



**AI PUBLISHING**  
ACADEMY

**Action Takers Tuesdays**

**July 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.



The screenshot shows a 'Live Calls' section with a list of weekly call times. The 'Q&A' logo is prominently displayed in the center. Below the call times, there is a heading for 'Live Weekly Q&A Calls' and a text prompt asking for questions, with a red-bordered button labeled 'Ask it Here'. At the bottom, there is a large blue button that says 'Click Here to Register'.

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.

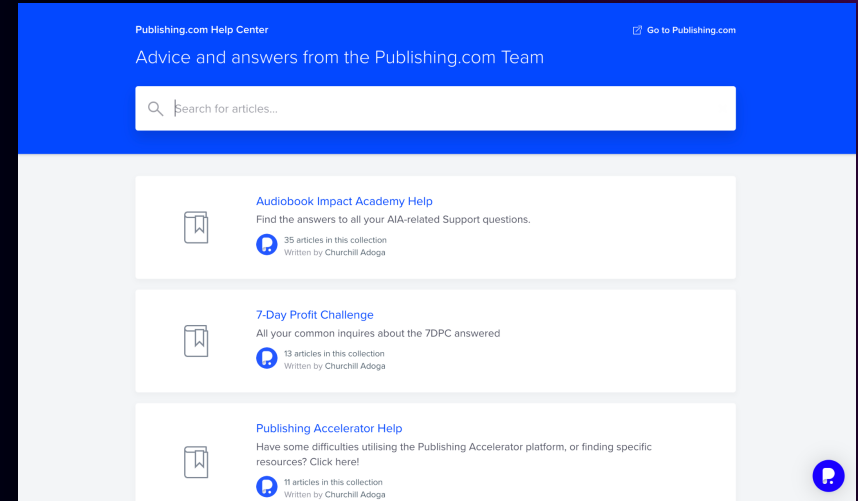
# Most Frequently Asked Q&A Questions:

Visit our Help Center

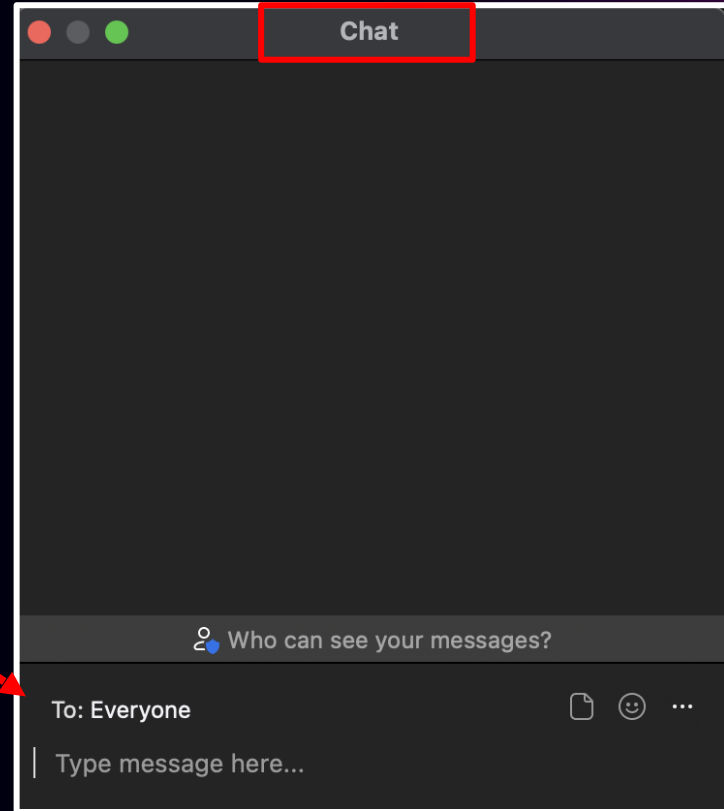
[help.publishing.com](https://help.publishing.com)

- 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  
setting to  
“Everyone”



# PS Monthly Discount - July

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

**GRAMMAR10**

Students get **10% off** + free formatting when you order the editing and proofreading package.





