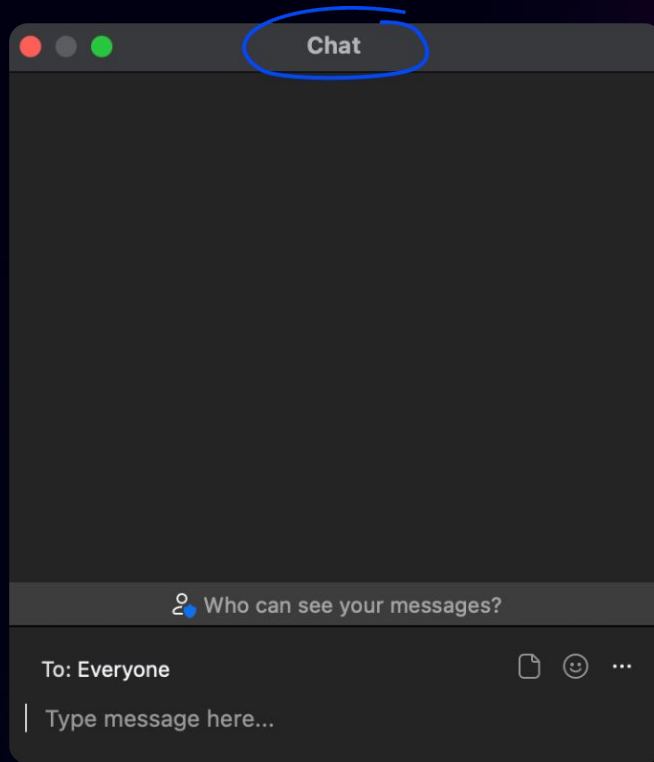


Tech Talk on Fridays

● 2024



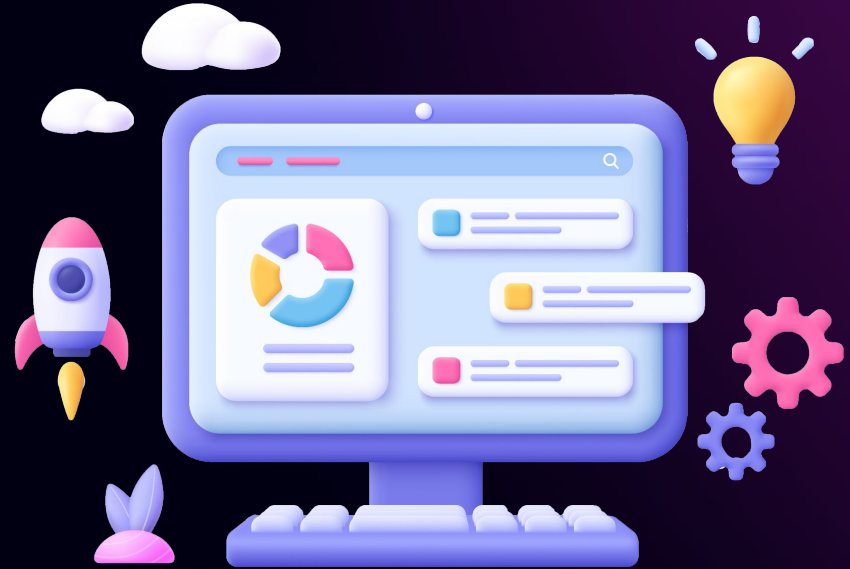
Change your chat settings to "Everyone"



Common Tech Skills

First, we will prioritise the most important skills to be able to smoothly navigate the course

Average length: **15-25 mins.**



Q&A TIME

The screenshot shows a dark-themed interface for 'Live Weekly Q&A Calls'. At the top left, there is a 'Live Calls' indicator with a red dot. Below it is the 'Q&A' logo and the 'AUDIOBOOK IMPACT ACADEMY' logo. To the right, a list of call times is shown in light blue buttons: Tuesday 4-6PM EST, Wednesday 12-2PM EST, Thursday 3-5PM EST, Friday 12-2PM EST, and Sunday 12-2PM EST. The main content area is white and contains the text 'Live Weekly Q&A Calls', followed by 'Got a question you'd like us to answer on the next Q&A call?' and a blue button labeled 'Ask it Here' which is circled in blue. A blue arrow points from the text 'Average length: 30-45 mins.' to the 'Ask it Here' button. At the bottom of the white area is a blue button labeled 'Click Here to Register'.

Second, we will go through all questions submitted prior to today's call through the form in the AIA dashboard (Top 20).

Average length: **30-45 mins.**

SPECIAL SEGMENTS

- Password Management
- How to Use Loom
- Using System Preferences
- 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 the best questions to answer!



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 Publishing 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.



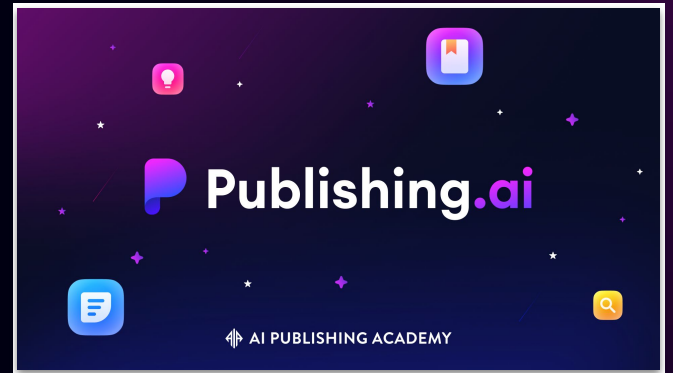
PUBLISHING.AI NOW OPEN TO EVERYONE

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

PS MONTHLY DISCOUNT


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

→ **PRINTREADY10**

Students get **10%** off Formatting Package!



One Time FREE Coaching Call!

- 
1. 1 per students (these are for AIA students only)
 2. First come first serve
 3. Student will not receive a recording
 4. No-shows will not be given another one

Tip of The Week

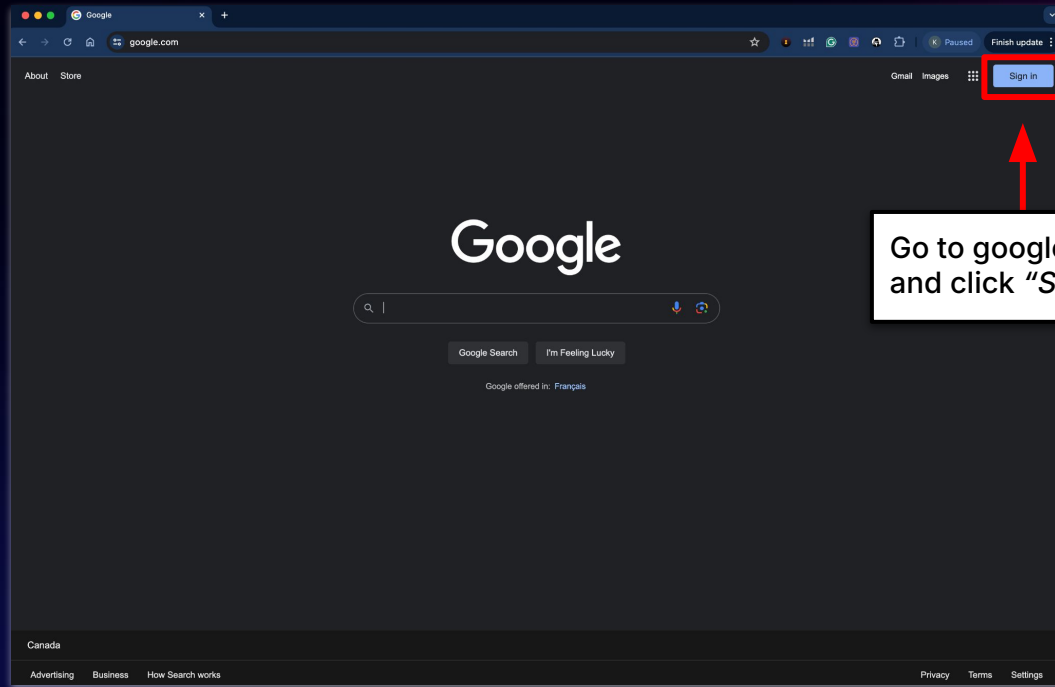
Automate Laptop Screen Brightness For Your Tired Eyes



Blue light is known to interfere with our ability to sleep. Windows has an automatic light switcher that allows users to adjust automatically to warmer colors when lighting in the environment changes. To set this, right-click the "Start" button, search "Night Light," and click on it. Select "Schedule night light" and set whatever hours you like.

