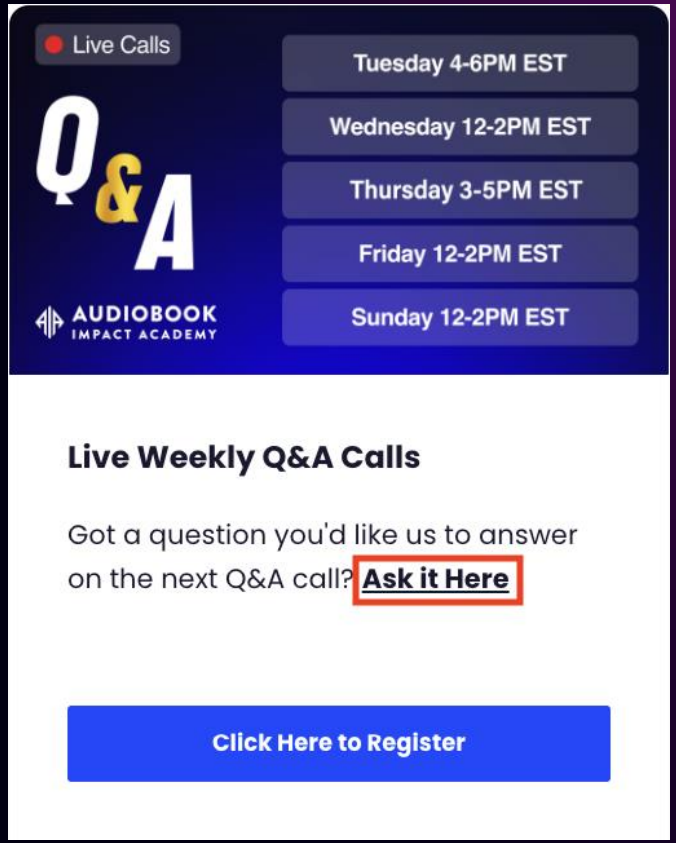
Friday 25th August 2023

Copyright © 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.



Special Segment

- 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.

FYI

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.

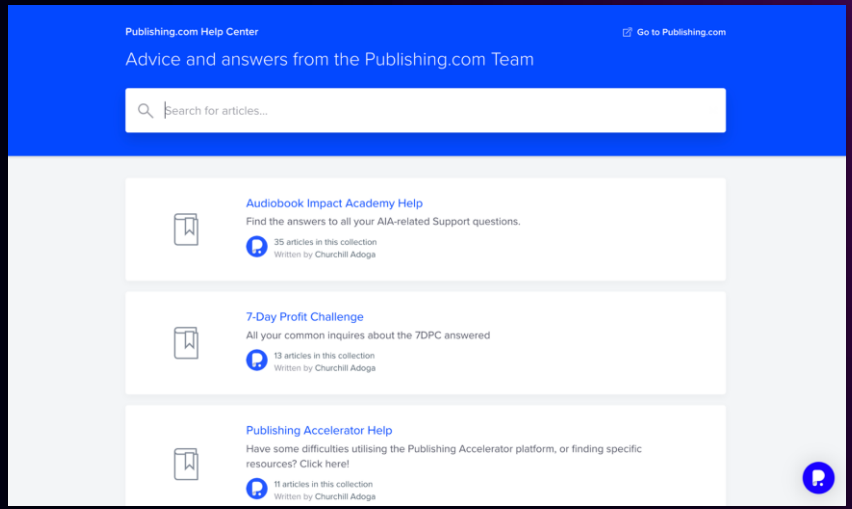
We would rather spend more time going deep into a good question rather than rushing from one question to the next. Therefore, we will pick and choose the best questions.

Most Frequently Asked Q&A Questions:

Visit our Help Center

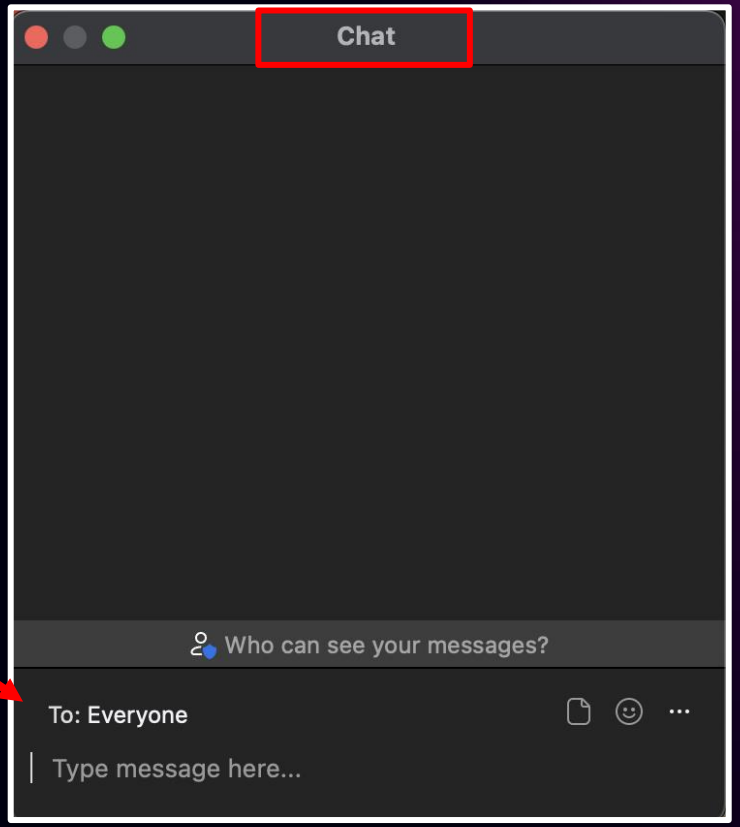
help.publishing.com

- 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 setting to “Everyone”



PS Monthly Discount - August

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

APLUS10

Students get **10%** off A+ Content Package.

COMMUNITY SURVEY

WE WANT TO HEAR FROM YOU

AI PUBLISHING ACADEMY

Let’s Begin!

Mariko

I have posted my job on UpWork, received 20+ offers, and short-listed 4 GW candidates. I would like to start interviewing ASAP -- perhaps starting tonight. Some candidates have asked to see the full outline ahead of the meeting, which gave me pause. Should I just give them the TOC at this beginning stage? At what point should I hand over the full outline?

At each of the following steps, can you give me an idea of how much of the outline to disclose?

1. Pre-interview

2. During interview

3. When requesting paid samples

4. After choosing the GW (at this point, the full outline, of course. just throwing it in)

Any "must discuss" topics during the interview besides what's covered in the lessons?

ĉŤŸ Á ˆ

I think I have been chosen to review the beta but I can’t remember how to access it. Thx

Jordan

How to know when you are ready to find a ghostwriter?

Stephanie

Hi, I'm looking for help with POC. The first topic I'm considering is leadership. Specifically, for first-time leaders, emerging leaders, newly promoted leaders–helping them develop the skills and strategies to excel as a respected, successful new leader. While leadership would be a great topic given my background, and I think there's POC, I'm not 100% sure. I have two other thoughts to consider if not. I will 95% be on the call Thursday unless an unforeseen work situation. Thank you!

Added to Thursday's Q&A

Linda Davis

Hi! Can you please critique my proposed book title?

"Funny Jokes for Old Folks 45+

301 Witty 1-Liners That Can Make You the Funniest, Most Irresistible Woman in the Room"

Thank you!

ă} „–ĺў

Book Topic POC: Mergers and Acquisitions

My concern is if the topic is too wide.

When I use chatgpt for subtopics ideas, all of the suggested subtopics are interesting but have a very small market and do not cross the POC barrier. I also note the Mergers and Acquisitions topic has high competition according to KDSpy, how relevant is that score?

Added to Thursday's Q&A

Justin

Book topic POC: Corporate Finance

Is the topic too wide? The chatgpt suggested subtopics are too narrow and have no POC barrier nor revenue / market potential (very little searches and transactions).

Added to Thursday's Q&A

Evelyn

Hello Coaches - I realize it's best to aim for 30,000 words but I can only manage about 25,000. I don't want to put in fillers just to get the word count up. Can you remind us what happens to a short book? Do we lose credibility AND have to lower the price?

Maria

Hi this is my first book, and I was hoping you could give me some feedback on my book cover options? My favorite finalists are here: https://drive.google.com/drive/folders/1_e_6Y0UHCY7kRfeIpsS2WfJj8a2JdHzm?usp=drive_link

Ś ⱧO$ Γ„

I would like to run a topic by you to confirm proof of concept. The topic is- Teaching English to speakers of other languages

*Added to Thursday’s Q*A*

Aliyah Chaumoo

My current Title and subtitle are: Landscape Design Mastery: 6 Steps to a Gorgeous Garden. After a coaching call, Kristopher mentioned to change the subtitle, so I've come up with the following: Landscape design mastery: Six steps to a well-planned, well-drained, time-friendly garden. Is this better?

PAM

I am working on my first 30,000 word book and thinking of these 3 options for titles/subtitles. Can you please give your thoughts on the best choice/wording/option?

1. Overcoming Teen Anxiety: 10 Habits & Hacks to build confidence, self esteem & manage negative thoughts

2. Overcoming Teenage Anxiety: Strategies to build confidence, self-esteem & manage negative thoughts

3. The Tough Teen Years: 10 Habits to build confidence, self esteem & overcome anxiety

I did POC and "teen" and "Anxiety" "self-esteem" were the words that came up.