# Let's Begin!

# Thought Of The Day

You'll never feel ready to start something that scares you, so do it scared.

Confidence builds after we take action, not before.

# Did you achieve last week's goals?

Brian

Karina

- Illustrations - Yes

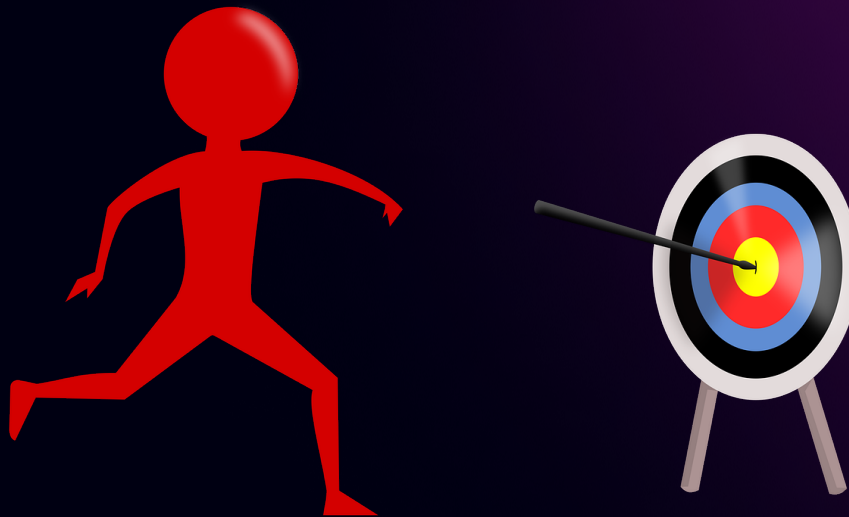


# What are your goals this week?

Brian

Karina

- Start on ARC



# To provide feedback on title/subtitle, you need to:

1. Watch the new 'Book Title' lesson
2. Topic:
3. Additional Keywords:
4. Title:
5. Subtitle:

# Jake

Hi coaches. I was wondering if I can do the copyright for my book now even though my book is not published now, or do I have to wait until it is published. My book will be published hopefully by the end of July / beginning of august.

# Mel

Hi hope you can help me. My ad campaign is not making much at all and not getting many impressions either. It has been running since end of April and only had 27000 impressions and spent \$39 total. Acos is at 16.90% but that is only because of one order of 23 books from one click. Besides for this large order that has pulled the acos down from almost 200% there is not much happening from the campaign. I have already raised all bids by total of 15 cents. Should I just keep raising the bids?

# Nicole

Hi, I'm trying to narrow down my topic and looking at POC.

I think the below topics have POC, Keen to keep moving forward but don't want to limit myself in the future! Any advice much appreciated!

1 - growing tea garden

2 - tea traditions

3 - herbal tea recipes



# Brian

What advice would you give to someone who is returning to the program after having taken some time away? For instance, how might they rebuild their momentum? More generally, what tips might you give to anyone whose motivation for the program has been fluctuating?

# Geetha

We wanted to check if AIA provides any marketing services and pre-and post-launch support.

# Dani

Regarding POC . . . my topic is "balancing exercises for seniors". This topic met a POC of 6. Could you please give me any feedback you may have. I appreciate it. Thank you

# Kathy

Watched most of module 3 and Lesson 2 was great. When it got to outline and talked about the Chat GPT prompt was not sure where to find that. Is it a template already written and you just turn in your book title and subtitle and chapter by chapter key points you need made? Thanks

# Kathy D

Have a nearly completed primer/memoir about dealing with the loss of a loved one including all the business and financial issues that have to be addressed. Additionally a section on how to prepare for your own ultimate passing to have your affairs in order when that happens so as to ease the burden on your heirs (something my cowriter and I didn't have with adverse consequences). Finally wound into the book will be anecdotes and illustrative stories and a section on self care to help come out the other side of this and get some enjoyment out of life. Does this sound like a 30K book or should we try for the 7 day challenge? I completed Module 3 through Topic, Title and Subtitle, Copywriting, use of Chat GPT for same, and using Ghostwriter. Then today just watched the portion about picking a title again so feeling pretty good.

