

MAKE YOUR AMAZON AUTHOR PAGE WORK FOR YOU

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How To Become The Go-To Person



*Help From
The Cloud*

Make Your Amazon Author Page Work for You

Your Amazon Author Page Planner

Everyone wants to write a book these days. That is, everyone who wants to be considered an expert in their niche.

A published book gives you: -

- Immediate authority—after all, *you've written a book!*
- A memorable business card—take a few books when you attend meetings or networking events
- Opportunities to reach a new market—send people from your social media pages to your sales page
- Opportunities to speak at events—event-planners are regularly looking for writers to fill their agendas.
- Higher fees—all that credibility means you can charge extra.

Plus, if you publish on Amazon, whether as a Kindle author, CreateSpace author or with a traditional publisher, you get an author page as part of the deal.

This is a bit like the About page on your website, and it's where Amazon customers land when they want to discover more about the authors.

If they come across your book while researching your topic, they are going to want to know more about you before spending their money. The sales page doesn't give much information about you and your credentials for writing this book. This is when they look for your author page.

When they visit your page, your prospective new readers can find out about: -

- Your experience and proficiency
- What other books you've published
- Your blog, and the subjects you cover there
- Upcoming events you are holding
- A bit about your personal life

They may even ask you questions. Getting to know the author better is a guaranteed way to find out if they want to read your book.

Most authors don't take the time to make the most of their author page and lose out on the opportunity to make a great impression and earn extra money as well.

STEP 1: ROCK YOUR AUTHOR PHOTO

People do judge your book by its cover, and they will judge you—or at least your credibility—by your author photo. For this reason, it's vital that you upload professional quality images to your Author page.

Tips for getting a quality photo

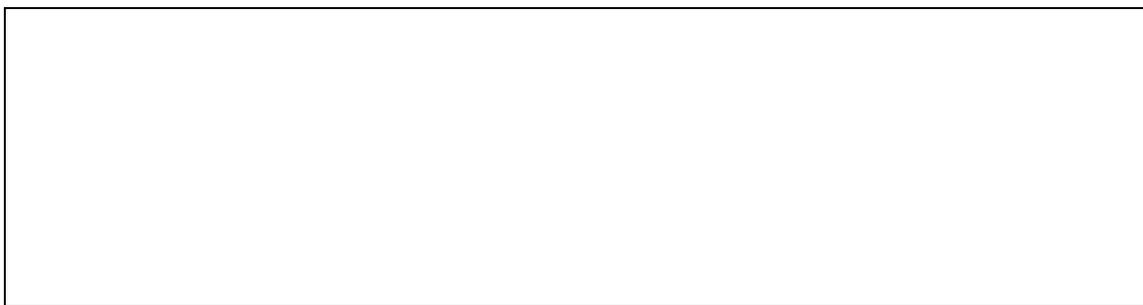
- **Use a skilled photographer.** Selfies are not appropriate for your author's page. You need something that tells your audience you know what you're writing about.
- **Sharp with no distractions.** You must be the only person in the photo. A shot of you at your writing desk or in your office is ideal if you're not going to a photographer's studio.
- **High resolution.** The maximum size for images on the Amazon Author page is 2500 x 2500 pixels so take advantage of the size. It appears as a thumbnail on the page, but once it's hovered over, it will enlarge.
- **Check your background.** You don't want a candle growing out of the top of your head!
- **Your appearance is important.** You don't have to spend a day at the beauticians (although you can if you if you want to), but do try to look your best. Get your hair and makeup done. Choose an outfit that flatters. This will be your first impression on your readers, so make it great.
- **The optimal time to get your photo taken.** We're conditioned to believe that photos taken in the sunshine are the best photos, but that's not always the case. Watch out for glare – you could end up squinting, and that could make you look angry, colours get washed-out looking, and your photo won't be flattering. In the photography world, the hour just before twilight is when the best photos are taken – colours become softer, and everything and everyone photographs better.
- **Location can vary** If you are writing a book about cookery, you could have your photo taken in the kitchen, or in your study surrounded by bookcases filled with self-help books if that's the theme of your writing. These images all lend to your credibility in your chosen subject.

Wherever you decide to have your photo taken, keep it simple, remove clutter and try to look relaxed and happy.

