

# **AMAZON AUTHOR CENTRAL TUTORIAL**

HOW TO CREATE & BUILD YOUR AMAZON  
AUTHOR PROFILE

**Step By Step Tutorials**

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# WHAT IS AUTHOR CENTRAL

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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 your 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 your 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.

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- **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>

**Create your Amazon.com Author Page and more**

**Reach More Readers**  
At Author Central, you can share the most up-to-date information about yourself and your works with millions of readers. [Learn more](#)

Add your biography, photos, blog, video, and tour events to the Author Page, your homepage on Amazon.com.

**Already a member? Sign in to access your account.**  
E-mail address  
Password  
[Sign In](#) [Need help?](#)

**New to Author Central?**  
[Join Now](#)

**Reach More Readers** | **Track Your Sales** | **Get Author Help**

**“** I want to thank Amazon for the support you provide to independent authors. No other retailer provides us with the online exposure like you do.  
— [Theodore J. Cohen](#) (Author Central member since 3/28/2010) **”**

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.

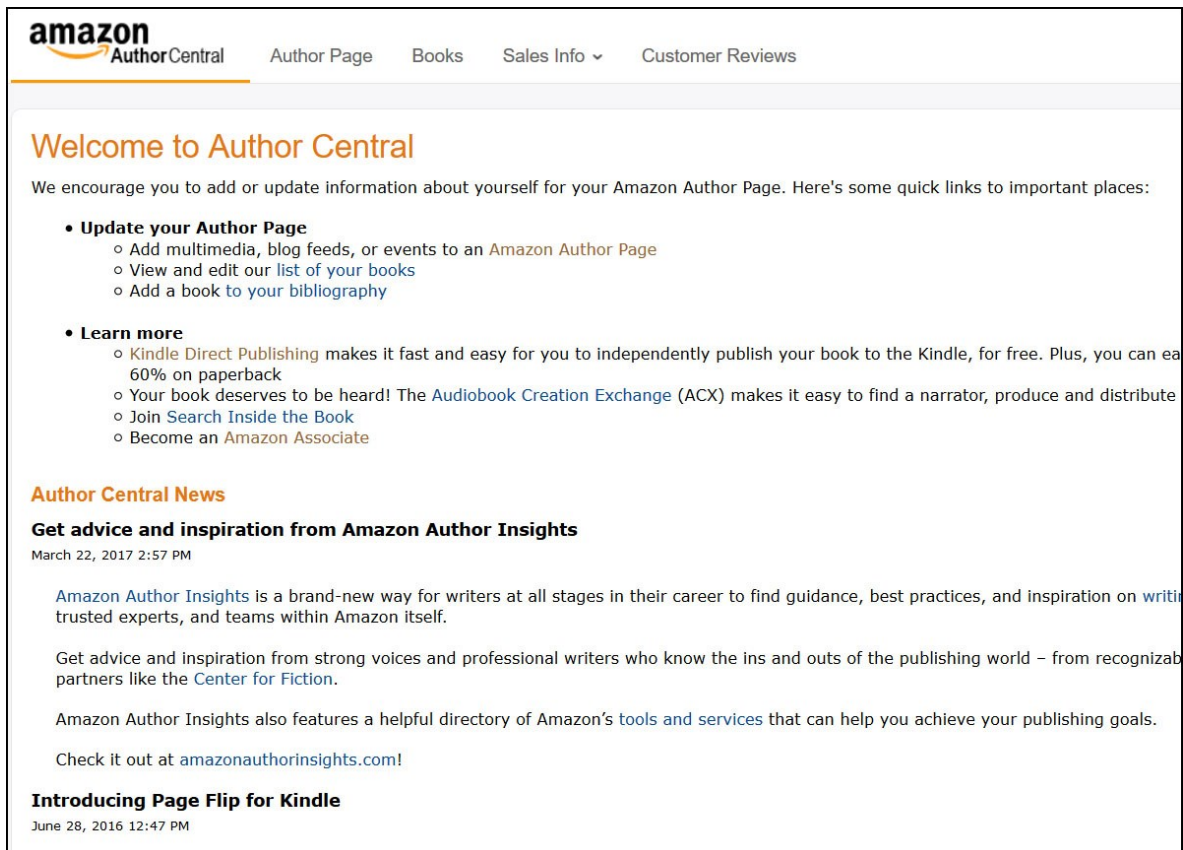
After that, Amazon will automatically try to find your books for you by matching the name on your account to the name of books sold in their store. Once you have verified who you are, the last step to setting up

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your account is to verify your email address by clicking on a link that they will send you.

