



AI PUBLISHING
ACADEMY

Action Takers Tuesdays

Sept. 19, 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.

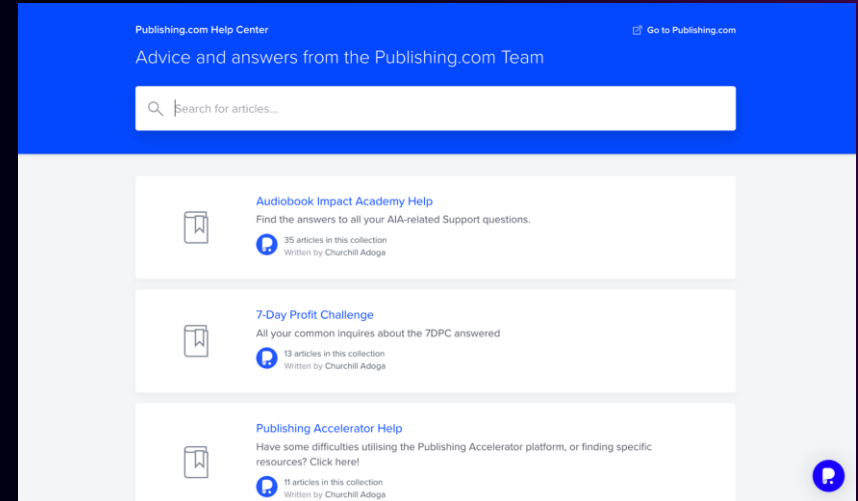
Most Frequently Asked Q&A Questions:

Visit our Help Center

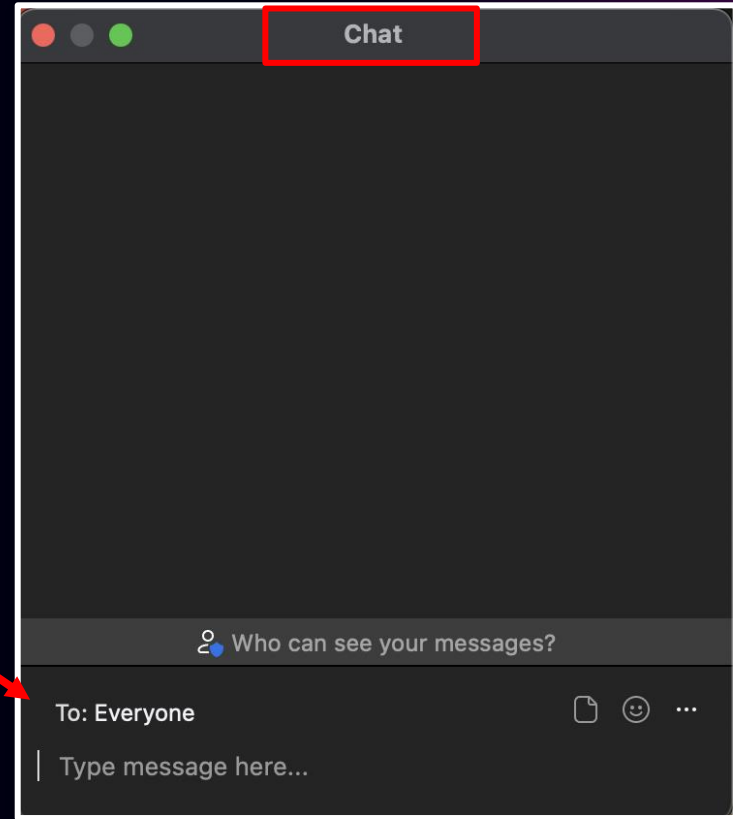
help.publishing.com

- 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 - September

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

BOOKOUTLINE10

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



Special Benefits For Students



We know you'll have questions on setting up a business, so we've partnered with Prime Corporate Services to provide you discounts and expert guidance!

Prime Corporate Services was founded with a goal to help entrepreneurs, investors, traders, and small business owners. They offer a **Free 45-minute strategy session** around asset protection, tax savings, and business credit development.

Book your Free call after completing your 'Success Call' with the **LINK below!**

<https://www.primecorporateservices.com/publishing-com-31/>

COMMUNITY SURVEY

WE WANT TO HEAR FROM YOU



Let's Begin!

Thought Of The Day



if it doesn't
CHALLENGE YOU
it doesn't
CHANGE YOU

Did you achieve last week's goals?

