



PRUFROCK PRESS INC.TM

Promoting Your Book on Amazon.com
A Packet for Prufrock Press Authors

Often, the first thing asked by authors whose books have been published is “What do I do now?” Once you have that hard-earned copy of your book in hand, it’s time to dig in and promote it. The following pages offer a variety of tips for promoting your book on Amazon.com.

In today’s market, authors, particularly those at smaller publishing houses like Prufrock, should not discount the importance of online booksellers like Amazon.com. Amazon has a record of creating word-of-mouth buzz for books, lifting sales, and promoting authors in ways they couldn’t accomplish on their own. There are several ways in which you can work to promote your book on Amazon. We’ve provided screenshots and step-by-step information to help you with each publicity method. If you do not already have an account with Amazon, we highly recommend setting one up (it’s free and easy).

In some cases, not all of these tips will apply to you, or you may choose to not pursue a particular strategy. Read through the suggestions carefully, find the ones you’re interested in pursuing, and get started! For assistance or questions, please contact your editor or the editorial staff at editorial@prufrock.com.

Find Reviewers

Before your book arrives from the printer, our editorial staff will request that you provide us with a list of 5–10 potential reviewers for Amazon. (If you are an already published author whose book does not have reviews currently on Amazon and you’d like to arrange for reviews to be written, please e-mail your editor.) The following are some good guidelines to follow when finding reviewers:

1. Ask friends, colleagues, and others in your field whom you know well first. Steer away from family members, and try to find reviewers who live in regions of the country different from your own.
2. Make sure each reviewer agrees to post a favorable review. If he or she finds the book unfavorable, request that he or she send comments to you privately. Instructions for posting reviews *will* be sent to each reviewer with his or her copy of the book.

3. Provide the full contact information for each reviewer: Honorific (Dr., Mr., Ms.); First and Last Name; Company/University/School Name; Mailing Address; City; State; and Zip.
4. After our staff has confirmed that the review copies have been sent out, follow up with your reviewers to make sure they have received the copies, politely reminding them that you would appreciate a favorable review being posted on Amazon.

Author Central Pages

Authors can create Author Central pages that allow their customers to connect directly to their favorite authors. You can upload your picture and bio, connect your book to others you have written, write blog entries, and more using Amazon's Author Central.

1. Go to <https://authorcentral.amazon.com>.
2. Click on Join Now.
3. Enter your e-mail address and Amazon.com password in the appropriate fields (see Figure 1). Read and accept the terms of use.

Welcome to Author Central!

To begin, please sign in with your Amazon.com customer account.

When you use your customer account to register for Author Central, we may use your customer account information to verify your identity (for example, by confirming your e-mail address with your publisher), but otherwise your customer information (such as product reviews or purchase history) will remain private.

What is your e-mail address?

My e-mail address is

Do you have an Amazon.com password?

No, I am a new customer.

Yes, I have a password:

[Sign in using our secure server](#)

[Forgot your password?](#)
[Has your e-mail address changed?](#)

Figure 1

4. Follow the instructions for uploading your bio and photograph and completing the other parts of the Amazon Central page. If you need help, the Help

tab has a good list of Frequently Asked Questions and tips for uploading your materials (you must be signed in to access the instructions).

5. One thing we ask is that you not make changes to your book's content, unless you see a serious error (such as a misspelling of your name or book title). We prefer that changes to the book's description, cover, Search Inside the Book, and Reviews be sent to your editor so that we can keep a record of the changes that need to be made.

Amazon.com Tags

Your book should be posted on Amazon's site shortly before its release. You can set tags for your book so that searchers can connect it to areas of interest. For example, a book on math puzzles could be tagged as "math," "logic," "puzzles," and so forth. You might look at books you consider to be competitors or complementary titles to your book and see how they are tagged before creating your own tags. Here are instructions for creating tags:

1. Type your book's title into the search box exactly as it appears on your book. Click on your title to navigate to your book's Amazon page.
2. Scroll toward the bottom of the page until you find the section titled "Tags Customers Associate with This Product" (see Figure 2 below). If no tags have been linked, the section may be called "Tag this product" (see Figure 3).

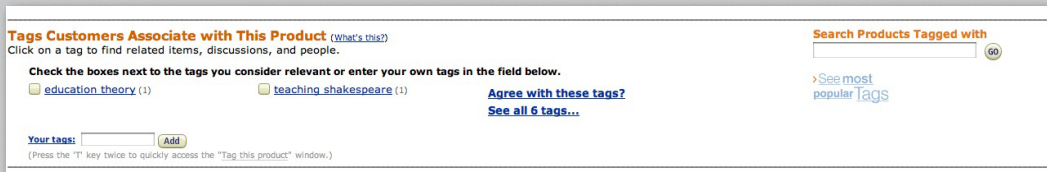


Figure 2

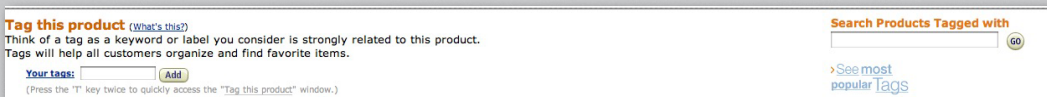


Figure 3

3. Type the tags you think should be associated with your book in the box, then click “Add.” Your tags should pop up to the left of the box (see Figure 4).

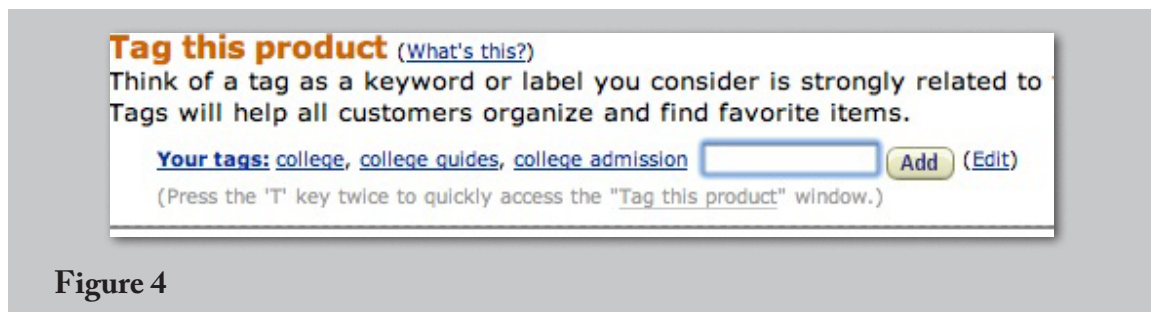


Figure 4

We'd love to hear if a specific Amazon.com strategy worked best for you. Best of luck in promoting your new book!