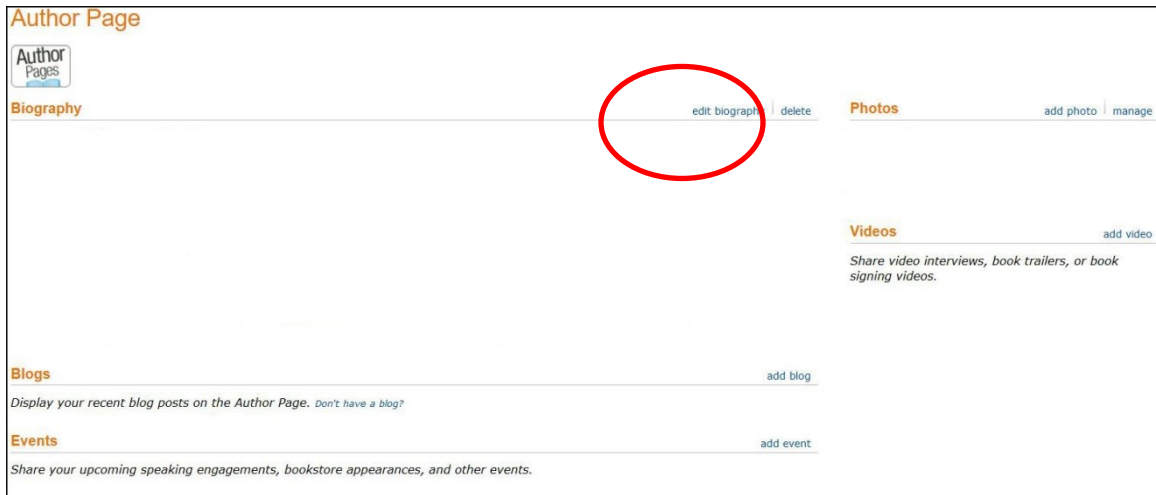
### Setup Your Author Central Profile

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



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.

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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.

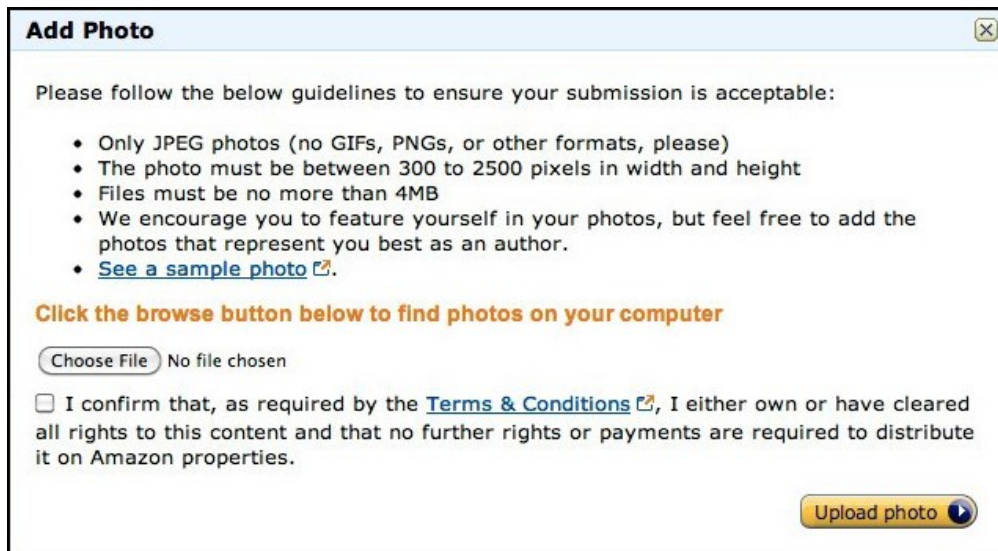
The image shows a 'Add biography' dialog box. At the top right is a 'close' button with an 'X' icon. Below the title bar, there is a heading 'Please follow the below guidelines to ensure your submission is acceptable:' followed by a bulleted list of instructions: 'Include a minimum of 100 characters (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', and 'See a sample biography' with an external link icon. Below the list is a large, empty text input area. At the bottom right of the dialog is a 'Preview biography' button with a magnifying glass icon.

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.



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Just click the ADD PHOTO button to get the upload screen:



**Add Photo** [X]

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

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.

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 [X]

