

KIDS WORKBOOK WEALTH

AMAZON AUTHOR CENTRAL TUTORIAL

HOW TO CREATE & BUILD YOUR AMAZON
AUTHOR PROFILE

Step By Step Tutorials

By Andy Charalambous

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WHAT IS AUTHOR CENTRAL

This is a fantastic FREE resource that every author should have if they have books on Amazon. It is perfect for newbies who don’t have their own website AND for pro authors who want to add to their branding promotions.

You can send people there to read more about you, see and hopefully buy your books, watch videos, read tweets, blog posts, and more. Author Central is a way for you to track and manage all of your books at Amazon, whether they are physical books or Kindle Books.

Author Central allows you to update the information for you books and make sure that each edition is properly mapped one to another by allowing you to specify which books belong to you, updating the editorial reviews and book descriptions.

So the benefits of having an AC account are:

- **Author Has Control.** There is no better way to control your destiny at Amazon than by taking control of personal page. You’ll be able to manage what buyers see on your book(s) page(s). (I.e. book synopsis, search inside the book feature, etc.)

- **Improves Amazon Search.** If you want to compete, you’ve got to be ready to play alongside best-selling titles. If you’re active on your Amazon page, that will help with key word searches on Amazon.
- **Track Your Sales.** From within your Amazon Author Central account, you can track your sales and also see what part of the country your sales are coming from.
- **Add More Books.** As you launch new titles, you’ll be able to quickly add them to your personal Amazon page and start tracking sales.
- **Connecting with Readers.** *There is a section of your author page that allows you to start discussions. Use this to get feedback from your readers and fans.*
- **Dealing with Issues.** *From time to time, you may run into issues with your book listing, etc. and you can reach out to Amazon via your account.*

Getting your own Amazon Author Central page is fast and easy. Just follow the basic setup below.

STEP ONE

How To Create Your Author Central Account

Creating an Author Central account is simple; you just need to log in with your existing Amazon account.

Here are the Author Central page links for Amazon USA and UK.

- USA: <https://authorcentral.amazon.com>
- United Kingdom: <https://authorcentral.amazon.co.uk>

