

## Seven Ways to Streamline Your Amazon Author Central Page to Sell More Books by D'vorah Lansky, M.Ed.

One of the most powerful “secret weapons” for an author is 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.

Author Central is, a free service provided by Amazon to allow authors to reach more readers and promote books. You have the opportunity to share about yourself and your work with your readers. You can add your bibliography, a photo and biography, book cover images, videos and the RSS feed from your blog. If you're an author with a book listed in the Amazon catalog, you are eligible to join Author Central.

Your Amazon Author Central page is where you can share about you and your books. Not only can you list your author bio and your bibliography of published works, you can pull in your blog feed, post videos, add images, create a vanity URL, and more. This provides you with an “online resume” if you will, as well as a powerful place for people to come to find out more about you and your books.

There is an additional feature of your Amazon Author Central page that will help you to build an interactive community and create more buzz about your book. That is the customer discussion section of Amazon Author Central. You can post a conversation starter or encourage your readers to begin a discussion, based on the content of your book. Think of the possibilities.



## Seven Things You Can Do to Enhance Your Amazon Author Central Page

### Step 1: Register for an Amazon Author Central Account

Head over to Amazon Author Central to register your account at <http://authorcentral.amazon.com>. You can login with the same email and password as your Amazon Customer account.

**Note: you must have a print or Kindle book published on Amazon in order register for an Amazon Author Central page.** If your book has not yet been published, you can still go through this lesson in preparation of having a published book.



### Step 2: Include a Brief, Yet Informative, Biography

The next thing you'll want to do is add a brief, yet informative biography. Share your credentials and 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.

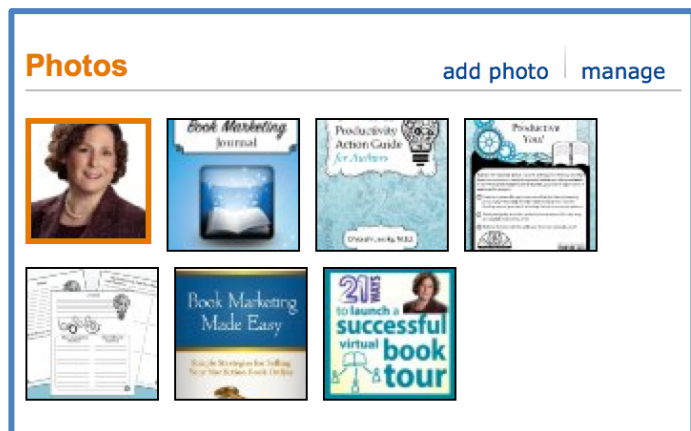
You'll want to do is add a brief, yet informative biography. Share your credentials and accomplishments as well as a bit about "what you do," as it relates to you as an author. Write your biography in the third person as it sounds more professional and gives you more credibility.



### Step 3: Upload Your Author Photo

The next step, once you've set up your Author Central page, is to 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.

You can also upload other photographs, such as photos of your book. Take note though, as you add images, they will move to the #1 spot in your image gallery. The image in the #1 spot is the one that will show up on your profile. That's not a problem though as you can easily click to edit your photos and move them around to change the order.



### 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. 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. Be sure to choose carefully as you may not be able to change it once you've created it.

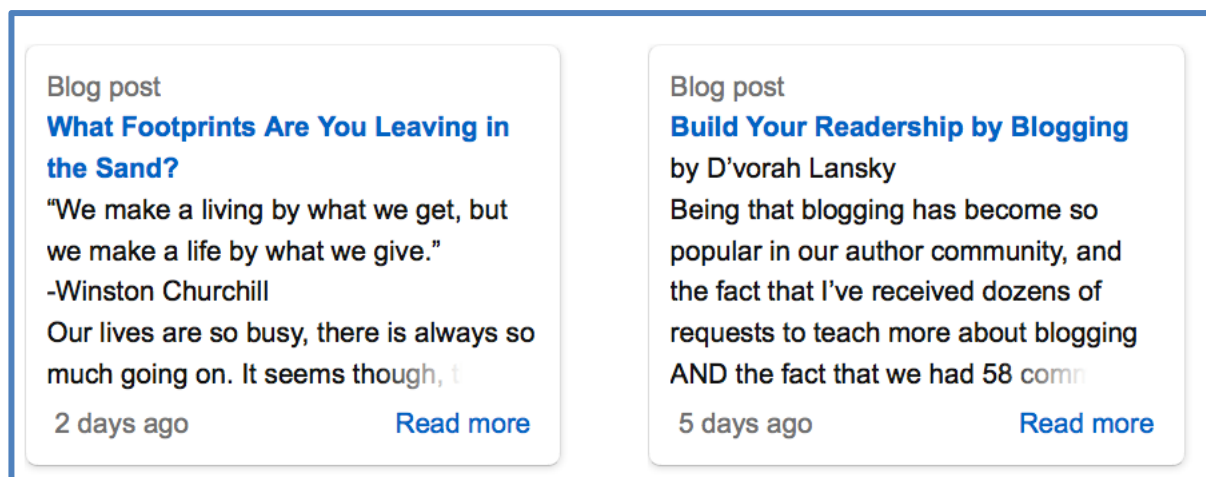
As an example, here's what my custom URL looks like: [Amazon.com/author/dvorahlansky](https://www.amazon.com/author/dvorahlansky)



## 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. It's easy to pull in titles and excerpts of blog posts from your site by adding your feed URL to the appropriate place on your profile dashboard.

Typically, your blog feed would be formatted like this: <http://YourWebAddress.com/feed>  
Here is an example of what it looks like when your feed is pulled onto your Author Central page.



## Step 6: Make Sure All Books You've Written Are Showing Up in Your Bibliography

If you have published more than one book, you'll want to make sure that they show up on the bibliography section of your Author Central page. Not to worry if you find that books are missing as you can simply login to the dashboard of your profile and click on the "books" tab. As you can see in the illustration below, there is a handy yellow button you can click to add more books.



## Step 7: Upload a Video or Book Trailer

Last but not least, you can easily upload videos to your Author Central profile. You can share a video book trailer, video tips or excerpts from your book, or whatever you'd like to share in video format.

One of the easiest ways to create videos is by creating PowerPoint slides and recording your slideshow along with audio narration. You can either do this right inside of PowerPoint, or for more flexibility you can use a screencast video capture program such as JingProject (JingProject.com) or Camtasia (CamtasiaStudio.com.)

Jing Project is the "little sister" of Camtasia and allows you to record videos up to five minutes in length. They have a free version or for a nominal fee you can upgrade for additional features. Camtasia studio requires more of an investment but allows you to record videos of any length.

Another fun way to create a video is with a program called Animoto (Animoto.com.) In a matter of a few short minutes, you can create a very cool looking video, that looks like you paid someone thousands of dollars to create. Animoto offers a free version for super short videos, or you can upgrade for a very nominal fee, to record longer videos.

**Add Video**


Please follow the below guidelines to ensure your submission is acceptable:

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- Files must be smaller than 500MB.
- For more guidelines, please visit our [video content guidelines](#).


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## Time to Take Action

Now that you have a roadmap for enhancing your Amazon Author Central page, why not head over to view (or set up) your page and make updates to increase your presence on Amazon. Here's to your success!

<http://authorcentral.amazon.com>