

# Double Your Audience with Audiobooks

**with Nathan Agin**  
narration / marketing / consulting

How can this be a  
success?

**LOW expectations.**

Decision on ONE piece.

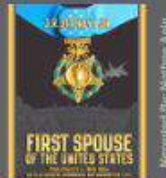
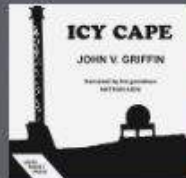
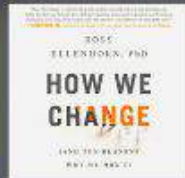
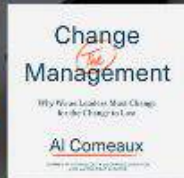
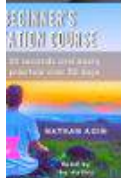
Who am I?



# Nathan Agin

*Crisp. Wry. Confident.*

A VOICE THAT CUTS RIGHT TO THE CHASE.



audiobook narration / marketing / consulting

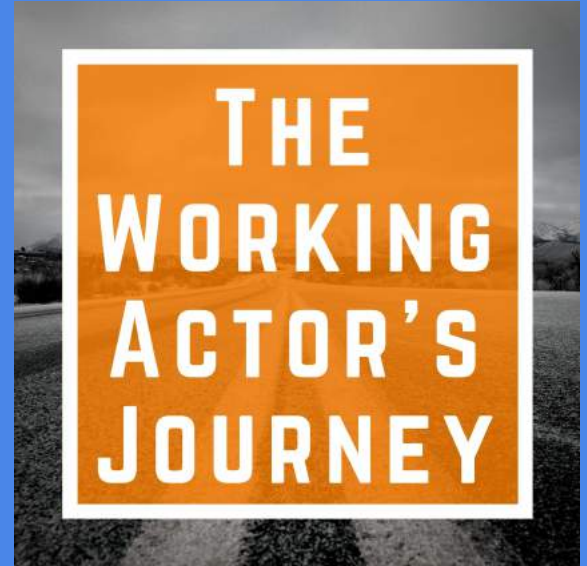
24+ audiobooks

90% 5-star ratings

10+ years of web design  
and online marketing



Podcast with  
25k downloads



And I'm also  
one of you!

# A BEGINNER'S MEDITATION COURSE

Start with 30 seconds and  
easily build your practice  
over 30 days



NATHAN AGIN

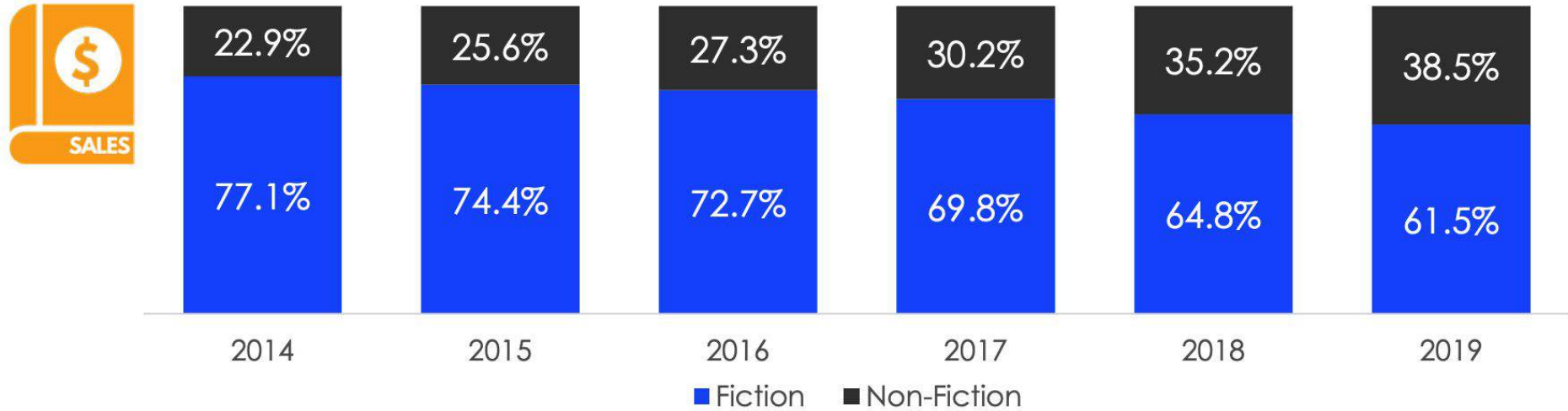
**Who are you?**



Fiction



Nonfiction



Nonfiction share of the audiobook market has been steadily growing

Just starting?  
Published?

