

**WEDNESDAY WINNING
STRATEGIES**
August 28, 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.

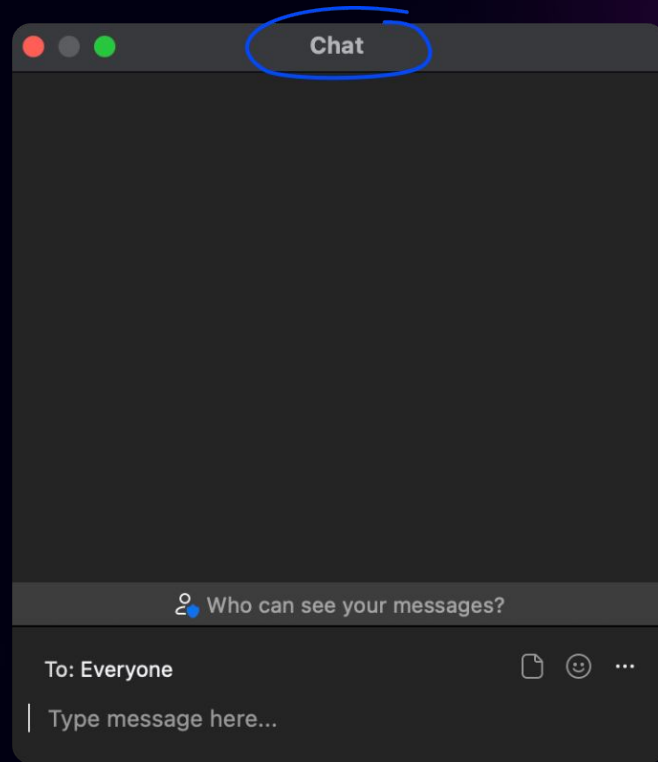
Visit our Help Center at help.publishing.com

- 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"



PUBLISHING.AI NOW OPEN TO EVERYONE

What Can Publishing.ai Offer You?

Access the platform and enjoy features like:

- Book topic ideas
- Customer research
- Book outlines
- Book descriptions

...and even generating a 30,000-word manuscript



Check your email inbox for more info or contact support

What Were Your Wins?



LET'S BEGIN!

Kurt

Hi Coaches, looking for recommendations for a good narrator to hire for the audio book, preferably with a soft New England or British accent. Thanks for any ideas.

"

Melanie

"I'd like a cover review, please. Title/subtitle are not up for review as much as the covers (although if you have something profound to say about them, I'm listening!). I need feedback on the covers themselves, please. Thank you!!

<https://docs.google.com/document/d/1wsmBojlqkXSMLJulpChwFJgqk4mqubuq/edit?usp=sharing&oid=104726617122661699529&rtpof=true&sd=true>

Can we use AI right now to do our book ?

Andrew

Title Alternatives for the topic "vagus nerve": 7 Variations submitted

A) Reset Your Vagus Nerve Simple Exercises Proven to Enhance Gut Health,
Manage Anxiety, Depression, Trauma,
and Calm Chronic Pain Naturally

B) Reset Your Vagus Nerve Simple Exercises Proven to Enhance Gut Health,
Manage Mental Health,
and Calm Chronic Pain Naturally

C) Reset Your Vagus Nerve Simple Exercises Proven to Enhance Gut Health,
Manage Depression, Anxiety, Trauma,
and Calm Chronic Pain Without Side Effects

Devra

Some of the recording mention hiring professionals, such as a ghost writer to write out manuscript, but the "Using AI To Supercharge Your Publishing Business" training states that the AI tool has the capability and we can use credits to do so. My question is - will we always be using the AI tool to create our manuscripts or are there instances when we will be paying ghost writers and other professionals do so some of the publishing process for us? And if so in what occasions? (are some of the videos just outdated, pre- AI Software launch?)

Given the Success Path, it is estimated to take 16- 19 weeks to complete a book and audio book, meaning 3-4 books a year max. So, when you say publish 5 book with 100 reviews to make significant income, how long is it typically expected to be able to meet that goal? (I know it varies on how much time the person dedicates, but let's assume full time commitment to the process.)

Devra

When you got to other platforms outside of kindle and audible for audiobooks- How and when do we do that because the ISBN generated for kindle is specific to kindle only, and the audio created in audible requires exclusivity. What are the workarounds?

Do we need to create a different facebook page for each book catered to the topic we write to run an ad for it OR do we just need one that we always use to run the ads?

Devra

Regarding audiobooks - Is the narrator elected for you in Audiobooks or do we have to select one? related question- What are your thoughts on using AI generated audio? How have you seen it affect sales?

