



**AUDIOBOOK**  
**IMPACT ACADEMY**

# **LIVE Q&A CALL**

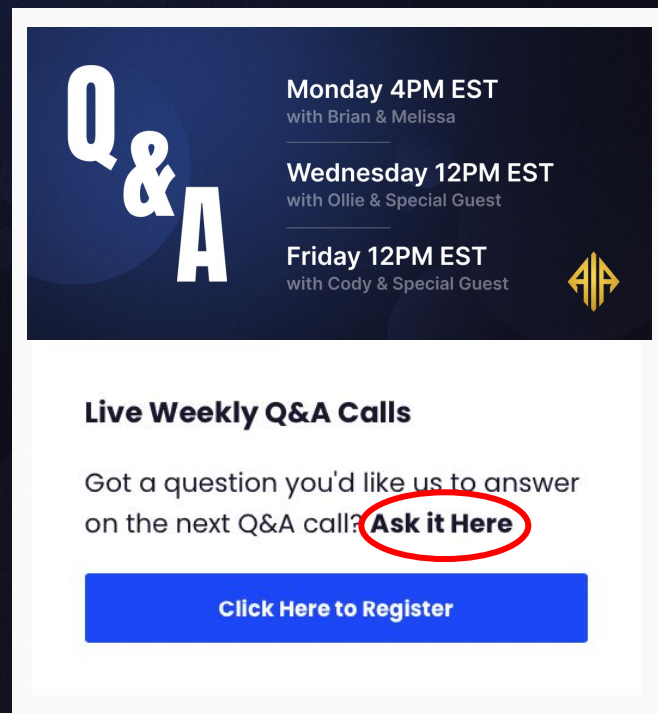
**WEDNESDAY WINNING STRATEGIES**

**April 19th, 2023**

# 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.



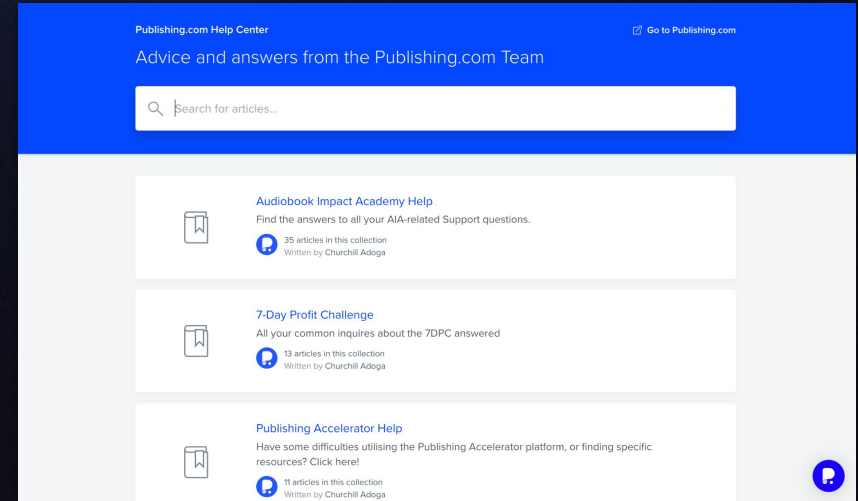
# Most Frequently Asked Q&A Questions:

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

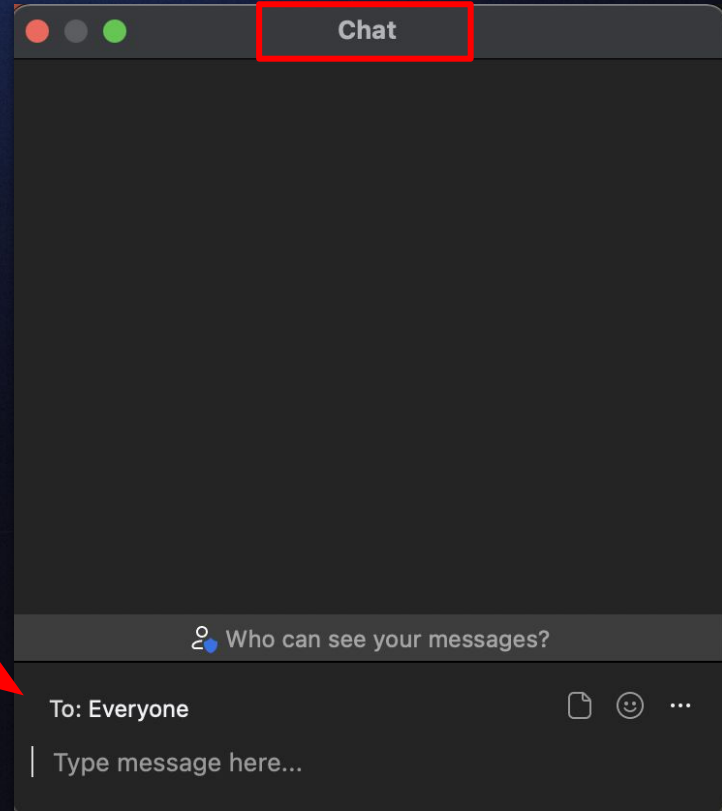
In the Help Center, you will find clear answers (with videos) to all of these questions, so we will likely skip all questions related to these topics.



Change your chat  
setting to  
"Everyone"



Please use best practices for the chat. Keep it clean, publishing related and no self promotion.



