



AI PUBLISHING
ACADEMY


Action Takers Tuesdays

July 25, 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 red dot and the text "Live Calls". Below this is a large "Q&A" logo where the ampersand is yellow. To the right of the logo is a vertical list of call times in grey buttons: "Tuesday 4-6PM EST", "Wednesday 12-2PM EST", "Thursday 3-5PM EST", "Friday 12-2PM EST", and "Sunday 12-2PM EST". At the bottom left of the header is the "AUDIOBOOK IMPACT ACADEMY" logo.

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](#)

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.

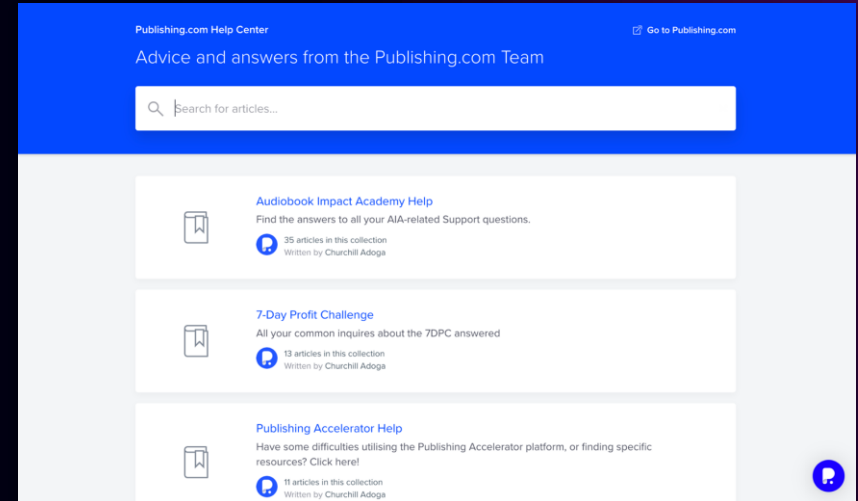
Most Frequently Asked Q&A Questions:

Visit our Help Center

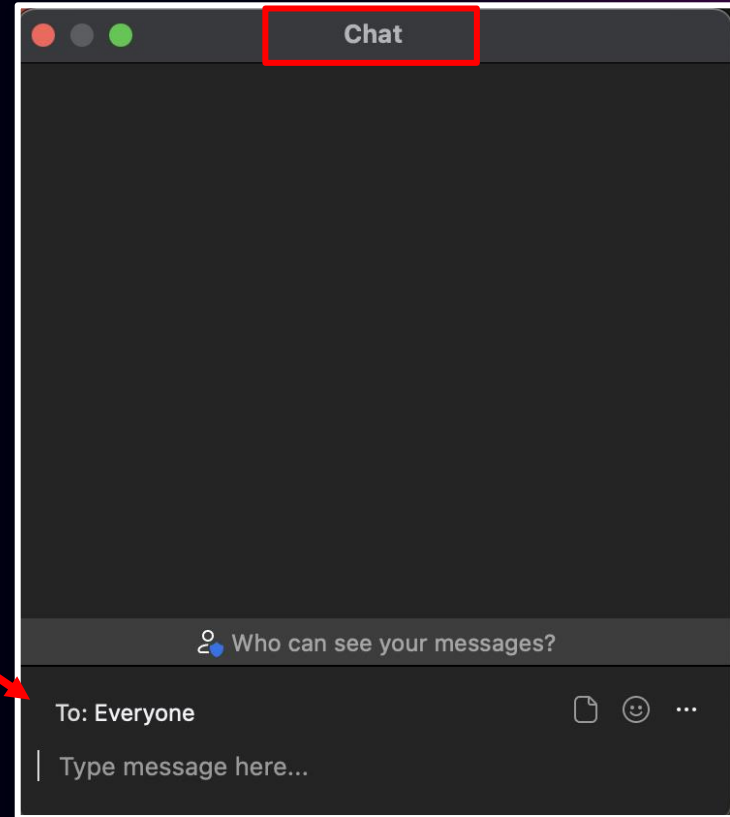
help.publishing.com

- 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 - July

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

GRAMMAR10

Students get 10% off + free formatting when you order the editing and proofreading package.



Let's Begin!

Thought Of The Day



Success requires both urgency and patience. Be urgent about making the effort, and patient about seeing the results.

— *Ralph Marston* —

AZ QUOTES

Did you achieve last week's goals?

