

## Marketing your book with Amazon

Amazon offer a free marketing tool called 'Author Central'. If you have an Amazon login and password, you can create a link from your book's listing to an author biography, photo, video, events and tweets. You can also use the biography section to market your own website.

Please see following example for one of our authors, Alan Rush:

[http://www.amazon.co.uk/Alan-Rush/e/B004SNJJKC/ref=ntt\\_athr\\_dp\\_pel\\_pop\\_1](http://www.amazon.co.uk/Alan-Rush/e/B004SNJJKC/ref=ntt_athr_dp_pel_pop_1).

Author Central also gives you the tools for initiating Amazon's 'Look Inside' feature that allows potential customers to read some of the pages of your book. You will need a cover jpeg and print files which we can send on to you. Follow these links to log in to Author Central in the UK and US:

[https://authorcentral.amazon.co.uk/gp/landing?ie=UTF8&ref\\_=ntt\\_atc\\_dp\\_pel\\_1](https://authorcentral.amazon.co.uk/gp/landing?ie=UTF8&ref_=ntt_atc_dp_pel_1)  
and <https://authorcentral.amazon.com/gp/home>

Author Central allows you to look at your sales ranking and, in the US only, the number of books sold. It is very easy to join and set up but, if you prefer, we can do this for you for a small fee. Just send us the information Amazon ask for and we'll do the rest.

Also, if your book category (thriller, biography, children's etc.) has a forum on Amazon, you will be invited to market your book using this route. You just need to open up your book record on Amazon and scroll down the page to see if there is a forum link.

Finally, you can also sell copies of your printed book direct via Amazon's Marketplace. You will need to register with Amazon, list your book using its ISBN, stating that it is 'New'. You may wish to add something along the lines of 'Prompt delivery, direct from the author, signed if required' to make it more appealing. We would recommend that you price this book below Amazon's selling price but selling books this way means that you avoid the 40% wholesaler listing fee. You will however incur a completion fee charge of 0.86p per item, plus a closing fee of 17.25% of the sales price. Use the following link for more information

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