

B Bookshop

For Authors

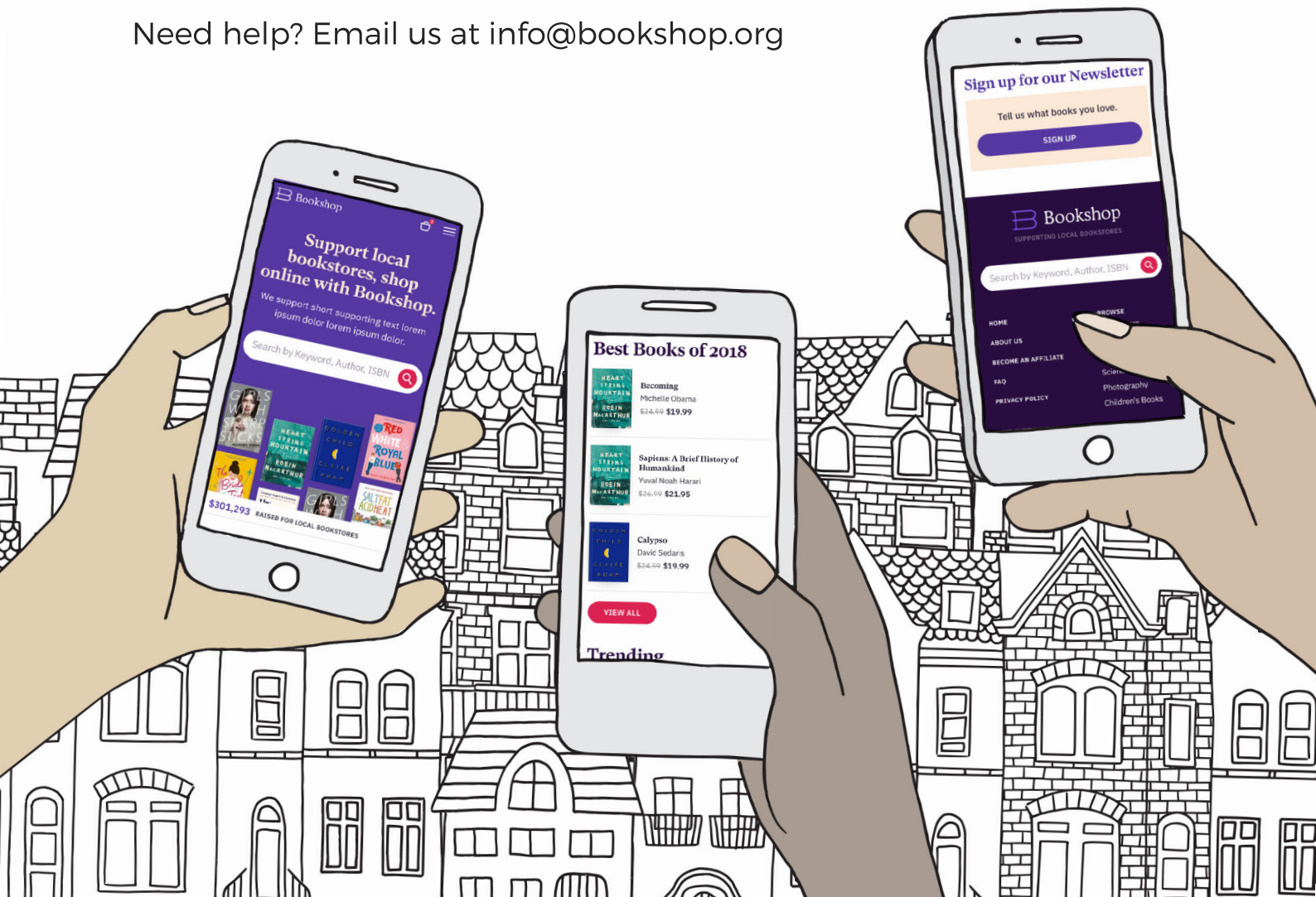
Bookshop.org is a socially-conscious way to buy books online. We dedicate most of our profits to supporting local, independent bookstores, authors, and publications that cover books. We are preserving the profound cultural benefits of bookstores even when readers prefer the convenience of online shopping.

Authors can become affiliates and earn 10% of every purchase made from their Bookshop sales--and a matching 10% will go to support independent bookstores.

There are no fees, no set-up costs, and it takes about 15 minutes to create an affiliate account. Get started here:

https://bookshop.org/affiliate_profile/introduction

Need help? Email us at info@bookshop.org



Become an affiliate

1. To become an affiliate, you'll need a Bookshop account. **To create an affiliate account, follow this link:**

https://bookshop.org/affiliate_profile/introduction

2. On your profile page you can fill out your name, custom URL, bio, and social media links. You can also add a profile photo and banner image. If you have a Twitter account, you can just use the same photo and banner as you use there; it's easy!