Do you have any other 7 days challenges coming up so we can have friends try this and THEN give them our extra membership?

Nataleigh

My ads have been currently running for a week and a half and I am receiving 100 or less impressions a day with only 3 clicks total for the entire 10 days and no sales. I'm not even sure where to begin with adjusting my bids and actually making my ads be useful. Any advice will be greatly appreciated

Debby

Hi, I am returning to AIA after a hiatus. The current modules have activities to be completed in publishing.ai ----- can you explain what I may access there and how to do that?

William

I am already an AIA Academy member, but I was not into it because of my situation. However, I joined 7DPC Challenge/VIP, and I published my first book yesterday. I did not buy the AI Publishing. If I want to use more of advanced AI publishing, what do I have to do to start benefit from the AI program?

Pragati

I just joined AIA. Very new to publishing. On FB, I am seeing people posting pics of graph that shows their royalty income for all the books. QQ. who pays out these royalties? Thank you!

Jared

"Title Review Request for a 30k-word book with exercises, techniques, and practices that help readers claim the social and professional benefits of developing the skill of making small talk.

Small Talk Essentials: Easy Steps to Confidence, Networking Success, Enhanced Charisma, and Stronger Personal Connections Using Conversational Basics

The title contains three key words Confidence, Networking Success, Enhanced Charisma, and Stronger Personal Connections.

Please advise what improvements can be made.

Gintare

I still haven't connected to the coach. I have a lot of questions. I believe I registered but I don't understand what happened? Please advice asap.

Daniela

"Hi coaches! Could you please provide feedback on these book titles?"

- The Ultimate Beginner's Guide to Somatic Exercises. Simple Steps to Relieve Chronic Pain, Manage Stress, and Achieve Lasting Weight Loss in less than 10 minutes a Day.
- The Ultimate Beginner's Guide to Somatic Exercises: Regulate Your Nervous System, Manage Stress, Relieve Chronic Pain, and Achieve Lasting Weight Loss in just 10 minutes a Day.
- The Ultimate Beginner's Guide to Somatic Exercises: Simple Steps to Regulate Your Nervous System, Manage Stress, Relieve Chronic Pain, and Achieve Lasting Weight Loss.
- The Ultimate Beginner's Guide to Somatic Exercises: Regulate Your Nervous System, Manage Stress, Relieve Chronic Pain, and Achieve Lasting Weight Loss Without Special Equipment or Hurting Yourself.

Paul

I wrote a book for the 7-Day Challenge that I'm happy with, but can I put it on multiple platforms in order to expand my knowledge of book distribution?

Dominique

In Module 3 Under the AI Ghostwriting Lesson it explains that you should generate the manuscript, proofread & edit it, create references and then save the manuscript in a google doc. I had forgotten this point and saved my manuscript in a google doc immediately after generating my manuscript and then began editing it. Did I have a major goof here? Are there any consequences for not editing my manuscript within Publishing.AI?

Dominique

I'm coming along with my 1st book and am still in the formatting phase/ module 3 but can't help but think about the book launching process and how I'm going to accumulate all the reviews I need. Can you tell me what on average you all spend on ads per month and how many sales & reviews does that typically get you?

Last Question! I signed up for AIA with the 7DC Group on May 31st of this year. On this day the twins gave several bonuses including 2 free manuscript credits and \$1K cash back once you have a certain number of reviews on your 1st book. I can't remember if that "certain number" was 50 reviews or 100 reviews. Can you please confirm? Thank you!

Tyler

Got my book cover back and I am looking for some feedback. I have 2 options
<https://fiverr.com/s/rEG75N7> or <https://fiverr.com/s/XLNRVPD>

Sorry, page not found

Shereen

"hello coaches,

i have a query regarding using you tube video links from experts in my e planner.

1) can i use these you tube links in my planner as a credit, as an additional resource for buyers to better understand different gardening techniques shown by bonsai experts.

2) will i have to cite them using proper referencing style or just mention the creators name' this pruning video is created by so and so' and mention it with the link?

3) which referencing style do i use

4) is it OK if i put the reference in the references section of my manuscript instead of the planner itself

thanks "

Kevin

"Hi Wednesday warriors! Please give me your feedback on my revised subtitles.

