LOW CONTENT PUBLISHING MODULE #10

MAXIMIZING EXPOSURE

Maximizing Exposure & Building Your Customer Base

There are countless tools available to self-published authors that will help them maximize exposure, build their brands and connect with readers, but did you know that your Amazon author central page is one of the most valuable marketing tools of all?

With an optimized Author Central account, you'll be able to connect to new readers, boost search rankings and even drive targeted traffic to your website as well as to other books!

You'll also be able to:

- Track your low-content book sales.
- Read and respond to book reviews.
- Allow readers to follow you on Amazon.
- Add an Editorial Reviews section to your books.

Think of Author Central as an extension of your author website. Every title you publish on Amazon is featured on your Author Central page, grouping your books together in one spot.

This makes it easy for readers to find and purchase your other books, while staying up to date with new releases.

Create Your Author Central Account

Before you can create your Author Central account, you'll need to have at least one published book on Amazon. If you're ready, head on over to <u>https://authorcentral.amazon.com/</u> to set up your account.

You can create an Author Central account for every Amazon marketplace you sell on, including:

United Kingdom (Amazon.co.uk) https://authorcentral.amazon.co.uk

France (Amazon.fr) https://authorcentral.amazon.fr Germany (Amazon.de)

https://authorcentral.amazon.de

Japan (Amazon.co.jp) https://authorcentral.amazon.co.jp

Note: You'll have to create individual Author Central accounts for all the different marketplaces as Amazon doesn't yet provide us with the opportunity to manage all our pages from one centralized account.

If you don't have time to create multiple accounts, or you simply want to cut down on the time you spend updating your pages every time you release a new book, just start with the https://authorcentral.amazon.com/ (U.S) store.

Once you've set up your Author Central account, claim all your books. You'll need to do this every time you publish something new. That way it will show up on your Author Central account whenever someone clicks on your name.

To claim your book, log into your Author Central account and click on the "Books" link as shown below:



Next, click "Add more books". Then, enter either your book title, ISBN, or your author name in the search bar. Whenever you find one of your books, click "This is my book" to add it to your Author Central page.

Search for books you've written by **title**, **author**, or **ISBN** and add them to your bibliography.

GO

Search: Your Author Name

Once you've claimed all your books, Amazon will create a **hyperlink from your author name** on Amazon.com that will lead readers to your feature page where all your books will be listed!

Once you've claimed all your books via your Author Central account, you'll want to add your bio to your profile page.

Here are a couple things to keep in mind when writing your Amazon bio:

Add a link to your website

One of the easiest ways to drive traffic to your website is by including the URL in your Amazon bio. While the link won't be clickable, readers can copy and paste it into their browsers.

Write in the third person

Bios should be written in the third-person because they simply sound more professional. Plus, you won't sound like you're bragging when you talk about being a bestselling author or your other accomplishments, awards and accolades.

Be honest

If you haven't yet hit a bestsellers list, or if this is your first published book, that's okay! Instead, talk about your newest release and connect with readers in your genre by speaking their language.

Add Social Media Links

Add links to your Facebook, Instagram or Pinterest so that readers can follow you. Again, the links won't be clickable but readers can paste them into their browser to find you.

Once you've written your bio, you'll want to do the following:

Add a photo

If you aren't comfortable adding your personal photo, you could upload your book cover from a recent, or upcoming release.

You can change this image, or add additional images (up to 8), at any time and it will automatically update your author page.

Connect your blog

You can add all your blog posts to your author page just by entering your RSS feed link. If you aren't sure what your RSS feed URL is, or you need to create one, you can use Google's free Feedburner tool at: https://feedburner.google.com

Every time you create a post on your blog, it will automatically update your Author Central page with the new content.

Create a customized URL

Amazon gives you the option of creating a customized URL which makes it easier for readers to remember. Your URL will then look like this: **https://www.amazon.com/author/authorname**

To do this, click "add link" next to your author page URL. Enter in your pen name and if it's available click save!

Add Video

You can upload multiple videos to your Author page, however your videos must be less than ten minutes long and smaller than 500MB.

You can find more information here:

https://authorcentral.amazon.com/gp/help?ie=UTF8&topicID=200649570

Videos can help you stand out and keep readers interest, plus it's a great way for people to get to know you. Many authors include book trailer videos to capture attention.

Double-Check Everything

Once you've set up your author page, make sure to copy and paste your customized link into your browser to ensure it's working.

Next, review the content on your author page. Proofread your bio, make sure your photo appears on your page and check to make sure you have a follow button. It'll look like the image below and will appear underneath your profile photo:

Author Page
No image available
+ Follow

Does everything look good? Great job!

Here are a few additional tips:

Multiple Pen Names – One Account

If you write under multiple pen names like I do, Amazon makes it easy to manage them all by allowing you to add up to 3 pen names to each Author Central account.

