



AI PUBLISHING
ACADEMY

Action Takers Tuesday!

● November 21 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.**

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 appearance.

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.

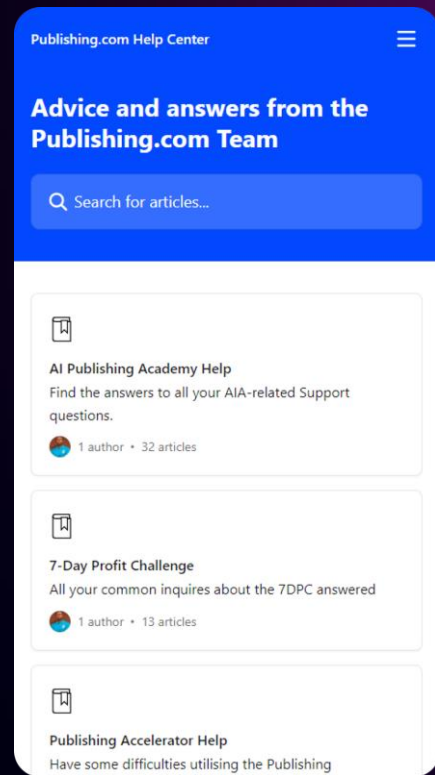
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

F.A.Q.

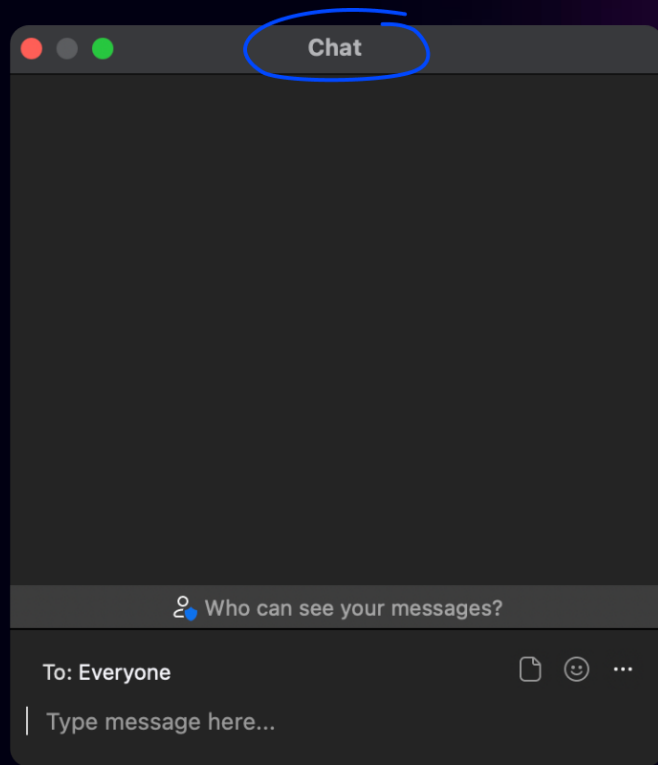
Visit our Help Center at help.publishing.com

- 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.



PERFECTEDIT10

Students get 10% off Editing & Proofreading Package (plus free formatting).



FREE COACHING CALLS FOR AIA

Training our coaches is a top priority for us! We'd love to give them some additional hours by offering free coaching calls to students.

Interested? Join a Zoom meeting:

Thursday 11/30: 10 am - 12 pm EST (NOT ON THANKSGIVING)

Friday 11/24: 10 am - 12 pm EST

(First come first serve, we will work through as many students as time allows)



LET'S BEGIN!

Thought Of The Day

**Fear is
a mile wide
& an inch deep**

Did you achieve last week's goals?