Brian

- Provide feedback on new book to writer - yes

Karina

- Hired 2 GWs - Yes



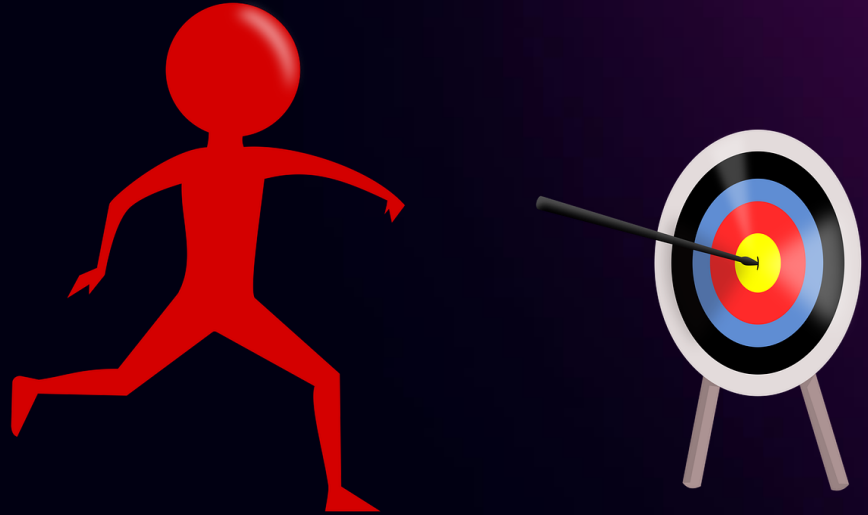
What are your goals this week?

Brian

- Get book outline completed

Karina

- Doing 2 covers



Let's Begin!

Leela

Is this a program for seniors - over 65?

Charisse Mathis

Hello, I wanted to confirm if my POC passes so I can move forward. My keyword is "productivity for working moms." I appreciate you answering my questions, I am unable to be on the class since I am at work during this call.

Chidinma

hello Coach, Pls how can I submit my cover for review in the Q and A call?

Katlego

I would like a second opinion on my book title, just to make sure that i am headed in the right direction. "African Art: From Traditional Roots to Modern Influence- A journey through Cultural and artistic Evolution".

Glenn Ward

Hello Brian and Karina, I'd appreciate any assistance you can offer. My book has been out since October and I have achieved 105 Reviews with a 4.8 Star Rating.

I am running Amazon ads and have 2000-3000 impressions consistently, but barely 7 clicks a week.

I've changed my cover to make it cleaner, but I didn't notice an increase.

I've removed keywords that were only costing me money but not selling books after 10 clicks.

I've created an additional campaign with adjacent keywords, but I'm still not getting results from my ads.

I am not sure I'll be able to be on the call but if not I'll watch the recording later. Thanks in advance.

Thanks for your help,

Glenn

Nolan.Saraceni

Hello, I am at the phase where i am choosing the cover of my book. Hopefully ill be able to attend when this question get answered. If not, no big deal. But i am running a poll on these book covers that i think one of them could be the one. Please help. Be as brutal and straight forward as possible as I am not shy of criticism. Link is here -->
<https://99designs.com/contests/poll/d86239a027>

Tomoko

I am new and I am interested in a topic about Japanese language because I am Japanese. Do you think it is a good topic? Japanese for beginners. Japanese for travellers. Japanese for homestay students. Japanese for business and so on. Thanks.

Terri

I appreciate your review of my book title and subtitle.

POC - Emotional Well-Being for Women

Title - Nurturing Women's Emotional Well-Being

Subtitle - A Guide to Empower Your Recovery After Trauma by Building Lasting Resilience,
Regaining Inner Balance, and Transforming Pain Into Strength

Wendi

How to make a profit in 7 days? Could you please show me step by step?

Julia

UGGG!! Even after the 2 reminder emails... I thought my orientation meeting was an hour later, therefore, I missed about 90% of the meeting. Can I schedule another meeting. Good news, I was watching the AiA modules.

Mel

Hi, Thanks for your guidance on this title so far. These are my 2 options now. Which title do you prefer:

Personal finance for teens: Simplified guide to budget, save, and invest like a pro, manage money effectively, and achieve independence for a prosperous future.

or

Personal finance for teens: Simplified guide to budget, save and invest your money to achieve financial independence, realize your dreams and go to college stress-free

Valerie

Is it recommended to start our own LLCs (or other business org) under which we will publish our books?