To add a new pen name, log into your Author Central account. Go to "Books" and then click on the "Add More Books" tab. Search for the book you've written under your pen name and choose "This is me".

Amazon will then ask if this is one of your pen names. Click on the "let us know" link. That's it! You'll receive a confirmation email to verify that it's one of your pen names and once you click to activate, your accounts will be linked in one Author Central account.

Note: If you write under more than 3 pen names, you'll have to create a secondary Author Central account. You can create as many accounts as needed, however each one must be set up using a different email address.

Keep in mind that KDP accounts and Author Central accounts are two **very** different things. While Amazon allows you to have multiple Author Central accounts, you are only allowed to open one KDP

account.

Adding Editorial Comments

The editorial review section allows you to feature up to five different reviews, but you can also feature testimonials and feedback from readers.

This is a very important segment of your author page because reviews, feedback, and testimonials from readers can help you boost sales and maximize your exposure on Amazon.

Editorial comments appear at the bottom of your book listing just above your Amazon Best Sellers Rank.

Here's a recap:

Step 1: Create your Author Central Account.

Step 2: Claim your books.

Step 3: Add a compelling biography with social links.

- **Step 4:** Add a professional photo or your book cover.
- **Step 5:** Add your blog RSS feed.
- **Step 6:** Add videos (book trailers, interviews, etc.).
- **Step 7:** Customize your author URL.
- **Step 8:** Check your follow link and proofread your author bio.
- **Step 9:** Claim other books written by pen names.
- **Step 10:** Add editorial reviews, feedback or testimonials.

Creating your Website

Now it's time to build your author website. I promise, it won't take a lot of time and best of all, it won't cost you a lot of money.

To start, your domain is obviously a very important component of creating a memorable brand, so whenever possible register your domain based on your chosen pen name or your low-content book series or overall theme.

You can register a domain for less than \$10 a year through <u>www.NameCheap.com</u> and set up a year of hosting for less than \$20.

Next up, you'll want to choose a Wordpress theme. I'm guilty of spending *way* too much time on this because it's important to me that I have cleanly-styled pages while being able to have room in the sidebars to feature my book covers.

You can find beautiful, responsive themes at: <u>https://en-ca.wordpress.org/themes/</u>

When it comes to the actual content and pages on your author website, here are the handful of things you'll want to make sure to include:

Step #1: Create an Author Bio Page:

Just follow these steps and you can't go wrong:

- Write your bio in third person. It sounds more professional and third-person makes it sound less arrogant, especially when mentioning awards, accolades and accomplishments.
- Open with a striking, attention-grabbing introduction.
- Connect with readers by adding a personal touch. For example, did you create any of your low-content books because you were personally inspired or interested in the topic? Did your kids influence any of your books? Passions? Hobbies? Connect with buyers by telling a short

story about how you came up with your ideas.

- Complete your bio with a call to action (follow on social media, join a newsletter, download a free printable, etc.). Always direct them to your mailing list.

Step #2: Add an Email Newsletter Signup:

You'll want to make sure that your newsletter opt-in form appears on every page of your author website as well as on Author Central. The easiest way to do this is to incorporate it into the sidebar of your Wordpress theme.

There are free plugins available online that make this easy, including <u>https://en-</u> ca.wordpress.org/plugins/mailchimp-for-wp/

Step #3: Add Your Low Content Books:

You can choose to either have one page that features all your books, or individual pages for each book that include a synopsis and links to all available retailers.

I do both.

On one page, I feature my book covers based on category/genre. Then, visitors can click on the cover to be taken to a full-featured page that provides all the information they need to purchase the books. Or, you can just link directly to the marketplaces where you sell your books (Amazon, Etsy or Lulu).

Step #4: Incorporate Social Media Links:

Include social media links or icons within the navigation menu of your website so that visitors see them regardless where they are on your site. The more often people see your social media links, the more likely they'll be to follow you.

There are plenty of free plugins to help you get the job done, including:

htt	ps://word	press.org/	plugins/sha	ared-coun	ts/
<u>htt</u>	<u>ps://word</u>	press.org/	<u>plugins/sas</u>	<u>ssy-social</u>	<u>-share/</u>

Optional Add-On: Analytics

Consider implementing a site analytics tool into your blog so that you can keep a steady pulse on where your traffic is coming from, how long visitors are on your website and what areas are of most interest.

The better you understand your website traffic, the easier it will be to optimize your blog so that it's converting that traffic into loyal readers.

Social Marketing Made Easy

Let me show you how to quickly build a customer base and boost your rankings on Amazon with Instagram and Pinterest.

We'll start with Instagram:

One easy way to gain followers is to post content regularly and use appropriate hashtags. Hashtags are those things you see that look like: #hashtag, and they are equivalent to keywords. You must use the # sign in front of the tag, and there must be no spaces.

If you have multiple words in your hashtag, you can either combine them all into one word like this:

#thisisyourhashtag

Or you can separate them with underscores, like this:

You can have up to 30 hashtags in each post, so be sure to use as many as are appropriate for every post you make. I would advise putting them at the end of your caption.