Brian

- Publish new book - No

Karina

- On Vacation



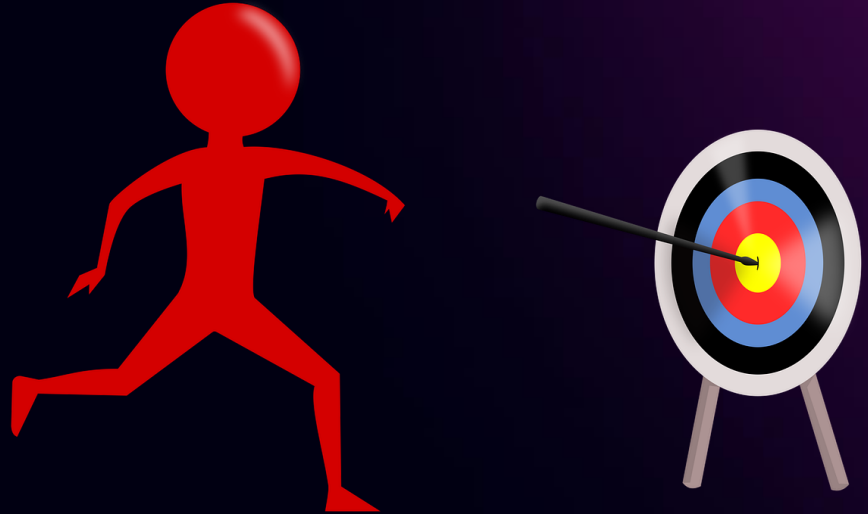
What are your goals this week?

Brian

- Launch 5 new ads

Karina

- Sip a Mojito



Evelyn

Hi Coaches - I asked this question before but appreciate further details. When registering for KDP and ACX as a Canadian citizen, do I put in my home address and Canadian bank info? I do have a proxy U.S. address. Apparently what the twins said on the video has been updated, but what is the update? Please help. Thanks!

James

if it typically takes 3 months to write a 6,000 word book and while the advertising claim is about making money in as little as only after the first 7 days, isn't that a really huge contradiction? Also assuming that it takes money to make money then how much had it cost a male youth in India for his first book success and he was making only \$160 a month. Also he made no money on his first 3 book attempts. Didn't he lose a lot of that monthly over what became a completely lost cause?

Tine ("teen")

I have a question about pricing. I saw in a lesson that we would typically start pricing at \$0.99 for the ebook and \$9.99 for the paperback, then to increase the price by \$2 every week or two until you get to the final price. Later, in the price anchoring lesson, the suggestion was to increase the ebook price to \$9.99 once you have 30+ reviews. I released my book on November 15th and by the 19th I already have 38 reviews. Should I be increasing the price of my book more quickly?

For context, based on my competitors, I think I would like to end up with my paperback around \$17.99 - \$19.99. So far, I've only sold a few copies, as the vast majority of "sales" have been through the free Kindle promotion. I have not started running ads yet because my royalties at the lunch price (\$9.99 for the paperback) are not enough to take on the cost of advertising. Your guidance is much appreciated!

Nelson

Hello I'm new to the program 2 weeks in. When I did my first POC it fit the criteria but 8 days later it did not so I switched my book idea to Algorithmic Trading for Beginners. This idea passed the POC criteria. My background is in trading. I worked in Wall Street and I now own an asset management company. I would like feedback on my book title idea. Thanks

1. Algorithmic Trading for Beginners: Your Step-by-Step Guide to Automated Profits
2. Algorithmic Trading Unveiled: Your Step-by-Step Beginners Guide to Automated Profits
3. Algorithmic Trading 101: Your Essential Beginner's Manual for Trading Success

By the way, I skipped the 7-day challenge and just started on my book. Do you think that was a bad idea?

Thanks for all your help and support.

Lisa

I am interviewing a GW I really like so far but she refuses to do an introductory zoom mtg before I hire her. Is this a red flag I should really be concerned with and no longer consider this candidate?

Pamela P.

Title Review

Biophilia: The Human Bond with Houseplants

Learn How to Source your Plants Sustainably. (87 characters)

Bonus - As Easy 4-Step process to create your own compost (As a Gold Badge).

OR --

The Houseplant Gardener: Exploring the Thriving Potential of Houseplants Through Proven Tips, and Tricks with Do-It Yourself Hacks to Improve your Green Thumb and Maintain a Healthy Indoor Garden. (195 characters)

Bonus - As Easy 4-Step Process to Create your own Compost (As a Gold Badge).

