

Q&A Call
Sunday 21st
January

● 2024



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](#)

SPECIAL SEGMENTS

- 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.



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.

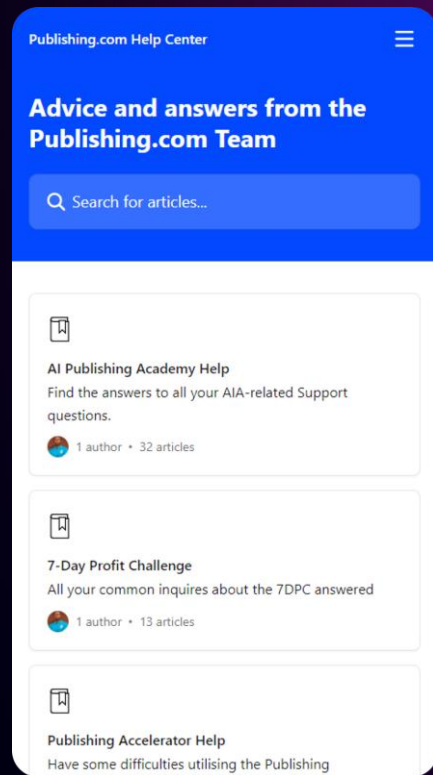
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

F.A.Q.

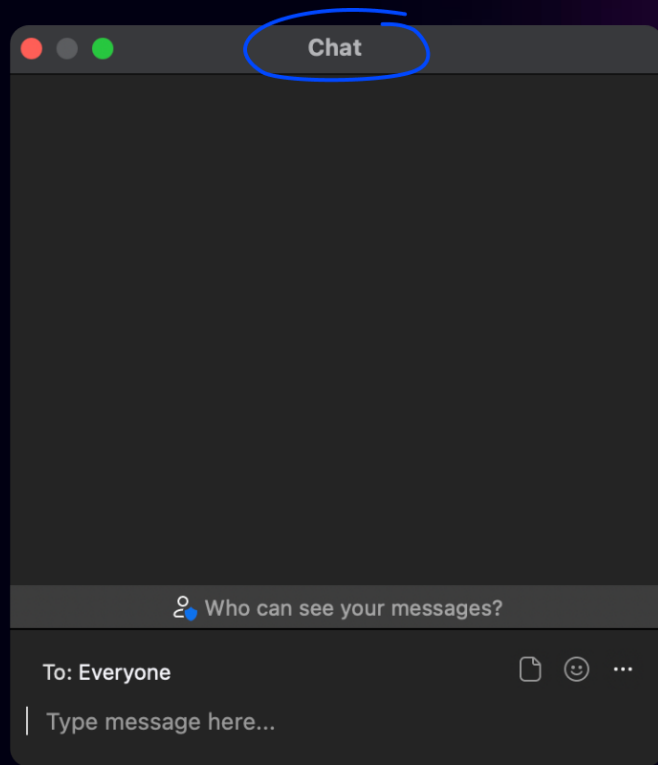
Visit our Help Center at help.publishing.com

- 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 settings to "Everyone"



PS MONTHLY DISCOUNT

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



GETREVIEWS

Students get 10% off Review Page Package!





GIVEAWAY!

Win an exclusive AIA t-shirt/hoodie



LET'S BEGIN!

Cora

Are you able to use ChatGBT as a source? If so, how would you reference it?

Denise

If you can afford it is it worth paying for the FB and Amazon ADs to get reviews?

Kimberly

Hello! I hope y'all are doing well. I am tweaking my ads and I have a question or two.

First, how does turning off, or 'pausing' a target product or keyword affect the campaign? Is it the same as negative targeting? NO, right? Negative targeting is more specific, right?

I saw in the Ad workshop, that Amazon recommends 20 to 30 keywords/products to target, instead of the 50 stated in the the course on Ads. I am wondering how to pare down my selection to target the 20 to 30 items, and if pausing is the answer.

I seem to have a high percentage of organic sales, 43-48%. After running Amazon ads since mid-October, there are only a few items in any of my ad campaigns with more than 15 clicks. Am I to try to keep my hands off the campaigns until I have at least 15 clicks on more items? Thanks in advance!

Traci

Happy Sunday All...i was wondering if you know people can leave reviews on Amazon if the book was not purchased on Amazon? Or will Amazon flag the account? Thank you for your answer 😊

michael

My number of ratings remains unchanged, though I know of reviews submitted that exceed the number that is shown on the book page on Amazon.

