



AI PUBLISHING
ACADEMY

Action Takers Tuesdays

Oct. 18, 2023

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.



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.

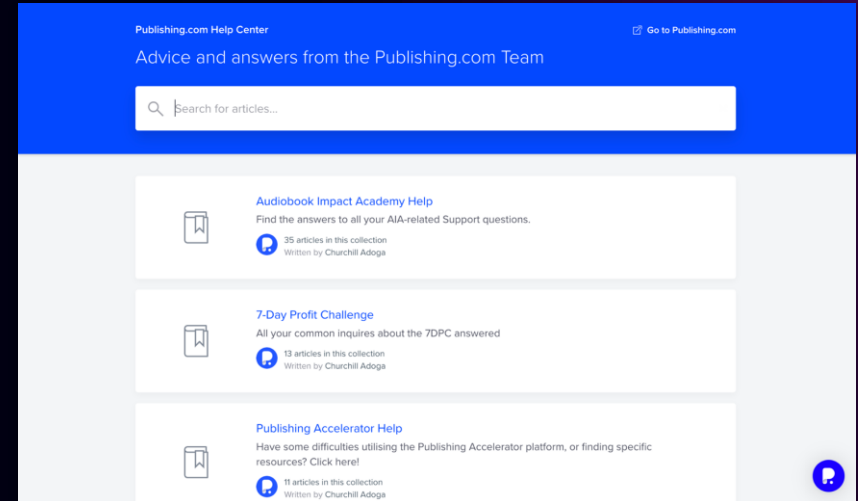
Most Frequently Asked Q&A Questions:

Visit our Help Center

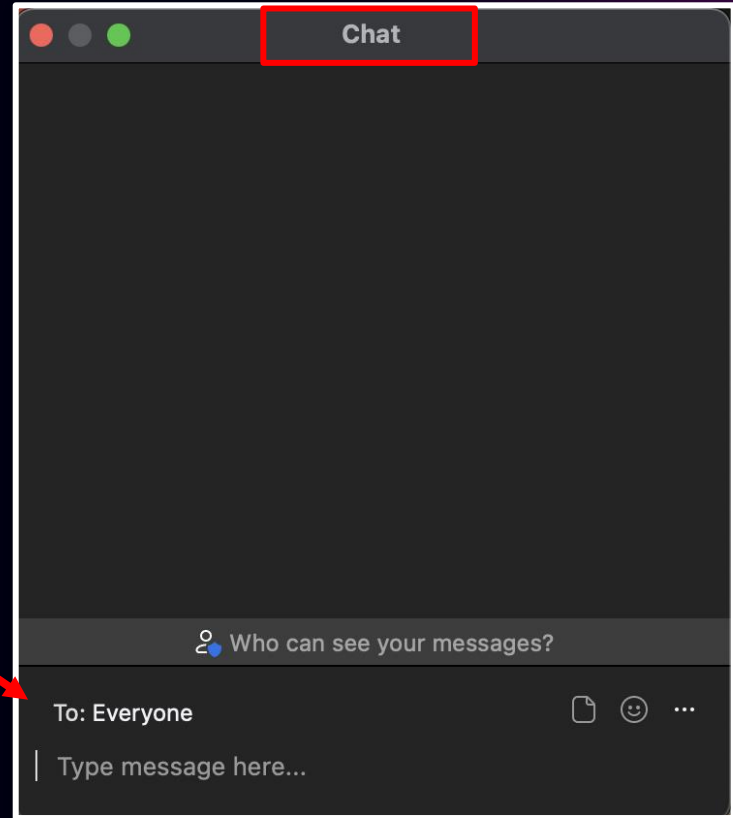
help.publishing.com

- 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
setting to
“Everyone”



PS Monthly Discount - October

AIA students on Q&A calls get monthly discount codes from Publishing Services for various packages. New codes shared monthly and active all month.

