

Enhance Your Author Presence on Amazon with Amazon Author Central



What You'll Learn

- The power of your Amazon Author Central page
- How to register for an Amazon Author Central Account
- Add your biography and upload a head shot photograph
- Claim your vanity URL
- Add your blog feed
- Add your book via your "bookshelf"



A Secret Weapon for Authors

- One of the most powerful "secret weapons" for an author is to have your own Amazon's Author Central page.
- Each author, with a published (print or Kindle) book, can set up their own page, which includes a myriad of marketing tools.

Amazon Author Central


- Author Central is, a free service provided by Amazon to allow authors to reach more readers & promote books.
- You have the opportunity to share about yourself and your work with your readers.






Amazon Author Central

- If you're an author with a print or Kindle book listed in the Amazon catalog, you are eligible to join Author Central.
- You can add your bibliography, a photo, biography, book cover images, videos and the RSS feed from your blog.





Step 1: Register for an Amazon Author Central Account

AuthorCentral.Amazon.com



Register for Amazon Author Central

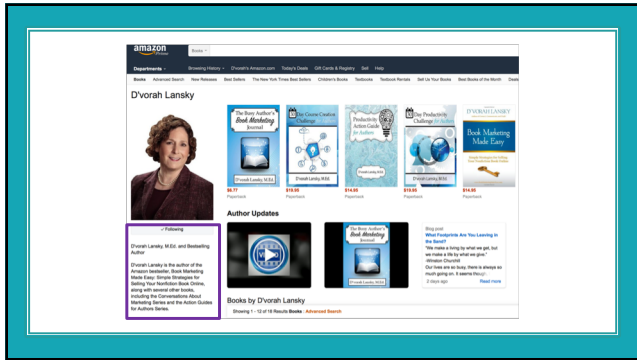
- Head over and register your account at [AuthorCentral.amazon.com](https://authorcentral.amazon.com). You can login with the same email and password as your Amazon Customer account.
- **You must have** a print or Kindle book published on Amazon in order register.
- If your book has not yet been published, you can still go through this training in preparation of having a published book.

Step 2: Add Your Biography

- The next thing you'll want to do is add a brief, yet informative biography.
- Share your credentials & accomplishments as well as a bit about "what you do," as it relates to you as an author.
- Write your biography in the third person as it sounds more professional and gives you more credibility.

Tips About Your Biography

- Your Name:
- Your Title (if applicable):
- Author of and/or Owner of:
- A few sentences (or focused paragraphs) about you and what you do (as it relates to your target audience)



Step 3: Upload Your Author Photo

- Once you've set up your Author Central page, add a professional, head shot photo to your profile.
- Make sure that you are smiling and you look approachable. This is the first thing visitors will see when they come to your page.

Step 4: Claim Your Vanity URL

- Another feature on the Author Central page is the ability to add a vanity URL.
- This will make it really easy for you to direct people to your profile.



Your Vanity URL

- Be sure to choose carefully as you may not be able to change it once you've created it.
- To set up your vanity URL, login to your profile dashboard and head to the top right of the page. You'll see text inviting you to set up your custom URL
- Example, here's what my custom URL looks like:
[Amazon.com/author/dvorahlansky](https://www.amazon.com/author/dvorahlansky)

Step 5: Add Your Blog Feed

- Adding your blog feed is another way to create a connection with your profile visitors while demonstrating your expertise on a topic.
- This will help you to build relationships with your readers as well as sell more books.

Pull in Your Blog Feed to Amazon

- It's easy to pull in titles and excerpts of blog posts from your blog by adding your feed URL to your profile dashboard.
- Typically your blog feed would be formatted like this:
<http://YourWebAddress.com/feed>



