

**WEDNESDAY WINNING
STRATEGIES**
January 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

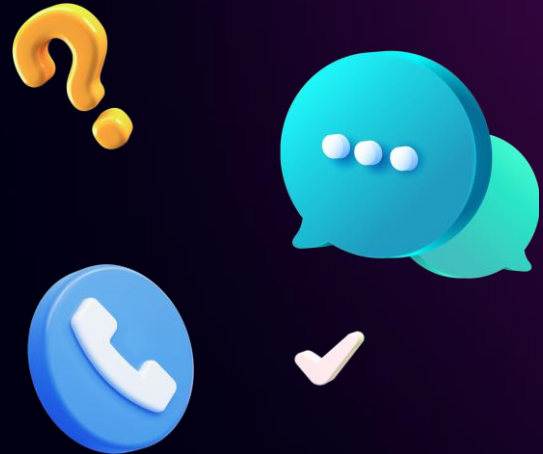
- Topic specific live training
- Reviewing book covers & titles
- Student interview
- Quiz
- Something else

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.

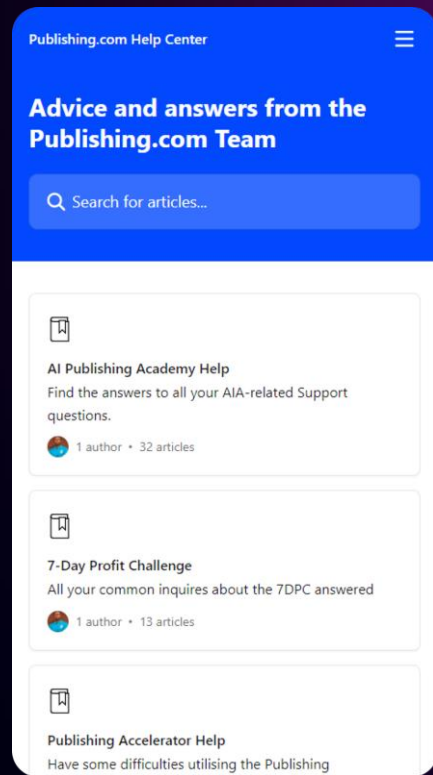
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

F.A.Q.

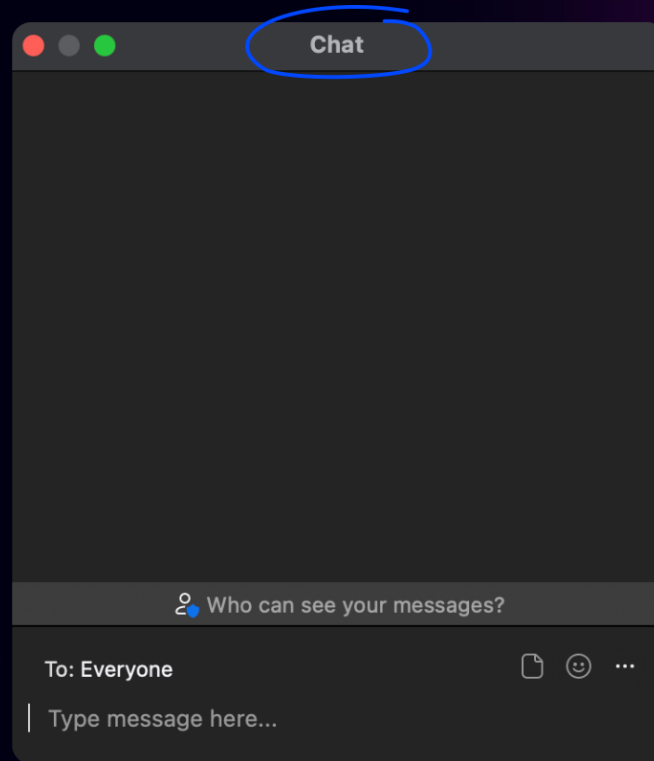
Visit our Help Center at help.publishing.com

- 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.



GETREVIEWS

Students get **10%** off Review Page packages!



What Were Your Wins?



LET'S BEGIN!

T Prager

I have "@&#!" In the subtitle of my book. This is not a swear word, I am not replacing a letter of a swear word, the grawlix can stand for anything. Will this give me an issue with Amazon Ads? I see TONS of books that actually have "Sh*t" or "F*ck" selling on Amazon. What is the deal? I cannot seem to find a definitive answer online or the FB group. Thanks!

Cathy

I continuing to refine my title and I know it is soooo important. My first 30K book is to help women over 50 cultivate fun and healthy relationships. Topics will be covered on all kinds of relationships in our lives (romantic, family, friends). Please let me know how you feel when you read this title. Is it clear and compelling for this target audience? I sent a picture on email.

Ellie

According to FAQ;

Q. When to begin book {cover} design process:

A. ""While the book is being written BUT you will need to provide the artist with final page count before the books' back cover and spine can be made.

***The artist also wants the following (1) ISBN (2) blurb details (3) page count (4) cover size 6x9?

My Question: (1) When will the GW provide me the ISBN and paperback page count?

(2) What cover should I request?: E-book, Paperback or Hardback, Audio book

Thank you!

*I hope to be listening {But} my zoom connection is hit & miss."