**Where are you with  
audiobooks?**

**What will we cover today?**



# 8 Parts to Audiobooks:

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1. Why

5. Profit

2. Contracts

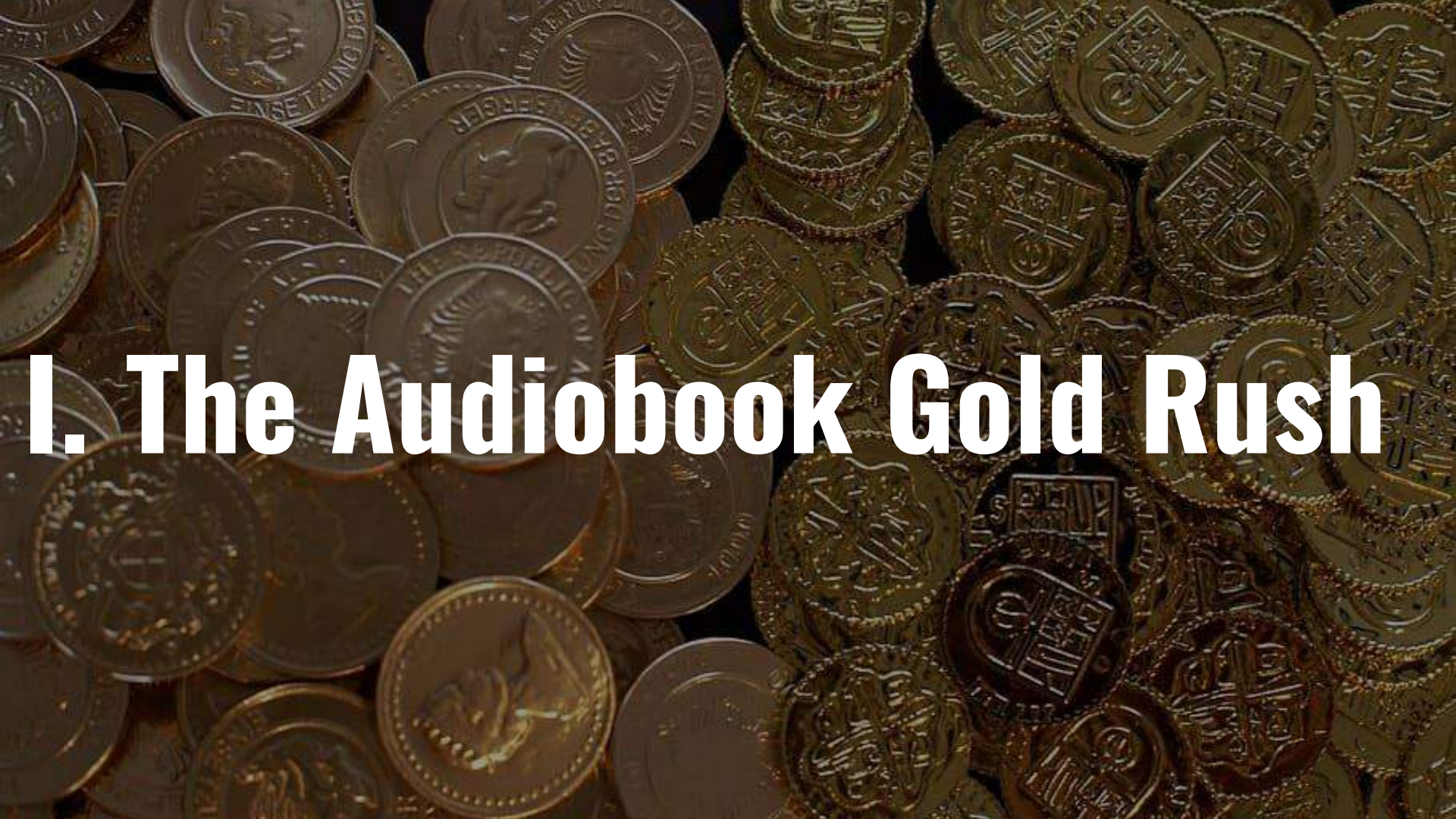
6. Narrators

3. Distribution

7. Producing

4. DIY Narration

8. Marketing

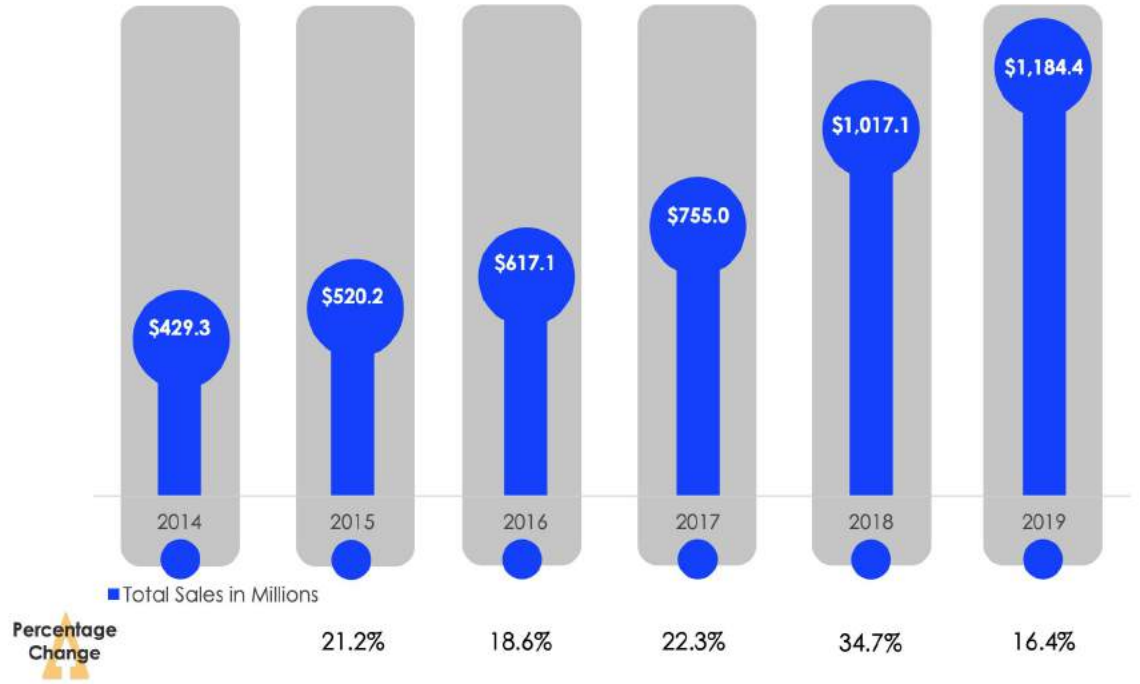


# I. The Audiobook Gold Rush

**Why are audiobooks  
important?**

# 16%

Audiobook net sales revenue GREW in 2019, 8th consecutive year of double-digit sales growth.



**People want and need audio content!**

# 7 audiobooks



Average consumer in one year - let's make one yours!

Younger demographic  
(your audience?)

# CONTRACT

## TERMS & CONDITIONS

1. **Parties.** These terms represent the contract entered into between the Contractor and the owner hereinafter called the Contractor.

### 1. Payments and Compensation

1.1. **Labour and Equipment.** Subject to additions and deductions, the contractor to furnish all labor, equipment, materials and construction of the work.

1.2. **Allowances.** Contracts based on a not-to-exceed price or allowances.

1.3. **Change Orders.** Changes in the work to be made by the Contractor prior to proceeding with the work, in writing.

### 2. Invoices and Payment

2.1. **Failure to Pay.** The Contractor shall be liable for the amount of any invoice if it fails to make payments.

2.2. **Time of Completion.** The work to be done shall be completed within the time contracted for.

2.3. **Contractor's Responsibility.** The Contractor shall be responsible for the work by the Owner. Costs of the Contractor shall be borne by the Contractor.

### 3. Owner's Responsibilities

3.1. The Owner shall be responsible for the existing conditions of the site and any contingencies that may arise during the performance of the work.

14. **Limitation of Liability.**  
14.1. The Contractor shall not be liable for loss of profit or consequential damages.  
14.2. The Contractor's liability shall be limited to the amount of the contract price.  