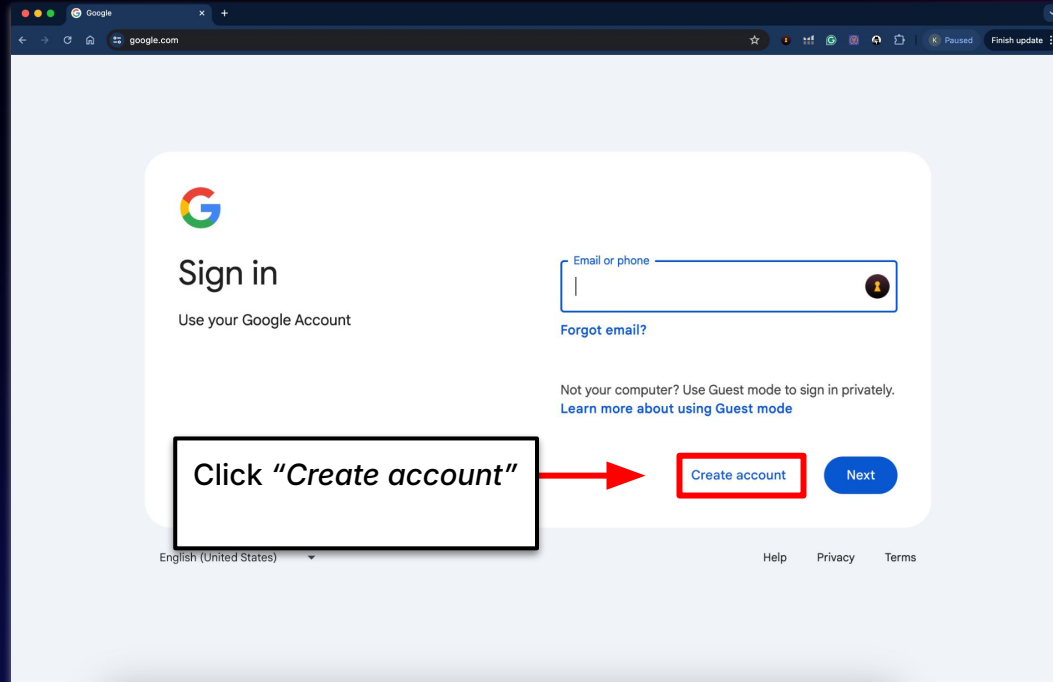
LET'S BEGIN!

Creating a Google Account

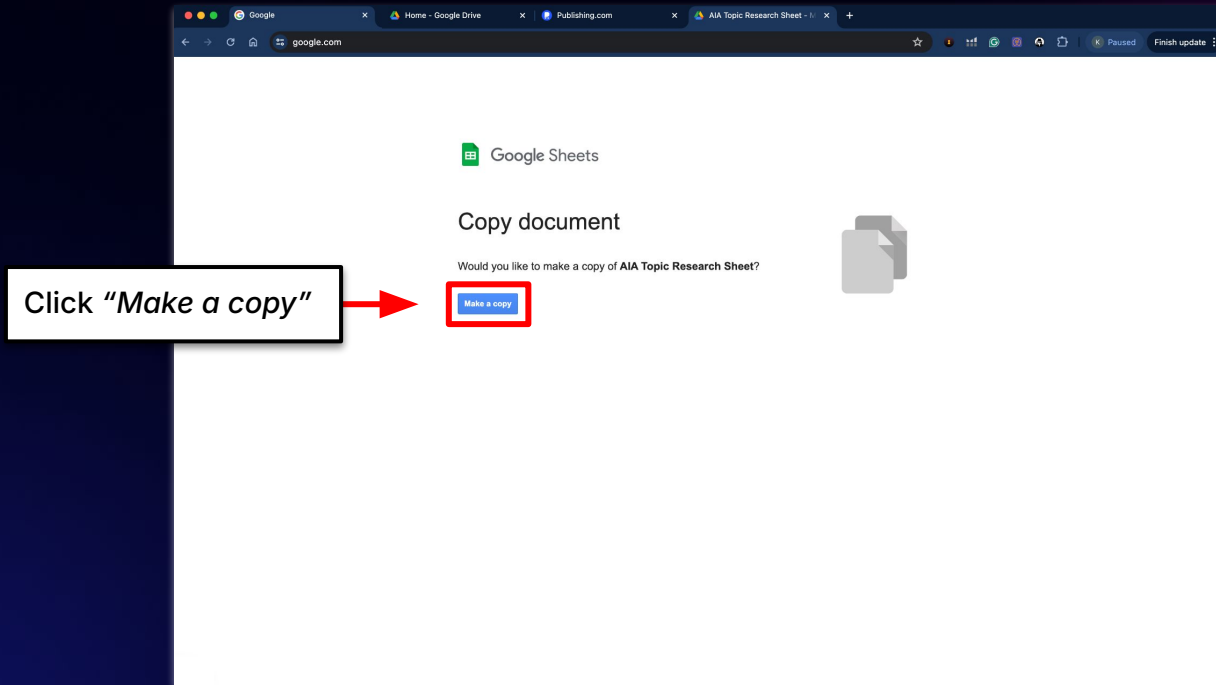


Go to google.com
and click "Sign In"

