

**WEDNESDAY WINNING
STRATEGIES**
April 24, 2024

● 2024



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](#)

SPECIAL SEGMENTS

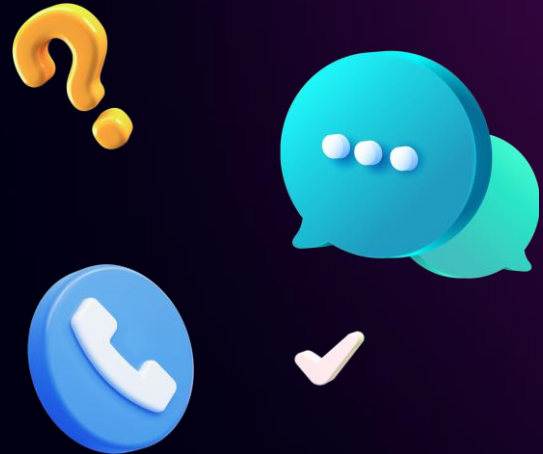
- Topic specific live training
- Reviewing book covers & titles
- Student interview
- Quiz
- Something else

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.

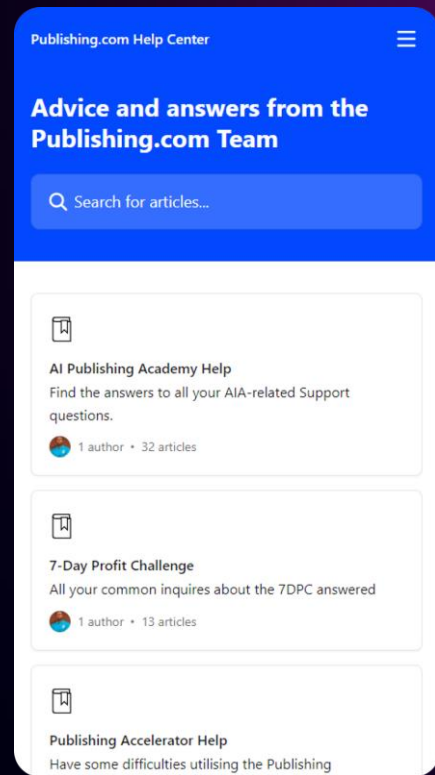
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

F.A.Q.

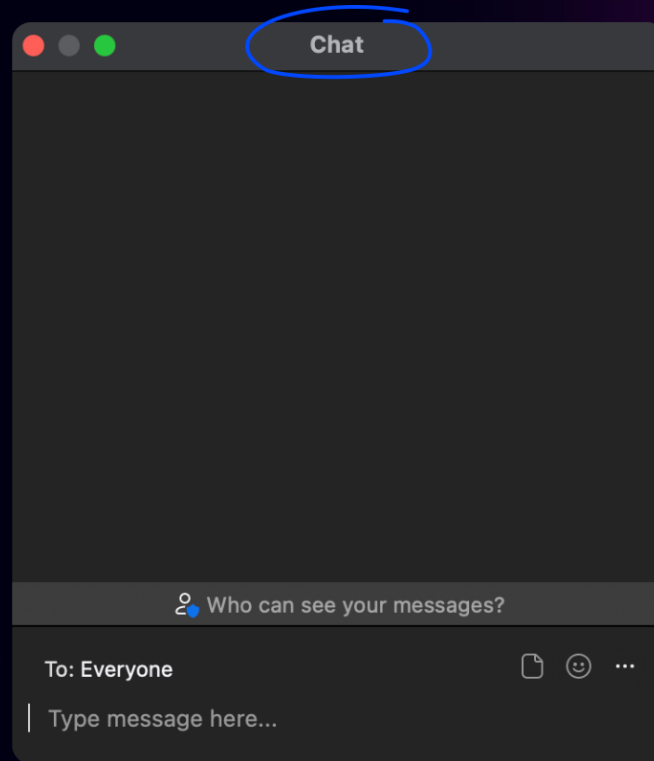
Visit our Help Center at help.publishing.com

- 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.



PRINTREADY10

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



What Were Your Wins?



LET'S BEGIN!

Anena

"Hi Coaches, please look at my updated workbook cover and give me your thoughts. Thank you

https://docs.google.com/document/d/1R8Z0IhjbK_1H1gID4wj7ps1Wg_RIiv3VGmfUkuY3Bnk/edit?usp=sharing

"

Steve

"What do you think of this title?"

Title: First-Time Father's Ultimate Pregnancy Survival Guide: Lower your anxiety by learning what every father WISHES THEY KNEW before the birth. Become comfortable supporting your partner and bonding with your new baby. Dad Hacks for the new Papa Bear from Pregnancy to Parenthood"

Thank you.

Edina

"

Paul Economen

"Hey, guys!

""Trivia for Seniors"" meets PoC. Based on my research, I've come up with two book titles and two subtitles. I would love your help with this. I realize that the first one doesn't have a lot of keywords. Would that be a mistake?

Trivia for Seniors

Get a mental workout as you stroll down memory lane gathering pub night ammo and loads of smarts. You'll find over 500 multiple-choice questions on a host of subjects to share with your friends and family.

Trivia for Seniors and Adults

Get ready to sharpen your cognitive skills and expand your knowledge base as you bond with others. Here, you've got over 500 multiple-choice questions on music, geography, cars, movies and TV shows, history, literature, and sports—just to name a few.