Lo

I want to add some pictures as an extra to my book that are not in the book because they are graphic injury/sickness pictures. They will obviously not be mine because of what they are. Do I just credit them on that document because they will not be included in the book? I hope this makes sense.

SYED

Hello wonderful coaches.

I've been a customer of Amazon and registered with my real name. What if I publish book on Amazon with pen name. Does it create any legal issues, or create any problems with my account. How does it work. What's your opinion on that ? Thanks

SYED

Secondly I wanna ask , does it matter if someone has the same pen name as I do. Does it affect my earnings through kdp? Thank you

LO

What is the site to shorten URL links? Thank you so much

George

I have chosen my topic, have a title and subtitle, and used proof of concept. But I believe I heard something on a module and I need to check it. This is not my topic but an example: I saw books for weightlifting for men, for women, for children, but not for seniors. I chose to do a book about weightlifting for seniors. Does this choice fail the proof of concept because I don't see another book dealing specifically with weightlifting for seniors? Am I only suppose to select the same topic that others are using?

George

Once I have done my proof of concept and have selected my topic, have a title and sub title, am I suppose to have a coach check it before preceeding? Or can I have a coach check it before proceeding to the next step?

Adam

Hi guys, just returning from a summer job hiatus. Wanted to ask about a few things that happened while I was gone.

1. I looked at the dashboard for the new AI publishing course, and it looks fully operational, but I've received email updates that show a 'BETA' sign beside the AI Publishing image. Is the course still in early development? Also, does participating in the AI Publishing course cost extra?
2. If I wanted to transfer from the AIA course to the AI Publishing course, could I just switch over to the latter's module 3 (where I am now in the AIA course), or is the course material different enough that I should watch all the module videos from the beginning?
3. Noticed there's been some changes in the Q and A session schedule. Do these Q and A calls answer questions for both AIA and AI Publishing, or does each course have their own set of Q and As? If each has separate Q and A, will you guys (Brian and Karina) be hosting one of those?

I'm looking forward to getting back in the publishing groove.

And, for old time's sake... **COVERS, COVERS, COVERS!**

Paulette

Happy Tuesday, coaches! Question for Karina because I'm pretty sure I've heard you say that you start building a review team even before your manuscript is ready.

I'd like to start doing that with my 2nd book, which is currently being written. Wondering how you make a post on FB about your books so far ahead of time? There is no cover, so what do you put as the visual? Would I just pay someone on fiverr (or learn to use midjourney) to do a quick \$5 cover to make a nice-looking post?

