

Amazon Author Bio Tips

Sample Bio:

Born with no arms and legs, but just a small hand-like appendage wiggling from under the left nipple, [your name] was thrown in a ditch and left for dead by his parents—both members of the Westboro Baptist Church. With no eyes and the inability to speak, [your name] managed to climb out of the ditch by clutching onto blades of grass with his four teeth, eventually making it out of the ditch. Once out of the ditch, [your name] was kept in a dungeon by a couple operating a meth lab, where he found an old typewriter. Years passed as he shuffled along the ground, subsisting off of crumbs and the candy coating from the rogue Sudafed tablets lying around on the floor, and typing at an excruciating pace of just two words per hour with his gangly appendage. One day when the DEA burst in, they found him tucked away in a closet surrounded by hundreds of pages of his recently-completed manuscript. To their surprise, it was immediately recognized as some of the finest prose since Hemingway: simple, bold, metaphorical, and meaningful. You can now read the harrowing tale of survival by national hero [your name] for just \$2.99 on Kindle. Download it now!

Hey Archangel Ink authors, here is a helpful resource on writing a killer author bio. While the author bio isn't of extreme importance for most authors, its importance increases as you sell more books, or if you are a serial author (which, if you're self-published, you probably should be if you're trying to make a career out of it).

Perhaps the best author backstory is that of J.K. Rowling. How much of her success can be attributed to this certainly embellished rags to riches story is unknown, but it certainly hasn't hurt, and everyone has a heightened personal connection with all things Harry Potter because of it. And that brings us to element #1...

Element #1: Make it personal.

People connect with human beings much more so than they connect with ideas. We all want to share our big ideas, but often something that stands out and makes us human, and relatable, is more powerful for an author bio. Still insist that the message you have to share is more important? That's fine, but write how this message of yours came into being and why you are so passionate about sharing it. Tell a quick anecdote about how you became so inspired. Readers will become more intrigued, remember your story and be more likely to remember your name,

and be more emotionally moved to investigate your work. It should almost be structured like a mini story with a problem, a struggle, and a resolution with a hero (you).

Element #2: Start it with some kind of quote.

Author Steve Scott recommends doing this, and I think it's a good way to get big meaning across in a short phrase. If there is any way to summarize what distinguishes you as a writer, use a short phrase in quotes as a headline at the start of your author bio. For my author bio and my pen name's author bio, I use "Everything works better with a high metabolic rate" and "Giving you the Buck-naked truth about online entrepreneurship." I'm not wild about them, but they do provide a pretty quick and accurate summary of my work so browsers immediately know what I specialize in.

Element #3: End with a call to action.

I like to always give browsers directions. It may seem a little cheesy, but if there is something you want a reader to do, tell them to do it, and more of them probably will end up doing what you want them to do. I have a lot of books, and I imagine many browsers might be overwhelmed when seeing my vast collection of titles, so I tell them which books to start with at the end of my author bio, and I feel like this is pretty ingenious if I do say so myself. Consider doing something similar. What do you want them to do after they finish reading about you? Okay, nudge them to do exactly that. Keep them focused. Don't let them just wander off. You got them all the way to your author page, and you really want to create something that starts and ends with a bang to make good use of that intimate perusal of you and your work.

Element #4: Use a high-quality picture with the right dimensions.

I don't know the exact, perfect dimensions for an author bio, but by my estimates, the image you use for your author bio should be about 20% taller than it is wide. This appears larger when browsing, and looks nicer because of it. In your picture you should probably be smiling and looking how you'd like to look to convey your story and your work. Professional-looking images are good, but it shouldn't too "glamour shot" if you know what I mean.

Okay, that should be enough to give you a leg up and get more out of your author bio. Remember, write something to try to help readers connect with you, like you, or find you interesting—on an emotional level. That will work better than what most people do, which is try to dazzle readers with credentials or sell them on an idea—on a logical level.

Length should be somewhere around 150-200 words. Note, if it's a little too long, readers will have to click "Read More" to be able to see your call to action at the end, which isn't ideal. So spend the better part of an afternoon sometime really getting this nice and making it fit. It may not turn you into a NY Times bestseller overnight, but it's a great vehicle for your long-term success as a career author. Good luck!