Shannon

"Can you review these book covers for suggestions?"

https://docs.google.com/document/d/1uOk5k8vjUmgn_ZPCSGn4GFsMnH3Rz-YF1pcl5-lr2Zo/edit?usp=sharing "

Kurt

"Coaches I am so so sorry. Earlier submission had a wrong link. Repeating question with correct links. - please see attached two covers and thanks to Katrina. Question comes from an expert in general marketing. I thought I heard on the calls that we have only a few seconds to capture attention and click into the book. Did I understand that correctly? As you know I first had a bright multi-color version of Stoicism book. Most people reacted negative. But my expert thinks it could work. Stefan suggested doing a FB contest, which I am doing. Mainly just wanted affirmation of the strategy. Thanks

https://drive.google.com/file/d/1VxbSu_vIRH_JwqheEYrboNzvCclnHLRx/view?usp=sharing

<https://drive.google.com/file/d/1IID4QPyis4uFBQDm5KjuqbU5GXtz31hm/view?usp=sharing>

"



Steve

"What do you think of this title?"

Title: First-Time Fathers Ultimate Pregnancy Survival Guide: Lower your anxiety by learning what every father WISHES THEY KNEW before birth. Become comfortable supporting your partner and bonding with your new baby. Dad Hacks for the new Papa Bear from Pregnancy to Parenthood."

Bal

"Hi,

How can I set myself to leverage the community as much as possible to have the best chance of succeeding with this tool during Q3 2024?"

Kurt

"Hi Coaches, please comment on FB Post asking groups in the target audiences to weigh in on covers (thank you Stefan for that idea!). I'm not a slicko FB operator, so the cover images don't look the best, but am still working to learn on that. I'll be showing the covers earlier submitted tagged as Stoicism RED and Stoicism GRAY. The text of the post is longer than 500 characters, so I'm enclosing as a file. I think it's too long for a FB post and would appreciate advice on ways to be succinct and effective. Sincere thanks

<https://docs.google.com/document/d/1vHKbrH--AxijLxjk0YxQ1eO-La-SHvF3Ji5HgKmA9I/edit?usp=sharing>"

"

violeta

Please give me advice on my book title and subtitle: Title: Dream Journaling for Beginners;
Subtitle: Your Pathway to Decode Dreams to Tap into that Creativity Embedded Therein, and
Make Concrete Those Hidden Talents, You Never Knew You Have

Mark Andreoni

Hello, I am working on my book outline, and I wanted to get your opinion on my book title [Homesteading] and sub-title [The Pioneering Approach To The Sow-Grow-Thrive way] or [Pioneering Approach To Backyard Living]. Thank you, Mark



Cherise Wilson

Hello, I am working on my book outline, and I wanted to get your opinion on my book title [Homesteading] and sub-title [The Pioneering Approach To The Sow-Grow-Thrive way] or [Pioneering Approach To Backyard Living]. Thank you, Mark

”

Matt

How much time and/or space should be given towards establishing the author's credibility? Is this something to cover, if at all, in a forward and have everything from that point forward focused on solving the reader's desired outcome?

”

Edina

"Hi Coaches,

I redid one of the main titles and two subtitles based on your feedback from last week. The book is full-length.

The topic is 'strength training for seniors' - I removed the 'over 60' part to keep it shorter and less redundant.

I also added a sentence to the second title to make it different from other book titles already published. I rechecked the most in-demand keywords and incorporated them into the sub-titles.

New titles and subtitles:

1. Strength Training For Seniors: Safe and Effective Exercises to Increase Mobility, Improve Balance and Stay Independent in Just 20 Minutes a Day
2. Energize Your Golden Years! Strength Training for Seniors Without the Gym: Simple Guide To Increase Mobility, Improve Balance, and Stay Independent in Just 20 Minutes a Day

Thank you.

Edina

Yelena

"Hello Coaches! I am in the process of reviewing and finalizing my book and I included the references I used for my book. Also, I used over 30 quotes in the book with the author's name. My question is, do I have to include on my reference page all sources of quotes with the name of the book, year of publishing, and name of the Publishing company, or having the author's quote name in the manuscript of the book is enough? Some quotes came from certain books with year and publishing company name and some of them had no information, just the author's name and research shows that certain quotes such as Buddha, Churchill, or Mahatma Gandhi did not have any publishing books, and their quotes recognized as a common use as an aphorism. To include over 30 quotes on the references page will take extra pages.

My second question is about publishing. What is the best option? Do I have to publish on my own or use outsource? If I use some publishing company, is that a good idea or it would create some issues in future? My understanding is that, as long as I have my ISBN, I own my book and I can manage my account with Amazon. I am looking for your advice, please! Thank you!"

Laura

"Hello coaches,

Can you please give me your opinion on my title / subtitle. I have re-worked it a couple of times, and hoping this is close. I have given examples of 2 titles & subtitles, maybe one is better?

Title 1: The English Cottage Container Garden

or

Title 2: English Cottage Container Gardening

Subtitle 1: ""Easily Cultivate, Design, and Transform Any Small Space into a Charming, Flower-Filled Sanctuary""

Lee

"I have 3 book covers. Would you ask the people on the call to register their preferences? If they like none of these covers, please vote #4. Coaches, would you hold your opinions until the voting is concluded, and could you announce the most preferred cover? Thanks?"

https://drive.google.com/file/d/1LhnEhZYyl8AqMsaUJwL4iyJ32sIIA9_U/view?usp=sharing

<https://drive.google.com/file/d/1Vtpn-ING-XF8qer5szJTlxcu-oQTMLT1/view?usp=sharing>

<https://drive.google.com/file/d/12SZrCCEXlcn8bchGyE8IhPhQ4YmDSTmV/view?usp=sharing>

Wilfid

I am hesitant to use the Beta "one time manuscript" option. One doesn't seem to be allowed to obtain a retake if not satisfied with the first release. Is it possible, under this option, to produce the manuscript one chapter at a time? Please advise.

Wilfrid

Hi Coaches, What has your experience been as regards getting a refund from a ghost writing company when the assigned writer delivers less than 1/3 of the manuscript by the projected completion date?