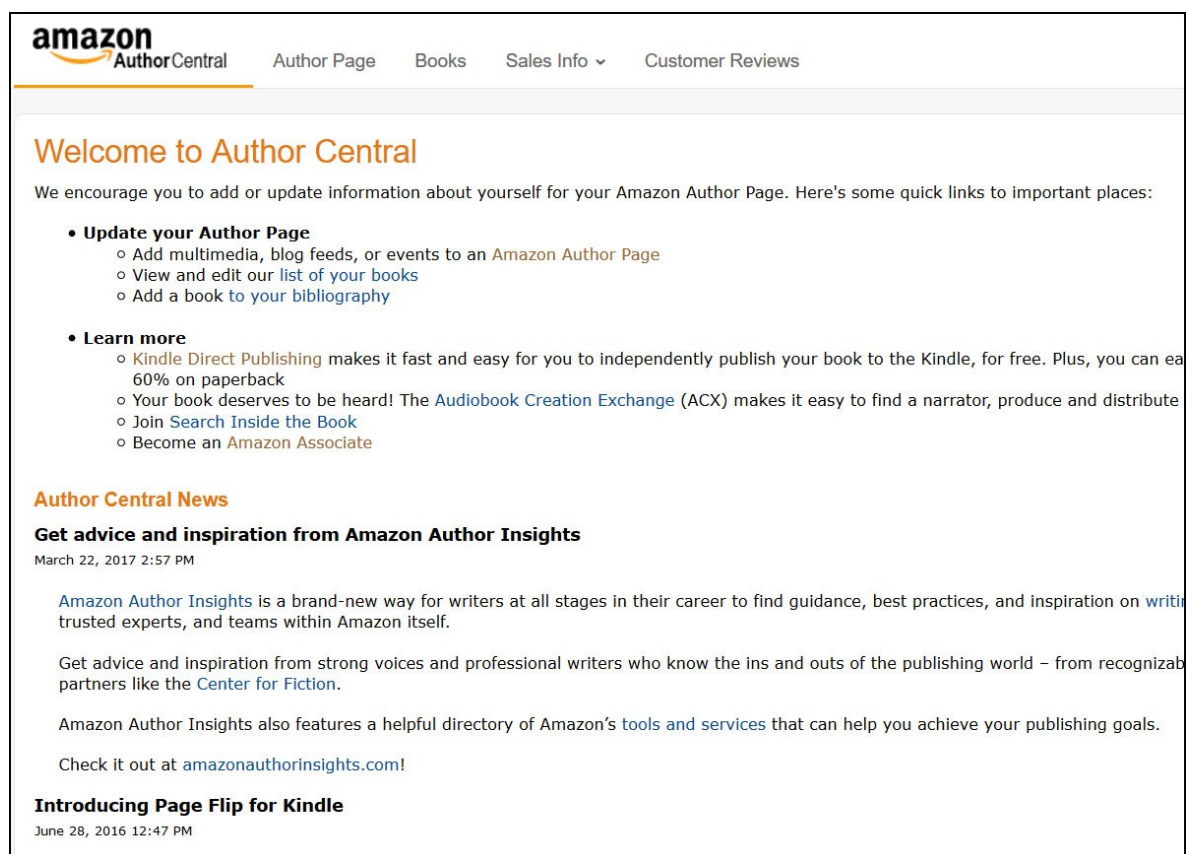
The image is a screenshot of the Amazon Author Central website. At the top, it says "Create your Amazon.com Author Page and more" in orange. Below this, there's a section titled "Reach More Readers" with text explaining that authors can share their information and works with millions of readers. It includes a "Learn more" link. To the right of this text is a photo of a woman, Marybeth Whalen, holding a book. Below the photo, it says "Author Central Member Marybeth Whalen". To the right of the photo is a sign-in section for "Already a member? Sign in to access your account." with fields for "E-mail address" and "Password", and a "Sign In" button. Below the sign-in section is a "New to Author Central?" section with a "Join Now" button. At the bottom of the page, there's a quote from Theodore J. Cohen, an Author Central member since 3/28/2010, praising Amazon's support for independent authors. The page also has navigation links: "Reach More Readers", "Track Your Sales", and "Get Author Help".

Once there, you can log in using your existing Amazon credentials and pressing the JOIN NOW button. You will be asked to agree to the Author Central Terms of Service.

After that, Amazon will automatically try to find your books for you by matching the name on your account to the name of books sold in their store. Once you have verified who you are, the last step to setting up your account is to verify your email address by clicking on a link that they will send you.

Setup Your Author Central Profile

Once you have verified your email address and logged into your account, you'll be able to set up your Author Central Profile.



The screenshot displays the Amazon Author Central interface. At the top, the Amazon logo is followed by the 'AuthorCentral' header and navigation links for 'Author Page', 'Books', 'Sales Info', and 'Customer Reviews'. The main content area begins with a 'Welcome to Author Central' heading, followed by a message encouraging users to add or update their information. Below this, there are two primary sections: 'Update your Author Page' and 'Learn more'. The 'Update your Author Page' section includes links to add multimedia, view/edit book lists, and add books to a bibliography. The 'Learn more' section highlights 'Kindle Direct Publishing' (offering 60% on paperback), the 'Audiobook Creation Exchange (ACX)', 'Search Inside the Book', and becoming an 'Amazon Associate'. Further down, there is a section for 'Author Central News' featuring an announcement about 'Amazon Author Insights' dated March 22, 2017, and another announcement about 'Introducing Page Flip for Kindle' dated June 28, 2016.

amazon AuthorCentral Author Page Books Sales Info Customer Reviews

Welcome to Author Central

We encourage you to add or update information about yourself for your Amazon Author Page. Here's some quick links to important places:

- **Update your Author Page**
 - Add multimedia, blog feeds, or events to an [Amazon Author Page](#)
 - View and edit our [list of your books](#)
 - Add a book to your [bibliography](#)
- **Learn more**
 - [Kindle Direct Publishing](#) makes it fast and easy for you to independently publish your book to the Kindle, for free. Plus, you can earn up to 60% on paperback
 - Your book deserves to be heard! The [Audiobook Creation Exchange \(ACX\)](#) makes it easy to find a narrator, produce and distribute
 - Join [Search Inside the Book](#)
 - Become an [Amazon Associate](#)

Author Central News

Get advice and inspiration from Amazon Author Insights

March 22, 2017 2:57 PM

[Amazon Author Insights](#) is a brand-new way for writers at all stages in their career to find guidance, best practices, and inspiration on [writing](#) from trusted experts, and teams within Amazon itself.

