

Uploading/Updating instructions for the Indie Author Bookstore

You can see the bookstore here: <https://bookstore.allianceindependentauthors.org/>

If you'd prefer visual instructions, we have a replay video where we upload and update books step by step so that you can follow along. You can see it here:

<https://selfpubconnect.mn.co/posts/alli-member-advice-forum-replay-indie-author-bookstore-upload-your-books-with-me-jan-2026>

Checklist

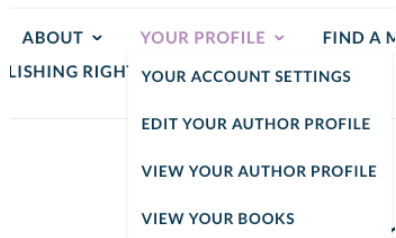
You will need (per book)

1. Your ALLi member log-in details
2. Book cover (2D front only, smallish file, keep it under 2MB ideally)
3. Blurb
4. The date it was originally published (usually a record of this is on your Amazon page if you are not sure). This is important as a) we may showcase books from a particular era and b) new releases have their own showcase.
5. Up to 3 editorial reviews (with links if desired to the full review)
6. Your chosen buying link e.g. to Amazon, your own direct sales website, etc. Universal links are good, try not to make the reader click too many times or be faced with too much choice. Simpler is better. Please check it works!

Log in to your ALLi account

<https://www.allianceindependentauthors.org/members/login>

Top left, find your Author Profile and click 'view your books'.



Any books you have already added to the database will now need updating.

Press 'edit book'.

New books will need to be added from scratch.

Press "Add new book".

Please click through each tab of a title's form (SAVE each tab as you go through) and add whatever details are required. These will include:

Cover and blurb (description)

Genres

Reviews

Awards

Where to buy (purchase links)

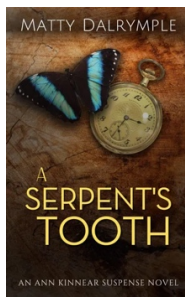
Additional tags to help readers find the books

Release date

A quality checklist

A few tips:

- Please check your cover is a simple 2D front cover only image (we only accept 3D for bundles where no other alternative is available and the background should be transparent if so). The jpeg ebook cover you have used on other retail platforms will be perfect. It should look something like this:



- Please check your link to a sales page **works**. We have found a lot of broken links. We want your books to sell! ☺
- Genres: you will be asked for up to 3 in total and 1 will be your primary genre. Only use those that truly match, please don't force an extra genre if it doesn't fit. It's better to have 1 great fit than 2 extra that look odd. Please don't use 'literary fiction' as a synonym for 'good quality'!
- Tags: you may choose up to 3 and some books will not suit tags, which is fine as well. For example I might use a tag relating to 'celebrating neurodivergence' where there is an autistic main character or 'Big Ideas' might suit a children's book exploring climate or having a new sibling. But I might also have a book that does not suit any tags, in which case I will just choose the genres.

Please add all your indie published books and bundles

Return to 'View your books' and click the 'add new book' button.

Many members in the past only added a handful of representative titles because the database was showcasing them as an author, but we want to showcase as many indie books as we can and encourage sales.

(Books by you but wholly published by a traditional publisher should not be listed. If you still self-publish some of its formats, please include the title).

FAQs we've come across so far:

- *Can I list books in languages other than English?* For now, the ALLi Bookstore lists books published in English only, as we don't have the capacity or territory reach to encourage meaningful sales in other languages.

- *Will this cause problems with Kindle Unlimited?* No, because we are only showcasing the books, not selling them. The purchase link will lead back to Amazon if you are with KU.
- *Can I put up a book that's not yet published?* No, we want a purchase link listed because that makes for a good reader experience. If there is a pre-order link, that is acceptable.

While you're there...

Please check your author profile: bio, photo and links, as the website will also showcase you as an author if a reader clicks on your name, so we want you to be at your best!

If you get stuck, please contact me: Melissa@Allianceindependentauthors.org and let me know what was tricky (screenshots or exact wording of tech problems helps a lot). Thank you so much for helping the Indie Author Bookstore be a big success!