Survey

Please take a moment to tell us what you thought of the webinar by taking a brief survey [here](https://kdp.amazon.com/).

Links

- KDP Website: [https://kdp.amazon.com/](https://kdp.amazon.com/)
- KDP At A Glance Video: [https://youtu.be/4HSmACXf354](https://youtu.be/4HSmACXf354)

Additional Information

Below we have included additional information about the Amazon family of resources that we discussed in the Publishing Essentials Webinar. You can access each of the services by going to the links provided.

**Author Central** – [https://authorcentral.amazon.com/?ref_=_kdp_web_1017](https://authorcentral.amazon.com/?ref_=_kdp_web_1017)

Author Central or Author Pages are where customers find an authors’ full catalog. Robust and compelling author pages increase customer engagement.

You can share the most up-to-date information about yourself and your works with millions of readers.

**First steps:**

- Join Author Central to create or claim your Author Page.
- Encourage readers to sign up to follow your Author Page
- Include your biography on your Author Pages
- Upload videos, photos, and book trailers, Blog posts (from feeds)

Robust and compelling author pages increase customer engagement.
Audible Creation Exchange (ACX) - http://adbl.co/KDPjumpstart

ACX is a marketplace where authors, literary agents, publishers, and other rights holders can connect with narrators, engineers, recording studios, and other producers capable of producing a finished audiobook.

**First steps:**

- Choose how you want to produce your audiobook
- Choose your royalty model
- Sell your audiobook

*Currently, we have more than 1500 titles open for auditions, more than 52,000 producers to choose from, and more than 96,000 audiobooks on sale at Audible, Amazon, and iTunes.*

**More Information:**

For each book, you can decide if you want the royalty share model, which means you split the royalty with the narrator, or you can pay the narrator up front (per finished hour of recording).

Once your audiobook is available to Amazon customers, it is eligible for Whispersync for Voice. If the manuscript for the audiobook matches the Kindle book closely enough, Whispersync for Voice will be enabled, which allows a reader who has purchased both the Kindle and audiobook to switch back and forth between the formats without losing their place.

**Goodreads - https://www.goodreads.com/?ref=kdp_web_1017**

Goodreads is the world’s largest site for readers and book recommendations. Readers of every genre turn to Goodreads to discover their next favorite book.

**First steps:**

- Start building your followers by joining the Author Program
- Engage with readers through Ask the Author Q&A platform
- Raise awareness of your book by running Giveaways
- Give away copies pre-publication to generate buzz

*Print giveaways are available now – Kindle Ebook Giveaways are coming soon!*

**More Information:**

Claim your author page right away by joining the Author Program and begin building your profile to reach millions of potential reader.

One of the best ways to use Goodreads is by running giveaways to raise awareness for your book, especially pre-publication. Giving away more copies generates reviews, even giving away just one copy generates awareness. Run as many giveaways as you like both pre- and post-publication for your own books.
Amazon Author Insights -  http://www.amazonauthorinsights.com/?ref_=kdp_web_1017

Amazon Author Insights is a resource where writers at all stages in their career can find guidance from other authors, trusted experts, and Amazon itself, via content focused on writing, publishing, and marketing.

First steps:

- Read articles by other writers
- Find the publishing platform that works best for you
- Find marketing solutions and suggestions

Learn about character development, dialogue, plot and structure, workshopping and editing, and how to craft a story that readers will love.

More Information:

Amazon Author Insights is not KDP-specific, but there are a lot of pieces of it focused on KDP.

Insights is powered by a team of editors passionate about helping authors. Whether you’re out to hone your craft, better understand the publishing process, or grow your audience, we want to help you reach your goals.