

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

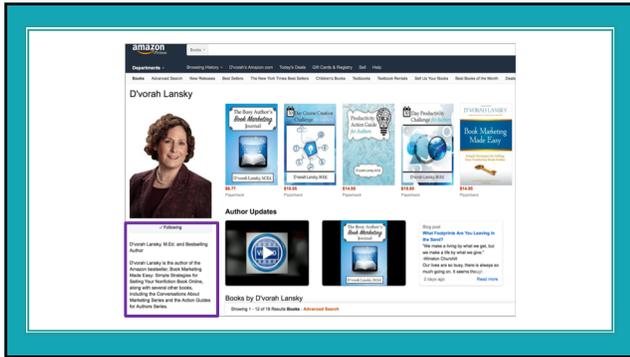
- Head over and register your account at [AuthorCentral.amazon.com](https://authorcentral.amazon.com). You can login with the same email and password as your Amazon Customer account.
- **You must have** a print or Kindle book published on Amazon in order register.
- If your book has not yet been published,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

Author Page URL [learn more](#)

Cut and paste the text below to share your Author Page:

amazon.com/author/dvorahlansky

Your Vanity URL

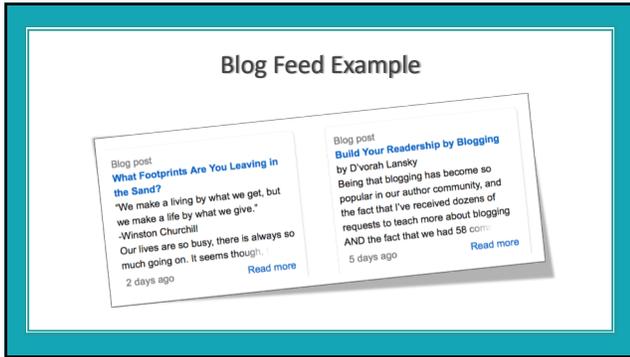
- Be sure to choose carefully as you may not be able to change it once you've created it.
- To set up your vanity URL, login to your profile dashboard and head to the top right of the page. You'll see text inviting you to set up your custom URL
- Example, here's what my custom URL looks like:
Amazon.com/author/dvorahlansky

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.

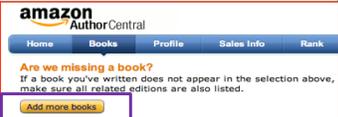
Pull in Your Blog Feed to Amazon

- 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>



Step 6: Make Sure All Your Books Are Showing Up in Your Bibliography

- If you find that books are missing, you can simply login to the dashboard of your profile and [click on the "books" tab](#).
- As you'll see in the illustration below, there is a handy yellow button you can click to add more books.



Recap of Your Amazon Author Action Steps

Once you've published a book to Amazon...

1. Register your Amazon Author Central Account
2. Add your biography
3. Upload your author photograph
4. Claim your your vanity URL
5. Add your blog feed
6. Add your book via your "bookshelf"