

A GUIDE FOR AUTHORS

AMAZON AUTHOR CENTRAL

CREATE A PROFILE ON
THE WORLD'S BIGGEST
ONLINE BOOKSTORE



Author Central is a free online service that lets you create your own page on Amazon where you can bring together and promote all the books you have written. You can connect with your readers using video and photos, as well as keep an up-to-date profile and events listing to let your readers find out more about your research interests.

AN AMAZON AUTHOR PAGE ENABLES YOU TO:

- ▶ Promote all your books with a dedicated page on the world's biggest online bookstore
- ▶ Upload related images, video, events and create an author biography that you can update at any time
- ▶ Share your books with other online to social media or academic networking sites, raising your profile and making your work more discoverable
- ▶ Publicise events that you are attending or that are relevant to your book(s)

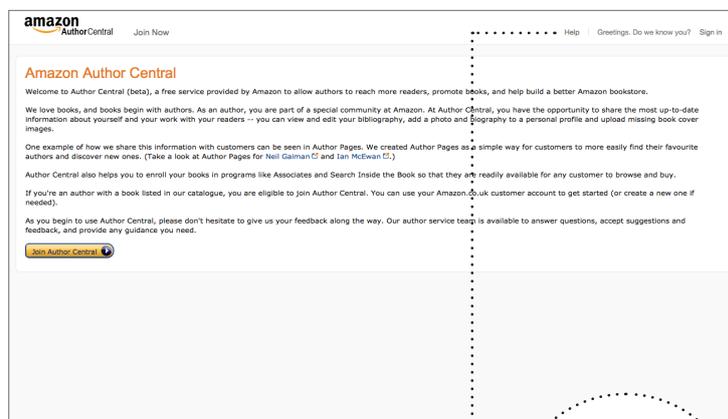
NOTE: before you can create an Amazon author page, you will need an Amazon account.

HOW TO GET STARTED

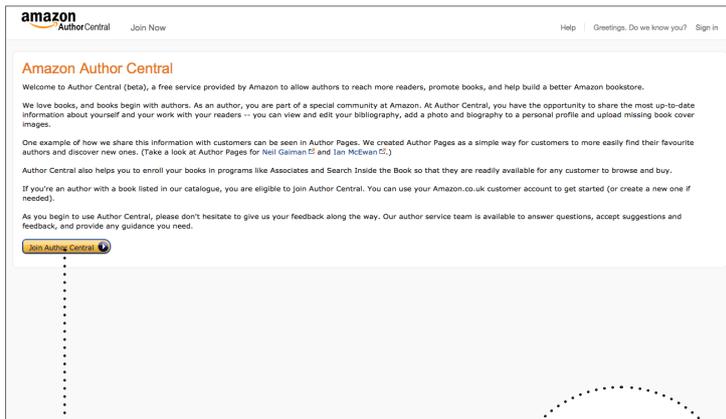
Four Amazon regional sites currently support Author Central:

USA → <https://authorcentral.amazon.com>
UK → <https://authorcentral.amazon.co.uk>
France → <https://authorcentral.amazon.fr>
Germany → <https://authorcentral.amazon.de>

1 Create your author central account



Select the link most appropriate for you and you will then be taken to a sign up page such as the (UK) site shown below. This introduces Author Central and gives links to example author pages, as well as a link to the 'Help' pages.



As you begin to use Author Central, you will be asked to answer questions, accept suggestions, and provide feedback.

[Join Author Central](#)

Click on 'Join Author Central' to start creating your account.

You will now be taken to a 'login/signup page' like the one below.

amazon AuthorCentral

Welcome to Author Central!

To begin, please sign in with your Amazon.co.uk customer account. When you use your customer account to register for Author Central, we may use your customer account information to verify your identity (for example, by confirming your e-mail address with your publisher), but otherwise your customer information (such as product reviews or purchase history) will remain private.

Sign In

What is your e-mail (phone for mobile accounts)?

E-mail or mobile number:

Do you have an Amazon.co.uk password?

I am a new customer. (you'll create a password later)

I am a returning customer, and my password is:

[Sign in using our secure server](#)

[Forgotten your password?](#)

Conditions of Use Privacy Notice

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If you do not have an Amazon account, you will have to create one before you can proceed. Please see the → Amazon help pages if you need assistance.

Once you have an account, please return to this page and continue from here. To create your Author Central account, simply login on the above page using your Amazon account details.

When you sign in for the first time, you will be taken to the 'Author Central Terms and Conditions' page. Please read this carefully and click the 'Agree' button if you wish to proceed. If you do not click 'Agree', you will not be able to set up an Amazon Author Page.

Amazon will now suggest a list of books published by authors who share your name. If any of the books listed are yours, then select them. Please note that your book must be available on Amazon to be included in Author Central.

- ▶ If your book is not listed, you can search for it by ISBN or title
- ▶ If you cannot find your De Gruyter book(s) on Amazon, → please let us know so that we can ensure it is available as soon as possible

Once you have found and claimed your title(s), Amazon will send you an email so that you can confirm your account details. Once you are ready, proceed to Step 2.

2 Personalise your page

Now that you have an account, it is time to add the content for your Author Page. If you are adding videos, images or other third-party content, please ensure that you have permission from the copyright holder.