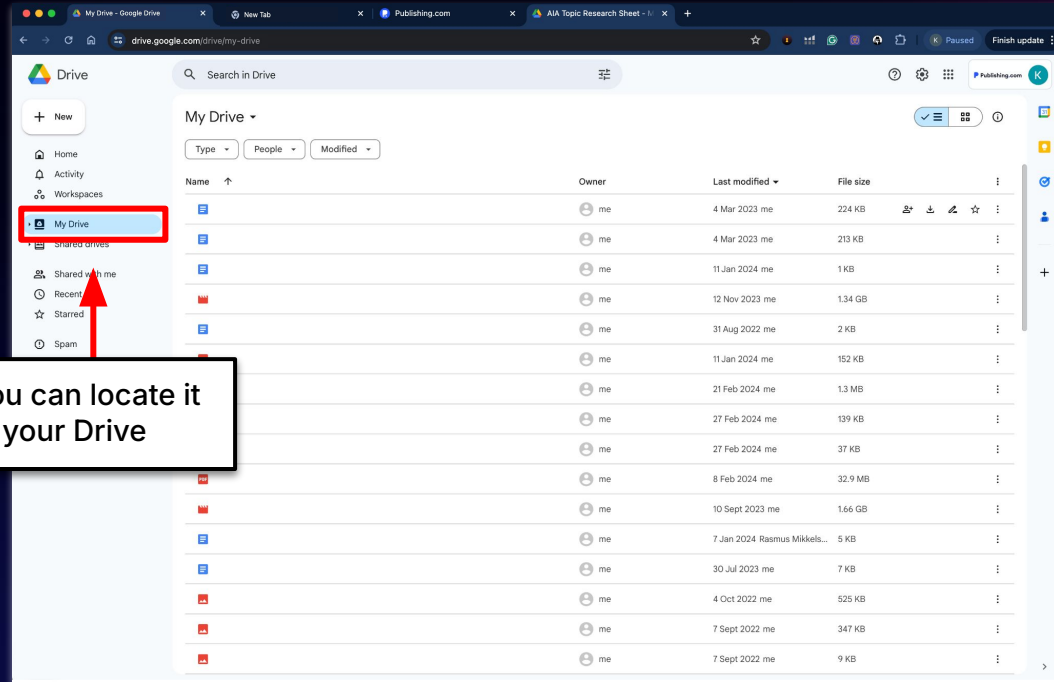
Creating a Google Account



Using Your Google Drive



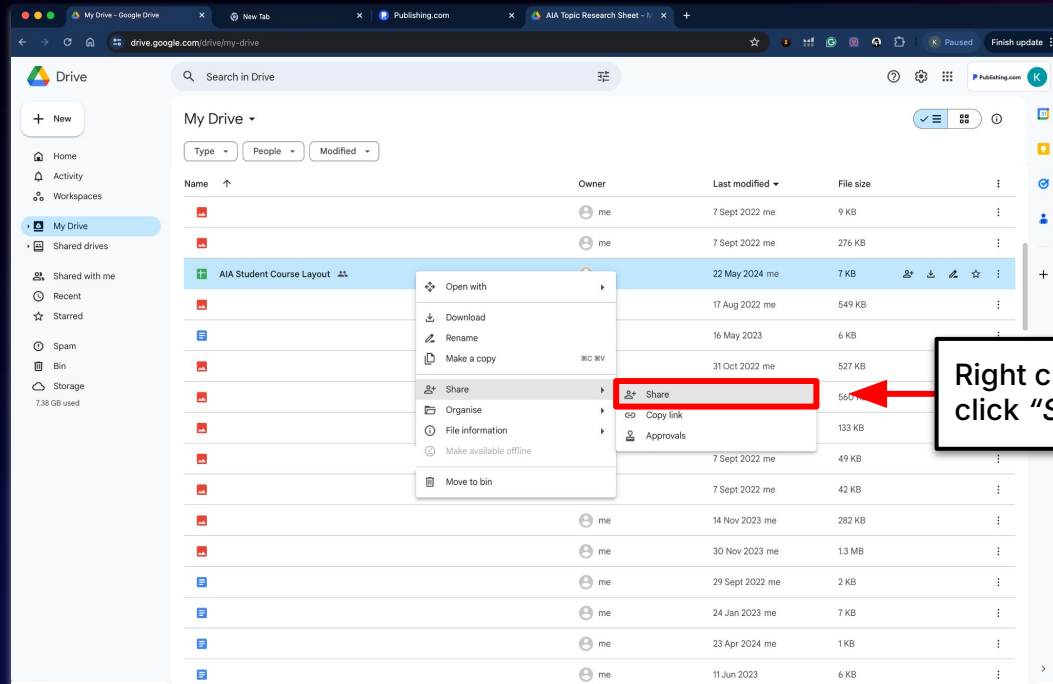
Using Your Google Drive



You can locate it in your Drive

Name	Owner	Last modified	File size
[Icon]	me	4 Mar 2023	224 KB
[Icon]	me	4 Mar 2023	213 KB
[Icon]	me	11 Jan 2024	1 KB
[Icon]	me	12 Nov 2023	1.34 GB
[Icon]	me	31 Aug 2022	2 KB
[Icon]	me	11 Jan 2024	152 KB
[Icon]	me	21 Feb 2024	1.3 MB
[Icon]	me	27 Feb 2024	139 KB
[Icon]	me	27 Feb 2024	37 KB
[Icon]	me	8 Feb 2024	32.9 MB
[Icon]	me	10 Sept 2023	1.66 GB
[Icon]	me	7 Jan 2024	Rasmus Mikkel... 5 KB
[Icon]	me	30 Jul 2023	7 KB
[Icon]	me	4 Oct 2022	525 KB
[Icon]	me	7 Sept 2022	347 KB
[Icon]	me	7 Sept 2022	9 KB

Sharing a File or Folder

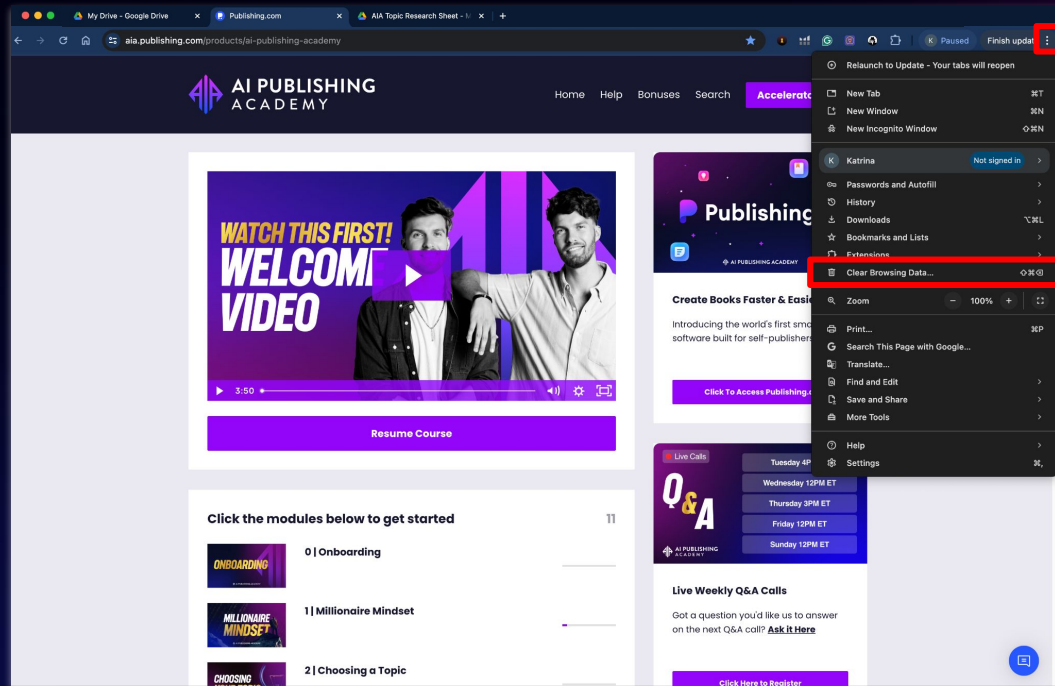


Sharing a File or Folder

The image shows a screenshot of the Google Drive web interface. A 'Share' dialog box is open over a file named 'AIA Student Course Layout'. The dialog has three main sections: 'Add people, groups and calendar events' (with an input field), 'People with access' (listing 'Katrina Johanson (you)' as the Owner), and 'General access' (set to 'Anyone with the link'). A red box highlights the 'General access' dropdown menu, and a red arrow points from a callout box to it. The callout box contains the text: 'Change the "General access" to "Anyone with the link"'. Below the 'General access' section, there is a note: 'Viewers of this file can see comments and suggestions'. At the bottom of the dialog are 'Copy link' and 'Done' buttons. The background shows a list of files in 'My Drive' with columns for Name, Owner, Last modified, and File size.

