



**Q&A Call**

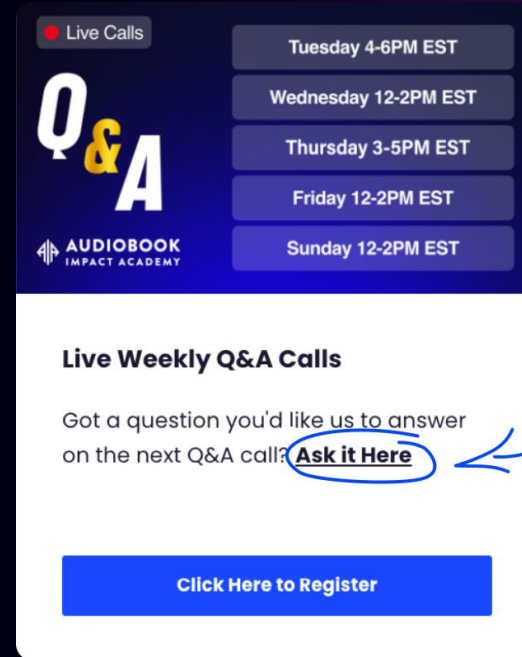
● 2023



# 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 dark blue header with a 'Live Calls' indicator and a list of call times: Tuesday 4-6PM EST, Wednesday 12-2PM EST, Thursday 3-5PM EST, Friday 12-2PM EST, and Sunday 12-2PM EST. Below this is the 'Q&A' logo and the 'AUDIOBOOK IMPACT ACADEMY' logo. The main content area is white and features the heading 'Live Weekly Q&A Calls'. Below the heading is the text 'Got a question you'd like us to answer on the next Q&A call?' followed by a blue button labeled 'Ask it Here'. A blue arrow points to the 'Ask it Here' button. At the bottom of the white area is a blue button labeled '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.

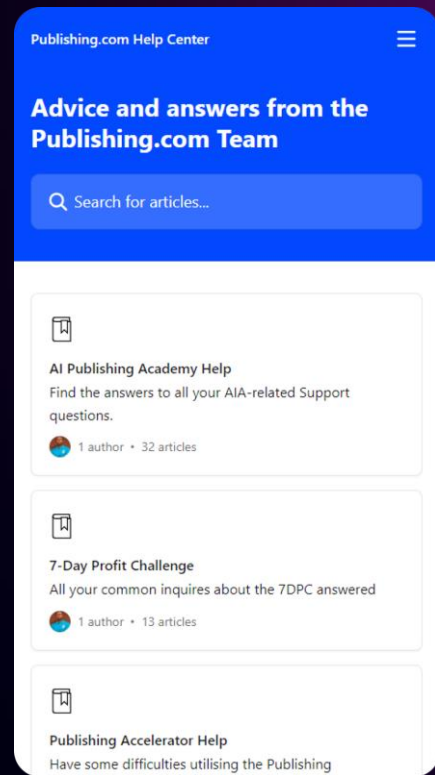
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

# F.A.Q.

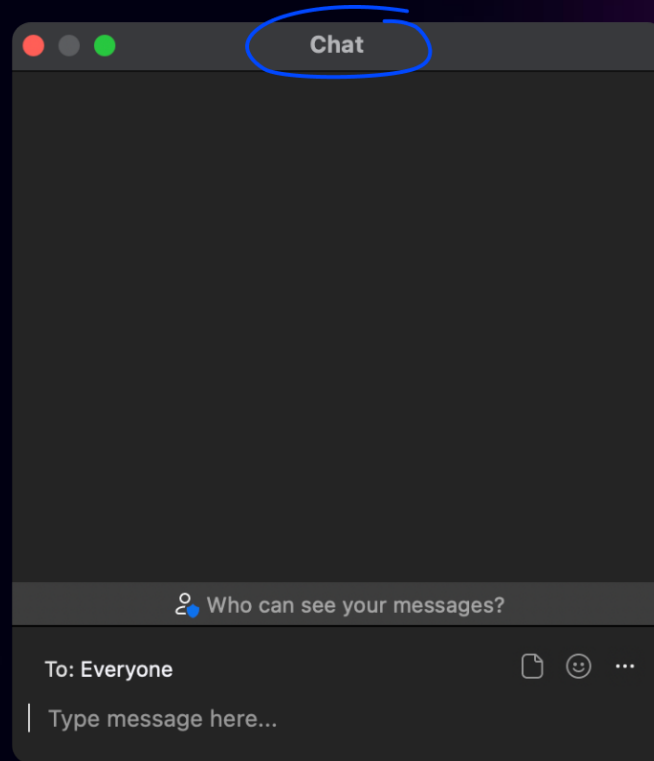
Visit our Help Center at [help.publishing.com](https://help.publishing.com)

- 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 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.



**TENOFFALL**

Students get **10%** off ALL packages!





**LET'S BEGIN!**

# Myrna

I searched for a trademark for the word Coaching. This is a keyword for business, leadership coaching. I plan to write a book about coaching but ambivalent to use the word for trademark violations. What are your recommendations?

# Jennifer

Would you give feedback/opinion on my book title and multiple samples of subtitle?

Thank You <3

TITLE:

I Love You To Life! A (Beginners) Guide to Recovering from Depression

SUBTITLE SAMPLES:

- Transformative Strategies To Navigate Your Way Through Depression With Love
- Healing Insights And Resilient Strategies On The Journey To Joyful Living
- How To Love Yourself Through Depression Into A Joyful Life!