# We need your help to make AIA better!



If you are newer to the program  
please take 2 minutes to fill this form  
out (link posted in the chat).





# What Were Your Wins?

## Nicole-

- Ordered Spine/back cover for paperback, hardcover and ACX
- A+ Content is back from PS
- Book is with the TUW Editor
- New book has started
- Audiobook going through ACX review

## Stefan-

- Received Copyright today!
- Emailing ERT and setting up email sequence
- Pubby to bank snaps for reviews



**Let's Begin!**



# Avigial

Hi. I asked already about this but I still not perfectly clear. I chose the topic of family relationships which has proof of concept. However, I don't know where I'm going to go with it and I was told that it is very broad. If I will get more specific do I need to check for proof of concept again? At this point I want to move ahead with it as is but I don't know where it will lead me. Could this topic work as is or is it better for me to narrow it down at the outset?

Thank you.



# Kyrie

When is it best to start the #7daychallenge?

I've been through Module 1 and 2. Working on 3; wasn't sure when it was best to do the challenge?



# Selin

Hi coaches,

I have in my title "Aromatherapy for Self Care and Healing"- Would "healing" be a medical claim and cause issues on KDP?

I emailed Kindle and they said they can't provide info until its submitted.

Do you have any feedback or thoughts on this? I was thinking to take the healing out and maybe add in in keywords as an option.

Thanks so much!



# Selin

Hi coaches,

I'm in the process of looking for a TUW ghostwriter. Overall ratings is great for the one i'm looking at, but her secondary reviews on writing isn't as high as the 5 stars I was looking for. She knows my niche, and I'm asking for a writing sample based on my topic. Do you have any feedback on how TUW ratings are and if I should focus so much on it? Thanks!



# Diane

When my book was published yesterday, the book description showed some HTML line break tags in the book description that I did not place there. They removed them for me.

Then, they sent me some instructions for formatting a book description. It says you need to add HTML tags for line breaks etc. In this case, I hadn't even added any HTML codes and they appeared live on the Amazon site.

I don't recall seeing this (re: HTML Tags) when viewing the module on how to publish your book on KDP.

When you publish your books are you simply copying and pasting text or are you also adding the HTML tags?

Here is a link to the instructions they sent me that mention including HTML tags:

[https://kdp.amazon.com/en\\_US/help/topic/G201189630](https://kdp.amazon.com/en_US/help/topic/G201189630)



# Ezam

I have had my first coaching call to validate my book topic for coloring books. this took my interest but its not a 30,000 word book. So she helped me by taking inspiration from those keywords.

Now looking at self-love-guided journals for women, I have found validation. She asked me to confirm in Q&A before moving onto module 3 of learning.





# Stacey

What do you think about biographies? Writing about someone else's life stories :):)



# Andrew Cameron

Do I have to mention the copyright on the end credits of an audiobook or can it just be in the kindle book



# Andrew Cameron

Copyright is not necessary in the UK <https://www.gov.uk/copyright> do I need to still register a copyright in the USA for my audio book



# Spencer

After researching my topic, I am noticing that most parents are buying these content books for their children. At first, I thought my target audience may be for young adults, but should I gear it more towards catching the parent's eyes? Is it possible to have two demographics for the target audience? Something like, "Life Skills you need before leaving home." and maybe include content for parents as well?



# Frank

Hi coaches, I'm on module 3 doing customer research and trying to put titles together. My topic is "entrepreneurship for teens" I have about 4 customer pain points on why teen should be entrepreneurs. The age group I'm targeting is 16 plus

What do you think of entrepreneurship for teens 101 as a title? Does that sound too basic? I'm trying to come up with a title that is between 2-6 words and adding spice to it seems a little bit challenging.

For subtitle do I mention all the 4 pain points? Doing that it shows more than 200 words count and cutting it short sounds like it doesn't make sense. This is where I'm at right now and would like your opinion. Thank you



# Oscar

I did not succeed to reset my password, please help me gain, otherwise I cannot access the curriculum



# Patrick

Hi Coaches,

Firstly, How do you compile your email list and do you have to send emails to your customers through your private email address or your company email address? Do you store them on a spreadsheets and how? Please share your experiences?

Secondly, should the dimension of the covers be the same as the books like Ebook, paperback, hardcover and audio? is it 5.5 by 8.5 or it depends. What is the Ideal and standard trim sizes. Thanks.



# Janessa

I'd really like some feedback on the cover designs that have been submitted in my 99 designs contest so far. Here's the poll link for easy viewing.

<https://99designs.com/contests/poll/9d15e8b853>

I know they will need some fixing to get to a final version, but I'm looking for what concept stands out the most/resonates with people the most. If you have more specific critiques, I'm all ears! Thanks coaches!





# Selin

Hi again coaches,

For adding a lead magnet into your e-book & paperback, can you include another book cover pdf in there with your lead magnet? Or will that look awkward to put in the middle of the book? Is that possible to do when giving instructions to an outsourced person to format?

Ex: simple book cover of the topic attached to a tip sheet

Thank you!



# Frank

Hello team,

So I am In the process of proofreading the first draft that the ghostwriter has completed. Meanwhile, I wanted to start gathering emails ahead of time to give me enough time and emails for the email campaign. So I'm basically creating the FB group titled after my book and then draw users to that as well as launch the campaign in other FB groups? How about spreading ads all over other sites?

Also, if my title is "Attack Your Anxiety" but there is a trademark on "Attack Anxiety" is that too close call to use?

Thanks.