NOTE: the usual common-sense rules to posting text, video content and images apply. If you violate Amazon's editorial policy, your Author Page may be taken down or your Author Central account closed. For details of Amazon's editorial policy, → visit this information page.

CREATE AND MANAGE YOUR BIOGRAPHY

We strongly recommend that you write, spell-check and save your biography text before adding it to Author Central. This will ensure you have a safe copy in the event any technical problems or loss of connection while setting up your page.

- ▶ Select the 'Author Page' tab on the Author Central start page, and click 'Edit' next to the words 'Personal Biography'. You will now be able to enter your biography text; if you have already written it, you can just cut and paste the text into this box
- ▶ Please note that the text must be unformatted (i.e. no bold, italics, HTML, images etc.)
- ▶ When you are finished, click 'Preview biography' to review your text. You can go back and change anything you do not like before proceeding
- ▶ When you are satisfied, click 'Save biography'. Your uploaded biography will appear shortly afterwards on your Author Page

NOTE: you can edit and/or delete your biography at any time.

ADD YOUR IMAGES AND PHOTOS

You can add up to 8 images and change the order at any time.

On the 'Author Page' tab, click 'Add photo'.

- ▶ Click Browse and select your photo
- ▶ Click the box to confirm that you own or have permission to use the photo you are adding
- ▶ Click 'Upload photo'

Images must be:

- ▶ JPEG (or JPG) format (no GIFs, PDFs, PNGs, or other formats)
- ▶ No more than 4MB in size
- ▶ Between 300 and 2500 pixels in width and height

UPLOAD RELATED VIDEOS

You can share video interviews, book-signing videos, and other videos relating to your book(s). Your videos should focus on specific aspects of your book(s) or on your experience as an author. You can add up to 8 videos and choose the order in which they appear on your Author Page.

On the 'Author Page' tab, click 'Add video'.

- ▶ Click Browse and select your video
- ▶ Click the box to confirm that you own or have permission to post the video you are adding, and then click 'Upload video'
- ▶ Wait for processing to be complete. This can take up to 24 hours. Amazon will send you an e-mail when the video is processed and ready for review
- ▶ Review and approve your video
 - Click the box to verify that you have reviewed the video
 - Click 'Approve video'

Videos must be:

- ▶ In one of the following formats: avi, wmv, flv, mov, or mpg
- ▶ No more than 10 minutes in length
- ▶ Smaller than 500 MB

For further information about uploading videos to your Author Page, visit the → [Amazon Central help pages](#).

CREATE A CALENDAR OF BOOK-RELATED EVENTS

You can add events to your profile that will appear in the ‘Scheduled Events’ section of your Author Page. You can include events that you are attending (‘in-person events’), and events that you are not attending (‘virtual events’) which are relevant to your book(s).

On the ‘Author Page’ tab, click ‘Add event’.

▶ In the window that opens:

For an ‘in-person’ event, enter a description of the event and the full venue address in the appropriate fields

For a ‘virtual event’, enter N/A in the ‘Venue Name’ and ‘Address’ fields, and enter the URL or details of the event in the ‘Description’ field

▶ Next, select your book(s) for the event and provide the date and time of the event

▶ Click ‘Save event’

You can edit or delete events by clicking the Edit or Delete link after each event.

3 Share your profile to expand the audience for your books

When you have filled out the details above and your author page is ready, it is time to share it with your friends, colleagues and professional networks.

Sharing the link to your Amazon Author Page account with your other social and professional networks is a great way to build your audience and generate interest in your books.

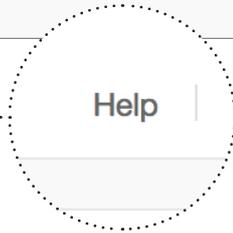
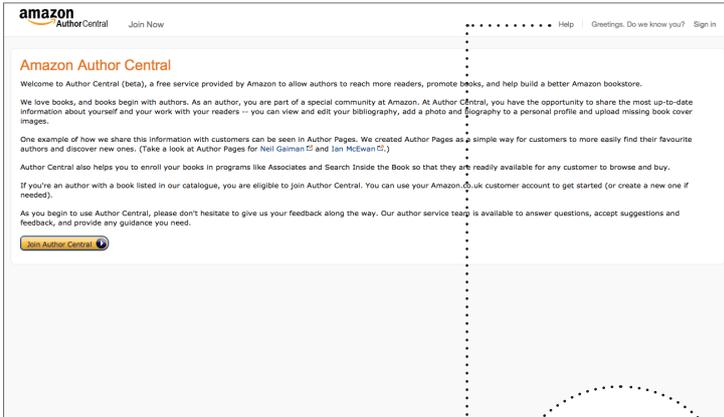
Some ways to share your Author Page include:

- ▶ Email
- ▶ Facebook
- ▶ Twitter
- ▶ LinkedIn
- ▶ Google+
- ▶ Your blog or professional website
- ▶ Academia.edu
- ▶ ResearchGATE
- ▶ JISC

If your profile has informative video content or images, you could consider sharing a link on sites such as YouTube or Pinterest.

If you need help getting started with social media sites such as Facebook, and LinkedIn, please see our → Introduction to Social Media.

4 Need help?



Don't forget, Amazon provides 'help pages' for anyone who needs assistance or more information about Author Central.