Thoughts on Title/Subtitle are:

Enduring Grief: Navigating Life after Loss

From Sorrow to Strength: A Roadmap for Coping with Loss

Tears to Triumph: A Guide to Healing from Loss

Surviving the Loss of a Loved One: Dealing with the Details while Dealing with Grief

Thanks

# Robert

Hello Brian and Karina. I thank you both for your insight and guidance! My question might be more in Brian's wheelhouse, as it concerns fine-tuning my Amazon ads.

I structured the four ad campaigns as directed in Module five. I am advertising the same book in all four ads. For two weeks, I did not touch any of the four campaigns.

Two Week Totals

Impressions: 26,982

Clicks: 25 (all campaigns)

Spend: \$9.77

Sales: \$49.98 (only two book sales)

Royalties: \$24.00

ACOS: 19.55%

Top of Search IS: three campaigns are <5%, Manual Products is 5.31%

Daily Budget (for each campaign): \$10.00 (AFAIK, I have never been out of budget)

Manual Products Bid: \$0.46

Manual Keywords Bid: \$0.46

Auto Low Bid: \$0.20

Auto High Bid: \$0.60

I do not know why my Manual campaigns are at \$0.46, I thought that I set them at .50 or .60.

I am happy with what I see, namely, my royalties are outpacing my spend. I am certain it is time to fine-tune and I will follow the fine-tune suggestions in Module 5, unless directed otherwise.

# Mike

I been trying to set up my business partner with the bonus membership since I have started. I have sent a email to support, Please help.

# Mike

One of the videos said for like \$350 there is a service to help you write a outline of your book. Please send me the info.



# Mike

Please send me the list of wear all the to do list are.

# Katie

You mentioned making money in the first 7 days; is this with a low-content book or something else?

# Mike

Where can you learn the steps to use the AI to write a book in the Publishing Accelerator

# Mike

I wish there was a in-person hands on work shop. It's just over board with videos and no real help with the action steps. Like you can get in-person.

# Jared J.

Title Feedback

POC: Public Speaking

Additional Keywords: Fear, Anxiety, Delivering, Speech

Master Public Speaking: The step-by-step proven guide, from planning to crushing your next speech, even if it's your first, even with fear & anxiety.

# Mike

I have already done the mind set thing. I have already put myself in a position of having extremely low expenses. I need a couple things now advice and a step by step action list to create and publish books with and with out AI. I have the money to create a book.

# Melanie

Karina, you seem to have the magic touch with Facebook groups! Can you give us some tips? What kind of messages get people chatting? Any tricks to boost engagement? Thanks!

# Joanne

I followed the instructions but the form doesn't come up it loops back



# Karen

Hi Dear Coaches,

I am ready to upload my book to Amazon! :) )

Having a hard time figuring out what I need to put on the back cover.

Should I include author's bio (I got one from Publishing Services)?

Should I have the ISBN number (I got one from Bowker).

Should I include my dedicated website that is relevant to the book?

Should I include a description of the book?

Thanks in advance for your guidance!

# Greg Erkins

Dear Coaches, I have completed 7,691 words in the first part of my book, "Becoming the Better You, Becomes the Better Us." It is one of those passion projects because I don't know how to fit it into POC, but I am committed to writing it anyway. (AIA Rule Breaker One). I have written the first part of it as a story, which is Fiction (AIA Rule Breaker Two), though for all I know, it could be true. The next two parts will be Non-Fiction. When I choose three categories in Amazon, can one be Fiction and the other two Non-Fiction?