Brian

Karina

- Illustrations - Yes



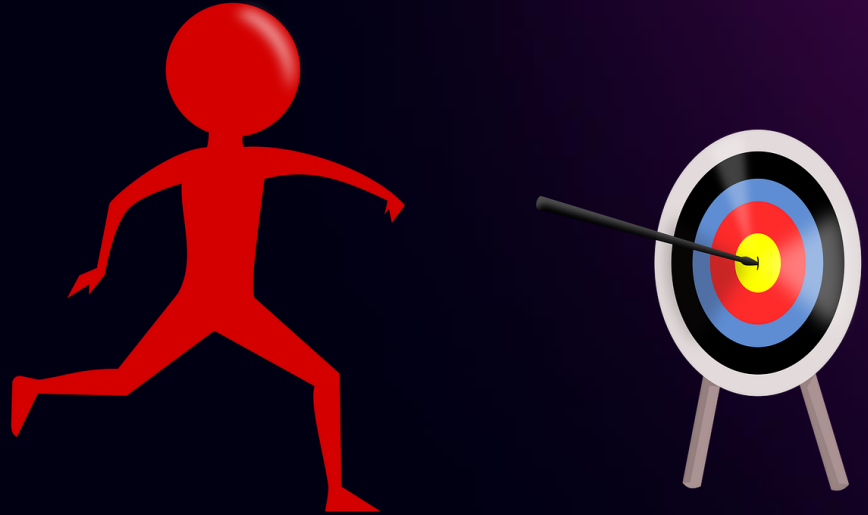
What are your goals this week?

Brian

- Provide feedback to writer
- Create outline for new book

Karina

- Start on ARC



Sallie

I would like opinions on these titles:

FOREST BATHING

Discover How You Can Find Calm, Tranquility, and Wholeness Among Trees for as little as 15 minutes a day.

or

FOREST BATHING

Discover Calm, Tranquility, and Wholeness Among Trees for as little as 15 minutes.
(or 'in as little as 15 minutes')

And do you think mentioning the time amount is a good idea?

Robin Newberger

Its probably to sign but what Im very interested in Climate Change and the fear and lies its created. What do you think

Abigail

Hi. I found proof of concept for Managing emotions.

When I checked for trademarks I found the following:

Word Mark **MANAGING EMOTIONS IN THE WORKPLACE**

Goods and Services : educational seminars featuring methods of improving one's professional image. FIRST USE: 19950424. FIRST USE IN COMMERC

Is that a problem?

Elyse

Can you explain more about KDP and exclusivity regarding publishing outside of Amazon?

For example - if you have published a book on amazon and KDP will this be an issue? What if you publish or are publishing with big box publishing company?

Elyse

If you have a previous book on amazon - can you repurpose it here? How do you take it down from amazon?

Selin

Hi coaches,

I'm looking into options for getting reviews, as my 30K book will be launched by September. I've heard from the calls about booksirens and other promo platforms. I've used bookfunnel to promote my lead magnet on a landing page which was a little helpful, but I am not going to continue as its a little confusing . Which in your option is easiest to navigate? I'll be using pubby also.

Barry

Book Title: "Master Your Money: Dominate Personal Finances, Control Your Spending & Live an Amazing Lifestyle". Any advice? should I add a keyword? Or replace a word with a better keyword?

Tracey

Can you offer any additional tips on improving ACOS?

I've been running adds for 4 months. My breakeven ACOS is 37% and 3 of my campaigns are at 41, 46 and 50% ACOS. (My other campaign has a good ACOS, but has only made 2 sales & has low impressions & clicks.)

When looking at ACOS to determine how to adjust ads, do you look at the campaign ACOS or the ACOS of individual terms/keywords within the ad group layer? Many of individual keywords don't have enough data to have an ACOS.

How important is it to stay within the suggested bid range when adjusting bids?

FYI, my book has POC, a decent title and cover, over 100 positive reviews and is decently well-written.

If this is hard to cover in a Q&A, I do have one more coaching call I can use. (I'm not in the PA.)