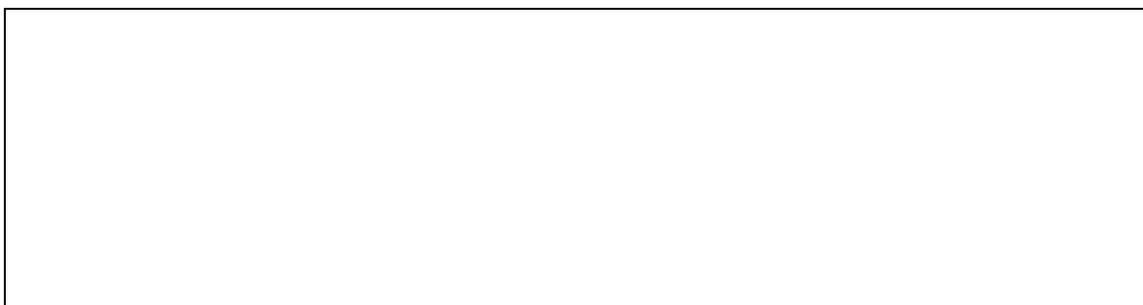
Make Your Amazon Author Page Work for You

Exercise:

Select your outfit:



Select your accessories:



Select your location(s):



STEP 2: CRAFT A CONVINCING BIO

A reader visits your Amazon author page to find out about the author of the book they might buy. Don't be modest, if you don't tell them what you can, and have, done, how will they know?

There is a minimum of 20 words for your bio but to be effective, you should use far more than that. There is no formatting as it's in plain text so you can't put anything in bold or italics, you can't use underlining or subheadings, and there are no HTML links.

If you want to, you can use plain text links that readers will copy and paste into their web browser. If your links are long and complicated, you can use a link shortening app such as Bitly to make life easier for your reader.

Every marketer knows the value of Know, Like and Trust these days and whether you realise it or not, you are a marketer. There are two types of marketers, good ones and bad ones. The good ones get this stuff right.

Know: Readers feel they know you by the personal details you include in your bio.

Things like:

- Your family - partner, children, animals
- Where you live – region and country is enough
- Your hobbies and interests – this is where you become multi-faceted

Don't have to go overboard, but readers like to see behind the photo of their authors.

Like: Your ideal readers will like and connect with your:

- Language
- Voice
- Personality

Everything you write, whether paid or unpaid, sings with your character so try to ensure your bio does the same.

Trust: It's essential to readers that they know you are the expert in your subject. Include pertinent details about:

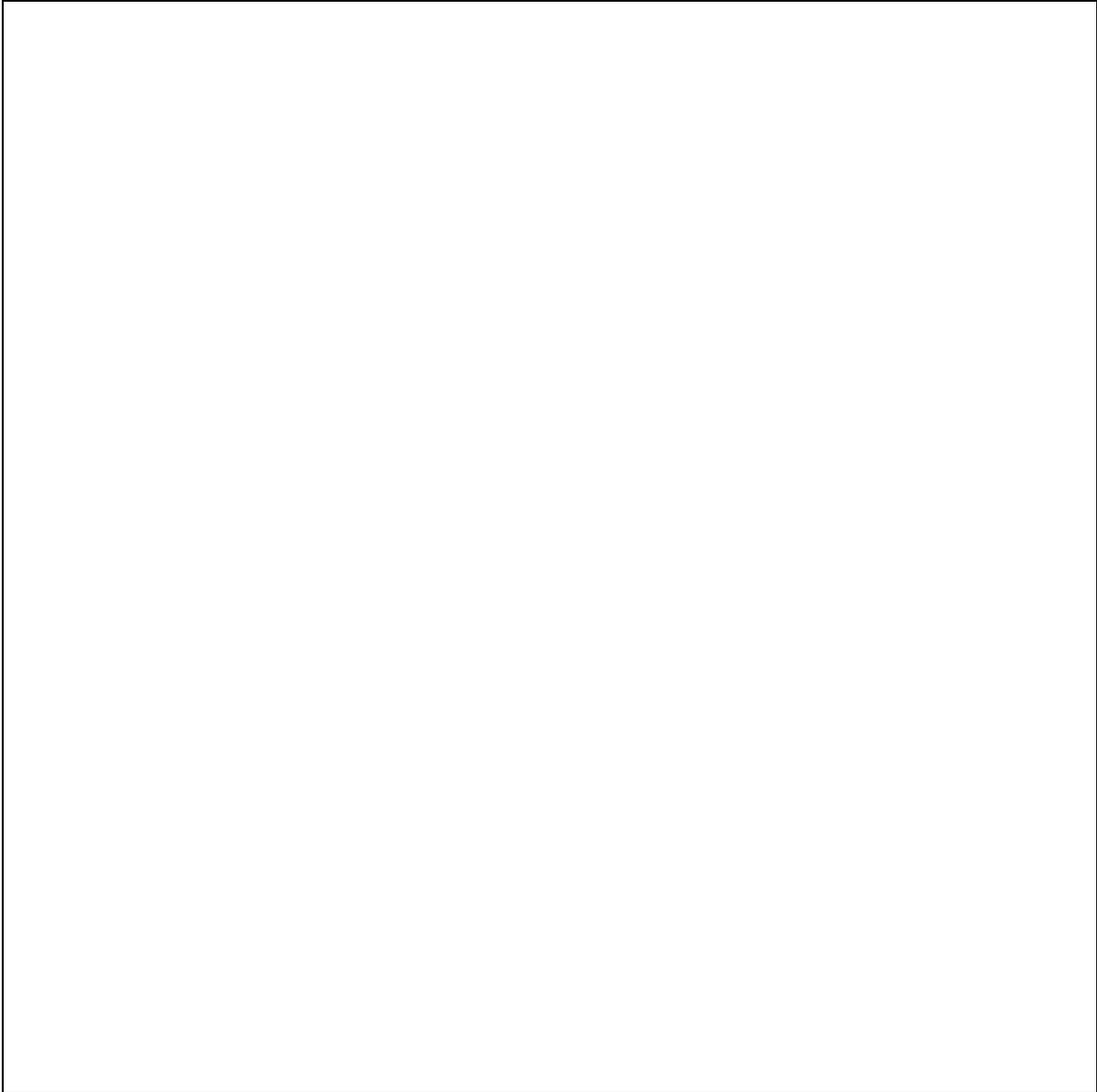
- Your education
- Years of study or experience
- Awards you've won
- Other books you've written
- If your book is featured on Amazon's 'People also Bought.' list

