WHAT IS FEATURED AUTHORS?

Taylor & Francis 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; assembling existing content from Taylor & Francis authors, editors and contributors to drive new audiences
- Improving the buying experience using highly visual, engaging content about our renowned authors, editors and contributors
- Affording authors direct access to update and inform their audiences from their public Featured Authors profiles in a way that is visually appealing and highly engaging
- Creating a platform for authors, editors and contributors to easily publish news about themselves or their book to syndicate through established Taylor & Francis channels
- Providing authors, editors and contributors the opportunity to easily share and syndicate information about events and conferences where they are speaking or participating
WHAT IS YOUR PROFILE?

Your Featured Authors profile will be a dedicated section on one of our websites where readers, researchers, and other members of the community can learn more about you and your work. A Featured Authors profile lets you:

- Share information about your research and your book(s), as well as your expertise and interests
- Post pictures, images, and videos that enhance your work
- Aggregate detailed information and updates from your existing social networks, like LinkedIn and Facebook
- Post links to your blog or other sites you own to showcase your work
- Share news with your readers, like new reviews of your book, honors and awards you receive and events where you are sponsoring, speaking or attending

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. Let's get started!
**Step #1: Gather Your Content**

The first step to creating your Featured Authors profile is to gather the information and media you need. Most of this was probably submitted as part of your book proposal, but it is always a good idea to make sure it is up to date before posting it to the site. If you created a profile on LinkedIn or Amazon Author Central, you probably have most of what you need already.

Here is what you will need to get started with Featured Authors:

- An interesting, high-definition photo
  (You can use a traditional headshot, but something active is usually more effective. Optimum size for this image in pixels is 470w x 353h)
- Your current position and affiliation(s)
- A brief statement about you and your work (up to 500 characters)
- 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
- The ISBN of your title(s) (You can find these on our websites)
- Access to your social network pages on sites such as LinkedIn, Facebook, Google+ and Twitter
- Any recent or upcoming news and events information
**STEP #2: COMPLETE ENROLLMENT**

Enrollment is simple. If you received an invitation to the program from us, you have already been enrolled so you only need only to activate your account by creating a password. 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

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.

*To log back in after you have registered, go to http://authors.taylorandfrancis.com/signin*
STEP# 3: COMPLETE THE CHECKLIST

Once you are logged in to Featured Authors, a Checklist will be displayed. This checklist will help you keep track of all the steps needed to complete and publish your profile. Each item in the checklist corresponds to one of the main menu items above. To get started, just click on the name of a step (Not the checkbox on the left just yet!).

As you complete each step, please remember to 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 have to complete the first four steps. The rest are optional.

Now let’s review each step ...
**UPDATE YOUR ACCOUNT AND PERSONAL INFORMATION**

The first step is to verify your account and personal information and update it if required. When you click on this step, it will take you to the **Account** form.

You can use this form to update your Featured Authors Account ID and password.

You can also update your personal information. None of the personal information is required. The details you provide in this section are private and only accessible to you and Taylor & Francis personnel.

You can also make sure we have your latest contact information.

If you are done, check the **Mark complete in checklist** and press **Save**. This will save you information and return you to the Checklist with this step marked complete.
**ADD YOUR PICTURE, JOB AND AN INTRODUCTION ON THE PROFILE TAB**

The second step is to create the “header” for your profile. When you click on this step, it will take you to the **Profile** form.

### Basic Profile

The information and image below will be visible on the header of every page of your profile. Press SAVE to update your information.

**Profile Image**

An interesting photo (recommended size 400 x 400).

Drag over the image after it is added and select the "Crop" button to adjust what is displayed.

- **First Name**: Jane
- **Middle Name**: 
- **Last Name**: Wilson
- **Title/Position**: 
- **Organization/Affiliation**: 

**Location**

- **City**: 
- **State/Province**: 
- **Country**: 

**Introduction**

A brief statement to introduce yourself (up to 500 characters)

**Subjects**


On the **Profile** form, you can add information that will be displayed on every page of your profile when it is published. The information can be different that the private information you entered on the Account form. You should think about what will make it easy for people to find your profile. There are fields for your name (first, middle, last) and your primary title/position and organization or affiliation. You can also add your location. You can add a short introduction and select the subjects your books are in.