I am going to do my best to be on the call today but have to work so might not be able to be on for the entire call (but I'm going to do my best or at least watch the video posting afterwards). Thank you so much. Your calls have been super helpful as I get started.

Sallie

In my book there are a number of website references (URLs). How can these be handled for an audiobook?

ë ЛРфˆоЮ

Why are there locks on lessons 3-7? I think I'm ready to go as soon as I run my topics through POC but would like to look at the rest of the lessons to make sure I am not missing anything. "Follow the steps", lol that's what I'm trying to do.

Carina

If this question is too snowflake, you can move it to the end.

I may have made a mistake in the ghostwriter that I have hired for my project. I know them personally and they have written multiple e-books, but none that are in my niche.

They expressed an interest in ghost writing and I thought it would be great to work with a writer that I personally know and that we can have in-person meetings with. I even helped her set up an account on UpWork so that I can hire her there with their contract.

I have an amazing outline from Publishing Services, but now that my ghostwriter has finished the introduction, it's not what I'm looking for at all. Mostly, I've noticed the the writer makes a lot of assumptions about the reader and addresses those assumptions like they are facts. For example, writing in a way that assumes the reader is a millennial. Or writing about how the reader feels, not knowing if they actually feel a certain way. Just a lot of assumptions.

I've also noticed that they seem to be a bit defensive with my feedback. I am wondering if I need to work with someone else with more experience in ghost writing. Is is it too early to tell since we are only in the introduction?

Carina

What platform do we use to create citations? I can't remember from the 7 day profit challenge

Abigail

Hi. I would love some feedback on my book title .

1) Managing Emotions Simplified ("Unlocked" can be used instead of "simplified")

Your step by step guide to emotion regulation. Navigate feelings for stress management, self awareness, and enhanced relationships.

2) Embrace Your Journey to Managing Emotions.

Powerful step by step guide to emotion regulation. Navigate feelings for stress management, self awareness, and enhanced relationships.

I didn't add speed or ease because I think it's not so easy just doable and attainable. I think "step by step" indicates practical tools to get there

Thank you!

Ą ˘OoóṕŚ˘ČlĞŭ„

Ø o ˆ ˘ p ̄ ˘ Γ Á ˆ N p ̀ y o Γ ˘ Á ъ p ́ N ъ ˆ P ф o „ ¸ p ́ ń P ф o P Ч o Á p ъ Ю ó Γ ˆ ˘ Γ „ ѳ p ̀ } „ Ğ ŭ ó p Ą ˘ ^ ѳ ѳ ^ ˘ Ю p ̈ n ˘ o ѳ Γ } ѳ p ẅ o ˘ „ Γ ъ ŭ ¸ p ́ ń ф ˆ ¤ o p ̃ N p Ğ ŭ p ‑ ф o p ́ \ ъ — ъ ѳ p ̧ n Ю ó Γ ˆ ˘ Γ „ ѳ ¸ p ́ \ } — ъ ŭ ¸ p ń ф o ˘ o p ˆ ˘ o p ̧ ń ¤ o p ̃ o ц o ˘ o ŭ P o „ p ‑ ъ p ъ ф ˆ ˘ ^ „ o „ ¸ p ń ф o p ̧ Γ ̃ „ ‑ ъ ŭ o p ̃ o ц o ˘ o ŭ P o „ p ‑ ф o p ъ ф ˘ ^ „ o ̊ p ̧ ‑ ъ p P ˆ ‑ o ˘ p ‑ ъ p ̂ p ś Γ Á o p ̃ ˆ ŭ ó o p ъ ц p Á o „ Γ ˘ o „ ¸ p ń ф ˆ ¤ o p Γ ‑ p Ğ ŭ p ̂ p ъ ˆ ˘ ^ ó ˘ ^ ъ ф p Á o „ P ˘ Γ Λ Ğ ŭ ó p ̧ o ˆ } ‑ N p ̂ ŭ Á p n o ˘ „ ъ ŭ ˆ Ю p ̧ N ˆ ˘ o ¸ p ń ф o p ̃ o ц o ˘ o ŭ P o p Γ „ p ‑ ъ p ̂ p ś o Λ ъ ˆ ó o p ф — ъ „ ̊ ¸ Á ó Ю ŭ o ‑ ¸ P ъ ѳ ¸ ˘ o ˆ Á ¸ Λ Ю ó ¸] ff ̨]] p o ŭ ‑ Γ ‑ Ю Á p ¸ ̃ c ъ } ŭ ó p Ą Γ ̃ Ю p ̃ ŭ Á p ẅ ń p ś „ P ъ ˘ ‑ „ p Ğ ŭ p c ̂ ф ъ ˘ o ¸ p ń ‑ p Γ „ p } ŭ Á o ˘ p ‑ ф o p „ } Λ ф o ˆ Á Ğ ŭ ó p ¸ Ś „ P ъ ˘ ‑ „ p Ğ ŭ p c ̂ ф ъ ˘ o p ̃ ˘ o p ˘ o ŭ ъ $ ŭ o Á p ц ъ ˘ p ‑ ф o Γ ˘ p Λ o ˆ } ‑ N p ̧ P ф ˆ ˘ ѳ ¸ p ̂ ŭ Á p „ ъ ъ ф Γ „ ‑ P ˆ ‑ Γ ъ ŭ ¸ p q } ˘ o p o ŭ ъ } ó ф ¸ p ‑ p Γ „ p Ğ ŭ p ‑ ф o p „ o ŭ ‑ o ŭ P o p ¸ Ś „ P ъ ˘ ‑ „ p Ğ ŭ p c ̂ ф ъ ˘ o p ъ ц o ˘ p ̂ p ¤ ˆ ˘ Γ o ‑ N p ъ ц p „ o ˘ ¤ P o „ p ‑ f fP f f ‑ P f f f

