

Part 1- Setting up or refreshing your author central account on Amazon

Amazon Author Central: One-Page Setup Checklist (Children's Book Authors)

Goal

Get your Amazon Author Page live, accurate, and reader-friendly in **20–30 minutes**.

What you need (before you start)

- Your book is live on Amazon
- Your **author name** exactly as it appears on the Amazon listing
- **ASIN** (from your book's Amazon product page)
- 1 friendly author photo (clear headshot)
- 2 bios:
 - Short bio: 50–100 words
 - Long bio: 150–300 words
- 2–3 “Editorial Review” snippets (optional but recommended)

Step-by-step (do this in order)

1. Go to Author Central: [Amazon Author](#)
2. Sign in or set up an account, but use the same sign in you use for KDP this will link your books more easily.
3. Add your book(s): **Books → Add more books**
 - Search by title or paste your **ASIN**
4. Upload your author photo
5. Add your author bio (reader-first)
6. Add **Editorial Reviews** to each book (awards/endorsements/teacher note)
7. Add a short video (optional)
 - 20–45 seconds: read page 1, character intro, or quick flip-through
8. Add an event (optional)
 - school visit, library story time, book fair, virtual read-aloud

9. Click through your Author Page and confirm:
 - all formats show (paperback + Kindle)
 - name spelling is correct
 - photo is clear on mobile

Copy/paste bio templates (these are just samples; I am happy to help any of you update, rewrite or refresh your author bio)

Short bio (50–100 words)

I write [picture books/early readers] for kids ages **[X–Y]** who love [tone/theme]. My stories help [benefit: giggle at bedtime / build confidence / spark curiosity]. When I’m not writing, I’m [fun detail]. Click **Follow** on Amazon to hear about new releases.

Long bio (150–300 words)

I write [type of children’s books] for kids ages **[X–Y]**, with stories that [promise/benefit]. My work has been recognized by [award/credential], and I love connecting with readers through [school visits/classroom activities/library events]. When I’m not writing, you’ll find me [personal detail]. Click **Follow** on Amazon for new releases, extras, and upcoming events.

Editorial Review templates (paste into each book)

- **Award:** Winner of [Award]. A [tone] story about [theme] perfect for ages **[X–Y]**.
- **Teacher/Librarian note:** A classroom-friendly read-aloud that sparks conversations about [topic].
- **Bedtime hook:** A cozy, giggle-worthy bedtime read for ages **[X–Y]**.

Quick “Follow” reminders (use everywhere)*

*IMPORTANT NOTE: There is some research that says if you follow other authors and we are an author our reviews of their books don’t show up on Amazon. I have not tested that and don’t know if it is myth or not. BUT you do want your loyal readers to follow you so it is important that you ask them to.

- Add to your email signature: “Follow me on Amazon for new releases.”
- Add to your book back matter: “Want more stories? Follow me on Amazon.”

If your book won’t appear

- Search by **ASIN**
- Wait 24–72 hours after publication
- Confirm the author name on the listing matches your cover/interior