

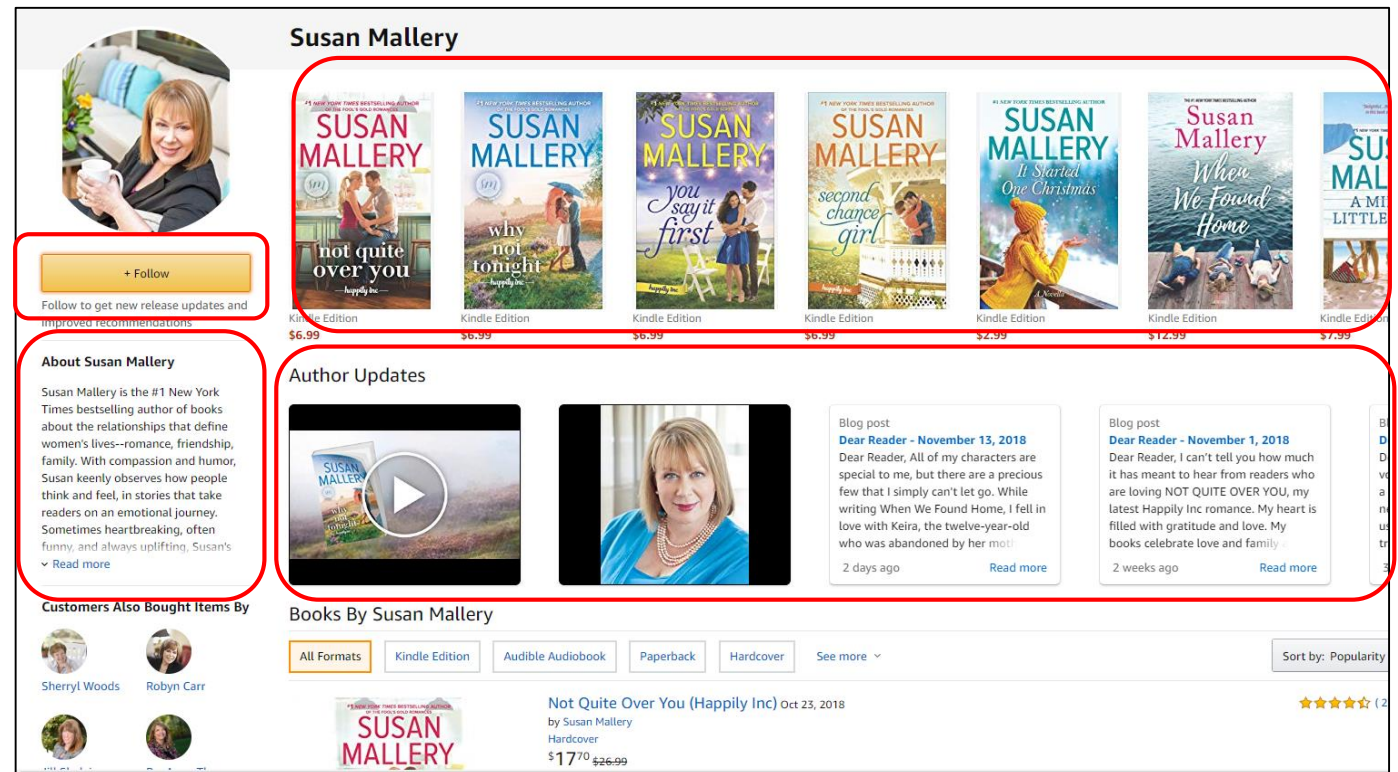
Setting up (& enhancing) your Author Page on Amazon.com

*****STRONG AUTHOR PAGES LEAD DIRECTLY TO SALES!*****

The more followers an author has on Amazon, the more reach they have. More reach leads to more sales!



1. If you don't already have an Author Page on Amazon, please set one up via [Author Central](#).
2. Ensure your books are listed on your page (if a title is missing, you can add it via your Author Central account).
3. Ensure bio is up-to-date (and SEO friendly). These pages are searchable on Amazon so it is best to reference a key title here too.
4. Add your social links to your Amazon page so readers are getting the latest from you in one place.
5. Ask fans to follow you on Amazon. Followers will get email & app alerts from Amazon on your upcoming titles. These have a high conversion rate!
6. Add your Amazon Author Page link to your own website, newsletter and other social pages. Make it as easy as possible for authors to find you on Amazon!



Sample Author Follows Newsletters & Alerts

Upcoming book by Robyn Carr, releasing Jan 2019

You can track orders with Alexa

"Alexa, where's my stuff?"

ROBYN CARR
THE BEST OF US

The Best of Us (Sullivan's Crossing Book 4)
Robyn Carr

Releasing on January 01, 2019

Kindle Edition: \$12.99

Hardcover: \$24.29

Paperback: \$18.99

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Preorder Emails

Stock up with Alexa

"Alexa, add paper towels to my cart."

33%

PAM JENOFF
THE LOST GIRLS OF PARIS

The Lost Girls of Paris
Pam Jenoff

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Kindle Edition: \$9.99

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Mornings on Main
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Notification Center

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Thursday, August 23

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New from Mary Kubica: "When The Lights Go Out..."

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