Get advice and inspiration from strong voices and professional writers who know the ins and outs of the publishing world – from recognizable authors like the [Center for Fiction](#).

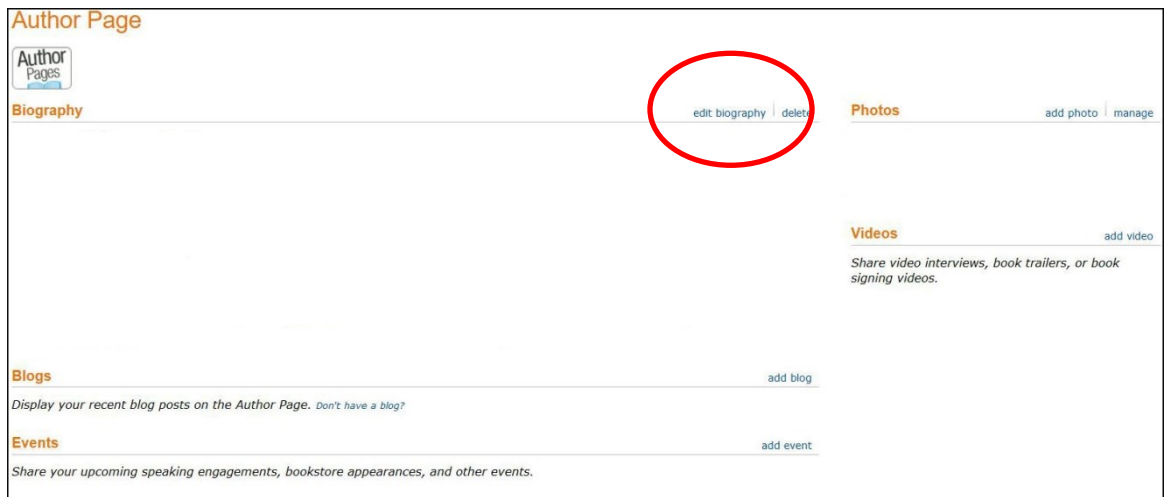
Amazon Author Insights also features a helpful directory of Amazon's [tools and services](#) that can help you achieve your publishing goals.

Check it out at [amazonauthorinsights.com!](#)

Introducing Page Flip for Kindle

June 28, 2016 12:47 PM

1. Click on the AUTHOR PAGE tab at the top of the screen, and you'll be presented with the available options for setting that page up.



2. Click on the ADD BIOGRAPHY link and type your author bio into the box that appears. A minimum of 100 characters or about 20 words should be fine but I would advise you to add more useful information because it all helps in the long run.

Add biography
close

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

- Include a minimum of 100 characters (about 20 words)
- Use plain text only - no rich formatting (bolds, italics) or HTML
- Be creative: share anecdotes or interesting details about yourself with your readers
- [See a sample biography](#)

Preview biography

3. Now you need to add a photo or your brand logo. You are allowed to add up to 8 photos, and you should definitely add 1. Just click the ADD PHOTO button to get the upload screen:

Add Photo

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

- Only JPEG photos (no GIFs, PNGs, or other formats, please)
- The photo must be between 300 to 2500 pixels in width and height
- Files must be no more than 4MB
- We encourage you to feature yourself in your photos, but feel free to add the photos that represent you best as an author.
- [See a sample photo](#)

Click the browse button below to find photos on your computer

Choose File
No file chosen

☐ I confirm that, as required by the [Terms & Conditions](#), I either own or have cleared all rights to this content and that no further rights or payments are required to distribute it on Amazon properties.

