

What You Need To Know About The “About The Author”

*If a picture can say a thousand words,
what is it you want to communicate?*

What does your author photo say about you?

This is exactly why having a great bio shot is essential in putting that final touch to your publishing project. You can quickly tank the professionalism of your book by using a substandard photo, or no photo at all. And yes, people know and it shows.

Your bio picture and the “About The Author” section is a way to connect with your readers and give them a glimpse of the real you...the best version of the real you.

You are an author diamond. Just like there are multiple facets and sides to you, you should also have several photos that reflect that and that will work for the various promo materials you will be creating for your book.

You need a professional headshot. You know the kind—upper body, shoulders and face. This doesn't have to be the mug shot school picture type that haunts you from your past. These can be fun. There's no one in it but you, your head, your shoulders, and your fabulous smile. More than likely this type will be what actually goes into the “About The Author” section of your book.

Then it's time to branch out and have some fun with your other options. Creativity and your “other sides” can be reflected on your website, in your newsletter, presentations, and other things you'll need to represent yourself in. Think about how you can represent your genre and connect with your readers.

If your book is a technical business book, then stick with photos that reflect that. Maybe an



indoor shoot is more appropriate for you with great lighting and completely neutral background.

If your book is a cookbook, maybe get some shots in your kitchen of you in your favorite apron or with pots and pans flashing. If you're into cars (and your readers are too), shine one up and snap away! If you've got a military background, maybe the photo shoot location can be on a tarmac or hanger and incorporate some of your uniforms or snazzy bomber jacket.

Often times an outdoor photo shoot can capture this and naturally bring an element of *zing* and flavor to your photos. These are the kind of pictures that can go on your website, in your newsletter, Christmas cards, and other promo materials.

More than anything, do not chintz out on one of the most important elements of your book...you. You've worked hard and poured yourself into this project, now it's time to show off the masterpiece. (You are the masterpiece—let your photos show it!)

-- By Ashlee Bratton

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