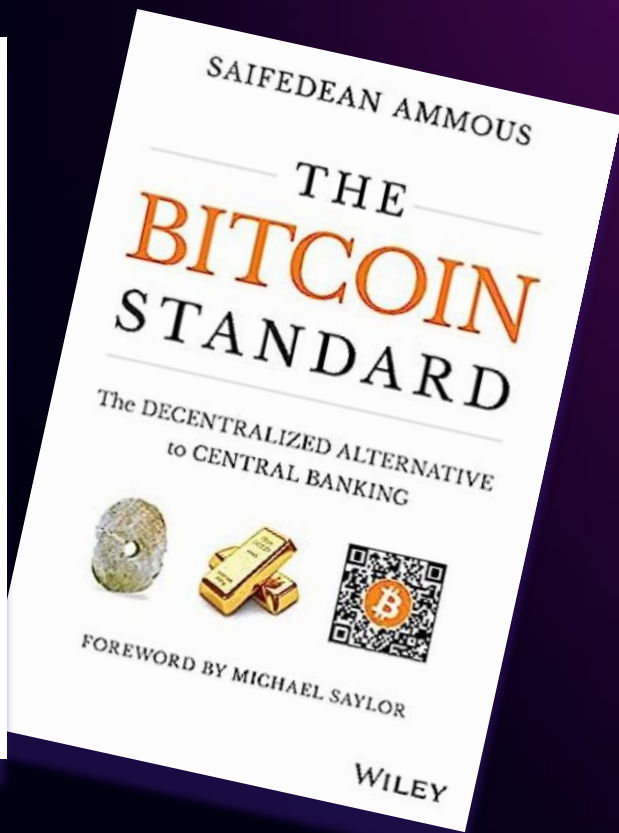
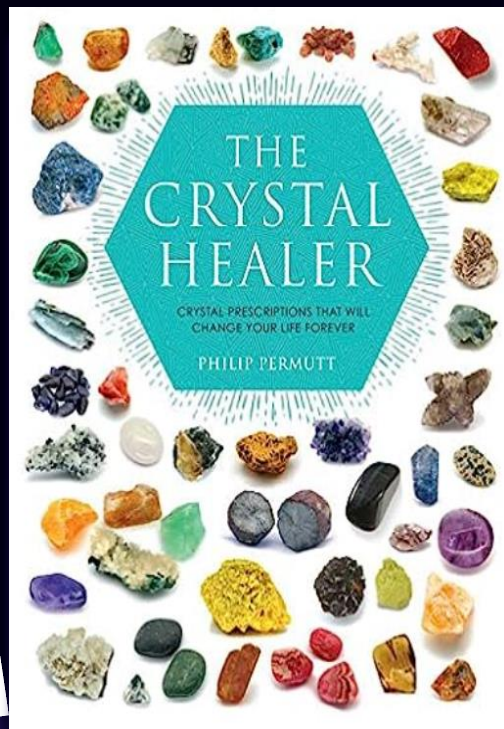
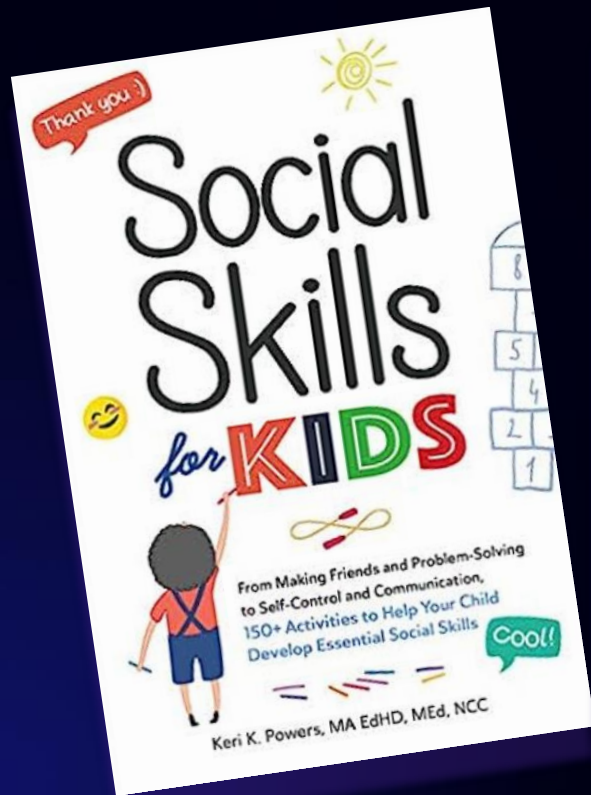
Sallie

Which is better subtitle? (Title is: Forest Bathing)

Subtitle 1 -Discover Calm, Tranquility, and Wholeness Among Trees for as little as 15 minutes.

Subtitles 2/3 A Guide to Finding Calm, Tranquility, and Wholeness Among Trees
or Finding Calm, Tranquility, and Wholeness Among Trees

Cover Intervention



Cover Intervention Submission Rules

Submit

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

Ody

BUILDING UNSTOPPABLE *Self-confidence* **FOR TEENS**

Overcome self doubt, unleash your hidden potential and be the version of yourself that fits in around everyone and every situation



MICHELLE OSTAN

Building **Unstoppable** *Self-confidence* *for* **TEENS**

Overcome self doubt, unleash your hidden potential and be the version of yourself that fits in around everyone and every situation



Michelle Ostan

BUILDING **UNSTOPPABLE** *Self-confidence* *for* **TEENS**

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Michelle Ostan

Terry

The Answers to Starting a Short Term Rental Business



A Step by Step Guide On How To
Start & Grow Your
Vacation Rental Business

Solving The Puzzle To Boost
Bookings and Increase Revenue



RJ Lennar