New Age Stoic Philosophy:

Manage Stress with Composure, Develop Self-Discipline & Navigate the Complexities of Modern Existence with Finesse

Manage Stress with Cool Composure, Tame the Restless Mind & Navigate the Complexities of Modern Existence with Finesse

Manage Stress with Cool Composure, Overcome the Ego & Navigate the Complexities of Modern Existence with Finesse"

SPECIAL SEGMENT

Great Title Checklist

Tips to Begin Putting Together Your Title

List of Keywords that could be Problematic

Chat GPT Prompt

DEMO



Great Title Checklist

#1 - Create a Strong Main Title

- Is the main keyword phrase that MET POC in the main title or is the book topic clear
- Main title is short (2-5, 2-6 words) as it will take up 30-50% of your cover

Great Title Checklist

#2 - Create a Strong SubTitle

- Does it contain 2-5 keywords that your audience would be searching for when looking for a book on your topic?
- Does it contain 3-5 benefits that are specific (not general!) that speak to your audiences pain points or desired results?. Ie. Instead of spend wisely - put money in your pocket.
- Does it read like a sentence - flow nicely (contains keywords and benefits without it sounding like a list)
- #1 one thing your audience wants is upfront and #2 most important at the end
- Try to end on a positive note
- Is the subtitle a solution for your target audience (check customer research!)

Great Title Checklist

#3 - Copy Improvements

- Is the majority of the main and subtitle using action verbs, try to avoid gerunds “ing” or “ly”
- Ask yourself - why would your audience like your title? Is it compelling?
- Does it use phrases or words that speak to the core of what they are feeling in a way that nails the painpoint/desired result? Does it speak to their soul, can they identify with it?

#4 - Character count

- Is the whole thing between 120-180 characters?

#5 - Complete a trademark check:

- <https://www.uspto.gov/trademarks/search>

Tips to Begin Putting Together Your Title

#1 - Check Customer Research - know your audience! Their pain points, wants and desires

#2 - Complete a Competitive Analysis

- Analyze covers in your topic with BSR of less than 100K
- What are the trends?
 - Are the titles longer or on the shorter side?
 - Are the subtitles more benefit or pain point oriented?
 - How many benefits or pain points do the competitors contain?
 - What is the tone of the subtitles (practical, whimsical, formal, professional?)

Tips to begin putting together your Title

#3 - Create 3 drafts of titles *(including main title and subtitle)*

#4 - Have a Coach Review

- PA Students - Book a coaching call to review drafts
- AIA Students - submit drafts to a Q&A Call for Coach to review

Draft Title Worksheet

Topic:

Draft Titles (3):

-
-
-

Competitor Titles(3):

-
-
-

Keywords (2-5):

-
-
-
-

Pain Points (3-4):

-
-
-
-

Desired Results (1-3):

-
-
-

List of keywords that could be problematic when running Amazon ads

1. Curing/Cure
2. Healing/ Heal/ Recovering/ Recover/ Recovery/ Overcome/ Relieve/ Reduce/ Conquer, followed by any medical conditions like - Depression, Anxiety, Cancer, Weight loss, etc.
Ex: Overcome Depression

Examples:

Healing Inner Child - yes Healing Cancer - no

Overcome Self-Doubt - yes Overcome Depression - no

Manage Anxiety - yes Reduce Anxiety - no

Calm Inflammation - yes Lower Inflammation- No

Chat GPT Prompt

I'm doing competitor research on a book about [book topic]. Of the below titles from my competitors, I need you to list out the keywords, pain points and desired results from the titles. List out the pain points and desired results exactly as they are written in the titles. Then, create 3 strong titles and subtitles based on the information above, make sure the character count is under 200.

[Competitor Title #1]

[Competitor Title #2]

[Competitor Title #3]

Example

Topic: Mental Toughness for Young Athletes

Draft Title(s):

Competitor Title(s):

Mental Toughness For Young Athletes: Eight Proven 5-Minute Mindset Exercises For Kids And Teens Who Play Competitive Sports

Young Athletes' Ultimate Guide to Mental Toughness: Turn Failure into Fuel, Loss into Victory and Setbacks into Comebacks. 5 Simple Steps to Build Resilience, Confidence and Grit in Sports and Life

The Unstoppable Athlete: 12 Keys To Unlock Your Full Potential Mindset, Confidence & Peak Performance Habits for Teen and College Athletes Who Play Sports

Example

Topic: Mental Toughness for Young Athletes

Keywords:

- Exercises; For Kids; For Teens; For College Athletes; Sports

Pain Points:

- Failure; Loss; Setbacks

Desired Results:

- Mindset; Fuel; Victory; Comebacks; Resilience; Confidence; Grit; Full Potential; Peak Performance

LIVE DEMO!!