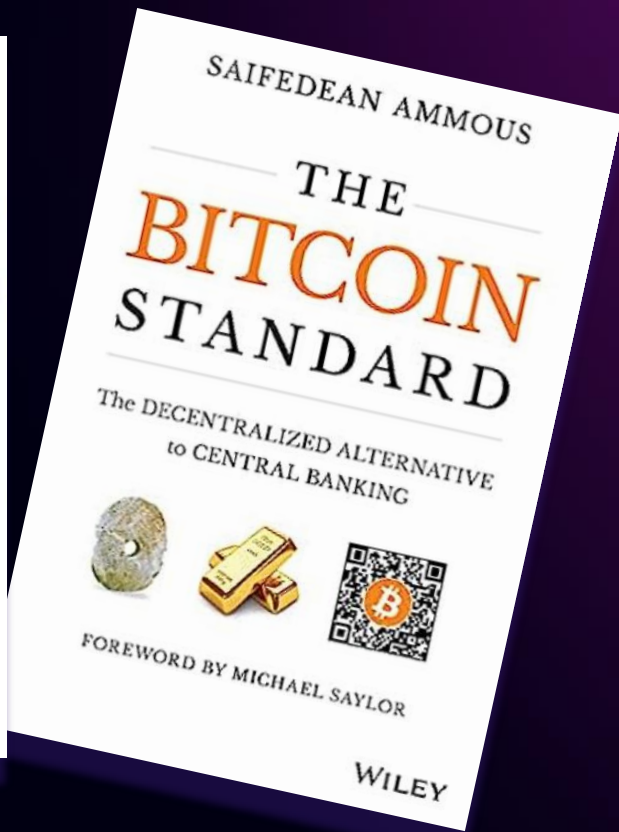
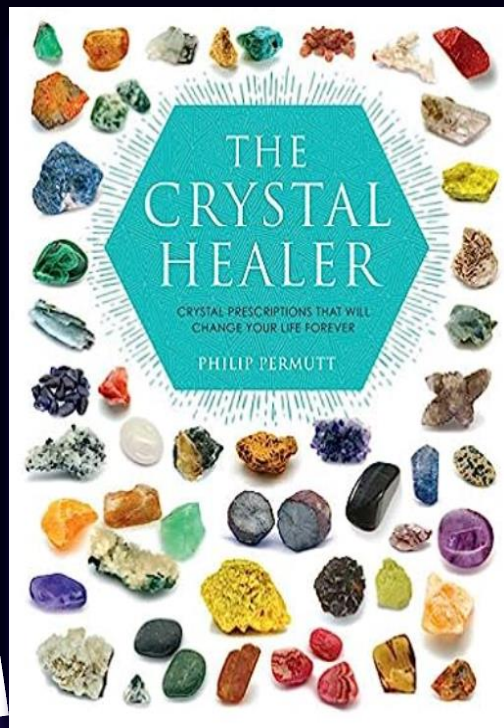
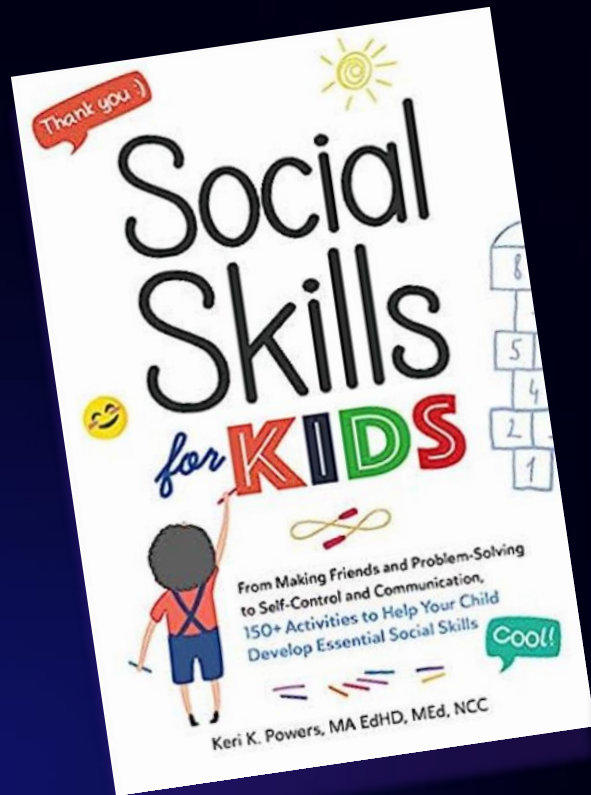
Also, I have a working title, but have not yet brought it to a Q&A for coach assistance, so at least the subtitle will probably change before publishing.

Any other specific advice about making the most of this time as far as the future review team, and when reaching out to potential reviewers and FB groups about a month before the manuscript is ready?

Kathleen

I am now at the stage of submitting Facebook requests for reviews for my completed book.. I wish to remain anonymous. My Facebook has my real name, my book is under my pen name. How do I make a new Facebook account with my anonymous name/Pen name? The start-up new account goes right back to my personal Facebook page. I think I might need to log out of my Facebook to create a new one.

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

Isaura

Self-Care for New Moms 101

The 5-Step Guide to Renewed Energy, Effective Time Management,
Routine Creation, and Deeper Mother-Baby Bonding



I. L. RYAN

SELF-CARE FOR New Moms 101

THE 5-STEP GUIDE TO RENEWED ENERGY, EFFECTIVE
TIME MANAGEMENT, ROUTINE CREATION, AND
DEEPER MOTHER-BABY BONDING



SELF-CARE FOR

New Moms 101

THE 5-STEP GUIDE TO RENEWED ENERGY,
EFFECTIVE TIME MANAGEMENT, ROUTINE CREATION,
AND DEEPER MOTHER-BABY BONDING



I. L. RYAN

Jovana

THE ART OF SPIRITUAL *Surrender*



A DIVINE GUIDE
WITH 8 POWERFULL KEYS

TO DEEPEN YOUR TRUST IN DIVINE GUIDANCE, ACHIEVE INNER
TRANSFORMATION, AND FULLY EMBRACE PERSONAL GROWTH.