Mel

Hi. Following last weeks question about the high acos in my US campaign (all campaigns, manual and auto total)...I have raised all the bids by 5 cents after last week's call, The acos in my US ad campaign has gone from 394% to 204% as I have made one sale this week. How do I go from here? Would you recommend me to raise it again? I really want to get down to a profitable acos?

Additionally, I would like to negative target keywords in all my campaigns but no keyword has been clicked on more than once or twice. It is just a large variety of keywords causing the spend. The total I have spent this November on US ads is \$40.83 with 19.98 in sales.

Please advise what to do going forward to get this profitable!! Thanks in advance!

Liuba

I want to hear your opinion on writing a full-content 30k word book that has an interactive 'workbook' format, meaning there are reflection workbook sections with exercises at the end of each chapter for readers to practice in their daily lives. I went through previous Q&A recordings and found that different coaches have different opinions, and some don't suggest writing a workbook even if it's a full-content book. I just found that the 'workbook' format is what my niche requires: topics 'shadow work workbook' and 'codependency workbook' meet POC requirements around the FULL CONTENT book. Coaches from Thursday Q&A call suggested me not to write any kind of workbook just because "that is not what the course teaches", but I feel like the keyword 'workbook' is what sells specifically for those topics...

Would it be harder to find a ghostwriter for this kind of book?

Sherin

Hi, what do I do, if I haven't heard back from 3 ghostwriters. They requested to be on my project. I introduced myself and sent them 3-4 easy questions, interview questions for them to answer and nothing. It has been 3 days! I am not sure if I look for other ones, they had great ratings and reviews. I'm not sure, if I should just reach back or cut them loose. Thanks

Rachel

Hello, Beautiful Coaches!

My book topic: 'Higher Education Teaching'.

My book title:

The Ultimate Higher Education Teacher's Handbook

Over 60 Proven Strategies and Techniques For Stress-Free Student Success

The check for trademarks shows 1 record for 'Teaching in Higher Ed'.

I'd like to make sure I can use my topic 'Higher Education Teaching'.

Jason S.

Hello team! Please review my top three book covers from 99 designs. I am in the finalist phase and still have the opportunity to adjust the designs. I am looking to choose my top design out of the three. Please help me choose and adjust anything on it that you believe needs adjusting so that I can achieve the best possible cover. Also, if you see any issues with the wording of the title and subtitle, please let me know and I will adjust that as well. Thank you.

<https://99designs.com/contests/poll/2092f862af>

Evelyn

Hi Coaches - I've a tricky issue with KDP and ACX registration. Even with other coaches' help, I still don't know what's the deal. The twins said for KDP, to fill in my home address (Canadian) and use a U.S. bank. For ACX, the opposite, U.S. proxy address, and my Canadian bank account. I replayed it a couple of times to be sure. What's the newest that you know of? I really don't want a bank account in the U.S. Please say it ain't so :)

Lauren

Which subtitle is better:

Option 1: The Complete Guide to Chair Yoga for Seniors - Seated 10 Minute Step-by-Step Guided Exercises to Lose Belly Fat, Increase Balance and Energy, while Reducing Pain and Stiffness

Option 2: The Complete Guide to Chair Yoga for Seniors - 10-Minute Seated Chair Exercises to Lose Belly Fat, Boost Energy, Improve Balance, and Reduce Pain and Stiffness

Evelyn

Hi again Coaches - Do I give the formatter all the front page stuff including copyright info, what year, city etc or does KDP/ Amazon do that? Also, is it correct to acknowledge AIA, the twins and you guys for your help? I also have a great editor, friends and supporters I want to thank.

Shane Flaherty

I have a very strong POC on a niche but on KD Spy it says there is very strong competition in this niche. We are told the best niches should have low competition, should I continue to pursue the niche or find a new one? thanks Shane

Hyogo (Hugo)

Hello Coaches,

Book title revision number...I forgot...too many...

Constructive criticism would be appreciated. A "that's not bad" would also be appreciated.

Simple Finance For Kids: The Essential Guide to Earn, Save, and Spend Wisely, Develop Smart Money Habits From the Beginning

Main title used to be Easy Finance for Kids, but I think Simple rolls off the tongue better.