Reynaldo Aragones

I'm ready to submit my Book Topic/Title. Where do I submit it?

Lee

When i can start to do my book? And all the process to make book i will have people to help and make sure my book come out good? Because im not good at writing a book? And so worry people dont like it.

Dee Dee

Hello. I signed up last year and paid the $2000. Unfortunately, I did not get into the course right away, as I was caring for my mother who has since passed away from cancer. I am ready to get back into the course and saw the most recent presentation about AIA. I understand I am a lifetime member so does that now mean I will also get the updated info about AI (Chat GPT) in my existing course?

ẅГРЧГ

ᶜ о„–о˘Á ˆ Nрѝ ˆ —оў Á оÁ р–форо р ᵂ р рРˆ Ю$ Г–фрæ ˘Г„–ъъфо˘ р ˆ ў Á рä ˆ ў Гў ор„фъ$ Гў ó рфъ$ р–ъ рÁ ъ р ˜ ъ ъ µр ъ µр Ѝ ъ ў Р оъ–¸ рѝ ˆ ѳ р} ў ˆ Л Ю р–ъ р ó о–рæ Ø q n ᶜ р„о–} ъ р ˆ ў Á р ў ъ–р„} ˘ о р ˆ Л ъ} –рфъ$ р–ъ р ó о–р ˆ ў Á р} „ о р–фо р ѝ ў Р ъ ó ў Г–ъ р ѳ ъ Á о р ˆ „ р$ о Ю$ ˆ „ р ë ` р о$–о ў „ Гъ ў р о$ ъ ˆ ў Á о ˘ ¸ рѝ} „ о р ˆ р ë ˆ Р ¸ рѝ Р ф ˆ ў ó о Á р Л ˘ ъ$ „ о ˘ р µ ˘ ъ ѳ р q ˆ µ ˆ ˘ Г р–ъ р Ѝ ф ˘ ъ ѳ о ¸ р Л} –р Р ˆ ў ¸ –р µ Гў Á р–фо р µ ˘ о о р¤ о ˘ „ Гъ ў р ъ ў р æ Ø q n ᶜ ¸ р п Ю ˆ „ о р ў ъ–о р–ф ˆ –рѝ ˆ ѳ р ў ъ–р¤ о ˘ Nр Р ъ ѳ ъ} –о ˘ р„ ˆ ¤¤ Nр ˆ ў Á р ў о о Á р фо Ю р ъ Ю ˆ „ о ˝ ¸

Reine

Re: author bios / pen names - I've been playing around with the AI prompt on this. This is probably a silly question but: Is this for our purposes, like to get into the author mindset of our pen name or is this for use on our book covers, are we actually creating this identity for public use? Are there any ethical issues with creating this identity and using it as the public-facing persona? I'm learning so much here so thanks!

Leila

Amazon ads question: from the modules, I understood that we should create ads for our paperback books because those provide the highest royalties and are our focus for sales. I started running ads to the paperback only several months ago.

With current pricing, my royalty for the ebook is close to $6, and paperback is $7. Also, it is a niche that some readers may greatly prefer the ebook for practical reasons. So what are your thoughts on whether it might be a good idea for me to start running an additional 4 campaigns as advised in the course, but for to the ebook?

Leila

Amazon ads question: From the training modules, which just watched again, I got the impression that we are never supposed to raise our bids on the Auto Low campaign above 35 cents. Is this correct? If so, I must have missed this detail before, because I just checked my Auto Low and apparently changed the bids to 57 cents in May. Still had only 115 impressions in the last 30 days, though. $1.74 spend and $73 in sales, for an ACOS of 2%. Should I put the bid back down to 35 cents if that is the course recommendation? Or what would you advise? Thanks so much!

Ś ў Á р ъ μ ρ „ Ю Á о „ ˣ