MAXIMIZING YOUR BOOK'S POTENTIAL WITH AMAZON'S AUTHOR CENTRAL

WHAT IS AUTHOR CENTRAL?

Amazon Author Central is a free service provided by Amazon that provides authors the ability to reach more readers, promote their books and interact with the community.

Author Central allows authors to:

- Add images
- Highlight positive reviews of their book
- Post videos
- List their author biography
- Pull in their Twitter and blog RSS feed
- Set up a customize author page on Amazon.com

BETTER CONTENT = BETTER SALES

Taylor and Francis is dedicated to promoting your book(s) on the world's most popular bookstore. Having a well-developed author page on Amazon will increase your visibility but also provide you with access to more readers. Our ability to steer your title(s) to relevant Amazon customers through numerous email and onsite campaigns provides us with a solid foundation to build awareness and sales for your book(s).

HOW CAN YOU HELP?

To set up your account and reap all the benefits associated with marketing your book through Author Central, follow these steps:

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 - If you have an Amazon.com account, sign in with the e-mail address and password you use on that account.
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- 3. Read the Author Central's Terms and Conditions, and then click **Agree** to accept them.
- 4. Enter the name your books are written under. A list of possible book matches appears.
- 5. Select any one of your books. If your book is not in the list, you can search for it by title or ISBN. The book you select must be available for purchase on the Amazon.com website. Selecting the book creates the account.
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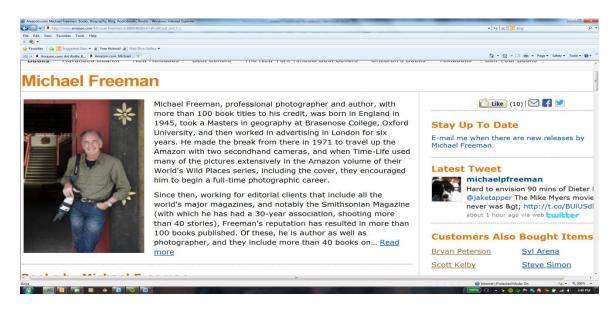
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