Name	Owner	Last modified	File size
Sept 2022 me		Sept 2022 me	9 KB
Sept 2022 me		Sept 2022 me	276 KB
May 2024 me		May 2024 me	7 KB
Aug 2022 me		Aug 2022 me	549 KB
May 2023		May 2023	6 KB
Oct 2022 me		Oct 2022 me	
Sept 2022 me		Sept 2022 me	
Sept 2022 me		Sept 2022 me	
Nov 2023 me		Nov 2023 me	282 KB
30 Nov 2023 me		30 Nov 2023 me	1.3 MB
29 Sept 2022 me		29 Sept 2022 me	2 KB
24 Jan 2023 me		24 Jan 2023 me	7 KB
23 Apr 2024 me		23 Apr 2024 me	1 KB
11 Jun 2023		11 Jun 2023	6 KB

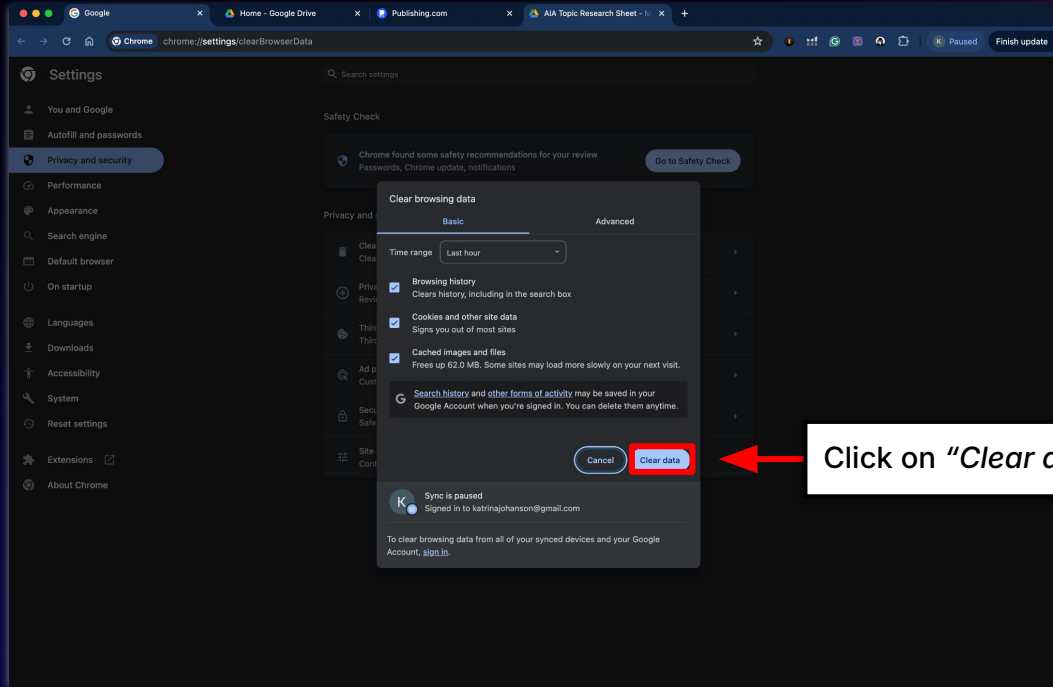
Clearing Your Cache



1. Click on the three dots

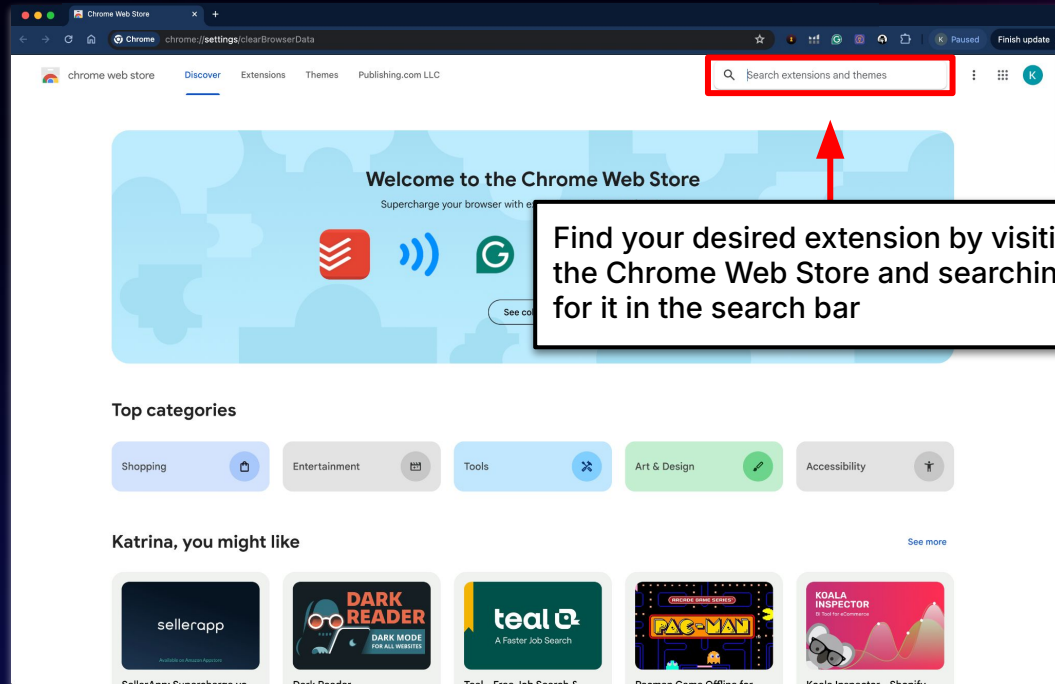
2. Click on "Clear Browsing Data"

Clearing Your Cache

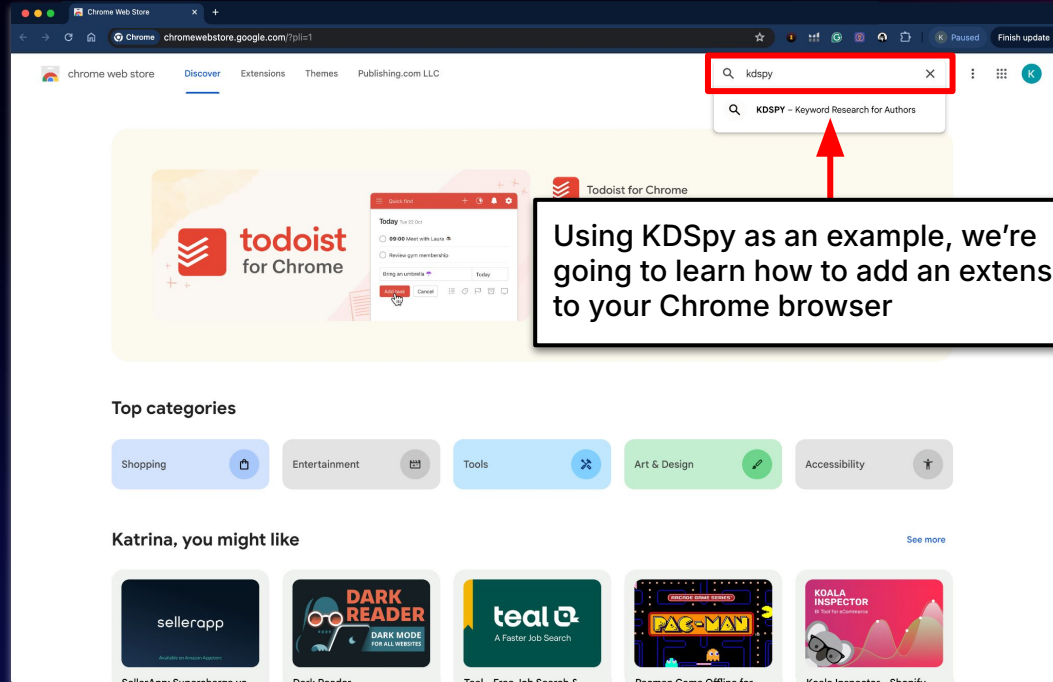


Click on "Clear data"

Adding Extensions To Chrome



Adding Extensions To Chrome



Adding Extensions To Chrome

The screenshot shows the Chrome Web Store page for the KDSPY extension. The page title is "KDSPY – Keyword Research for Authors" with a sub-header "www.publishingaltitude.com 3.8 ★ (26 ratings)". The extension is categorized as "Extension" and "Workflow and planning" with 70,000 users. A red box highlights the "Add to Chrome" button, and a red arrow points to it from a callout box that says "Click on 'Add to Chrome'". Below the main header is a preview of the KDSPY interface, which displays a table of book data with columns for Rank, Book Title, Avg. Sales Rank, Avg. Monthly Rev., and Avg. Price. The table lists 20 books, with the top one being "1 1201 The Science and Art of Longevity" by Yu. The interface also shows a "Best Sellers in Health, Fitness & Dieting" section and a "Total Revenue: \$959,773" metric.