Happy Thanks Giving!

Anne

Working with the book topic selection spreadsheet, column 2: I understand how to identify the number of reviews, but where do I get "# of books with more than \$500"?

mally

my title is: Parenting Kids with ADHD Like a Pro! - make your child a success in School Achievement, Positive Behavior, and Healthy Social Relationships. - a practical step by step guide.

According to what I saw in the reviews, people liked that the book was talking about the uniqueness that children with ADHD have and not about the disability and I want to include that in the sub title, they also liked the practical tips. i would love your help with this

Rickalle

What is the maximum number of characters including spaces that you can use in your title and subtitle?

Sarah

I have a title/subtitle question. Well, more of a "please, I desperately need someone else's opinion because I can't look at these titles anymore". The book is an iPhone guide for seniors. The contenders, courtesy of ChatGPT:

Capturing Memories and Connecting: An Easy iPhone Guide for Seniors

iPhone for Seniors: Step-by-Step Learning for Stress-Free Tech Use

iPhone for Seniors: Step-By-Step Guide to Effortless iPhone Mastery for Seniors

iPhone Wisdom: A Senior's Handbook for Tech Triumphs

Tech Time for Seniors: iPhone Simplified

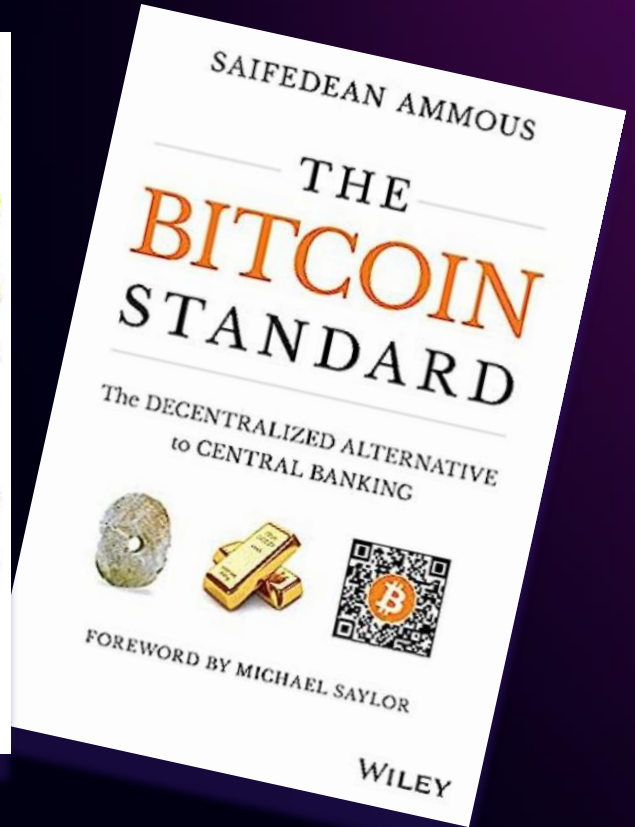
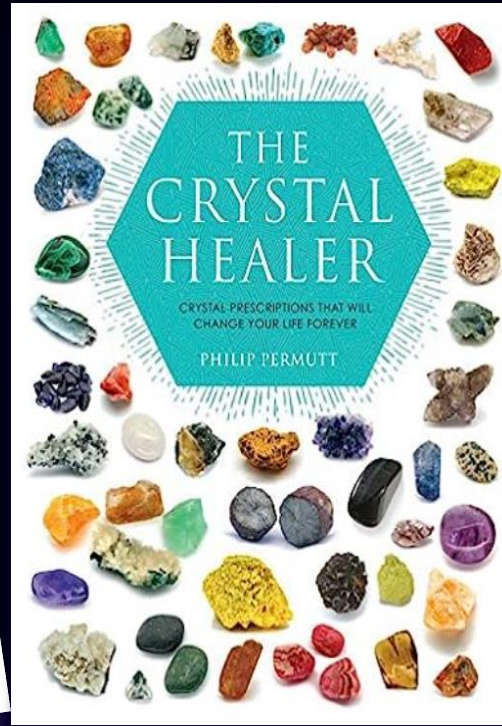
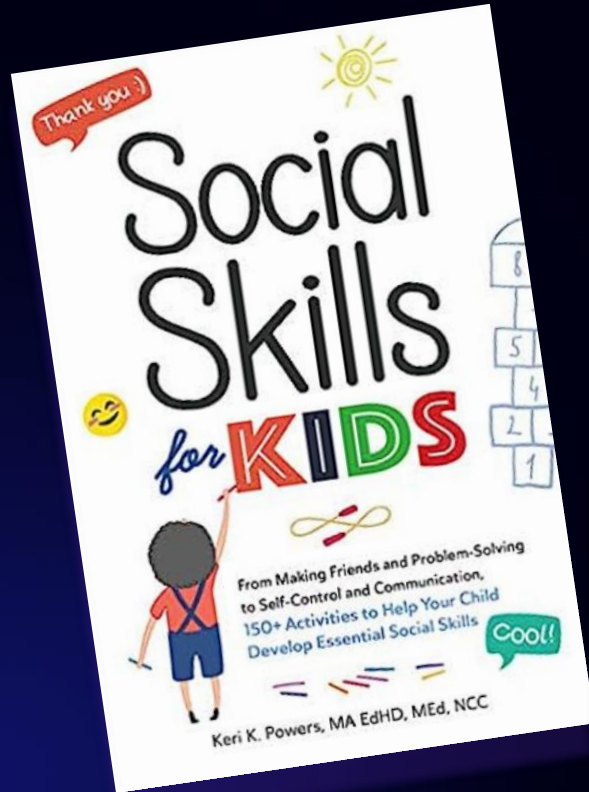
Golden Years, iPhone Cheers: A Senior's Guide to Mobile Marvels