Kathy

I really need your help. I made a mess of getting reviews. I followed the Facebook Method, joined 15 FB groups, was extremely relevant and active on most of them. When I asked permission to post I was flatly told NO by most. A few didn't respond so I posted. I got 14 affirmative responses and sent them a free pdf of the book. All of them are from outside the USA. I created a \$0 buy from 1/23/24 to 1/26/24. When I copied the cheetsheet, it does not work. Here is exactly what I tried to post but the links go no place. Please tell me how I can proceed.

Hey [first name], my book is finally published! I hope you enjoyed reading it. In order to leave a verified review, Amazon requires you to buy the book first so I've set the price to \$0 from January 23, 2024 until January 26, 2024 so you can "buy" the book for free. Here's the link: [Amazon.com/dp/B0CQS1F6NC](https://www.amazon.com/dp/B0CQS1F6NC). Once you've done that, you'll be able to leave a review on Amazon here: [Amazon.com/review/create-review?&asin= B0CQS1F6NC](https://www.amazon.com/review/create-review?&asin=B0CQS1F6NC). Please take 60 seconds to submit your review - it's as quick as that! Let me know once it's done. This is my 1st book. It encompasses the last 20+ years of my successful Leadership and Decision-Making. Thank you so much! I really appreciate your help. Sincerely, Kathy

Karth Sree

I'm based in Australia, should I be doing my proof of concept on Amazon Aust? In particular is there any restriction on being paid into Australian Bank account if you load up on Amazon USA?

Rachael

Hello coaches! My book topic is Chair Yoga for Seniors Over 60. I am in the process of picking out my book cover design.

I've noticed on Amazon that the books in my topic that were making the most money had covers with cartoon people on them versus real-life people. I personally think the real life people look WAY more professional versus cartoon.

Do you think it would be okay for me to pick a cover that had a real life person? Or do you think I should do a cartoon person on my cover since that's what amazon showed for the best results?

Ophelia

Question #1: Do you need to create a bio when using a pen name? I saw a Facebook post where someone received a 1-star review on their book for not including a bio. Additionally, is it necessary to include a photo in your bio when using a pen name?

Question #2: Is obtaining book reviews through Fiverr permissible instead of using Pubby? I noticed a Facebook post where someone faced issues with their KDP account when using Pubby for book reviews. Could you please provide guidance on this? Thank you.

Said

* Action items on module 2, apart from watching module 2, the rest 9 items are strange to me.

Where and how do we get them. ?

* When we use AI for our book writing, for any topics, wouldn't AI print the same story as the AI published book previously? or wouldn't AI print the same as your fellow student who chose the same topic as yours?

Helen

hi- I am doing a travel guide, and have a lot of web addresses- do I need to do a citation check on them? I got my info from going to their website and getting a bit of info (basics), then letting Chat GPT4 help me. I am also going to call on them to confirm they are still going to do the event, or be around for 2024.- I will then get their emails and let them know when it 's published and ask for a review. -- I should be on the call on Sunday- barring my internet doesn't go out again-- ice storm in Oregon- who'd a thought,....

Said

- * I notice so far that almost all books sold on Amazon are fulfilled by AMZ. Isn't that concerning because its hard to compete with AMZ fulfillments.
- * When it indicates lets say 20 sellers on a given book title, does that mean 20 people are selling the same book? can you sell a book which you did not publish (can someone else allowed to sale my book and vise-versa?

Rachael

Hi coaches!! I need some advice/guidance for using images and illustrations in my book. My book topic is chair yoga for seniors, so naturally, I am going to need A LOT of illustrations and images of each pose and exercise.

I know if I were to hire an illustrator it would cost a fortune because of the amount of images I need!!!! I tried mid-journey and the images just aren't working... they are too specific.

can I use pictures from Google Images? then just cite them properly?

I'm not sure what my options are at this point! What do you suggest I do?

(this is my first 30k book. I'm learning as I go!)

Shane

I am creating a book for new dads I have a lot of research completed on the books on amazon and I have found some ways I think I can improve and make the book as good as whats out there.

I don't know about better as competition is strong in this area. I was watching the copywriting training and it was suggested you should present a benefit for the reader in a way they haven't heard before.

All the books in this niche present the information similarly, I was thinking of changing my approach and create the book from the perspective of offering solutions so "New Dad Solutions" and present the benefits of reading the book as solutions for a different angle. I think i could create a book that's better than whats out there by doing this?