You can change any of this information at any point in the future. Your personal url will be <https://bookshop.org/shop/URL>

3. When you are done filling out your profile information make sure to save your changes by clicking the Update Profile button at the bottom. A finished profile looks like this:



The screenshot shows a profile for Malcolm Harris, powered by Bookshop BETA. It displays a search bar with the text "Find a book", a banner image of a bookshelf, a profile picture of Malcolm Harris, and a bio: "Author of *Kids These Days: Human Capital and the Making of Millennials* (2017) and *Shit is Fucked Up and Bullshit: History Since the End of History* (2020)". Below the bio are social media icons for Twitter and Facebook. At the bottom, there is a "Books by me" section with a red button that says "VIEW LIST (2 BOOKS)".

As a Bookshop affiliate, you can drive traffic to your shop a few ways: a link to one of your book lists, a direct link to your shop page, or an affiliate link to a particular book. By sharing these links on social media, your personal website, newsletters, and publications, you can earn a 10% commission on sales made, with a matching 10% supporting indie bookstores.

Using affiliate links

When readers go to Bookshop via your shop or book list links, any purchases they make will earn you an affiliate commission.


To link to your shop page or book list:

Simply link to the URL of the shop or booklist page.

To link to a particular book: First, make sure you are logged in to your affiliate account.

Once you are logged in, find the book you want to link and go to its product page. Your affiliate link can be found below the product details:

Your Affiliate Link

<https://bookshop.org/a/132/9781524763138>  COPY

[+ Add to My Book Lists](#) [Manage Book Lists](#)

Your affiliate link is structured this way: bookshop.org/a/YourAffiliateID/ISBN.

To save time, it is possible to generate affiliate links without going to the product page, if you know the ISBN-13s.

Your affiliate ID is a number; you can find it at the top of your profile page. ("Affiliate Profile").

Making Book Recommendation Lists

1. Login, if you haven't already. At the top right of the homepage, go to the circular icon and click "Affiliate Profile." If you do not see this option, it is because you have not yet become an affiliate.

2. On your affiliate profile account page, there is a section called "My Profile and Lists," which is where you can edit your lists. Click "Manage" to edit old lists or create a new one.

3. To edit an old list, click the pencil icon to the right of that list's name. To delete a list, click the trash can icon. To create a new list, click the large "Create a New Collection" button.

4. The 3 components of a new list are the TITLE, the BOOKS (added by ISBN13s) and the optional annotation (blurb). The title should be descriptive and relatively short.

To add a book to your booklist scroll to the bottom of the page, paste an ISBN-13 (it must be an ISBN-13; the system doesn't recognize ISBN-10s) into the text box and click the "ADD BOOK" button. We recommend that you use the Bookshop site to search for books and their corresponding ISBN, as not every ISBN that exists elsewhere will be available on Bookshop.

As an author, you can create lists of your books, but you can also promote books by authors you recommend!

Literally Just the Moomin Novels VIEW LIST (6 BOOKS)

	Comet in Moominland Tove Jansson and Elizabeth Porth \$7.99 - \$7.35		Finn Family Moomintroll Tove Jansson, Tove Jansson, and Elizabeth Porth \$8.99 - \$8.27		Moominland Midwinter Tove Jansson, Tove Jansson, and Thomas Warburton \$7.99 - \$7.35
	Moominsummer Madness Tove Jansson and Thomas Warburton \$7.99 - \$7.35		Moominpappa's Memoirs Tove Jansson, Tove Jansson, and Thomas Warburton \$8.99 - \$8.27		Moominpappa at Sea Tove Jansson, Tove Jansson, and Kingsley Hart \$8.99 - \$8.27

You have three choices for **LAYOUT**, which is how the lists will appear on your profile page and anywhere else on the site. See left for an example of each.

"Literally Just the Moomin Novels" is a **grid list**. It lists the number of books and displays the first 6 covers.

Books in my Bag Today

--	--	--	--	--

"Books in my Bag Today" is a **linear list**. Note the arrows: you can scroll through the list without clicking on it.

"My Favorite Living Poets" is a **callout list**. Readers have to click the title to view it beyond the first 3 covers. On a standard computer web browser, it takes up half the width of the page, so it looks best if there are two side by side.

My Favorite Living Poets
By Kevin Chau

The **BANNER IMAGE** is optional. If you do not upload a banner image, your list will automatically display the covers of the books that appear in the list. **HEADER** and **FOOTER** text are optional but useful to contextualize the list. **ANNOTATIONS** are your comments and blurbs to further personalize your recommendations.