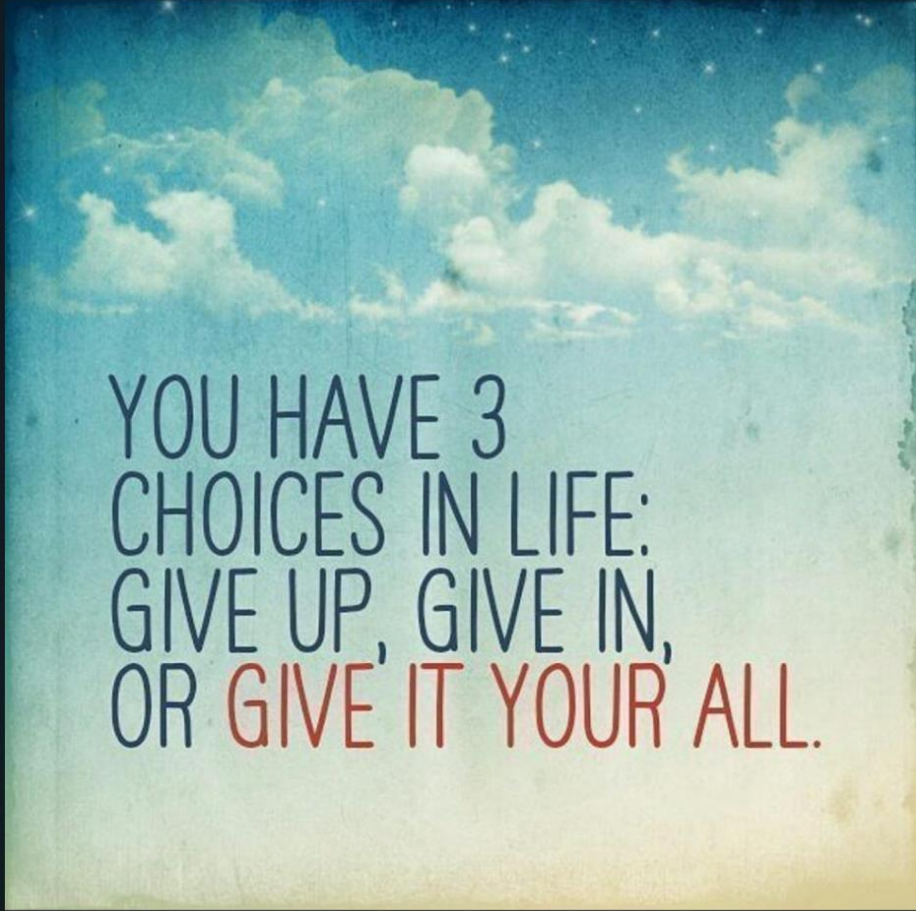
PRINTREADY10

Students get **10% off the Formatting Package.**



Let's Begin!

Thought Of The Day



YOU HAVE 3
CHOICES IN LIFE:
GIVE UP, GIVE IN,
OR **GIVE IT YOUR ALL.**

Did you achieve last week's goals?

Karina

- Start formatting - 50%



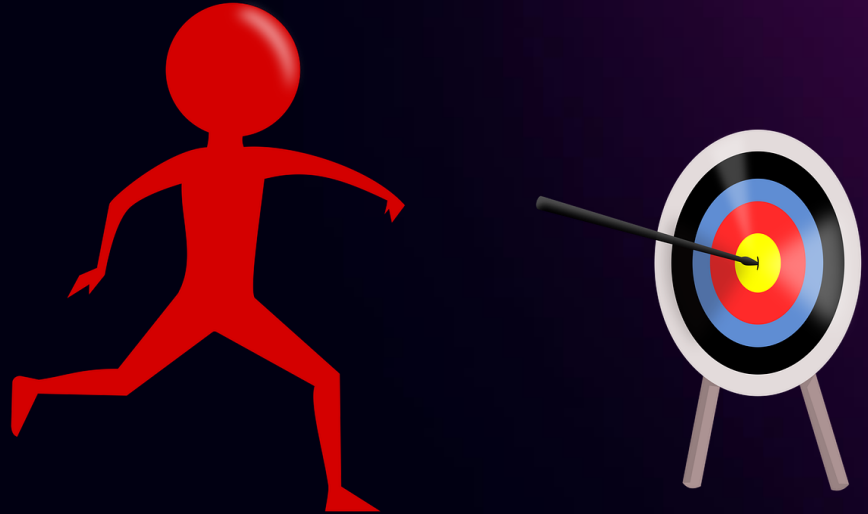
What are your goals this week?

