



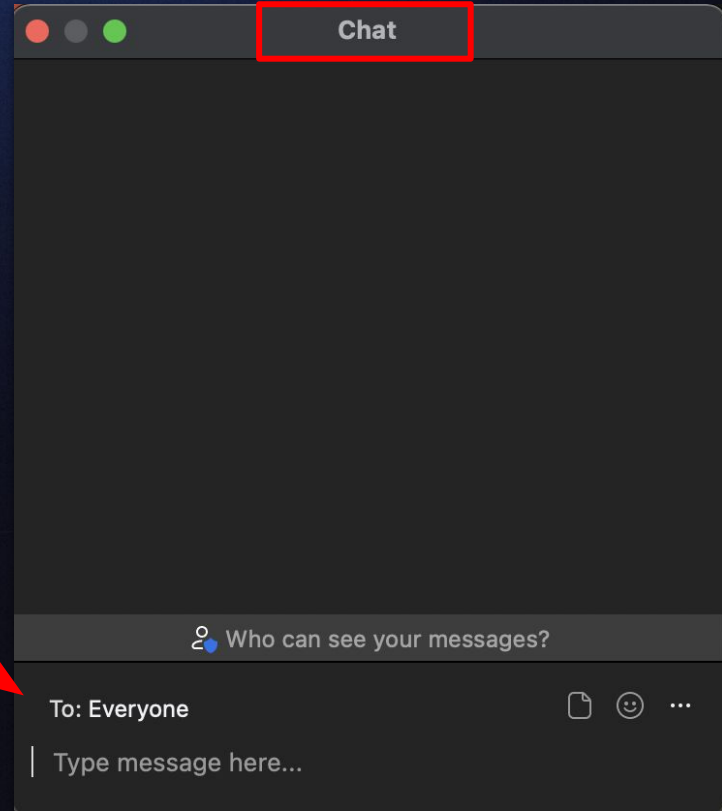
**AUDIOBOOK**  
**IMPACT ACADEMY**

# **LIVE Q&A CALL**

**Action Takers Tuesday**

**May 30, 2023**

Change your chat  
setting to  
"Everyone"



# 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 interface for 'Live Calls'. At the top left, there is a red dot and the text 'Live Calls'. Below this is a large 'Q&A' logo where the 'Q' is white, the '&' is yellow, and the 'A' is white. At the bottom left of the interface is the AIA Publishing Academy logo. On the right side, there is a vertical list of call times, each in a rounded rectangular button: 'Tuesday 4-6PM EST', 'Wednesday 12-2PM EST', 'Thursday 3-5 PM EST', 'Friday 12-2PM EST', and 'Sunday 12-2PM EST'. A red rounded rectangular border highlights the entire right-side list.

## 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 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.



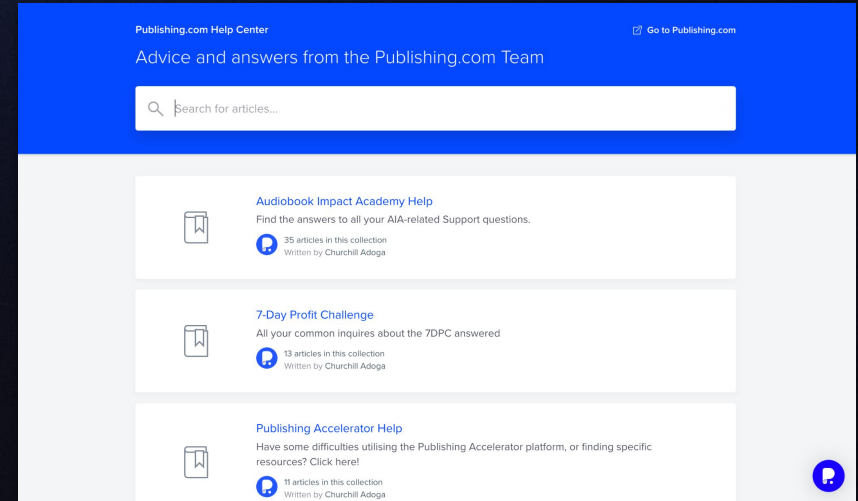
# Most Frequently Asked Q&A Questions:

Visit our Help Center

[help.publishing.com](https://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.



# PS Monthly Discount - May

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

**OUTLINEDEAL10**

Get **10%** off your next outline





**Let's Begin!**



# Thought of the Week

Be persistent, and hang on to your vision. And at the same time, be flexible.

