

# Where might your bio and sales info do you the most good?

If you are digitally displaying your achievements and the products/skills that you have for sale, where might that be shown to your best advantage? Even if it's only done to delight your kids, prove your prowess to your spouse, or put some strut in your aging parents' prance, where might they most likely (and logically) see it?

Maybe at your **website**, where you can hide almost anything in its most exquisite, self-defined detail?

Or, in miniature, in your **social media profiles**?

Yesterday I became convinced that at least for writers, speakers, and publishers maybe the best shout sheet would be at our **Author Central page at Amazon.com**.

I concluded that from a dandy multi-segment workshop given by three BAIPA leaders at the monthly (second Saturday) gathering in Novato, California. (BAIPA is the San Francisco Bay Area Independent Publishers Association.) According to David Cutler, Judy Baker, and Ruth Schwartz, we would be woefully derelict if we left anything unrevealed at that site.

Why would Amazon be the prize listing site for our bios and the related exposition of products, services, and current or coming activities? Because far more buyers go to or through Amazon to buy paperbacks, ebooks, and audiobooks (plus batteries, kettles, and harmonicas, etc.) than anywhere else. And more eyes usually mean more buys of our printed or spoken gems! (You don't publish through Amazon? You can list all other products there too.)

What can you include there to prove to the hungry public that you know your stuff and that your knowledge is immediately (and wisely) purchasable? Your books (bound or digital), audiobooks, articles, blogs as they appear, a long introduction, photos, videos, events (present and future), plus more...

How can others review and use this well presented repository? You can link them [there](#), put a widget at your website, or they can just put your name up at Amazon.com and your Author Central info will appear—if you create it, which is fast and free.

I know, others have to go through Amazon to reach it. That bothers me too. But I will simply explain to them that it is where they can find the best and most recent list of my publications and services—and give the link or widget.

That's it. I felt a bit stupid being all but unaware that Author Central existed despite the fact that Kindle and Create Space sell lots of my books (as do several other publishers, and us too). But I will use it often now. I'm interested having them hawking the existence of my words, wit, and (rumored) wisdom 24 hours a day, though I hope they keep that display some distance from the kettles and harmonicas.

Best wishes,

Gordon Burgett

P.S. There's an obvious exception to the Amazon answer to this blog's query: if you are a **niche-oriented publisher or speaker**, the best location would be in niche-related places. You are unlikely to be selling through Amazon.com. Two very unlike business models! (See my blogs about niche publishing if this is unclear. Just write niche publishing in the "search" box in the upper right corner.)