# Marc

I think I screwed up my Amazon Ad Campaign, and I don't know how to fix it. I launched two campaigns precisely two weeks ago for two 30K books (in the same series). My sales dropped to zero, my ACOS is 48%, and for some reason, the ACOS is only showing on TWO of the ad campaigns (Manual Products in book one and Manual Keyword in book two. The other campaigns show nothing in the ACOS values). Do I cancel them and start over again? I don't know what to do. Please help!

# Tracy

Can I not get the \$500 bonus if I take the 7 day profit challenge and what qualifies me for the 7 day profit challenge?

# Tracy

Is the AI for the outline for my book offered through the course only available for 6 months and, if so, is that from 6 months when you start the course?

# Joan

When can you submit a book to ingramspark. Can you talk a bit about it the process. please

# Mel

I want to put my low content book on ACX. In order to do so I understand it has to be uploaded to KDP first as a dummy listing. Just making sure that doing this doesn't get the Amazon account closed?

# Alle

Hello Coaches I received my outline back from Publishing Services. It was well written and thorough for the basic scope of the topic. (Borderline Personality Disorder) I used my coaching call at this point as recommended and expressed There was a few important points I wanted elaborated on or included as this is a complex topic. I sent it back for revision and they replied that to include these points will increase the word count to 45K and cost me an additional \$35. They request that if I want to keep it at 30K I go through my revision requests w/ a coach preferably and cut back the content a bit. Would it be best to go with the expanded 45K version, tighten up my revision request or simply keep the original outline and develop the other content into my next book expanding on these deeper issues? I appreciate any feedback so i can be confident in my choice. I won't be on the call today but will be listening to the recording. Thank You!



# Sharon

Dear Coaches,

I studied the Book Title in the new course. Here are three subtitles for our discussion incorporating suggestions from last week's call. Please advise.

Main Title:

Conscious Intermittent Fasting for Women Over 50:

Subtitles:

1. The 3-Step Transformational Formula To Effortless Weight Loss, Hormonal Balance, and Vibrant Energy Without Sacrificing Your Favorite Foods
2. The 3-Step Transformational Formula To Effortless Weight Loss, Hormonal Balance, and Vibrant Energy Without Counting Calories
3. The 3-Step Transformational Formula To Effortless Weight Loss, Hormonal Balance, and Vibrant Energy in Just 90 Days

# James

My topic is "Intermittent Fasting for Women with POC

I would like your opinion on titles

"Unlocking the Potential"

A Comprehensive Guide to Intermittent Fasting Tailored for Women

"Fasting with Fines"

Navigating Intermittent Fasting for Optimal Health and Wellness in Women

"Empowering Women through Intermittent Fasting "

Unveiling the Secrets to Achieving Balance and Vitality

"Intermittent Fasting Unleashed"

A Step-by-Step Approach for Women to Reap the Benefits of Fasting

"The Female Advantage"