Brian

- Publish new book

Karina

- Edit my book



Let's Begin!

Paulette

Would you please help me rescue a couple overspending Amazon ads? I am stuck on whether to raise or lower bids, and in need of some expert advice! Hopefully the following details are enough to show what is happening. If not, I'll be on the call with my dashboard open to provide any other info needed.

Paulette

Auto High Campaign - \$30/day limit

Spend - \$167

Sales - \$94

ACOS - 178%

Impressions - 132,500

Clicks - 281

CPC - \$0.59

Bids are as follows

Complements and Substitutes - 0.57

Close match - 0.62

Loose match - 0.86

4 out of 5 sales are from substitutes. Loose match spent \$53, but finally resulted in 1 sale a few days ago.

Paulette

And what would you suggest I do to bring this campaign down to a manageable ACOS?

Manual Product campaign - \$30/day limit

September 8th-October 8th

Spend - \$377

Sales - \$446

ACOS - 85%

Impressions - 86,700

Clicks - 512

CPC - \$0.74

Paulette

30 targets in this campaign - about half the bids around 63 or 65 cents, and the other half ranging from 72 to 93 cents. I had tried to optimize awhile back based on ad performance and the AIA module on ad optimization.

Also, Brian, you'll be doing additional ads modules to add to the course at some point, correct? Can't wait till those come out! If they were movies, I'd be at the theater for opening night!

Alle Gonzalez

I have a book already published and I am planning to write the sequel - the second part of the book. It is really based on my perspective and experience on mental health. Do I need to use AI or a ghostwriter for it or can I use AI to write the version of my books for kids, teens and young adults? Would it be okay to get the concepts of my first book for different ages and just presented at a preschool to grade 5 level, High school level and for young adults? Is that possible?

Ronan QUINN

HI NEED help with URBAN Writers WEB Site i found writer just where on urban writers website do i pay to get book written is it software issue no payment area on urban writers

Jin young

Hi!

I tried to book a free discovery call but it doesn't allow me that I don't have a permission to access that page. Why is that? Another question is the Facebook beta page rejected me to join and I am in waiting list, Can you please explain me why and when I would be able to join there? Thank you!

Leslie

Hi Coaches. I recently signed up to KDP. Is there an account number or a registration number associated to our KDP account? I am looking for some kind of verification other than the Success! note I got when I finished all the steps. With all the moving parts to getting started with AIA I am a bit confused about this -- I feel as though I might have gotten something but I cannot figure out where it is, where I might have saved it or if there was anything at all. Thanks in advance.

Natalie

Hi, I have been advertising one of my books for 2 months in UK, US, CA and AU. I had an email from ads AU a few weeks ago to say they had stopped my ads because they breached the T&Cs by making health claims. my title is 'Gut health for women. Proven diet and stress reduction techniques to enhance digestive health, balance hormones and feel better than ever.' My question is whether you would recommend unpublishing the book and changing the title and republishing. I am thinking if AU have stopped the ads, then UK, US and CA can't be far behind? What I don't understand is why they approved it 2 months ago and have let it run for that long. I have 48 reviews on the book so know I will lose these if I unpublish but could be worse later down the line. If you think I should do this, do you have any title suggestions i can use that would pass the T&Cs? Many thanks

Andrea

Hi coaches! I posted my book in a group with a lot of people (nearly 100k), and my post went a bit viral and I got hundreds of requests. While addressing them and sending the PDF of the book and responding in the main feed, I was put in facebook jail a couple of times and couldn't send more messages for a while. Is it because I did it too quickly? Is there a limit to the number of DMs we can respond to in a day?