Jovana Diaz

THE ART OF SPIRITUAL *Surrender*



A DIVINE GUIDE WITH 8 POWERFUL KEYS
TO TRANSFORM YOUR SOUL, ACHIEVE
INNER PEACE, AND EMBRACE PERSONAL
GROWTH BY TRUSTING IN GOD

JOVANA DIAZ

THE ART OF SPIRITUAL *Surrender*



A divine guide with 8 powerful keys
to transform your soul, achieve inner
peace, and embrace personal growth
by trusting in God

JOVANA DIAZ



PUBLISHING
ACCELERATOR

Book Title & Subtitle Workshop

Main title

COMPANION PLANTING MADE SIMPLE

A Beginner's Guide to Maximizing Your
Harvest, Boosting Plant Health, and Creating
a Beautiful Garden with Sustainable
Techniques and Strategies

Subtitle

Keywords: Words/terms used in the title that you want your book to show up for when someone searches it on Amazon or Audible.

- **Main keyword** - Companion planting
- **Related keywords** - Gardening, beginner's guide, plant health, harvest, garden

Benefits: What your reader WANTS to achieve by buying your book (desired outcomes).

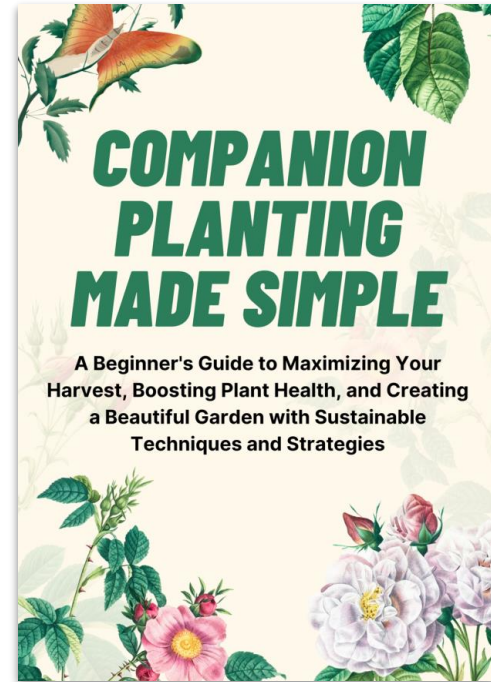
- Maximize your harvest
- Boost plant health
- Create a beautiful garden
- Strategies & techniques that are sustainable



Creating Your Book Title

Part 1: Main Title

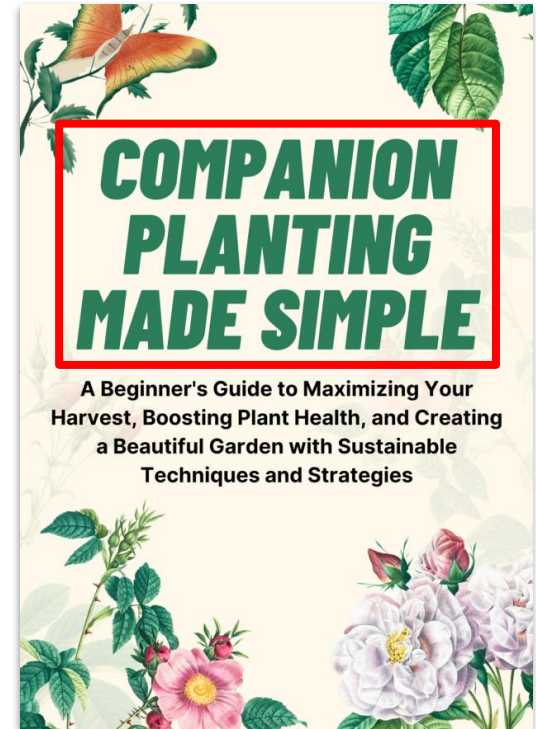
Part 2: Subtitle



Part 1: Creating The Main Title


Key Elements

- The main keyword (book topic) **must be** in the main title
- It must be **crystal clear** what the book is about
- Should be **different** from other books already published



Part 2: Creating The Subtitle

Key Elements

- **Related keywords (2-5):** What words are people searching to find a book about your topic?

- **Benefits (3):** What your reader WANTS to achieve by buying your book (desired outcomes)
- **Copywriting:** Beef up your book title with more appealing word choice and promises



How Long Should My Title Be?

- Character Limit = 200
- Recommended character count = 120 - 180

Book Title Enter your title as it appears on the book cover. This field cannot be changed after your book is published. [Learn more about book titles.](#)

Book Title

Subtitle (Optional)



Live Demo





PUBLISHING
ACCELERATOR

Thank you

If you got value out of this, share it with your tribe!