Very proud to show off my latest journal cover! It will be available on Amazon next week! #catloversjournal #yearlyjournal #weeklyjournal (other keywords that apply).

Always include at least **5 hashtags**, and usually the more, the better because this is one of the most important ways your posts will be found on Instagram!

When you properly tag your posts, people will be able to find your posts when they search Instagram for that tag, or when they click the tag on someone else's post.

The best way to find hashtags to use is to start with a base keyword that fits your post, for example "memory books", or "personal journals".

Put this into the search bar on Instagram and use some of the tags that come up. Instagram will even do this for you when you use the hashtag symbol and start entering text in your post caption!

Here are a few quick tips on creating an effective marketing strategy:

- Add your website's URL in your bio along with relevant hashtags. You cannot have links anywhere else on Instagram, so it's **critical** to put it in your bio!
- Choose a general category for your photos such as humor, emotional, culture, artsy, etc.
- Use images to tell a story making sure it matches the theme and overall scope of your lowcontent books. You can also post images of your book covers (and you should!).
- Whenever you post a new book cover of an upcoming release, be sure to update the URL in your profile and tell viewers to check out the link on your bio page.

- Synchronize your Instagram so that it automatically updates your other social media accounts, such as Twitter and Facebook.
- Create a photo/image series, based around a specific theme that ties into your niche market.
- Use relevant, branded hashtags within every post and include the same ones in your bio/profile. Including 5-10 hashtags will get you more profile and image views.
- Create contests and giveaways that engage your audience and maximize your exposure.
- Use Statigram, at https://pro.iconosquare.com/, to keep a pulse on key metrics to better understand your audience and what posts are getting more exposure.

Another useful tool is <u>http://sparkgrowth.com/nitrogram/</u>

Next up, Pinterest!

When you create your account on Pinterest, you will want to use keywords in your username AND in your profile. This will help you pop up in search results when people search by keyword.

For example, you could use words like:

- Journals
- Sketchbooks
- Coloring Books
- Printables

You can also include a link in your profile, so be sure to link to your blog, opt-in page, website, or Amazon profile.

You'll want to create a few "boards", which are basically folders in which you bookmark items using images. Make sure to name your boards with keywords in the title, and ALWAYS put a description that includes keywords.

What this does is help your boards get found when people search for boards to follow. You want as many people as possible following your boards so all your pins will show up in their feeds.

You might have boards such as:

- Holiday Journals
- 5-Year Memory Books
- Free Printables

Those are just a few examples, but you'll probably want to create at least a dozen boards or so. Then you can start pinning content to them.

The Right Way to Pin Content

You can do this in two ways. Either click the "Saved" tab in the Pinterest app then look for the + sign at the top right. This will pop up a window that lets you either enter a URL or upload a photo from your device.

×	Add a Pin	
Pin		
Photo		
Website		

Or, you can pin an image directly from a website if you either have the Pinterest plugin from your browser, or if the owner of the site has a social sharing button on the page for Pinterest.

Don't forget to include a description with keywords to make all your pins easier to find. If you pin from a website, there will often be a description generated automatically based on the metadata on the page. You might want to change this if you don't like the description and/or keywords included.

How to Build your Following

It's important to grow your following on Pinterest, as your pins will be seen by more people if you have a larger number of followers to re-pin your content.

There are a few things you can do to increase your following:

- Use keywords in your username. The earlier those keywords appear in your username, the more effective they will be. For example, if your blog is titled KeepsakeJournals.com you could make your username something like "Document Your Life | KeepsakeJournals.com".
- Your boards should all be titled based on keywords, as well. Don't give your boards cute names or boring names. Name them things such as "The Best Year of your Life" for yearly journals.
 People who may not necessarily follow your entire Pinterest account might follow your individual

boards, so it's important to be sure they are found.

- Don't forget to give your boards a keyword-centric description! As with the username, important keywords should appear early in the content.
- When you create pins, be sure to fill out the description field. As with board descriptions, make sure the description makes sense so people click!
- Make sure all the images you pin are taller than they are wide. If you look at Pinterest, you will see the images that stand out the most are tall, colorful, and have text on them. Try to emulate the types of images you see in your niche that get a lot of re-pins.
- Pin on a regular basis. The best way to get more followers is to pin often, and at different times of the day so you can reach people in many time zones.
- Don't pin **too much** at once, though. Five pins at a time, spread 3-5 hours apart is a good rate.

- Don't pin ONLY your own content. Be sure you're pinning other people's content, and only pin content that has a lot of re-pins by others already because it's been proven to be pin-worthy.
- Your pins will be shown more often if your pins get a lot of re-pins, so go through and delete anything you pin that isn't re-pinned much. A single pin that doesn't get any re-pins can harm your entire account, making <u>all</u> your content get seen less.