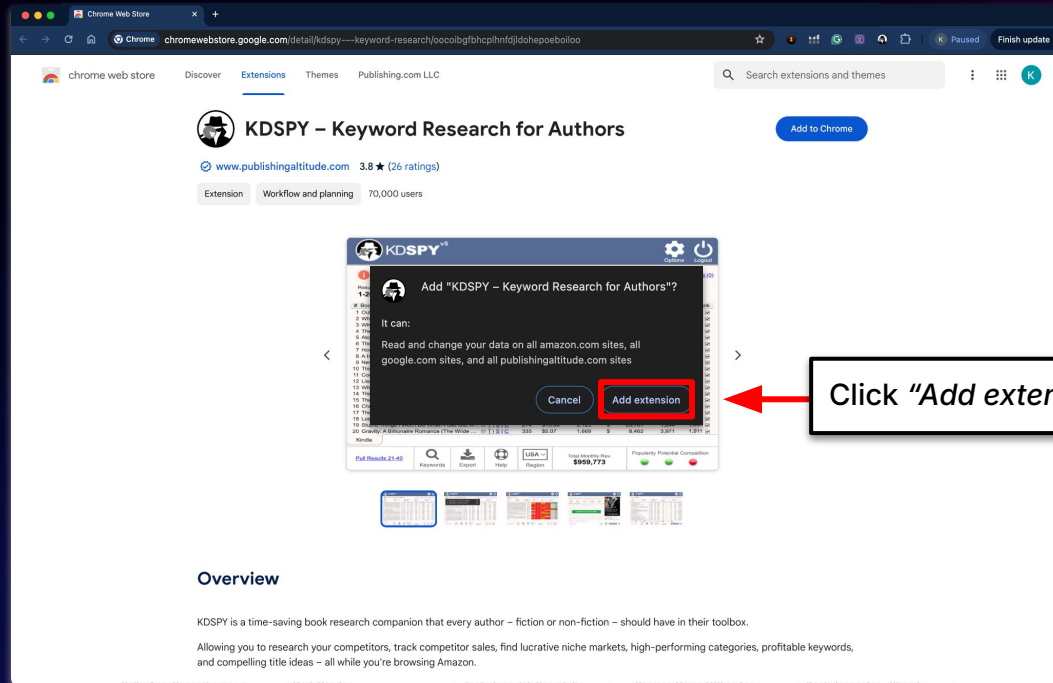
Rank	Book Title	Avg. Sales Rank	Avg. Monthly Rev.	Avg. Price
1	1201 The Science and Art of Longevity	114	\$17,941	12.94
2	Why We Get Sick: The Hidden Embodiment of...	285	\$12,842	4.49
3	Why We Get Sick: The Hidden Embodiment of...	442	\$5,151	11.51
4	The Molecular Mind: How a Single Change...	237	\$11,101	7.28
5	Alone: A Memoir	140	\$10,478	4.74
6	The Language of Numbers: How Numbers...	186	\$12,811	15.99
7	How Not to Die: Discover the Foods, Herbs...	875	\$16,98	3.64
8	A Heart That Works	130	\$11,551	3.26
9	Never Finished: Unleash Your Mind and...	209	\$5,022	3.10
10	Thinking, Fast and Slow	314	\$12,889	3.28
11	Control: How We Fight for Control	280	\$15,771	3.21
12	Love My Girl: Test Me, And the Better Fabul...	645	\$6,95	2.912
13	Unlabeled: A Memoir	281	\$15,771	3.21
14	The 5 Love Languages: How to Help You Find...	290	\$15,399	2.915
15	The Confidence Game: A Guide to Deceit...	244	\$9,491	2.658
16	How to Succeed in Business Without Really...	648	\$14,49	2.223
17	The 500 Most Powerful Women in America	19	\$2,41	2.273
18	Love My Girl: Test Me, And the Better Fabul...	274	\$15,399	2.123
19	Disrupt: How to Win When I Get Old	285	\$5,67	1.989
20	Gravity: A Neuroscience Perspective on We...	462	6.462	3.671

Overview

KDSPY is a time-saving book research companion that every author – fiction or non-fiction – should have in their toolbox.

Allowing you to research your competitors, track competitor sales, find lucrative niche markets, high-performing categories, profitable keywords, and compelling title ideas – all while you're browsing Amazon.

Adding Extensions To Chrome



chrome web store Discover **Extensions** Themes Publishing.com LLC

chrome web store

KDSPY – Keyword Research for Authors Add to Chrome

www.publishingaltitude.com 3.8 ★ (26 ratings)

Extension Workflow and planning 70,000 users

Add "KDSPY – Keyword Research for Authors"?

It can:

- Read and change your data on all amazon.com sites, all google.com sites, and all publishingaltitude.com sites