# Colin

Do you predict that the ebook and audiobooks business on amazon will continue 5-10 years from now?

# Jim

If my 30,000-word book requires a lot of sketches to demonstrate how to do simple exercises, would the ghost writer handle this or would I need to have another party involved and what is the average cost per sketch.

# Kurt

Disregard last question about author central, but I have a related question. I joined AMZN under my real name, but don't want my real name associated with books. i think I'm confused about pen names and would appreciate some guidance. I created another account under a pen name, was that the wrong way to do this? How do you keep your real identity on AMZN, but books appear under the pen name. Do these need to separate accounts, or how does that work? Sorry for the long question and thanks.

# Mike again

My ebook launched a few days back. Now I find that my printed copy of the paperback is not as the file I received was. I contacted Publishing Services. What should I expect?

# PJ

I want to create a book involving sports. Still working on the topic. Will probably be a series covering different sports. But my question is, for example, if I were to create a book about something involving the NBA, am I allowed to use real people in my book. Real players, real coaches, real games, am I allowed to use "NBA" or should I just refer to it as "Basketball League" or "National Basketball Association" or "The League"? etc.

I can see on Amazon there are many books featuring sports stories, coloring books, trivia, dynasties of a specific team, all of which, look like they have been published by regular people. Upon previewing the books, the books do have real names, pictures of players, illustrations, team logos, bio info of players, real teams, etc.

So my question is, before coming up with a book topic on the subject of sports, am I even allowed to create books and include real players names, people involved such as coaches, GMs, owners, commentators, and teams and mention the league/association in the book such as what I see already selling on Amazon?

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# Evelyn

When I've posted in a FB group for reviews, can I continue promoting for book sales after the launch with the same group?

# Evelyn

Hi Coaches - After the book is formatted, can I change a few words? If the layout looks ok from my end, does it mean the published work is ok as well? Really appreciate your help in 2023.  
Happy Holidays!

# Gerk

Cody, or another Weirdo Coach,

Where do I send my book to be checked out to see if I did everything I needed to do? Aka Final Check!

Also, do you justify the text or not?

# Dina

I just received my Outline from Publishing Services and there is a fine print notice at the end of each page "Do not share, copy, reproduce, or sell any part of this outline template unless you have written permission from Publishing services. ...you may use the template for your own use but not any other purpose." Is it okay to use this for proceeding with my 30K book? it sounds as though it belongs to Publishing Services. Thanks!

# Chrissy

I'm currently on the step in Module 2 where I need to decide on the book topic that meets POC. I'm having trouble figuring out which one is the best option to go with. My five book topics' data are as follows, along with my interest level in them (10 being the highest):

Book Topic 1 = \$408 mo/rev; 55 avg reviews; level of interest 10

Book Topic 2 = \$3,910 mo/rev; 856 avg reviews; level of interest 5

Book Topic 3 = \$6,451 mo/rev; 3,115 avg reviews; level of interest 9

Book Topic 4 = \$498 mo/rev; 69 avg reviews; level of interest 7

Book Topic 5 = \$4,479 mo/rev; 2,840 avg reviews; level of interest 9

# Gerk

In my book's final draft, the body consists of 105 pages. I've read that for lower print costs and quality perception, having between 120 and 140 pages is advisable, as anything under 120 pages might appear less substantial. The current format includes bold lead-in headers with single spacing. To increase the page count to at least 120 pages, should I adjust the spacing around these headers, increase their font size, or both? Additionally, the book, including the 'About the Author' section, is 31,073 words long, with 30,494 words in the body. I'm currently using the EB Garamond font for a 6x9 book size and have included chapter images. Could you also explain the impact of using large print on the book's layout and page count?

# Ann

Dear Coaches, please see the following book title and subtitle for your review. Thank you.

Title: Teen Confidence or Unshakable Teen Confidence

Subtitle: Master Communication and Self-Control to Conquer Fear, Rise Above Peer Pressure, Build Trust, and Lasting Friendships for Academic Excellence

Or

Empower Your Teen with Communication Skills to boost self-esteem, conquer challenges with ease for social survival and academic. success

# Aleksandr Lytkin

For my second book do I need to meet POC, even though I'm continuing on my brand?



# Jo Ann

My book has been published for about a month and it a have a copywrite approval and about 50 positive reviews. After listening to reviewers, I want to change the cover to represent more of what the book addresses. I know I can change the cover design. Can I change the subtitle? If this is possible, what else would need to be done, other than changes to the cover and manuscript (i.e. copywriting, notification to Amazon etc).

# Marguerite A

I am working on my 2 book bundle and would love feedback on the narrowed-down cover designs. I am also looking for guidance in 2 particular areas. 1) Do I include the cover images of my 2 books on the front cover? 2) How important is it that the bundle cover matches the design style of other 2 books for brand continuity? I really like both design directions but for different reasons. Link to book designs:

<https://drive.google.com/file/d/16ledYoXqeJVqSOTGfAYWFACdPqKxMof0/view?usp=sharing>

# Elizabeth

Hi, I have a book topic I LOVE, and it is relevant. My POC proved that the numbers though were NOT there for sales. I think as an "emerging" topic, it could change shortly. What do the coaches think about AI & Project Management, Future Proofing your Projects with AI (along those lines). I have a bundle I want to write. Thank you!

# George

If using paid Facebook ad to get reviews, is there a limit to the number of reviews one can get in a day or week since if you got too many, it might look phony?