Thank you!

Fred

I'd like feedback on the following book titles. Niche: ADHD Kids

Title 1: The Ultimate Toolkit Guide for Parenting ADHD Kids: How Anyone Can Solve Behavior & Hyperactivity Issues: Stress-Free Strategies to Provide Emotional Reassurance and Create a Harmonious Home Environment.

Book Title 2:

Parenting ADHD Kids "Beyond the Basics" The Hassle-Free Approach : Expert Strategies to Quickly and Smoothly Manage Behavior & Hyperactivity Issues, Providing Emotional Support and Create an Uplifting Home Environment

Scott

Hello, I have a book I wrote in 2017. It is presently in paperback however, I do believe I have the original PDF file to the book. I had a terrible time selling the book. My question is...Is their a way I can get this book on Amazon and hopefully get some copies sold? Thank you for your help.

Hope

Hi Coaches! I revised my topic and would like to know if i'm on a good start.

Revised 1.

Wall Pilates For Women: A Busy Lifestyle's Guide To Increase Your Flexibility, Improve Your Range of Motion, Balance and Stability, and To Refine Weight Management With Ease

Revised 2.

Wall Pilates For Women: A Simple Guide To Increase Your Flexibility, Improve Your Range of Motion, Balance and Stability, and To Refine Weight Management

Thanks in advance guys. You rock!

Becca

I'd love my topic to be reviewed. Parenting ADHD. Is it too broad or ok? I believe my POC is good, but would love a more expert opinion. Thank you.

Leslie

Hi -- this is a TRADEMARK question.

I have done a search for the two words ANYONE CAN together.

There were several with other words attached, so I am not too worried about those --

There was one, however, for only those two words, so I checked it for Book/s and it did not come up as trademarked for books.

Is it safe for me to go ahead and use this in my title? Based on what we've been taught and what I am learning about TMs I think it is..... Do you agree?

Thanks!

DAVE

This question is probably best for the Thursday POC call ... I have been working as a nurse for a Medicare Advantage Health Insurance Plan for the past 9 years. I've learned a lot about how Medicare Advantage Plans work from the inside. For a few years I have been thinking about writing a book for seniors over 65 (therefore Medicare-eligible) that would give them tips and tricks to get the coverage they need for their medical care. The problem is I don't know if a book like this would even be profitable. (I have already completed my 7-day book) What topic(s) should I enter into KDSPY that would allow me to search for POC for a book like this?

Patrick

Hi coaches,

Please this a copyright question. I am trying to register for my book copyright.

1. I am using Amazon ISBN for now, do I use the paperback or hardcover for the registration.

Please what is the difference between the Asin and ISBN from Amazon because I can see that they are difference which one should be used for copy right registration.

2. Please what happens after I have bought my ISBN do I have to replace my book number with a new one and do I have to inform the copyright office for the changes.

3.Again, I am also aware that I cannot publish my paperback on Ingramspark as long as I am using Amazon ISBN. Please can I also replace my book with my own number publish on the other platforms and how does it work.

Michael

My manuscript is supposed to be 8.5x5.5, but instead it is 8.5x11. I have tried to fix it via the recommendations on KDP, but it has not worked. Also, I cannot find the site of my formatter. I believe it is Publishing Services. Help!

Hillary

Hello team! I have a few questions that I'll post individually... My first book is a coloring book that I illustrated myself. While I know this isn't the guidance of what to start with, I'm a professional illustrator and it's a no-brainer to focus on the adult coloring book niche.

Pricing: Because there are a high number of pages in my book, the minimum I can charge is \$10.99 for the paperback in a space mostly dominated by \$6.99 and \$7.99 books. The \$10.99 still only gives me a \$.60 royalty on each sale, and because it's a coloring book, there won't be a Kindle version.

I don't like how low of a royalty that is, but it seems like it would make sense to price low to spark more sales and then raise it. I have to add the price to get the barcode for my ISBN number. Do you have to buy a brand new ISBN number every time you raise the price?