Greg

"Dear Coaches,

Facing a KDP Royalty Dilemma:

Option A: 35% Royalty, \$0 Delivery Cost

Option B: 70% Royalty, \$0.15/MB Delivery Cost

My eBook, rich with 25 illustrations, is currently 66 MB, leading to a \$9.90 delivery fee. To keep the 70% royalty, the price must stay at or below \$9.99. Feedback suggests the illustrations significantly enhance the book's appeal.

My quandary: If I offer the book for free, does the delivery cost still apply, effectively costing me \$9.90 per download? Or, if file optimization doesn't reduce the size to around 20 MB, is the 35% royalty the more viable route, and will I still be able to be in the KDP Select and Kindle Unlimited programs?

Myra

Best title

1. Overcoming Reading Challenges in 21 Days: Unlock Success with Positive Strategies to Increase Confidence and Encourage a Love of Reading
2. Improve Reading Skills in 21 Days: Practical Effective Strategies that will Motivate and Unlock Success in Reading
3. Improve Reading Skills: A Toolkit of Engaging and Positive Strategies to Increase Reading Comprehension and Fluency in 21 Days”

Linda M

"I'd like some feedback on my Book Topic: Caring for Aging Parents. It survived POC. Title: Caring for Aging Parents: Simple Strategies to Stay Sane and Supportive as your Parents Grow Old.

I applied to join the Facebook group two weeks ago and still haven't been admitted. Am I being too impatient?"

Casey

I have a question regarding the lesson about “lowering your print costs” by Cody. I have a book that has already been published, but I can reduce the page count by 40 pages to increase my royalty. Since I am not changing the content, can I simply republish it? Or do I have to make it an “new edition”? Also, will this affect the copyright that I have already filed? Thank you!

Larry - Citrus Heights

"I vaguely remember a biz video ad several years ago teaching a publishing business turning older ""out of copyright"" books into Audio Books to sell on Amazon.

Is that a strategy that AIA had several years ago, or was that a different academy"

"

Stephanie

"Can you please review my title and share some tips that would be helpful?"

Title: Hoofprints Unbridled: Inspirations from riders with adaptive disabilities

Sub title: How to reveal healing and self-discovery, find inspiration to overcome challenges, and form an incredible bond with a magnificent animal

"

Sharrie

" Question #1:

After watching AIA Lesson Module 5 on obtaining reviews from Facebook groups, I'm considering making a post in the Facebook group about my book launch on Amazon. The challenge lies in the fact that I've used a pen name in my book, while my Facebook account reflects my real name. I'm concerned about potential trust issues arising when my Facebook post claims the book as mine, especially since people in the group might notice the name disparity. Could this be perceived as spam? What recommendations do you have for addressing this concern?

"

Sharrie

Question #2:

Regarding the Facebook review process, I have a question about the steps. If I offer a free ebook in a Facebook group and remind them two weeks after my book launches on Amazon to leave a review using the Amazon link, could this result in unverified reviews? Additionally, if I share the Amazon link again for a free purchase and they leave an immediate review because they read it earlier through FB promotions, could this lead to Amazon flagging their reviews? Amazon might not know they had early access through Facebook. The explanation in Module 5 was confusing, and I'd appreciate any clarification you can provide. Thank you.

Amber Knight

I have proof of concept for a topic "gut inflammation" and was wondering if this is still too broad of a topic? How do I tell? I tried "gut inflammation for women over 40" but it did not meet proof of concept. I'm confused about meeting proof of concept and niching down on a topic where the topic is not competitive.

David

"Please help with this title and subtitle

Join the Self Care Health Movement-

The Beginner's Guide to Holistic Health

Transform your life with herbal remedies, increase energy,

immune strength, improve mental clarity, renew your body and mind"

Alisha

"I've revised my title based on all the coaches feedback I've received so far! Would love your input on the following variations:

1. Quantum Physics for Beginners Simplified: Easy Guide to Understand the Subatomic World, Apply Basic Concepts to Everyday Life, and Expand Your Consciousness & Worldview Without Complex Math
2. Quantum Physics for Beginners Simplified: How Anyone Can Understand the Subatomic World, Apply Basic Concepts to Everyday Life, and Expand Their Worldview Without a Science Background"

Jeff

I believe that I have my book title down to the final format. I would love your thoughts on it.
"Overcoming The Retirement Trap: An 8-Step Financial Freedom Blueprint for Your Journey to Wealth, Financial Independence, and a Life Beyond Limits"

Lillian

I like the business but I can't do it, I'm still working , can I have my sister do it for me, can start it for me?

Kathy

I am having no success using MailChimp to send out my book. Other than doing it manually do you have any suggestions?

Kathy Pihlaja

"Using the cheatsheet provided by Rasmus in Module 5, I have people contacting me saying the price they are getting is \$13.99 not the \$0 I signed up for from Jan/23-Jan 26. What can I do I correct that?"

My book is finally published! I hope you enjoy reading Leadership Strategy: The Art & Science of Decision-Making. 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"

Kathy Pihlaja

I can't locate the Amazon reviews I make after reading pubby books in the library so I can send the link to pubby. Pubby says first "locate the Amazon review". I can't find the reviews, so pubby cancels my snaps. I have read 12 books and gotten credit for 2. I have contacted pubby 30 times and I get the same answer. Please help me. Thank you very much. Kathy