Upload photo

4. If you are not new to book publishing and already have your own personal website or blog then you can connect it to your AC profile page. Click ADD BLOG.

Add an RSS feed close

Author Central supports all versions of RSS and Atom blog feeds. Posts created before you add this feed will not be imported. If you want previous posts to appear on the Author Page, please re-post them on your home blog.

Example RSS feed URLs:

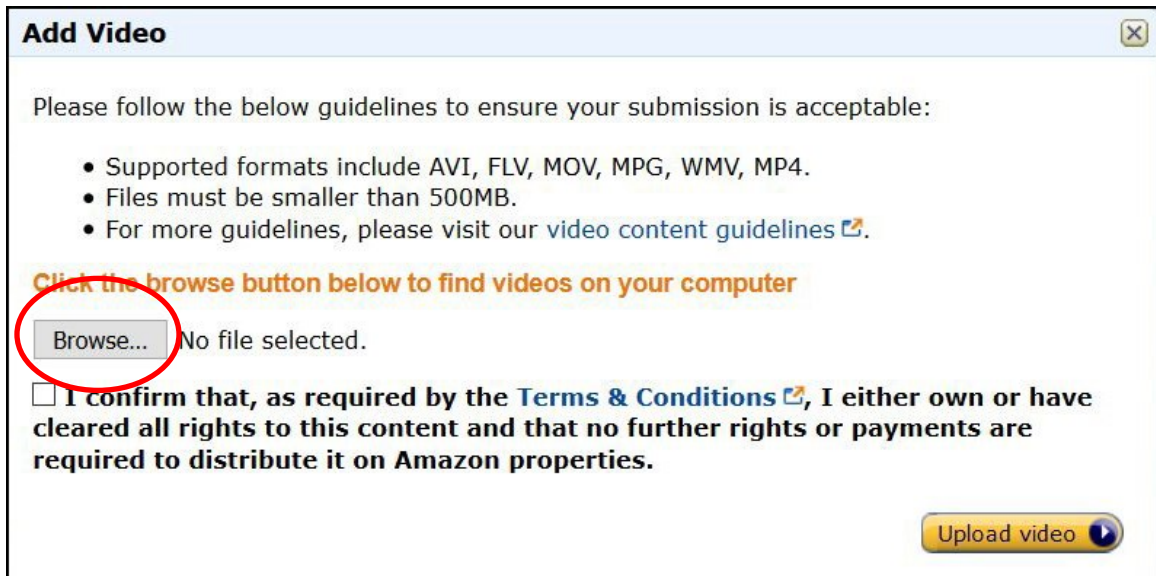
- <http://www.omnivoracious.com/atom.xml>
- <http://www.aldenteblog.com/rss.xml>
- <http://www.chordstrike.com/index.rdf>

Specify an RSS feed for your blog

Do not add the website address of your blog...you need to add its RSS feed. If you aren't sure how to find your RSS feed URL, then look on the site for the RSS icon which should link directly to it. It will look like this:



5. Right click on that icon and choose "Copy Link Address" or text that is similarly worded to that depending on which browser you use. Amazon will now add a link every time you add a new post to your blog onto your author page.
6. You can also upload videos to your profile page. Most people use this to add their book trailers but in the case of puzzle books I don't think it is necessary. However, you have that option if you wish. Just click ADD A VIDEO and browse for the video on your computer.



The screenshot shows a window titled "Add Video" with a close button in the top right corner. Inside the window, there is a text prompt: "Please follow the below guidelines to ensure your submission is acceptable:". Below this, there is a bulleted list of guidelines: "Supported formats include AVI, FLV, MOV, MPG, WMV, MP4.", "Files must be smaller than 500MB.", and "For more guidelines, please visit our [video content guidelines](#)". Below the list, there is an orange instruction: "Click the browse button below to find videos on your computer". A "Browse..." button is circled in red, and next to it is the text "No file selected.". Below the button, there is a checkbox with the text: "I confirm that, as required by the [Terms & Conditions](#), I either own or have cleared all rights to this content and that no further rights or payments are required to distribute it on Amazon properties.". In the bottom right corner, there is a yellow "Upload video" button with a play icon.

