**A+ CONTENT GUIDANCE**

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**Why A+ Content?**

Beefing up your book and author profile with A+ content can help quite a bit in selling your book—and is going to be necessary going forward for any book in which we will invest funding for Amazon ads. Think of this as a way of engaging with your readers. Here is some of the A+ content you can add to your book page on Amazon (if you have difficulty, let us know). When you have your A+ content up, include that information on your web page and in your social media posts – and let us know. It will automatically show up on Amazon but not at other booksellers. We can amplify on your book page, author page, and in posts on our social media platforms.

**Who can post A+ Content?**

***Authors***

Authors will need to have a brand registry (trademark). Some of our authors have trademarked their product(s). Most have not. However, to upload content to Amazon, you will need a trademark or a pending application. When you have your A+ content up, include that information on your web page and in your social media posts—and let us know. It will automatically show up on Amazon but not at other booksellers. We can amplify on your book page, author page, and in posts on our social media platforms.

***Through MSI Press***

We are an Amazon Central Seller and can, in that capacity, upload A+ Content for most of our books.

**Content Suggestions**

Full cover (front and back). We can send you a file if you do not have one.

Sample pages. We use Look Inside, which takes care of inside pages – let us know if your Look Inside is missing. It is generally an easy fix.

Author photo. High quality, please.

Author’s journey. Tell your story or the story behind your book. You should also be able to link to your “The Story behind the Book” post on our blog.

Contextual images. Again, high quality, please. Show you or others reading your book(s) in various settings (at home, in a café, outdoors).

Graphics. If you provided us with graphics for your book, you can use those.

Quotes and reviews. Book reviews, back cover endorsements, excerpts from positive reviews.