Hillary

Page count: Just want to confirm that each single sheet counts as two pages, containing content on both the front and the back. My book will require 150 sheets of paper, but if front and back are counted, it's 300.

Paulette

Happy Tuesday! Would you please help me rescue a couple overspending Amazon ad campaigns? I am stuck on whether to raise or lower bids, and in need of some expert advice! Hopefully the following details are enough to show what is happening. If not, I'll be on the call with my dashboard open to provide any other info needed.

This is from the month right after my cover design update, btw.

Auto High Campaign - \$30/day limit for the last couple months. Dropped this to \$5 a week ago, though, because overall, US campaigns alone had spent \$814 with ACOS of 109%, which I can't afford to continue.

Paulette

September 15th to October 14th

Spend - \$178

Sales - \$115

ACOS - 154%

Impressions - 142,000

Clicks - 303

CPC - \$0.59

Bids are currently as follows

Complements and Substitutes - 0.57

Close match - 0.62

Loose match - 0.86

4 out of 6 sales were from substitutes. Loose match spent \$54, but finally made 1 sale last week. Close match spent 7 and just made a sale this week. Complements has spent \$29 with no sales.

Hillary

Reviewers: I have a list of about 15 reviewers who are interested, but it's absolute radio silence otherwise. I began a lead-generation campaign and have had interest in download the sample pack, but I think a lot more time is needed to build trust and get people engaged. I have everything ready to publish the book, but should I wait to publish until I have a stronger base of possible reviewers?

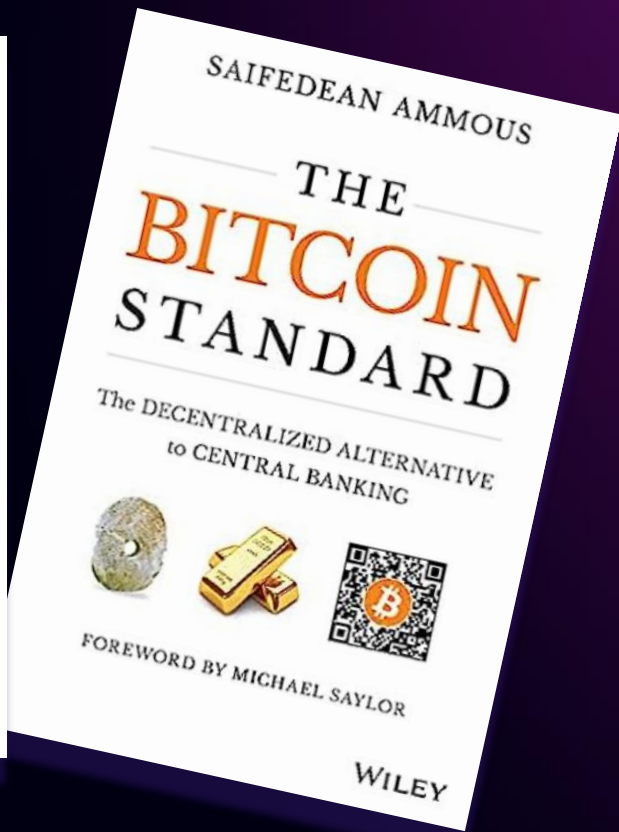
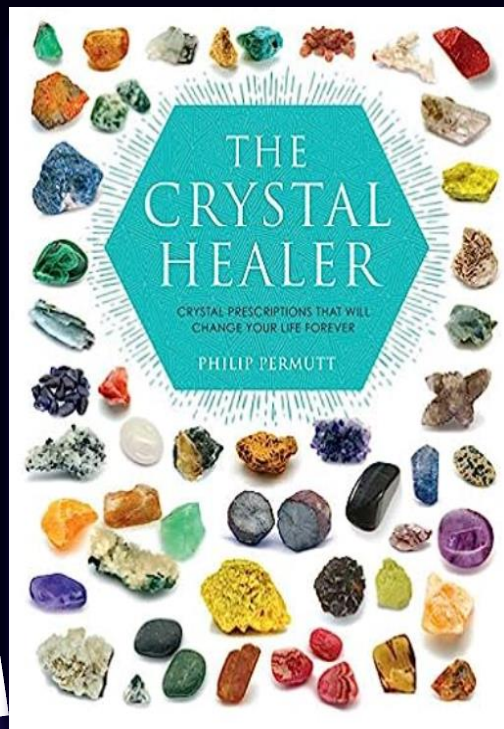
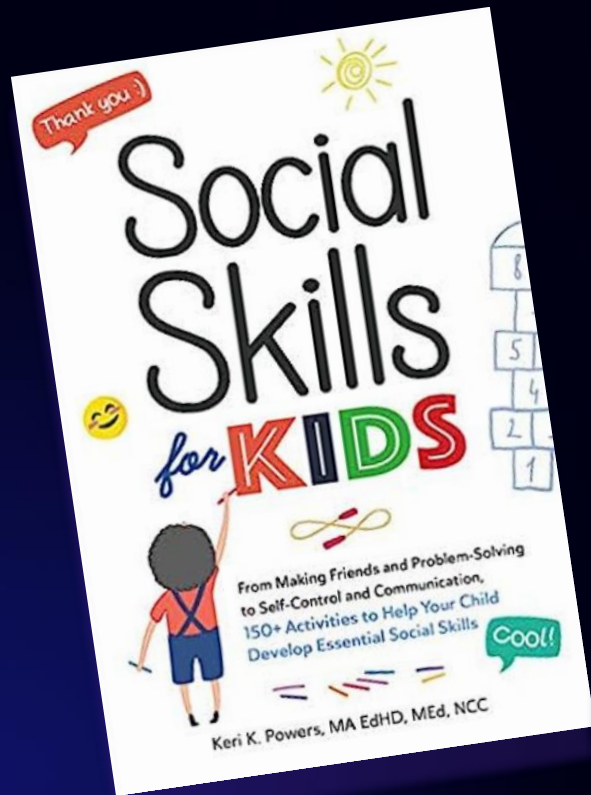
Hillary

