



WHAT IS FEATURED AUTHORS?

Featured Authors is a unique online initiative designed to enhance the marketing of your book. The goals of Featured Authors include:

- Making your book easier to find on the Internet, therefore increasing sales
- Providing a platform for you to easily update and inform your audience
- Helping you establish a strong online profile to increase visibility on the web
- Improving the buying experience for consumers

Your Featured Authors profile is as unique as your work. Your profile can be as simple or robust as you want it to be. As long as your profile is active, it will continue to drive new audiences to your books.

Sounds simple? It is. Just follow these four steps:

1. [**Gather Your Content**](#)
2. [**Complete Enrollment**](#)
3. [**Follow the intuitive checklist**](#)
4. [**Publish Your Profile**](#)

STEP #1: GATHER YOUR CONTENT

Here is the basic content you need to start your Featured Authors profile:

- ✓ An interesting, high-definition photo
(You can use a traditional headshot or something active. Optimum size for this image in pixels is 470w x 340h.)
- ✓ Your current position and affiliation(s)
- ✓ A brief statement about you and your work (up to 500 characters)
- ✓ The ISBN of your title(s) (You can find these on our websites)

If you'd like to really round out your profile, you can also gather:

- ✓ A longer biography, including your educational background and areas of expertise as well as your research and personal interests
- ✓ Pictures of you or ones related to your book(s) that you think are interesting.
- ✓ If you have them, you can also include relevant links to videos on YouTube and links to other websites, blogs, published articles and social networks
- ✓ Access to your social network pages on sites such as LinkedIn, Facebook, Google+ and Twitter
- ✓ Any recent or upcoming news and events information



Pro Tip: When filling out your profile, think about what keywords will make it easy for people to find your profile. Use your full name and the complete name of your book, and be sure to write in 3rd person.

STEP #2: COMPLETE ENROLLMENT

Enrollment is simple. If you received an invitation to the program from us, just click on the link in the email you received. You will be taken to a form to set up a password and then sign in to start building your Featured Authors profile.

If you **haven't** received an email or you can't locate it, you can enroll here:

<http://authors.taylorandfrancis.com/enrollment>

Welcome to the Taylor & Francis Featured Authors program. This program is a key element of our integrated promotional process for your book. The goals of this program include:

- To enhance the "book buyer" experience by providing highly visual, engaging information about our authors, editors and contributors;
- To provide more visibility for our authors, editors and contributors to their readers and other interested people in their domain;
- To allow our authors direct access to the information on their Taylor & Francis profile and its "look and feel" to ensure it's up to date and reflects their "brand";
- To leverage existing online information, profiles and media for authors, editors and contributors to make profiles "richer" and easier to maintain;
- To provide an ability for authors, editors and contributors to easily publish news about themselves or their book and syndicate it to taylor & Francis channels;
- To provide an ability for authors, editors and contributors to easily share and syndicate information about events they are participating in or speaking at.

When you enroll at the Author Portal, you will see a checklist that will guide you through the process of creating and publishing your profile. If you have any questions or need assistance, you can contact our support team.

REGISTER WITH ONE OF YOUR SOCIAL PROFILES

t f G in

-OR-

REGISTER WITH YOUR EMAIL ADDRESS

First Name

Last Name

Email

Password

Select a Imprint

I have read and accept the [Terms of Use](#)

Register

If you want to use your email and set a unique password, just complete the form, choose a password and click **Register**. If you would rather register and sign in using one of your social profiles, click the icon for that network.



Pro Tip: Save this URL as a bookmark on your browser to log back in after you have registered: <http://authors.taylorandfrancis.com/signin>

STEP# 3: COMPLETE THE CHECKLIST

Once you are logged in to Featured Authors, a **Checklist** will be displayed that will help you keep track of all the steps needed to complete and publish your profile. To get started, just click on the **name of a step** (*Not the checkbox on the left just yet!*).



Announcement 

Checklist

Please complete the steps below to create your Featured Author profile. You can click on any item to go to that step. After you complete the step, return here to the checklist and mark the item complete. If you don't want to add a section, please select the "Skip" option for that item. When you have completed or skipped all of the steps, a button will be displayed to submit your profile.

1. Update your account and personal information
2. Add your picture, job and an introduction on the Profile tab
3. Tell readers more about yourself
4. Link to your book(s)
5. Link to your journal articles and research
6. Post photos and videos
7. Connect to your social profiles, websites and blogs
8. Post any events you will be attending or speaking at
9. Share other news

As you complete each step, return to the Checklist to mark that step complete by clicking on the box next to it. If you attempt to check off a section that you have not completed, you will be prompted to go back in and finish that section.

You only have to complete the first **four** steps. The rest are optional.



Pro tip: Updating your account (item 1) is a way to correct irrelevant information. The details you provide in this section are private and only accessible to you and Taylor & Francis personnel.

STEP# 4: PUBLISH YOUR PROFILE

Now that you have completed the steps in the **Checklist**, your profile is ready to publish. To see how it will look, click on the **View Profile** tab in the main menu.

If it is ready and you don't have other content to add at this time, click on the **Submit** button on the View Profile page, on the Checklist or in the header to publish your profile. You will receive an email when it is published on our site.

WHAT'S NEXT?

Once your profile is live on **Featured Authors**, you can return periodically to update it or to add news items or events relevant to your work or your readers.

If you have any questions, please contact featuredauthors@taylorandfrancis.com.



Pro tip: Use original work only. Post only content and images for which you are the owner and copyrights have been obtained by you prior to posting it to your Featured Authors profile. You are responsible for ensuring copyright clearance as well as the accuracy and validity of all of the content on your Featured Authors profile.