Cancel Add extension

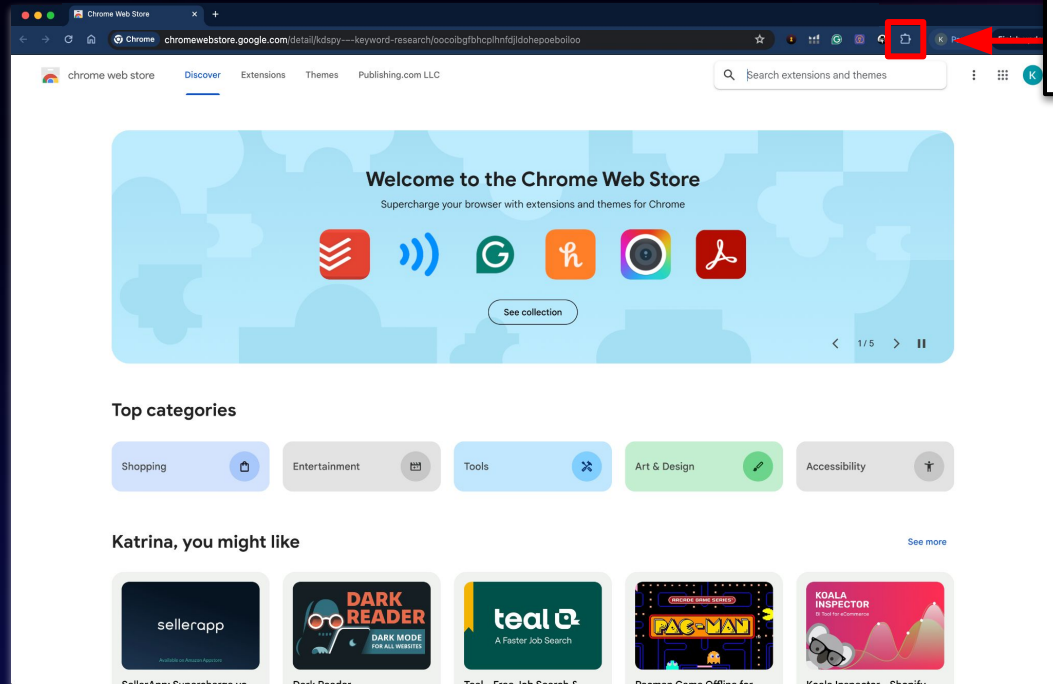
Click "Add extension" on pop-up

Overview

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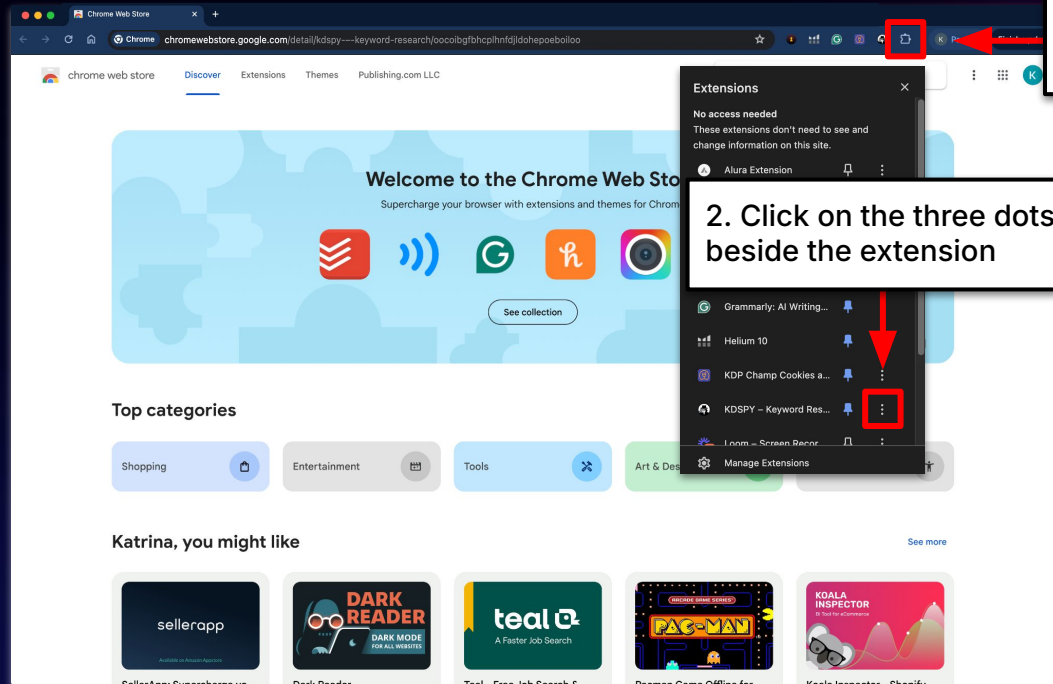
Allowing you to research your competitors, track competitor sales, find lucrative niche markets, high-performing categories, profitable keywords, and compelling title ideas – all while you're browsing Amazon.

Finding Extensions in Chrome



1. Click on the puzzle piece (extensions)

Finding Extensions in Chrome



1. Click on the puzzle piece (extensions)

2. Click on the three dots beside the extension

Finding Extensions in Chrome

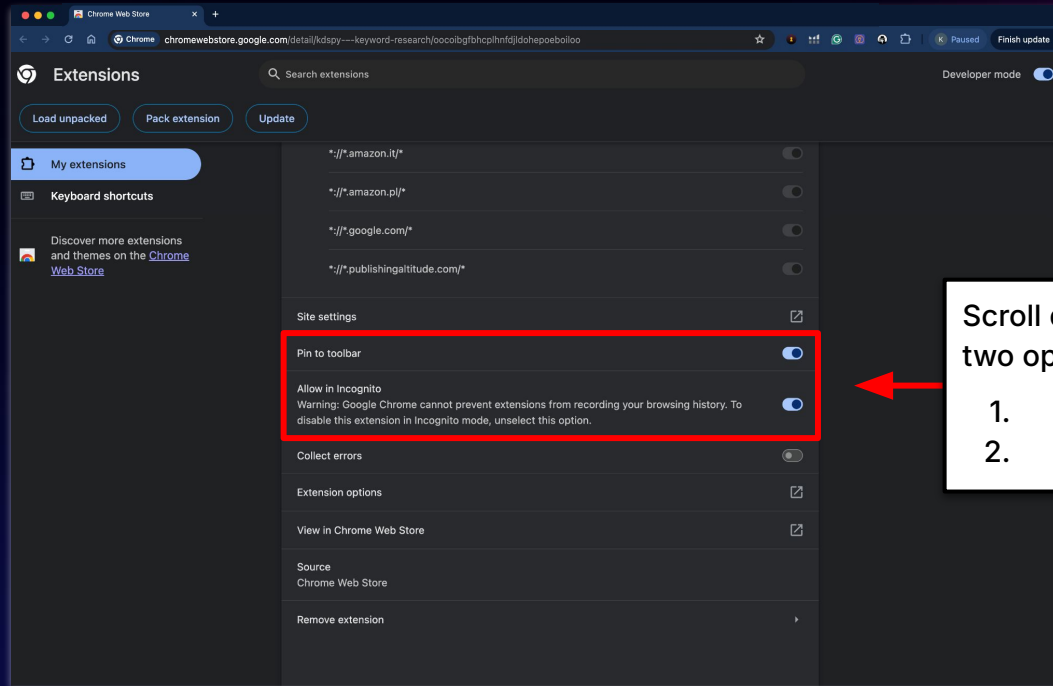
The image shows a Chrome browser window displaying the Chrome Web Store. The address bar shows the URL `chrome://webstore/`. The page content includes a welcome message, a 'See collection' button, and various extension categories like 'Shopping', 'Entertainment', 'Tools', and 'Art & Design'. A list of recommended extensions is visible at the bottom, including 'sellerapp' and 'KOALA INSPECTOR'. Three callout boxes provide instructions: 1. Click on the puzzle piece icon in the top right corner of the browser. 2. Click on the three dots menu icon next to the 'KDSPLY - Keyword Res...' extension in the dropdown menu. 3. Click on the 'Manage Extension' option in the sub-menu for that extension.

