

# Author Page Content

- Professional Headshot (Am 300x300) (GR 400x400) (FB 180x180)
- Consider a second headshot to add variety to your content
- If using cover art, make sure it matches your author branding
- Write a concise and engaging summary of your writing career
- Consider more than one version of your summary
- Write a simple yet interesting personal bio
- Write a simple paragraph telling readers what they can expect from your books
- Create a freebie to offer your readers
- Consider adding your Author Booklist on each page as a free downloadable PDF
- Gather all your book covers
- Collect the book blurbs for each book
- Write down the book details for each book: pub date, genre, trope, theme, etc.
- Collect the links to the Amazon book page for each book
- Collect reviews for each book to be shared
- Define your book's keywords (the words your readers uses to find your book)
- Define your books categories
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- Start collecting content for your social media campaigns
- Find a content calendar to post consistently
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