

Amazon Author Central

Stan C. Smith

What is it?

Author Central is where you can set up your Amazon Author Page.

Why do you need an Amazon Author Page?

This is your personal feature page on Amazon! Readers can learn about you and can FOLLOW you (very important). Readers can find your web site or blog, social media pages, and buy your books from this page. It's an important part of your **author platform**.

What is on your Amazon Author Page?

- Compelling Biography
- Author Photo(s)
- All of Your Books
- Book Trailers or Other Promotional Videos
- Feed to Your Blog Posts
- +Follow Button
- Social Media and Website Information

Check out some examples:

<https://amazon.com/author/stancsmith>

<https://www.amazon.com/M-R-Forbes/e/B00BBX2184>

How do you create your Amazon Author Page?

1. Go to <https://authorcentral.amazon.com/> and click [Join Now](#)
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 identify, which may take three to seven days.

While you're waiting for verification, you can start adding information to your Author Page. You cannot add or make changes to your books or blog until your identity is confirmed, but don't let that stop you from getting started. You can start adding things like pictures and a bio right away.

Amazon A+ Content for your Book's Product Page

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What is it?

Amazon A+ Content is a set of new features that allow you to display a variety of graphics and promotional material on your book's product page. This has been available for other products for some time, but it has only recently been added to Amazon KDP.

From the Publisher



The mystery begins on a routine flight from Hong Kong to New York, straight over the North Pole.

Mitch Matthews is a writer struggling to make ends meet when his wife's brother Josh offers him and his five-year-old Lilly first class seats.

Breaking the rules, Josh brings them up onto the flight deck halfway through. There's a strange magnetic anomaly messing with navigation, and a polar hurricane brewing over the Beaufort Sea that pushes them two hundred miles off course, deep over the Pole.

But everything is fine, right up until...

Why should you use Amazon A+ Content?

Every decision to make a purchase on Amazon takes place while the shopper is on the item's product page. The better the product page, the more likely the shopper will buy the product. This is just as true for books as it is for any other product.

Where does it show up on your book's product page?

A+ Content appears in a section titled **From The Publisher**, below the book's description and (usually) below at least one row of related books, and above the book's product details.

Here are some examples: <https://hotsheetpub.com/2021/08/examples-of-a-content>

How do you set up Amazon A+ Content?

Here are a couple of terrific articles with descriptions, examples, and detailed instructions:

<https://kindlepreneur.com/amazon-a-content>

<https://www.writtenwordmedia.com/amazon-a-plus-content>