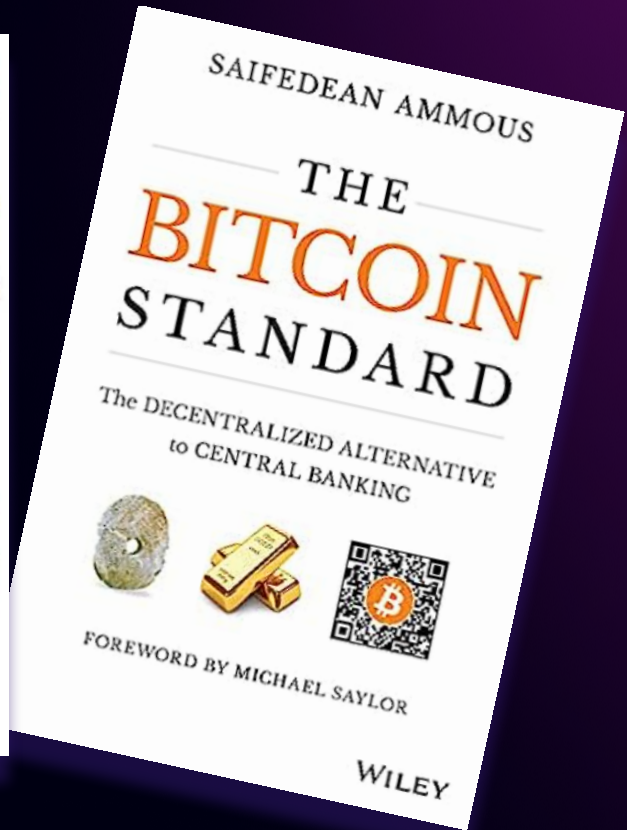
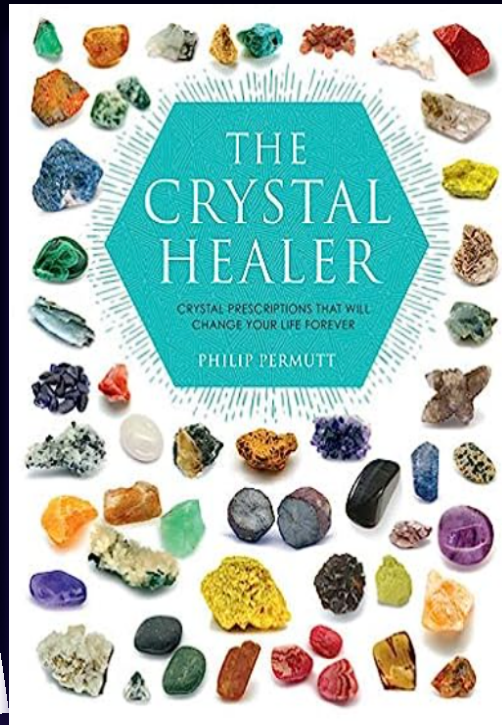
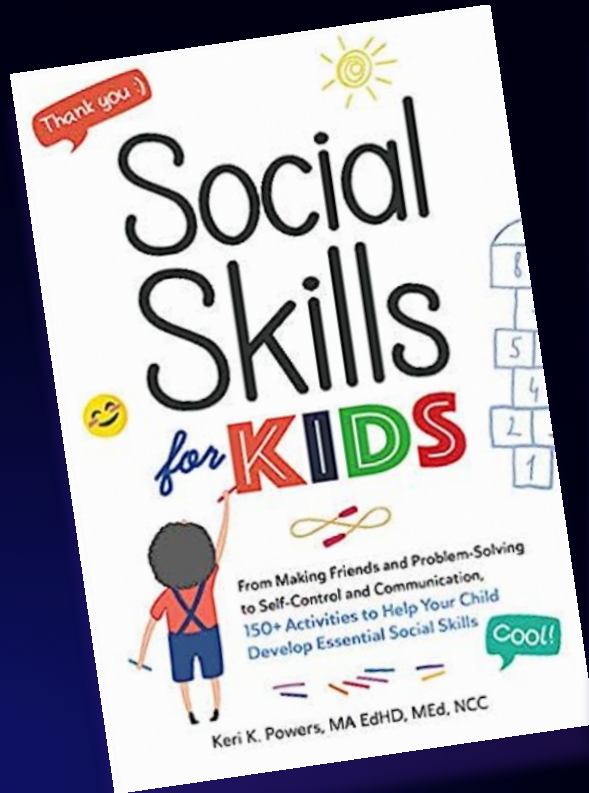
Harness the Power of Intermittent Fasting for Women's Health and Longevity

Thanks in advance for your input

# Cassy

I am writing a low content book to get started. Where do I go to get it formatted? I'm willing to pay for that.

# Cover Intervention



# Melanie

FREE BONUS INSIDE: ULTIMATE PROMPT CHEAT SHEET

# CHAT GPT MADE SIMPLE



How Anyone Can Harness AI and Prompt Engineering to Boost Productivity, Maintain Competitive Edge & Transform Their Life

D. NARDO PUBLICATIONS

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