Goodreads and Amazon Author Tips

Amazon Author Tips

For trade titles, Amazon offers authors a number of ways to establish an online presence, interact with their readers, and gain additional exposure for their books. Using Amazon's tools well can have a positive effect on sales! Amazon's program called Author Central is designed for authors, illustrators, photographers and artists whose titles are sold on Amazon.com. https://authorcentral.amazon.com/

- Add your bio and make sure your book's description is accurate.
- Make sure all your books are claimed under your author page.
- Add RSS feeds if you have them for a blog.
- Explore and take advantage of other Author Central tools.
- Sign up to be an Amazon Affiliate (https://affiliate-program.amazon.com/) so that when someone clicks on your Amazon links, you earn money on anything they buy while they are there – not just on your own book!
- Post your Amazon buy links on your website, blog, and social media. On your website/blog, you can also link to other book retailers. Barnes & Noble, for example, has a similar Affiliate program (http://affiliates.barnesandnoble.com/) as does Bookshop.org.

You can also see sales data for your books on Amazon Author Central, provided by BookScan. Publishers and agents pay for this information, but Amazon provides it for free to registered authors on Author Central. Please note that BookScan doesn't include information on every book sold, so it will not be an accurate reflection if your overall sales.

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