1. Click on the puzzle piece (extensions)

2. Click on the three dots beside the extension

3. Click on "Manage Extension"

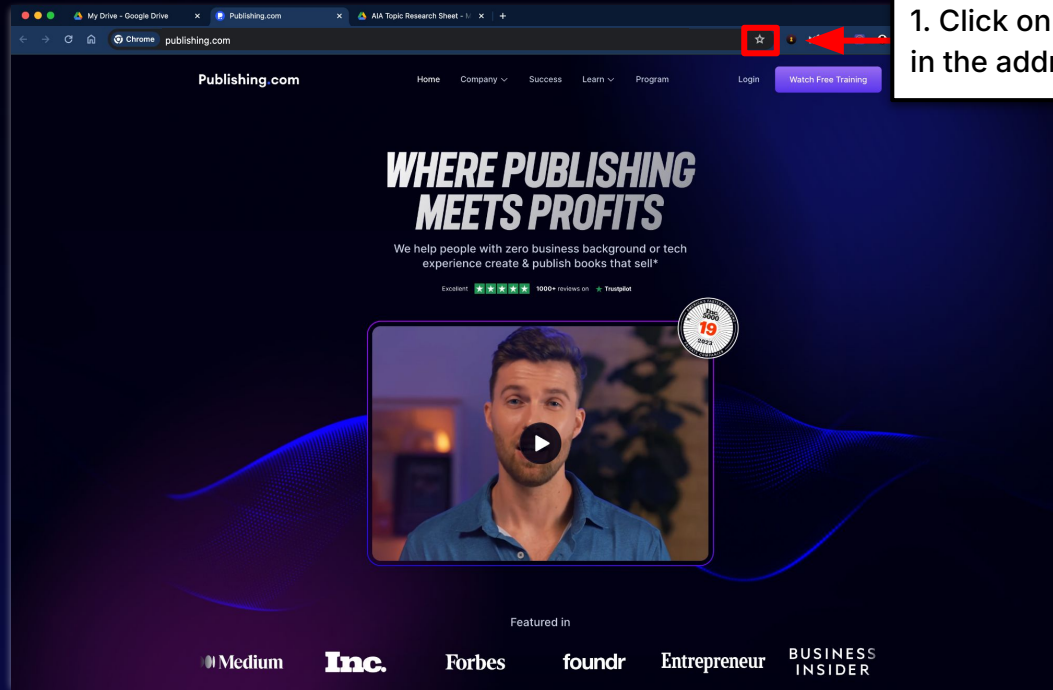
Finding Extensions in Chrome



Scroll down to find these two options:

1. Pin to toolbar
2. Allow in Incognito

Bookmarking



1. Click on the star in the address bar

Bookmarking

1. Click on the star in the address bar

2. Click "Done"

Tim Gallinger

Hi There. I'm ready to submit my book to PS for formatting and I'm on the fence about small font and spacing versus standard. I'd like to with smaller formatting for cost savings but want to make sure this doesn't effect quality. Thanks.

Pam DeBenedetto

Does licensing information for book images need to be listed with manuscript references after the last chapter? Or, do you just keep record of those licenses? I used FreePick Premium subscription for attritions. Their website is not 100% clear. It only states to download the license and keep in a safe place.

Thank you for any advice.

Pam

Yvette Hawkins

For an Introduction for my book, can I use a famous public event that occurred as an example to start off with to make my point. Without being flagged by Amazon?

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I'm in a process of setting up LLC and publishing account. Should I set up a brand-new account with Amazon to get to Publishing accounts with KDP and ACX, separate from personal Amazon account? What is your recommendation? Should I be setting up publishing account using personal Amazon account now and get moving along with the book publishing or setting up LLC and create a brand-new Amazon account then create publishing accounts?- What is the benefit of doing this upfront? Thank you.

Kevin Goins

When I use KDSpy, it only gave me one spreadsheet when i searched Amazon. After than, the next 11 searches all show "Oops. No results exist. Your phrase is too specific. please try a broader keyword search." So I typed in leadership and different broad topics to try to get it to work that are also broad. Same error message. Something I'm doing wrong?

Gina Ooi

Regarding Amazon Ads, does it typically take 3 months for the ACOS to show that it is at least breaking even? Started my Amazon Ads last week for my paperback and my ACOS yesterday is around 300%. Clearly very much in the red. Is this normal? I have been following Brian's methods. Please advice.

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How much does it cost for the book cover, and for the formatting?

Kristi Wheeler

I would like to know if I could, or even should, include somewhere in my book on Menopause a link to <https://ShopLiveGood.com/Livingmadegood> where I get the supplements that have helped me manage symptoms. Even though I am an affiliate with Live Good, I do use them and know without a doubt they have the highest quality, lowest-priced products that people, especially women experiencing menopause can benefit from.

Paul Alton

Is 'making profits without compromise' a good title . KDspy does not help in this respect

Gina Ooi

Are there any concerns with others stealing our work when distributing our free books in pdf format? If so, is epub format safer? Thank you.

Gretchen Austgen

I am having an issue with my Ebook upload to KDP. I had to create a QR code to link an additional lesson plan document for the Paperback book. The QR code is blacked out on the ebook version of the file and not sure what to do

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I moved my my manuscript over to google docs for my review and edits (It's just better) But why doesn't google docs have an option for a 6x9 manuscript? The closest I can find is a 5.5x8.5. The person doing my cover says 6x9 is best and most common. You'd think google docs would have that option. Is there maybe a custom way to adjust this ?

Also, do you know what the recommended side, top and bottom margins are for a 6x9 book? (My page numbers are on the bottom right corner)

Jon West

I'm entertaining writing a book that compares experts in a field. For example, compares the coaching strategies and tactics of the top 5-10 greatest college football coaches. Another example, compares the philosophy/strategy and recommendations/roadmap from the 5-10 of the most well known real estate investors. Could also do this in a specialized area of the medical field. The goal is to be both interesting, but also help people initially assess and find options for otherwise complex and overwhelming bodies of info. 2 questions: 1) am I asking for trouble writing a book that compares experts in this way? 2) Can I point publishing.ai engine at specific people (e.g., during the customer research and outline phases)?

steven mattos

I haven't done much research, but I chose a subject not in AI, but it passed the POC. Am I jumping the gun to go with it?

Rachel Pradarelli

Hi guys!

I have a few questions with regards to pen names -

1. If you chose to have a pen name, how do you write a bio? Can the bio be completely made-up? Can it also be your own personal bio i.e. with your true credentials/trainings/licenses etc? How does that work?

2. I recently listened to the module on pen names, and it was mentioned that having a pen name doesn't actually matter nor do adding your credentials etc as part of your bio; however, I know on one of the coaching calls, it was mentioned that YES adding your credentials does give you a

leg-up when it comes to competing within the realm of your book topic. So I guess I'm confused with that - thoughts?



pam gould

i published my first 30k book in mid-August. I followed up with my 'prelaunch' team 3 times and from the more than 200 contacts only got 16 reviews :(. I then ran a 3-day ad campaign and it bumped it up to 22 reviews. I then had to take a personal sabbatical for nearly 6 weeks (unavoidable) due to life circumstances. Now I am back at it and trying to figure out if:

a. should I follow up again with my pre-launch people? and if so, what I have to offer since I already ran my 3-day ad for free download (I did send them the PDF). alot of time has lapsed? should i make a loomio video to send in messenger to these folks to make it light?

b. should I run another ad campaign since I have 2 days left? (or do both at the same time?)

c. what would you suggest I do and in what order/timing so I can get above 100 reviews!

I'm back at it after an unavoidable life pause away from this... I will do my best to be on the call but might not be able to due to work. If so I will listen to the replay with open ears! thnx.

Maya Bachani

Is it possible to register a book series with the Copyright Office with a single application and a single fee? If so, how can I apply from the Copywriting site? (The steps?)

Peter Barrett

How many ASINs should you feed in for customer research? Thanks

Ellen Hyland

Hi Guys, I hope you are doing well! My question concerns using Facebook. First question: If I want to post something on Facebook where it says What's on your Mind, how do I attach a picture, diagram, or whatever? The next question is: If someone responds to my post and I want to message them back, will I be able to message them if we are not "friends"? I don't want to just reply to their message, as what I'm ultimately trying to do is get their email address. I hope this makes sense.

Ellen Hyland

Karina suggested setting up an Excel spreadsheet to keep track of people's names and email addresses. Can I do that in Google Documents, or is there a reason she suggested Excel?

Gina Ooi

From where would you recommend we get QR codes? Any free sources? Thank you.

Devan Ghanavati

What's the best way to choose a successful subject for your book?

In order to publish your book on audible do you need to hire someone to read it?

