox"/>		39,686	<5%	28	0.07%	\$19.80	\$0.71	3	\$38.94	50.85%	Cop
<input type="checkbox"/>	<input checked="" type="checkbox"/>		86,091	<5%	91	0.11%	\$65.17	\$0.72	11	\$142.78	45.64%	Cop
<input type="checkbox"/>	<input checked="" type="checkbox"/>		10,461	<5%	16	0.15%	\$12.77	\$0.80	6	\$64.90	19.68%	Cop
<input type="checkbox"/>	<input checked="" type="checkbox"/>		2,604	<5%	2	0.08%	\$2.04	\$1.02	1	\$12.98	15.72%	Cop
<input type="checkbox"/>	<input checked="" type="checkbox"/>		364	40.83%	7	1.92%	\$8.02	\$1.15	3	\$51.92	15.45%	Cop



# Step 2 – Adjust Targets

## 1. Review each target and decide

- Leave alone
- Reduce Bid
- Increase Bid
- Turn it off



# Ad group: Ad group 1

Status: Delivering

Ads

Targeting

Negative targeting

Search terms

Ad group settings

History

Spend <input type="checkbox"/>	Sales <input type="checkbox"/>	ACOS <input type="checkbox"/>	Impressions <input type="checkbox"/>	CPC <input type="checkbox"/>
\$37.09 TOTAL	\$51.92 TOTAL	71.44% AVERAGE	14,292 TOTAL	\$1.12 AVERAGE



Active	Keyword	Status	Suggested bid <input type="checkbox"/>	Bid <input type="checkbox"/>	Impressions <input type="checkbox"/>	Top-of-search IS <input type="checkbox"/>	Clicks <input type="checkbox"/>	CTR <input type="checkbox"/>	Spend <input type="checkbox"/>	CPC <input type="checkbox"/>	Orders <input type="checkbox"/>	Sales <input type="checkbox"/>	ACOS <input type="checkbox"/>
Total: 41			Apply all		14,292		33	0.23%	\$37.09	\$1.12	4	\$51.92	71.44%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Delivering	\$1.36 (\$1.02-\$1.70) <input type="button" value="Apply"/>	\$ 0.87	5,983	10.83%	16	0.27%	\$17.03	\$1.06	2	\$25.96	65.60%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Delivering	\$1.38 (\$1.03-\$1.73) <input type="button" value="Apply"/>	\$ 0.87	3,599	5.45%	10	0.28%	\$13.52	\$1.35	1	\$12.98	104.16%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Delivering	\$1.13 (\$0.85-\$1.41) <input type="button" value="Apply"/>	\$ 0.87	2,687	<5%	5	0.19%	\$5.58	\$1.12	-	-	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Delivering	\$0.92 (\$0.83-\$1.21) <input type="button" value="Apply"/>	\$ 0.87	48	46.15%	2	4.17%	\$0.96	\$0.48	1	\$12.98	7.40%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Delivering	\$1.03 (\$0.77-\$1.29) <input type="button" value="Apply"/>	\$ 0.87	-	-	-	-	-	-	-	-	-

# Step 3 - Adjust Search Terms

1. Review each search term and decide
  - a. Leave it alone
  - b. Negative target
  - c. Scale target

Ad group: Ad group 1

Status: Delivering

Ads

Find a search term Filter by Columns Date range - Last month Export

Actions	Added as	Customer search term	Keywords	Target bid	Impressions	Clicks	CTR	Spend	CPC	Orders	Sales	ACOS
		Total: 21										
<input type="checkbox"/>	Add as	-		Bid: \$0.87	227	6	2.64%	\$8.06	\$1.34	-	-	
<input type="checkbox"/>	Add as	Keyword		Bid: \$0.87	279	4	1.43%	\$5.46	\$1.37	1	\$12.98	42.06%
<input type="checkbox"/>	Add as	Keyword		Bid: \$0.87	21	2	9.52%	\$2.50	\$1.25	-	-	
<input type="checkbox"/>	Add as	-		Bid: \$0.87	5	2	40.00%	\$2.28	\$1.14	-	-	
<input type="checkbox"/>	Add as	-		Bid: \$0.87	17	2	11.76%	\$2.28	\$1.14	-	-	
<input type="checkbox"/>	Add as	-		Bid: \$0.87	2	2	100.00%	\$1.64	\$0.82	-	-	
<input type="checkbox"/>	Add as	-		Bid: \$0.87	5	1	20.00%	\$1.25	\$1.25	-	-	
<input type="checkbox"/>	Add as	-		Bid: \$0.87	24	1	4.17%	\$1.25	\$1.25	-	-	
<input type="checkbox"/>	Add as	-		Bid: \$0.87	3	1	33.33%	\$1.14	\$1.14	-	-	
<input type="checkbox"/>	Add as	-		Bid: \$0.87	8	1	12.50%	\$1.14	\$1.14	1	\$12.98	8.78%
<input type="checkbox"/>	Add as	-		Bid: \$0.87	3	1	33.33%	\$1.14	\$1.14	1	\$12.98	8.78%

Customer Search Terms

Keywords/ASIN

# Ad group: Ad group 1

Status: Delivering

Ads

Find a search term

Filter by

Columns

Date range - Last month

Export

Targeting

Negative targeting

Search terms

Ad group settings

History

<input type="checkbox"/>	Actions	Added as	Customer search term	Keywords	Target bid	Impressions	Clicks	CTR	Spend	CPC	Orders	Sales	ACOS
			Total: 21			648	33	5.09%	\$37.09	\$1.12	4	\$51.92	71.44%
<input type="checkbox"/>	Add as	-	Customer Search Terms	Keywords/ ASIN	Bid: \$0.87	227	6	2.64%	\$8.06	\$1.34	-	-	
<input type="checkbox"/>	Add as	Keyword			Bid: \$0.87	279	4	1.43%	\$5.46	\$1.37	1	\$12.98	42.06%
<input type="checkbox"/>	Add as	Keyword			Bid: \$0.87	21	2	9.52%	\$2.50	\$1.25	-	-	
<input type="checkbox"/>	Add as	-			Bid: \$0.87	5	2	40.00%	\$2.28	\$1.14	-	-	
<input type="checkbox"/>	Add as	-			Bid: \$0.87	17	2	11.76%	\$2.28	\$1.14	-	-	
<input type="checkbox"/>	Add as	-			Bid: \$0.87	2	2	100.00%	\$1.64	\$0.82	-	-	
<input type="checkbox"/>	Add as	-			Bid: \$0.87	5	1	20.00%	\$1.25	\$1.25	-	-	
<input type="checkbox"/>	Add as	-			Bid: \$0.87	24	1	4.17%	\$1.25	\$1.25	-	-	
<input type="checkbox"/>	Add as	-			Bid: \$0.87	3	1	33.33%	\$1.14	\$1.14	-	-	
<input type="checkbox"/>	Add as	-			Bid: \$0.87	8	1	12.50%	\$1.14	\$1.14	1	\$12.98	8.78%
<input type="checkbox"/>	Add as	-			Bid: \$0.87	3	1	33.33%	\$1.14	\$1.14	1	\$12.98	8.78%

# Winners

- Chris Rosenberg
- Tony Williams
- Adesola Adebayo
- Patrick Agyemang
- Simon Horton
- Donna Rawson
- Lauren Robbins
- Susie Vanderlip
- Ody Ezeokeke
- Shannon