

## **Litopia Help Guide: Using the ‘Shop’ Section of Your Platform Control Center**

### **1. Introduction to the Shop Section**

Welcome to the Shop section of your Platform Control Center! This is the place where you can showcase your books, audio-books, unpublished long-form writing and more. Even if you’re not selling anything (yet!), the Shop section is still incredibly useful as a portfolio space.

You can rename this section to something more personal and on-brand.

#### **Notes:**

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## 2. Changing the Name of Your Shop

You don't have to stick with the word 'Shop'. It's just the default. Think about your genre, tone, and the vibe you want to create for your audience.

For example, Gothic horror writers might choose 'Wormwood & Words', while sci-fi authors could go with 'The Singularity Shelf'. Let your creativity loose and personalize it to suit your style!

To change the name, visit the Author Profile section of your Platform Control Center. There, you'll find easy instructions to rename this section to something fabulous. And remember, you can change it as often as you like!

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### 3. Creating a New Entry in the Shop

Head to [litopia.com/platform](https://litopia.com/platform) and click the Create button under the Shop heading. You'll be asked to enter a Title, a Subtitle, and to upload one featured Image.

For a book, this is simple: Title = book title, Subtitle = subtitle, and Image = book cover. But if it's a different type of project (like an audio-book or lengthy writing sample), use these fields creatively to describe and visually support your item.

A few well-chosen words can stand in for a Subtitle. An image on the *theme* of your entry can be used instead of a unique graphic.

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## 4. Writing Your Blurb and Adding Endorsements

The Blurb is your pitch – a concise and compelling description that makes readers want more. Use it to highlight the best aspects of your work.

The Endorsement or Review box can be powerful. Include one punchy quote or review – don't overload readers with twenty reviews. If you don't have one yet, ask in the Colony for help!

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## 5. Telling the Backstory

This is where you connect emotionally with readers. Why did you write this piece? What inspired it? People love stories about the creative process – so share your passion and give readers a reason to care.

Tell your Backstory in a few thoughtful words. If you leave this box blank, your backstory won't appear – and that would be a missed opportunity to bond with your audience.

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## 6. Selecting the Right Genre(s)

Here is a collection of genres that cover fairly broad categories of writing. Select up to five genres that describe your work.

Your selections will help Litopia's visitors discover your entry through genre-based browsing. This boosts the number of people who read your writing and connects you with genre fans who might love your work.

That's the end of that page. Click the Next button to move on...

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## 7. Adding Audio or Video

You can upload a short audio file or include a video link on this page and these will appear on your Author Platform.

Audio excerpts are perfect for audio-books, while a short video intro or book trailer is a great way to engage visitors. Even a short, selfie-style message from you can work wonders to build reader interest and loyalty.

This part is optional but highly recommended.

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## 8. Adding Buy Links

You can include up to three 'Buy' links. These could be links to your book on Amazon, a print-on-demand site, or even a Patreon page. If you have set up your 'Shop' section as a Portfolio to showcase your work and not sell anything, you can skip this step.

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## 9. Previewing and Publishing

Once all the boxes have been filled out, click Next to preview your entry. If you're happy, hit Publish to make it live. Not quite ready? Hit Save and Continue Later to come back and polish it later.

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## 10. Editing Existing Entries

Back in your Platform Control Center, click the Edit button under the Shop heading. This lets you revise or delete any entry, even after it's been published. Fix typos, update links, or improve blurbs... anytime!

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