

# HOW TO SETUP YOUR AMAZON AUTHOR CENTRAL ACCOUNT & PAGE

## PART 1: CREATE YOUR AUTHOR CENTRAL ACCOUNT

1. Go to <https://authorcentral.amazon.com/> and click "Join for free".
2. Sign in with your regular Amazon username and password. If you don't have an account, select I am a new customer. You'll need to give a little more information.
3. Read the Terms and Conditions then click Accept.
4. Enter the name your books are written under. A list of possible books appears.
5. Select any one of your books to create the account.  
If your book is not in the list, you can search for it by title or ISBN. \*Your book must be available for purchase on Amazon in order to setup an Author Central Amazon Account.
6. Amazon will send you a confirmation email to finish creating the account. Amazon may contact your publisher(s) as an additional measure to verify your identity, which may take three to seven days.

## PART 2: HOW TO SET UP YOUR AUTHOR PAGE

### Step 1. Add an interesting biography

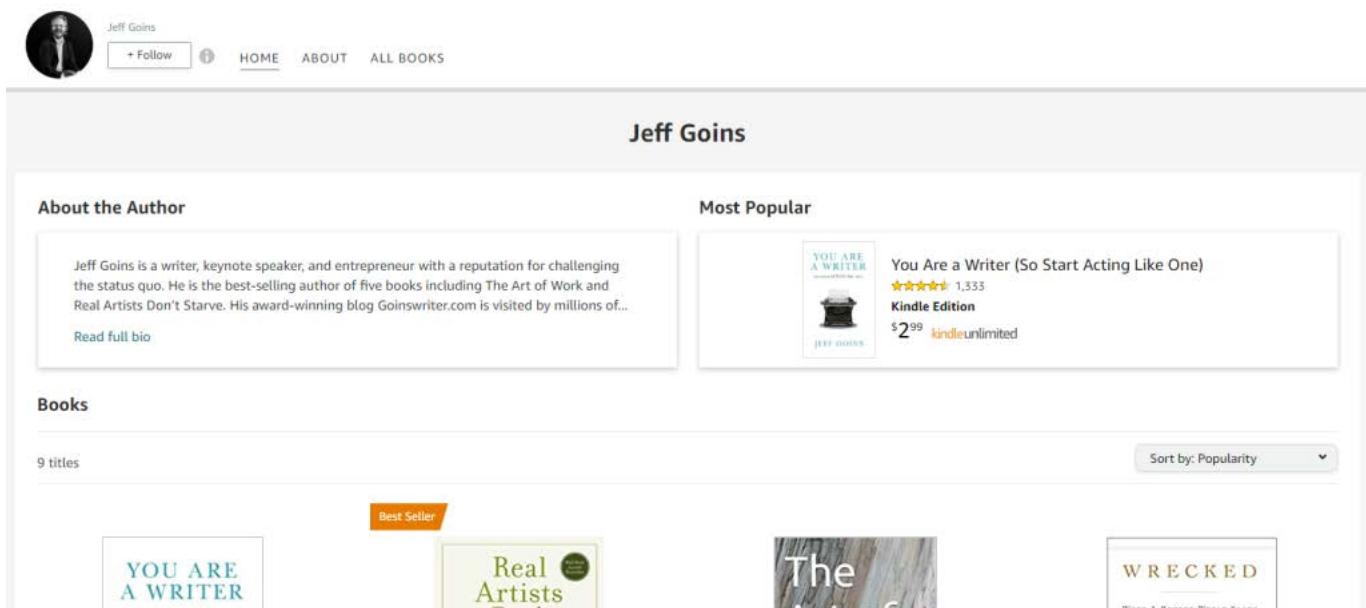
1. On the Author Central Profile tab, click "Edit" next to "Your Biography" box.
2. Click Preview Biography to review your work, then click Save Biography.

### Step 2. Add photo(s) to your profile

1. On the Author Page tab, click Add Photo.
2. Click Browse and select a picture.
3. Click the box to confirm you own or have cleared all rights to the photo you are adding, and then click Upload Photo.

## Step 3. Check your +Follow button

1. Go to your author page and click your +Follow button to make sure it works.



**About the Author**

Jeff Goins is a writer, keynote speaker, and entrepreneur with a reputation for challenging the status quo. He is the best-selling author of five books including *The Art of Work* and *Real Artists Don't Starve*. His award-winning blog [Goinswriter.com](#) is visited by millions of...

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**Real Artists**

**The Art of Work**

**WRECKED**

## PART 2: ADVANCED TACTICS & STEPS

### 1. Include all versions of your books

1. On the Author Central Books tab, scroll to the bottom of your bibliography and click Add a book.
2. In the search bar, type your author name, book title, or ISBN, and click Go.

3. Once you've found the missing title, click This is my book below the book.
4. If Amazon lists your name as the author, you're done,
  - If your name is misspelled or you're not listed as an author, you'll have to do a little troubleshooting.

## 2. Customize your author page URL

1. On the Profile tab, click Add Link next to the "Author Page URL."
2. A recommended URL will appear, but you can choose your own.
3. If the URL you typed is available, click Save.

## 3. Add editorial reviews

1. Click the Books tab at the top of the page.
2. Click on the book you want and select the correct edition (each edition is updated separately).
3. Click "Edit book details" (for US only)
4. Under Reviews, click Add. Follow the instructions to enter the review, the name of who wrote the review, and the name of the publication, website, or forum the review was received.
  - If you are entering From the Author, From the Inside Flap, From the Back Cover, or About the Author, you don't need to enter a source.
5. Click the Preview and Save changes when you're happy with the review.

## 4. Make your international author pages

- UK - <https://authorcentral.amazon.co.uk>
- German - <https://authorcentral.amazon.de/>
- France - <https://authorcentral.amazon.fr/>
- Japan - <https://author.amazon.co.jp/>
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