Reid Hoffman

quote fancy

# Did you achieve the last goals you set?

Brian

Karina

- Hire a GW - Nope



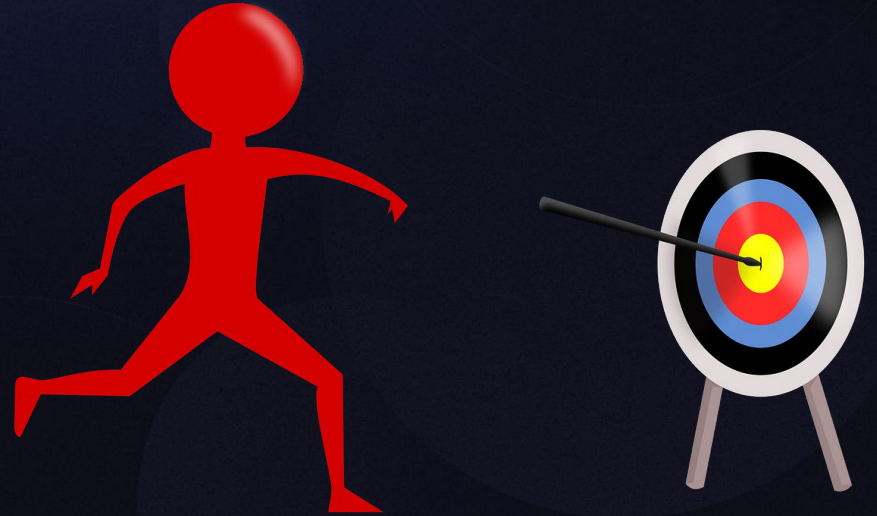
# What are your goals this week?

Brian

- Complete new cover
- Publish ebook

Karina

- Hire GW





# Colleen

I saw in lesson 5 where they state that preparing a daily schedule is just too challenging for a digital nomad, and therefore we are not a good fit for this program. Would you like to comment on that? I'm within my 3 day grace period and wondering if I should cancel now while I still can.



# Irina

Hello. On my last day of the 7DC, I stumbled on a major issue with the zipfile. I am on my finish line, and I am unable to continue. Looks like it's the conversion issue from Reedsy to PDF. The file come back in black and white, instead of color. Does anyone know how to fix this? Thanks.



# Jennifer

Hi! I was hoping to get your opinion on my book title- Seven Super Skills for Young Minds: Building Executive Functioning in Children

Practical Strategies and Activities for Developing Executive Function Skills in Children - Made Simple for Busy Parents and Teachers.

I used chatGpt to help me tweak it but I'm wondering if it is too long? What do you think?  
Thank you for any help



# Jennifer

I am in the process of interviewing ghostwriters and several of them mention they will create an outline for free and also include a book cover. I already did my outline through publishing services but I am wondering if creating an outline with the writer would be ok? Or is it always a good idea to give the writer an outline?





# Mel

Hi, Would you know how many PDFs I can attach with my audiobook? Is there a limit?



J

What would be the AIA approved option between these two: using the Urban Writers bundle that includes: book cover design, description, narration, manuscript, and outline all in one package OR having many different outlets for each: Upwork for cover design, Publishing Life Services used for the description, another outlet for the narration, etc...? Thanks



# Maureen

Hi Coaches, May I have your comments on title and subtitle ideas for my 30K book

Keywords: Retirement, retirement fun, lifestyle changes

Pain points: financial adjustments, loss of identity, isolation, health and well being

Title: Beyond Retirement Thriving Strategies for Seniors

Subtitle: 21 Tips to Rejuvenate financial adjustments, Creating Purpose & Well Being in an Extraordinary Second Act

Or

Title: The Holistic Retirement

Subtitle: A Guide to Living a Healthy, Happy, and Fulfilled Life After Work

Subtitle: 21 Tips how to Achieve lifestyle transition & Thrive Creating an Extraordinary Second Act

# Mary

Dear Coaches, 1. My GW has delivered about 4000 words more than the required number. Not sure which will be the more efficient way to go. Should I ask her to modify the whole draft first or do I go through the whole draft and give her feedback to modify?

2. According to the agreement, my GW will help to get photos for the book (gardening). She has no experience in this before. Is it a practical expectation that GW should be in a good position to suggest where we need to use a photo or illustration in the book? Thanks.





# Russ

My ghost writer says she needs an additional 1,000 words to complete my book. I know the sweet spot is 5,000 words. Is an additional 1,000 words too much?

Also; I created a FB page for the paid review method. How soon can I start running adds?



# Sandra

Regarding book descriptions.....

Can you help clarify what goes where? I know we need a description on the back cover of paperback & hardcover books. That is something we go back to Fiverr to create, right?

In module 4 's lessons about creating the description with Bullet points etc., does that get loaded onto the Amazon site that people see when they are looking for your book? Also,

Did I hear someone say that it's no longer necessary to send it in with the computer code?



# Chad

I would like to know which is the better title and subtitle? And any suggestions to make it better.

Topic: The Mediterranean Diet

Title: The Mediterranean Diet

Subtitle# 1 On a budget living paycheck to paycheck you can still eat healthy with this meal plan Easy mouthwatering recipes even a 13 year old can do. 5 step system to rapid weight loss.

Subtitle# 2 21-day on a budget healthy meal plan that is easy on the pocketbook! Delicious simple recipes even a 13 year old can do. 5 step system to achieve the weight loss goals you've always desired



# Christine

What do you think of these covers? I love the turquoise but maybe just because its my favorite color? It stand out from the crowd on Amazon. I asked to get the subtitle a little larger.<https://99designs.com/contests/poll/07790f30ad>





# Edith Sorrell

I would like to receive suggestions regarding my book title, "Embrace Dr. Sebi's Ultimate Alkaline and Anti-Inflammatory Diet Guidelines for Beginners." Renew your spirit, reset your mind, detox and revitalize your body, unlock the soul-seed secrets to optimal health, and achieve lasting wellness.