7. Most importantly you need to set up your author page url. You can create a shorter link by clicking on the ADD LINK button next to the Author Page URL section. A popup window will appear allowing you to choose your own personal URL.

Amazon will suggest a URL based on your name, but you can choose whatever you want as long as it falls within the following guidelines:

- It is not already in use by another author.
- It is between 1 and 30 characters long.
- Contains only letters, numbers, dashes, periods and underscores.
- Does not contains paces or any special characters not listed above.
- Does not contain any profanity.

Once you hit save, your new link will begin to work within about 30 minutes.

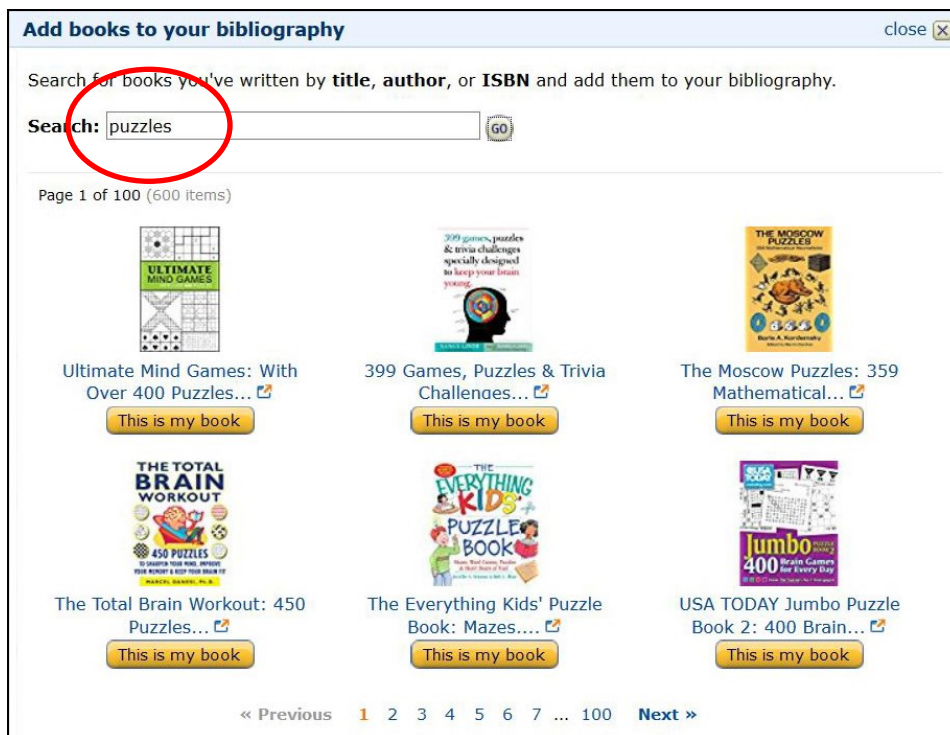
STEP TWO

Add Your Books & Pen Names

As you build your book catalog you will need to add each book to your Author Central database. Any books that you add through Author Central will appear on your author page.

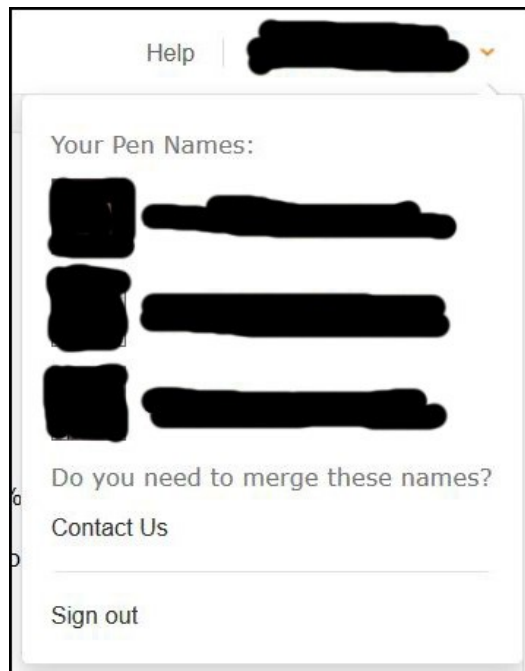
To add a new book:

1. Go to your main profile page and click on BOOKS in the top menu. This brings you to the “Books By...” page. Click on ADD MORE BOOKS and search for you book. You can search based on title, author or ISBN.