Ads: I heard in one of the modules that after 15 verified reviews you can turn on ads for books.
Can you give any guidance on how much to budget for book ads?

Jane

I've been increasing my bids for Amazon ads by 2 to 5 cents each week for the past 3 months but not getting a lot of impressions or sales. My ACOS is usually in the mid 50% range. Does it make sense to increase my bids by more than 5 cents each week to try to get more impressions? If so, how much should I try to increase them by? There is a lot of competition in my niche.

Cover Intervention



Cover Intervention Submission Rules

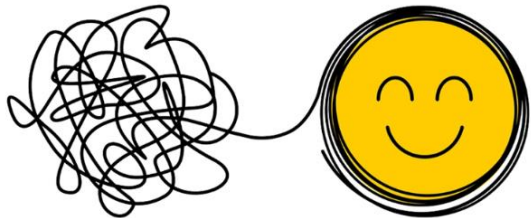
Submit

- 1-3 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 & karina@publishing.com
- Cut off time - Tuesday 2pm EST

Mae

Click to comment

MANAGING EMOTIONS



99 STRATEGIES TO
MASTER EMOTIONAL INTELLIGENCE, CONFIDENTLY
COMMUNICATE, AND DEFEAT NEGATIVE THOUGHTS
TO HARNESS STRESS INTO STRENGTH &
TURN CONFLICT INTO CALM

GRACE HARMONIC

MANAGING EMOTIONS

99 Strategies to Master Emotional Intelligence,
Confidently Communicate, and Defeat Negative Thoughts to
Harness Stress into Strength & Turn Conflict into Calm



EMOTION SCALE

GRACE HARMONIC

Save

MANAGING EMOTIONS

99 Strategies to Master Emotional Intelligence,
Confidently Communicate, and Defeat Negative Thoughts to
Harness Stress into Strength & Turn Conflict into Calm



GRACE HARMONIC

Isa

I. L. RYAN



SELF-CARE FOR NEW MOMS 101

THE 5-STEP GUIDE TO RENEWED ENERGY,
EFFECTIVE TIME MANAGEMENT, CREATE ROUTINES,
AND DEEPEN MOTHER-BABY BONDING



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AND DEEPEN MOTHER-BABY BONDING

I. L. RYAN

I. L. RYAN



self-care for new moms 101

The 5-Step Guide to Renewed Energy,
Effective Time Management, Create Routines,
and Deepen Mother-Baby Bonding

Adriana

Effective property management is key to higher profits and lower stress.