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It depends on your niche, but this part of your bio might be the most important. For instance, if you're writing a book about nutrition, your degree in food science will be far more important than how many animals you own.

Do your very best with your bio. Treat it as carefully as you did your book and have it edited and proofread. The last thing you want is for a wayward typo or grammatical error to make you look bad on the very page that attempts to assert you as an author.

Exercise: Craft Your Author Bio

A large, empty rectangular box with a thin black border, intended for the user to write their author bio. The box is centered on the page and occupies most of the lower half of the document.

STEP 3: AUTHOR VIDEO

Video is HUGE now. We all know this, and you can now upload your short video to your Amazon Author page

Amazon says “You can share video interviews, book signing videos, and other videos with readers. Your videos should focus on specific features of your books or your experience as an author.”

Begin with a book trailer. Yes, just like a movie trailer.

These videos— generally under 2 minutes—are a commercial for your book. They’re intended to intrigue your readers and encourage them to click through to your book’s sales page to learn more. Your book trailer will:

- **Use a script.** If you’ve ever tried to write a script, you’ll know how different it is to writing a book. If you think you can’t pull it off, outsource. It’ll pay off in the end.
- **Start with a hook.** A robust opening will keep people interested and watching.
- **Don’t summarise the book.** You want to give clues that compel visitors to want to read your book, rather than telling them exactly what it’s about.
- **End with a strong call to action.** After all, you want them to buy your book. Be sure to include the cover art, your tagline, and website.

You can also include video interviews on your Amazon Author page. These can be snippets of interviews you’ve done, appearances you’ve made on local (or national) news shows, or even a short video where you record yourself answering your most frequently asked questions.

You could also include video testimonials from your readers. This gives you great social proof and lends even more credibility to your book and you as the author.

Again, be sure to end your video with a strong call to action to buy the book.

Amazon has a list of guidelines which you must adhere to no matter what type of video you’re uploading.

Amazon says:

Your videos should not include any of the following:

- *Obscene or distasteful content.*
- *Phone numbers or e-mail addresses.*
- *Comments relating to book reviews and content visible on the Author Page and detail pages.*
- *Other people’s material—**your** thoughts and opinions are what matter.*

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- *Profanity or spiteful remarks.*
- *Advertisements, watermarks on videos, or promotional material.*
- *Availability, price, or alternative ordering/shipping information.*
- *Solicitations for helpful votes or positive reviews on your detail pages.*
- *Spoilers! Don't reveal crucial plot elements in your books.*