When selecting the **Profile Image**, you can upload it or copy it from a web address (URL). The optimal image size in pixels is 470w x 340h. Once you have added the image, you can scroll over the image and select the **Crop** feature to adjust what portion of the image is displayed.

This will not actually “crop” the image. It will just set the view that will be displayed. You can change this at any time.
After you have updated your information and added a photo, you have one more option on the **Profile** form. You can elect to enable readers to send you a message through Featured Authors. If you chose this, a **Send a Message** icon will be displayed on a profile. Visitors will fill out a form and the message will be sent to you via email. Your email address will not be revealed.

![Connect with readers](image)

If you are done, check the **Mark complete in checklist** and press **Save**. This will save you information and return you to the Checklist with this step marked complete.
TELL READERS MORE ABOUT YOURSELF

The next step is to expand your profile with additional information that will engage readers and, potentially, incent them to purchase your book. When you click on this step in the Checklist, it will take you to the About form.

About

This information will be displayed on the ‘About’ tab in your profile. Press SAVE after you update.

Longer Bio
Share your personal and professional biography with your readers

Education  Degree, University, Location, Year

Personal Interests

Areas of Research/ Professional Expertise

Mark complete in checklist

Save  Cancel
Use the About form to enter your detailed biography and list your university affiliations or degrees you earned (you can add multiple credentials using the plus button located to the right of the Education box). You can also enter information about your areas of research, professional expertise and personal interests. While these are optional, they can help with discovery and engagement.

If you are done, check the Mark complete in checklist and press Save. This will save you information and return you to the Checklist with this step marked complete.
LINK YOUR BOOKS

The next step is to add your published or forthcoming titles to your profile on the Books List. Please follow these steps to link each of your books:

First, click the +Add button

Then enter the ISBN for the book

Select your role (author, editor, series editor) and click Add Book
Once you have added a book, you will see it listed in the Books List.

If you have multiple books, you can click on the Change Order button and reset the order your books are displayed in.

You may also click on the star above the book of your choice to mark it as your Featured Book. Your featured book appears on every page of your profile.

To change your Role after a title has been added to your Book List, use the drop down menu that appears above the book to select the correct role.

To remove a book from your Book List, click the X above the book.
VIEW YOUR PROGRESS

Once you have completed the first four steps in the Checklist, you can submit your profile. 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 to publish your profile. You will receive an email when it is published on our site.

Want to enhance your profile? Complete the Checklist!
LINK YOUR JOURNAL ARTICLES AND RESEARCH

If you have published research or journal articles that are publicly available, you should add them to your profile. This step will take you to the Articles list.

Click the +Add button to add your research or journal article to your profile. You can enter the research or article title, the publication, authors, a summary and the published date. You can add an image and a link for people to learn more.

Please note: Journal articles or research housed on password-protected sites will not be accessible by visitors except in the unlikely case that the person also has the appropriate login credentials. For this reason, you should not link to your articles or research held on sites that require login credentials to view.)
POST PHOTOS AND VIDEOS

One of the best ways to increase the discoverability of your profile (and books!) is to enhance it with photos and videos. This step will take you to the Media list. You can add images or YouTube videos to your profile. Images can be any size up to 5MB.

To add an image, click on the +Add button. To add an image, you can upload it or copy it from a web address (URL) just like your profile image. Once you have added the image, you can scroll over the image and select the Crop feature to adjust what portion of the image is displayed. You can also add videos from YouTube. These are not copied, but will play “in place” on your profile.
CONNECT TO YOUR SOCIAL PROFILES, WEBSITES AND BLOGS

During this step, you will be able to link your profile to your social profiles, blog, websites and Facebook pages. To complete this step, you will use tools in the Connections section. There are separate tools in this section for each type of connection. These are the tools to connect to Social Networks, Blog, Websites and Pages. Each is described below.