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>

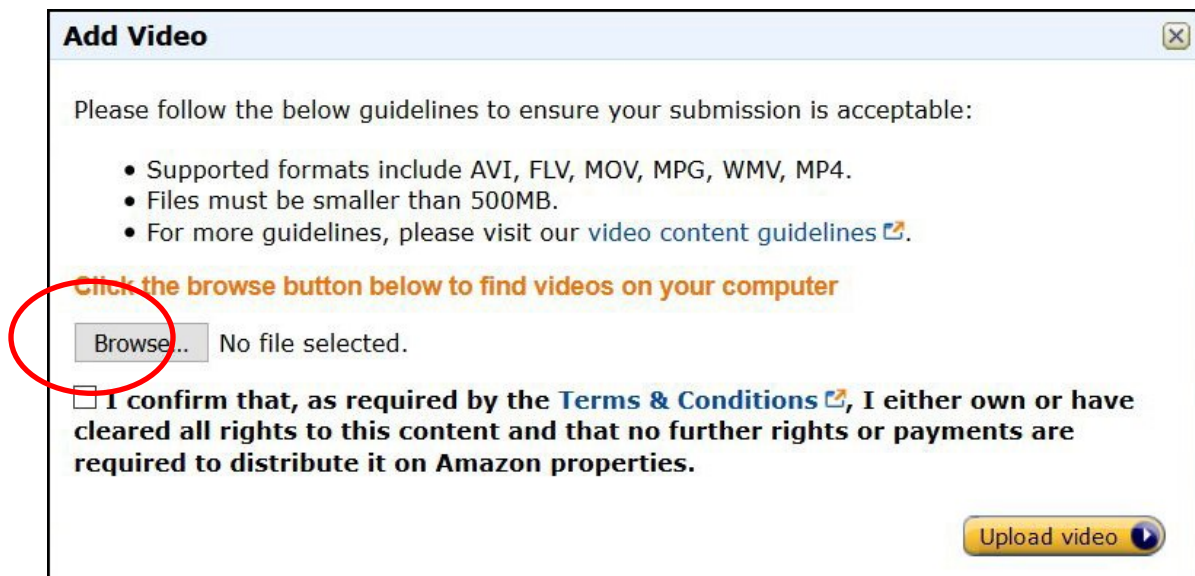
Specify an RSS feed for your blog

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.

A screenshot of a web browser dialog box titled "Add Video". The dialog has a light blue header bar with the title and a close button. The main content area is white and contains the following text: "Please follow the below guidelines to ensure your submission is acceptable:" followed by a bulleted list: "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 is an orange instruction: "Click the browse button below to find videos on your computer". Underneath this is a "Browse..." button, which is circled in red, and the text "No file selected." to its right. At the bottom left 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." At the bottom right 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

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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:

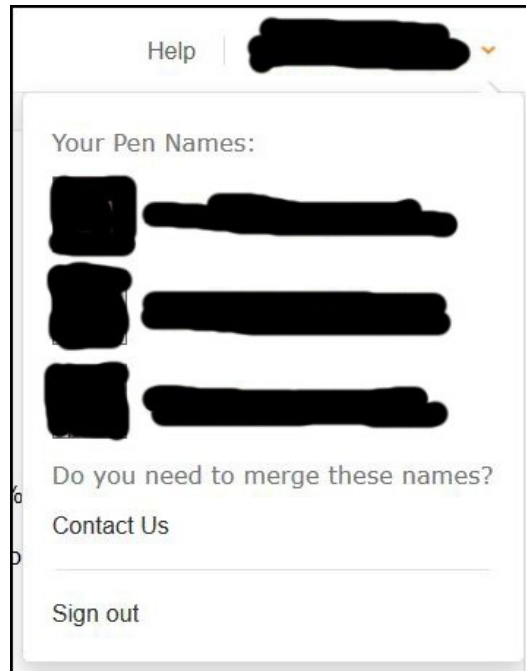
1. Go to your main profile page and click on BOOKS in the top menu. This brings you to the "Books By..." page. Click on ADD MORE BOOKS and search for you book. You can search based on title, author or ISBN.



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.

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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

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### 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

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### Tracking Sales Info & Customer Reviews

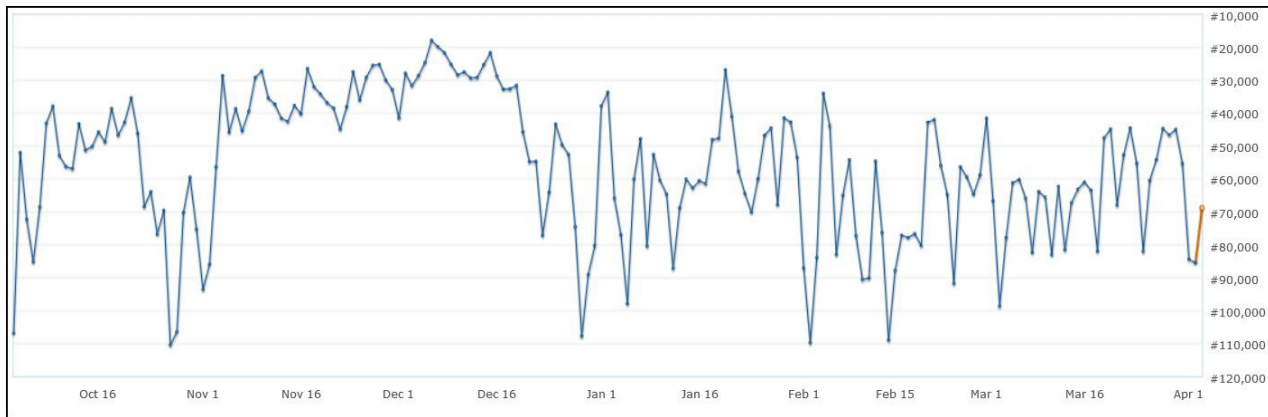
To get to your book sales info just click on the SALES INFO tab in the main menu.



In the dropdown 3 reports will be available.

- Nielsen 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.

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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.