ElderTech Ease: iPhone Essentials Unraveled for Seniors

Charlotte

How are ISBN obtained for each book?

Cover Intervention



Cover Intervention Submission Rules

Submit

- 1-3 covers max
- For 30K book only
- Must be a professional cover
- Submit the front cover ONLY (eBook) - individual file - Remove the Background
- Submit it to only 1 Q&A session
- Through Email - brian@publishing.com & karina@publishing.com
- Cut off time - Tuesday 2pm EST

Jennifer

NATIONAL PARKS

ARIZONA CALIFORNIA

STRESS-FREE GUIDE

Tranquil Retreats, Scenic Hikes, Exhilarating Adventures
for Singles, Seniors, Families, and Pets

**TRAIL MAPS
INCLUDED**

ROSE CATICO, PH.D.

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ROSE CATICO, PH.D.

Heather

EASY 12-MINUTE

CHAIR YOGA

FOR SENIORS
OVER 60



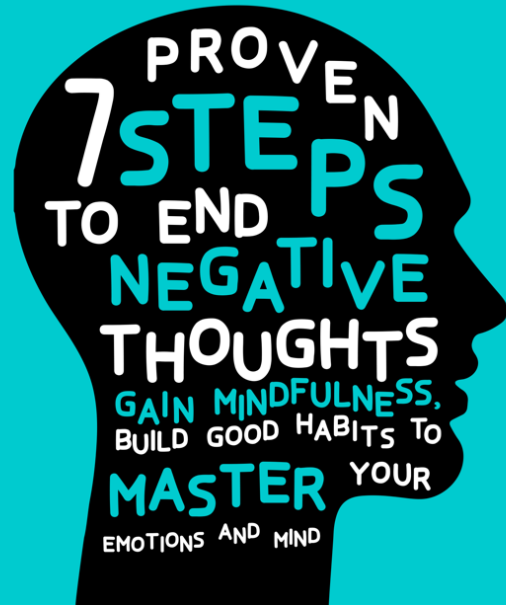
Boost Your
Balance and
Flexibility
Safely

ASTRID FLETCHER

Yelena

YELENA FOSTER

COMBAT OVERTHINKING



YELENA FOSTER

COMBAT OVERTHINKING

7 Proven Steps To End Negative Thoughts, Gain Mindfulness, Build Good Habits To Master Your Emotions And Mind

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