2. When your book comes up, click on the THIS IS MY BOOK. If the author name matches your name, it will go right into your book listings.

You can have up to 3 pen names associated with a single Amazon account. Just add the book, and let Amazon know that it is a pen name. Again, they'll verify information with the publisher, and then will create a special "Pen Name" account beneath your account.



3. Just click on your name in the top right corner and you'll see a list of your available pen names. Pen names are completely separate from your main author's page. So be sure to repeat Step 1 of this guide for each pen name you have.

STEP THREE

Update Your Book Listings

You can update the listings of your books at any time. Just click on the books to go to the options for updating the listings. Each book has the Editorial Reviews tabs of data you can update.



Editorial Reviews is where you can add reviews, update your product description, add a note from the author, and include the text from the inside flap, back cover, and from the about the author page in your book.

There will be a list of data options that you can update including:

- Review.
- Product Description.
- From The Author.
- From The Inside Flap.
- From The Back Cover.
- About The Author.

It is all self-explanatory. Once you've saved your work, you'll be presented with a preview and it will take up to 24 hours for your changes to appear live on Amazon's website, although sometimes it can happen in as little as a few hours.

STEP FOUR

Tracking Sales Info & Customer Reviews

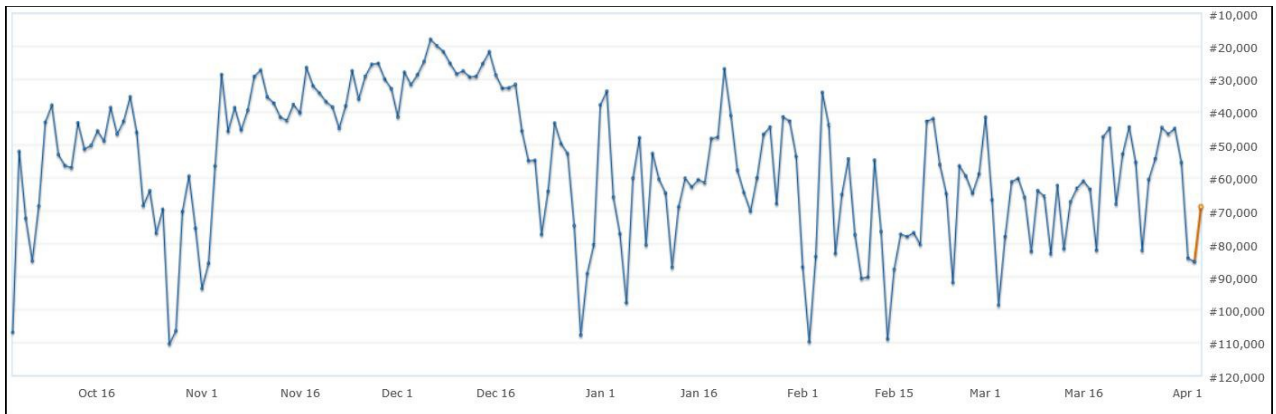
To get to your book sales info just click on the SALES INFO tab in the main menu.



In the dropdown 3 reports will be available.

- Nielson Book Scan: This aggregates data for print books only. You can track your weekly sales across all channels as well as the sales by geography so that you know what markets your books are popular in.
- Sales Rank: This shows you how well your book is doing; the higher on the graph that your sales rank appears the better.
- Author Rank: This shows you how well your author name is doing; the higher on the graph that your sales rank appears the better.

KIDS WORKBOOK WEALTH – LOW CONTENT CHILDREN’S BOOK PUBLISHING



Lastly, to the right of the main menu you will notice the CUSTOMER REVIEWS tab. If you click on that you will be taken to the page where you can see all of your book reviews in one place.

You can also sort those reviews by both date and ratings. Reviews are delayed 1---2 days in Author Central, and other than tracking them there isn't much else that you can do with this data.