SOCIAL NETWORKS

The Social Networks tool of the Connections section lets you connect your existing Facebook profile, Twitter, Google+ and/or LinkedIn accounts to your Featured Authors profile.

To connect to a network, click on the blue Connect link next to that network. This will take you to that network to authorize the connection. Once you have authorized the connection, you will return to Featured Authors with that network connected.
When you connect your Featured Authors profile to a social network, you will be able to sign in to Featured Authors with your credentials from that network. You will also be able to display content you post on each connected network on your profile. You have two options for this, Show and Latest. You can use either one or both for each network. You can also chose not to display any content, but have the connection so you can sign in with that network.

<table>
<thead>
<tr>
<th>Network</th>
<th>Connection</th>
<th>Show</th>
<th>Latest</th>
<th>Disconnect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Google+</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Checking Show next a network, will add that network to the Connections section of your profile and show your recent posts. Checking Latest will display your latest post from that network on the main page of your profile. If you uncheck, this content will be removed from your profile.

You can also disconnect any or all of the connections. If you disconnect, that social network will no longer be displayed on your profile and you will not be able to sign in with it. Readers will no longer see your most social network updates or posts.
BLOG

The **Blog** tool of the **Connections** section lets you connect your Blogger or Wordpress.com blog to your Featured Authors profile. If you have a self-hosted Wordpress blog, you can connect your profile to its RSS feed.

Once you have connected to your blog, you can click the **Show** box to show the content of your blog on your Featured Authors profile. Click the **Latest** box to display your latest blog post on the main page of your profile.
WEBSITES

The **Websites** tool of the **Connections** section lets you link relevant external sites and pages to your profile. To add a link, enter a name for the site, its URL (with the http:// or https://) and press the plus sign next to it. This will add it and display a new box to add another site if needed.

![Connect to your websites](image)

PAGES

The **Pages** tool of the **Connections** section lets Facebook Pages to your Featured Authors profile. To connect to a Facebook Page, click on the blue Connect link. This will take you to Facebook and prompt you to select the Facebook Page you want to link. Once you have authorized the connection, you will return to Featured Authors with that network connected. After you connect, you will have the same ability to display content by using the **Show** and **Latest** options.
Post any events you will be attending or speaking at

Events are a great way to create awareness for your book(s). This step will take you to the Events list. Unlike other parts of Featured Authors where content is unique to each author, there is one master list of events for all authors. As a Featured Author, you can add a new event or indicate you are participating in an event that was posted by Taylor & Francis or by another author.

To search Events, type a portion of the event name into the search tab and click the Search button. As results are displayed in list form, you can click the magnifying glass icon to read more about the event.
If an Event already exists in the Events list, you can indicate you are participating by using the Relationship action next to that event. This is the action with the icon that looks like a chain link.

If your event has not been posted yet, you can create it by selecting the +Add button next to the Event heading. You will need to enter the name of your event, the details, the location and when the event will be held. You can enter single day events, single day events with a start time or multi-day events. You can enter an external link so people can get more information about the event. If you have an image related to the event, you should post it. You can also tag an event as related to a subject.

You can see the Add Event form on the next page.
SHARE OTHER NEWS

This step will take you to the **News** list. This will let you add news items relevant to you, your books, your research, your subject, your organization or industry to your profile.

![News List](image)

To add a news item, click on the +Add button next to the header of the News List. This will give you a form to create the news item. You can see the form on the next page. Each news item will have a headline, an optional image, the news content and an optional link to get more information. You can also link the news item to one or more subjects.

When you create a news item, its status is set to “Hide”. Hidden news items will not be visible on your profile or in the news lists. To make the news item visible, change the status to **Show** and select the date it should be public.

News items should be original work only. Please 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.
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 will need to return periodically to update it or to add news items or events relevant to your work or your readers.

To log back in after you have registered, go to [http://authors.taylorandfrancis.com/signin](http://authors.taylorandfrancis.com/signin)