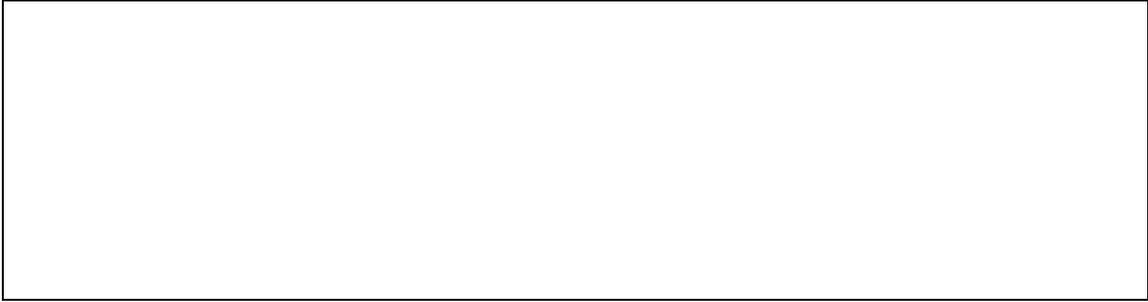
Exercise: Plan and Record Your Author Page Video

Script with a hook:



Make Your Amazon Author Page Work for You

Call to Action:



STEP 4: INVITE VISITORS HOME

Now that your readers have found you, you want them to be your life-long fans. A way to do this is to invite them to meet you at your other online homes.

You can link to your RSS feed, and Twitter accounts from Amazon. A preview of your blog posts is situated in a scrolling area right below your book covers. Visitors can see the blog title as well as the first couple of hundred words so there's enough there to get them interested and there's a 'read more' link to take them to your website.

This is an excellent opportunity to get before your ideal reader and tempt them to join your community.

By default, if you enter your blog's main feed (<http://www.yoursite.com/feed> for WordPress sites), Amazon will show every post you publish. If your blog is closely niched, this will work brilliantly for you.

Say your blog covers a varied range of topics, and not all of them are connected to the books you've written, you can give Amazon a category feed. So, if one of the categories on your site is related to one of your books you can use your category feed, This ensures your readers only see the posts that are most related to your books.

<http://yoursite.com/category/category-name/feed> (replace category-name with your category).

If you offer a freebie, in exchange for an opt-in, you can build your mailing list.

amazon.com/author/norahdeay

Exercise: Create the Blog Content to Support Your Book

Date	Topic/Subject	Call to Action

STEP 5: START A CONVERSATION

An enormously influential, and usually forgotten, area of your author page is the “Customer Discussion” section. This is like a private group just for your readers and enables you to converse with your guests.

You can get the conversation started by posting a series of questions about your subject matter.

For example, you might ask:

- What is your biggest problem with [BOOK TOPIC]?
- Do you have tips for dealing with [BOOK TOPIC]?
- What other books about [TOPIC] have you read?

Not only will you have the chance to really get to know your readers, but this type of conversation can provide valuable market research as well.

A word of caution though: if you’re going to start a discussion, be sure to keep it going. Few things can put a dent in the “know, like, and trust” factor quicker than being ignored. Make it a point to keep an eye on the discussion threads to answer any questions or concerns that come up.

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Exercise: Brainstorm Conversation Starters

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

STEP 6: START SPREADING THE NEWS (BET YOUR'RE SINGING NEW YORK NEW YORK NOW!)

Amazon is only one source for visitors to your author page. You'll find there are plenty of others if they only knew where you are! That's why it's imperative that you claim your Amazon Author Page URL and start sharing it around your other online homes.

The first thing to do is claim your Author Page URL. Most authors choose their name unless your name is popular and already taken, in which case you'll have to be creative. For instance, you could be Norah-Deay-self-publishing-coach or Coach-Norah-Deay. Just be careful when branding yourself like this in case you might decide to change direction one day so you might be better off just being something more generic.

Exercise: Add your Author Page Link to your online and offline presence

- Your Facebook page and profile
- Your website "About Me" page
- Your press or media kit
- Your email signature
- Your Twitter profile

amazon.com/author/norahdeay

Make Your Amazon Author Page Work for You

- Your LinkedIn profile
- Your YouTube channel
- Your Google+ page
- Your business cards
- _____
- _____
- _____
- _____

FINALLY

It doesn't matter what you're writing, self-help, romance, or business, it's worthwhile taking advantage of the tools at your disposal, and that includes your Amazon Author Page.

Amazon has millions of visitors every month which gives authors an opportunity to be seen by a new—and vast—audience. Even more than just being seen, however, if you take the time to write a great bio, and stay in touch with your fans, you ought to make more sales also.

Moreover, isn't that the best bonus for an author?