# What IS a Book Topic?

A good book topic:

**Solves a specific problem, solved in a specific way  
for a specific group of people**

- Clearly state what the book is actually about
- Terms people are searching on Amazon
- Specific (not vague)

Good book topic = *usually between 2 - 6 words*



How to read music	Beekeeping for beginners
Food truck business	At home workouts
Public speaking for beginners	Gut health
Off grid living	Decluttering your home
Rental property investing	Budgeting for college students
Meditation for entrepreneurs	Leadership for women
Social media marketing	Cognitive behavioral therapy
How to small talk	Chess for kids



# What ISN'T a Book Topic?

- Book titles
- Niches
- Sub-niches
- Vague terms
- Famous authors

Ask yourself - Are people searching for these terms regularly on Amazon?

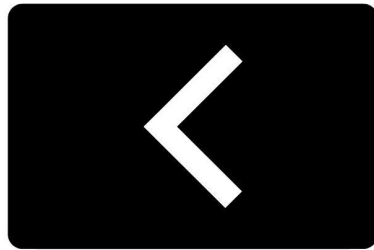


Self help	Atomic Habits
Exercise	Think and Grow Rich
Diet	Money secrets
Music	Tony Robbins
Outdoors	Money magic
Love	Weight loss magic
Why anxiety sucks	For women
I can't lose weight	Math



# Proof of Concept (POC)

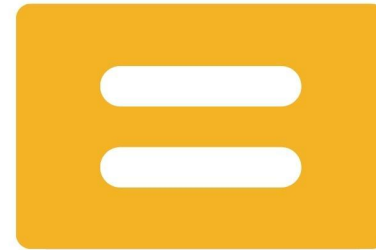
**3 (or more) books:**



UNDER  
150  
REVIEWS



OVER  
\$500  
PER-MONTH



ALL  
ABOUT THE  
SAME THING





# Reviews



UNDER  
150  
REVIEWS

- 150 is a rough guide
- Give yourself some flexibility
- + 10% (up to 165 reviews)



# Revenue

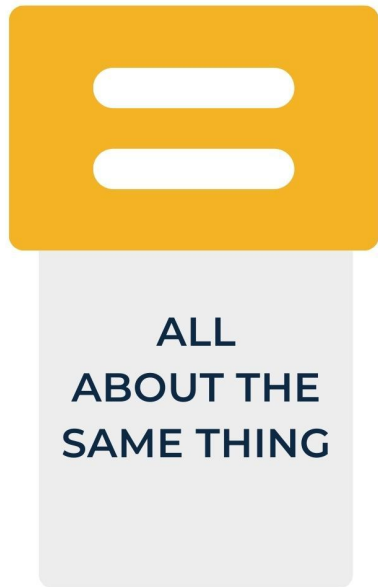


OVER  
\$500  
PER-MONTH

- Again, Give yourself some flexibility
- - 10% (\$450 per-month is fine)
- This figure is an estimate and will fluctuate



# Same Topic



Ask yourself:

*“Are these books solving the same problem for the same group of people?”*

Search Term = *“Dog Training”*

## Example:

1. Zak George's Dog Training Revolution [**Dog Training**] ✓
2. Training Your German Shepherd Dog [**GSD Training**] ✗
3. Puppy Training for Beginners [**Puppy Training**] ✗

These are solving similar problems for similar groups, but aren't the same.

Search Term = *“German Shepherd Training”*

## Example:

1. Training Your German Shepherd Dog [**GSD Training**] ✓
2. The German Shepherd Handbook [**GSD Training**] ✓
3. Training Guide for New German Shepherd Owners [**GSD Training**] ✓



# 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](mailto:brian@publishing.com) & [karina@publishing.com](mailto:karina@publishing.com)
- Cut off time - Tuesday 2pm EST



# 2 Things A Book Cover Is For

## 1. To show what the book is about

- a. **Title and subtitle** - easy to read, big font, good colour contrast
- b. **Topic resonance** - display elements which communicate what your book is about

## 2. To show that it is a high quality book about that topic

- a. **Professional aesthetic** - tells the reader there is a high quality book inside your cover
- b. **Attention grabbing** - makes you stop scrolling and click on the book to learn more



# Adrianna



## RENTAL PROPERTY MANAGEMENT MADE EASY

How to Save Money, Connect with  
Tenants, Prevent Legal Problems,  
and Achieve Financial Freedom

A. GALLETTA



## RENTAL PROPERTY MANAGEMENT MADE EASY

How to Save Money, Connect with  
Tenants, Prevent Legal Problems,  
and Achieve Financial Freedom

A. GALLETTA



## RENTAL PROPERTY MANAGEMENT MADE EASY

How to Save Money, Connect with  
Tenants, Prevent Legal Problems,  
and Achieve Financial Freedom

A. GALLETTA