

Write Now!

Navigating Amazon.com's Author Central



The Author Series from Praeclarus Press



Amazon.com has a feature on their site called Author Central. Whether you are an experienced or brand-new author, you will find a lot to like with this new feature. When someone pulls up the page with your books, he or she can click a link entitled, "More about the Author," and up will pop more information about you.

There are several ways to gain access to Author Central. I found it when I typed my name into the search engine and it listed my books. Amazon had already established an Author Profile for me. Of course nothing had been added to it yet. But there was a page with all my books. Once I logged in and verified that I was Kathy Kendall-Tackett, I easily uploaded my biography and photo, which it showed along with my books.

The latest version of Author Central has some nice features. It allows you to link to an existing blog, through an RSS feed. Or if you do not have a blog, you can start one through their site. Blog posts appear within 24 hours of when you first post them. This feature has the potential of bringing a lot more traffic, and readers, to your blog.

Author Central also allows you upload a short video. It could be video of an interview, book signing, or a short clip related to your work. One downside is that the video must be on your hard drive. It will not link to Web site, such as YouTube.

If you think this service is only for seasoned authors, you will be pleasantly surprised. The examples they give on the main menu take you to pages of authors who probably have way less experience than you.

The only confusing things on this page are the links that offer to enroll your books in Kindle or make them eligible for Search Inside this Book. Kindle format involves electronic rights, which most authors do not own (they were probably included in the rights you transferred to the publisher with your publishing contract). I printed out all the materials about both features, and sure enough, in the fine print they tell you that you must own the electronic rights to be able to exercise these functions. If you do, then you are free to enroll them in both. But that is not going to be helpful for most authors.

Overall, Amazon Author Central is yet another way to get your work out before the reading public. To check it out, go to AuthorCentral.Amazon.com.

Kathleen Kendall-Tackett, Ph.D., IBCLC, FAPA is owner and Editor-in-Chief of Praeclarus Press. For more information, go to www.PraeclarusPress.com.