Have you recently inherited a property, or are you a first-time homeowner who's feeling reluctant to sell? Do you want to boost rental profits and save time? Do you want to attract reliable tenants and avoid legal pitfalls? Do you want to streamline property maintenance to optimize success?

If you answered 'yes' to any of these questions, then this book is for you!

Rental Property Management Made Easy will equip you with the essential tools and mindset to streamline management and to ultimately get higher returns on your rental property. With the right tools, successful landlords can be efficient and effective with their time, money, and their administrative efforts. With the right mindset, successful landlords know that their tenant management strategy can heavily influence their bottom line and minimize stress.

A reliable tenant is your biggest and greatest asset and may even make the overall upkeep of the property easier to manage. This book will highlight proven strategies to attract the right candidate and ensure the longevity of the tenant-landlord relationship, while your property value appreciates.

Discover how to:

- Manage property effectively and maintain its value
- Market, screen, and attract good tenants
- Hire contractors or simply Do-it-Yourself (DIY)
- Prepare the necessary legal documents and create an airtight lease
- Exit the tenancy contract legally and ethically, and
- Systemize all the above in 10 comprehensive steps

Even if you have little to no property management experience, your property has the potential to thrive while you hold down your full-time job.

Even with all the money and patience you have, the ability to manage your investment well will become the most important skill to have!

Expand your portfolio and maximize the full potential of your property with a copy of **Rental Property Management Made Easy!**

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RENTAL PROPERTY MANAGEMENT MADE EASY



RENTAL PROPERTY MANAGEMENT MADE EASY

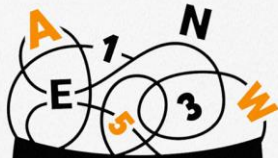
A Landlord's 10-Step Winning System to
Attract and Retain Great Tenants, Optimize
Legal Compliance and Build Cash Flow

ADRIA PUBLISHING

Yelena

COMBAT OVER THINKING

7 PROVEN STEPS TO END NEGATIVE THOUGHTS, GAIN MINDFULNESS, BUILD
GOOD HABITS TO MASTER YOUR EMOTIONS AND MIND



YELENA FOSTER

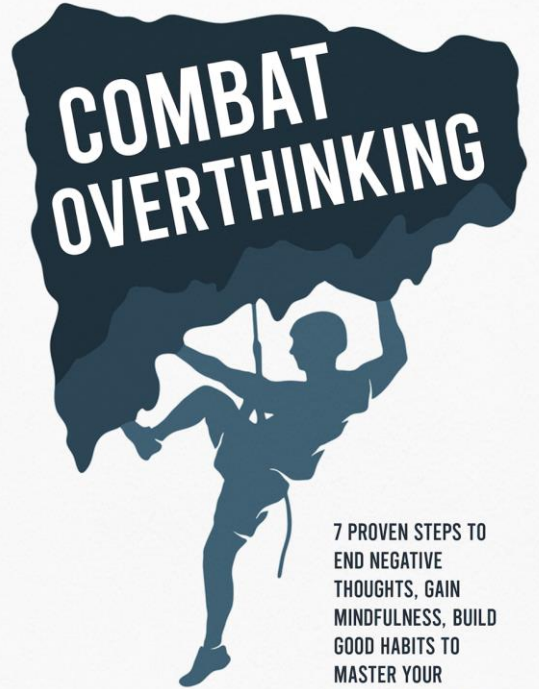
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