Janet C.

https://www.canva.com/design/DAGTyX4_gtY/wZBKDWDWs0peQ68C8QTPHg/edit?utm_content=DAGTyX4_gtY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

New book, just darker green -

https://www.canva.com/design/DAGTyX4_gtY/wZBKDWDWs0peQ68C8QTPHg/edit?utm_content=DAGTyX4_gtY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Can you please give your opinions on cover and sub-title? Do you like that they match?

Janet C.

Is there a way to pull up my 1st books outline & style choices in my Publishing.ai? I LOVED the 1st book! It really came out awesome (especially w/ my added pics & edits!) and I would like this book #2 to be VERY similar. Same style, same kind of info, etc. I would like to go off of my first outline (obviously change details) since the 1st book did so well, & also so that book #2 is very similar. Is that a good idea & how can I do it?

Thanks!

Janet C.

Sorry... last question...How or where can I learn how to format my own book? I am very good at writing & grammer, etc. and when I outsourced the 1st book, I ended up fixing most of it anyway! My biggest hurdle is that I am technically challenged (although getting MUCH better thanks to you guys!!!) I have nightmares about DELETING important things by accident!!! LOL!!! The trim size for my books is 7x9! So I can't just go anywhere apparently. Am I able to do this just in my google docs? I can DO the work on my own, I just need to know that it's done correctly and in the right software (or whatever it's called). A lot of the instruction I will be using is from my QSA coach who was very helpful. So, what would be the correct way to format my own book in the right size (7x9)?

Thanks so much for your AWESOME help toady!! I LOVE Fridays Q&A's!! You guys are the BEST!!

Debbie Meyers

I received my final Formatted manuscript from Publishing Services, I cannot locate in the Training Modules how to submit for the Quality Step. Would you please explain that?

Deanna Ross

Can I please get feedback on my book cover, and the categories it should be listed under. My book is: Thank Your Lucky Stars, Find Prosperity Through Your Astrology Chart.

Christine Bravata

Hi Coaches,

Can you please give me feedback on these covers? Thank you!

<https://docs.google.com/document/d/1Htp73wpGZI-NwRhrzKz92OW1IQMUM-VQzjoJ19sqexA/edit?usp=sharing>

Lyn

Hello coaches, I know today is research topic day, but I have a due date for my book cover, and I want to get your opinion. I only have one cover from fiverr. Here is the link.

https://docs.google.com/document/d/1wVrK1qbELeBKADwZ3MV4rdPA1kGNxpltq0A27wIZ_mc/edit?tab=t.0. I hope I did it correctly (the link). Thank you in advance.

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Hi guys!

I have a few questions with regards to pen names -

1. If you chose to have a pen name, how do you write a bio? Can the bio be completely made-up? Can it also be your own personal bio i.e. with your true credentials/trainings/licenses etc? How does that work?

2. I recently listened to the module on pen names, and it was mentioned that having a pen name doesn't actually matter nor do adding your credentials etc as part of your bio; however, I know on one of the coaching calls, it was mentioned that YES adding your credentials does give you a

leg-up when it comes to competing within the realm of your book topic. So I guess I'm confused with that - thoughts?

pam gould

i published my first 30k book in mid-August. I followed up with my 'prelaunch' team 3 times and from the more than 200 contacts only got 16 reviews :(. I then ran a 3-day ad campaign and it bumped it up to 22 reviews. I then had to take a personal sabbatical for nearly 6 weeks (unavoidable) due to life circumstances. Now I am back at it and trying to figure out if:

a. should I follow up again with my pre-launch people? and if so, what I have to offer since I already ran my 3-day ad for free download (I did send them the PDF). alot of time has lapsed? should i make a loomio video to send in messenger to these folks to make it light?

b. should I run another ad campaign since I have 2 days left? (or do both at the same time?)

c. what would you suggest I do and in what order/timing so I can get above 100 reviews!

I'm back at it after an unavoidable life pause away from this... I will do my best to be on the call but might not be able to due to work. If so I will listen to the replay with open ears! thnx.

Maya Bachani

Is it possible to register a book series with the Copyright Office with a single application and a single fee? If so, how can I apply from the Copywriting site? (The steps?)

Peter Barrett

How many ASINs should you feed in for customer research? Thanks

Ellen Hyland

Hi Guys, I hope you are doing well! My question concerns using Facebook. First question: If I want to post something on Facebook where it says What's on your Mind, how do I attach a picture, diagram, or whatever? The next question is: If someone responds to my post and I want to message them back, will I be able to message them if we are not "friends"? I don't want to just reply to their message, as what I'm ultimately trying to do is get their email address. I hope this makes sense.

Ellen Hyland

Karina suggested setting up an Excel spreadsheet to keep track of people's names and email addresses. Can I do that in Google Documents, or is there a reason she suggested Excel?

Gina Ooi

From where would you recommend we get QR codes? Any free sources? Thank you.

Devan Ghanavati

What's the best way to choose a successful subject for your book?

In order to publish your book on audible do you need to hire someone to read it?

Janet C.

Hi coaches! So, I finished my 1st 30k book. It has been published & did pretty well. Sold over 1000 copies of the e-book in first week! I have a FB team that is working constantly now on getting reviews. So in the meantime, I am working on my 2nd book! These 2 books will be very similar and in a BUNDLE. So I did my research & found (in the 100 Profitable Topics mod) a great topic to "match" my 1st book. I've done my customer research & POC check, etc. and have come up with this. These 2 new book covers. I wanted them to look very similar since they are "Bundle" books.

1. Is that a good idea? I like that they kinda match.
2. Is the sub-title good?
3. Here are the covers. Book 1 (already published) is Beginners Guide to Backyard Vegetable Gardening. Book 2- Beg. Guide to Greenhouse Gardening.

Janet C.

Is there a way to pull up my 1st books outline & style choices in my Publishing.ai? I LOVED the 1st book! It really came out awesome (especially w/ my added pics & edits!) and I would like this book #2 to be VERY similar. Same style, same kind of info, etc. I would like to go off of my first outline (obviously change details) since the 1st book did so well, & also so that book #2 is very similar. Is that a good idea & how can I do it?

Thanks!

Janet C.

Sorry... last question...How or where can I learn how to format my own book? I am very good at writing & grammer, etc. and when I outsourced the 1st book, I ended up fixing most of it anyway! My biggest hurdle is that I am technically challenged (although getting MUCH better thanks to you guys!!!) I have nightmares about DELETING important things by accident!!! LOL!!! The trim size for my books is 7x9! So I can't just go anywhere apparently. Am I able to do this just in my google docs? I can DO the work on my own, I just need to know that it's done correctly and in the right software (or whatever it's called). A lot of the instruction I will be using is from my QSA coach who was very helpful. So, what would be the correct way to format my own book in the right size (7x9)?

Thanks so much for your AWESOME help toady!! I LOVE Fridays Q&A's!! You guys are the BEST!!

Debbie Meyers

I received my final Formatted manuscript from Publishing Services, I cannot locate in the Training Modules how to submit for the Quality Step. Would you please explain that?

Deanna Ross

Can I please get feedback on my book cover, and the categories it should be listed under. My book is: Thank Your Lucky Stars, Find Prosperity Through Your Astrology Chart.

Christine Bravata

Hi Coaches,

Can you please give me feedback on these covers? Thank you!

<https://docs.google.com/document/d/1Htp73wpGZI-NwRhrzKz92OW1IQMUM-VQzjoJ19sqexA/edit?usp=sharing>

Lyn

Hello coaches, I know today is research topic day, but I have a due date for my book cover, and I want to get your opinion. I only have one cover from fiverr. Here is the link.

https://docs.google.com/document/d/1wVrK1qbELeBKADwZ3MV4rdPA1kGNxpltq0A27wIZ_mc/edit?tab=t.0. I hope I did it correctly (the link). Thank you in advance.