15. **Dispute Resolution.**  
15.1. **Mediation.** In the event of a dispute between the parties, the dispute shall be resolved through informal negotiation. If the parties cannot reach an agreement, either party may file for mediation.  
15.2. **Arbitration.** If the dispute is not resolved through mediation, the parties shall select one arbitrator, the third arbitrator shall be appointed by the parties. The decision of the arbitrators shall be final and binding upon all parties, including the arbitrators' fees shall be borne equally by the parties unless the arbitrator determines otherwise.

IN WITNESS WHEREOF, the parties have caused this agreement to be executed and signed as follows:

\_\_\_\_\_  
TITLE OF REPRESENTATIVE

\_\_\_\_\_  
DATE OF SIGNATURE

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
NAME

\_\_\_\_\_  
TITLE OF REPRESENTATIVE

# II. Contract Options



# Your Audio Rights

# 1. Pay for Production

**Per Finished Hour (PFH)**

Best if you can afford it

## 2. Royalty Share

Split 40%  
(20% each)  
for 7 years

Best for a very  
well-selling title, or  
very strong marketing

# 3. Hybrid (aka Royalty Share Plus)



**Stipend + Royalties**

**Best for limited budget  
with marketing plan**

A pair of black headphones with a mesh grille is positioned over an open book. The scene is dimly lit, with a purple hue in the background. The text 'III. Where to Produce' is overlaid in white, bold font across the center of the image.

# III. Where to Produce

**ACX (Audible Creation Exchange)**

**Free to use and DIY**

**Audible**

**Amazon**

**Apple**

Go direct with ACX for  
those markets.

**Findaway Voices**  
**(where Smashwords sends you)**



Offer P4P and Hybrid

**Distributes to 40+  
retailers and libraries**

# Spoken Realms

**Offer P4P, Royalty  
Share, and Hybrid**

Distributes to 40+  
retailers



# IV. Narrating an Audiobook

**DIY Narrating MIGHT be a Bad Idea.**

Reading ≠ Narrating



Writing ≠ Performing

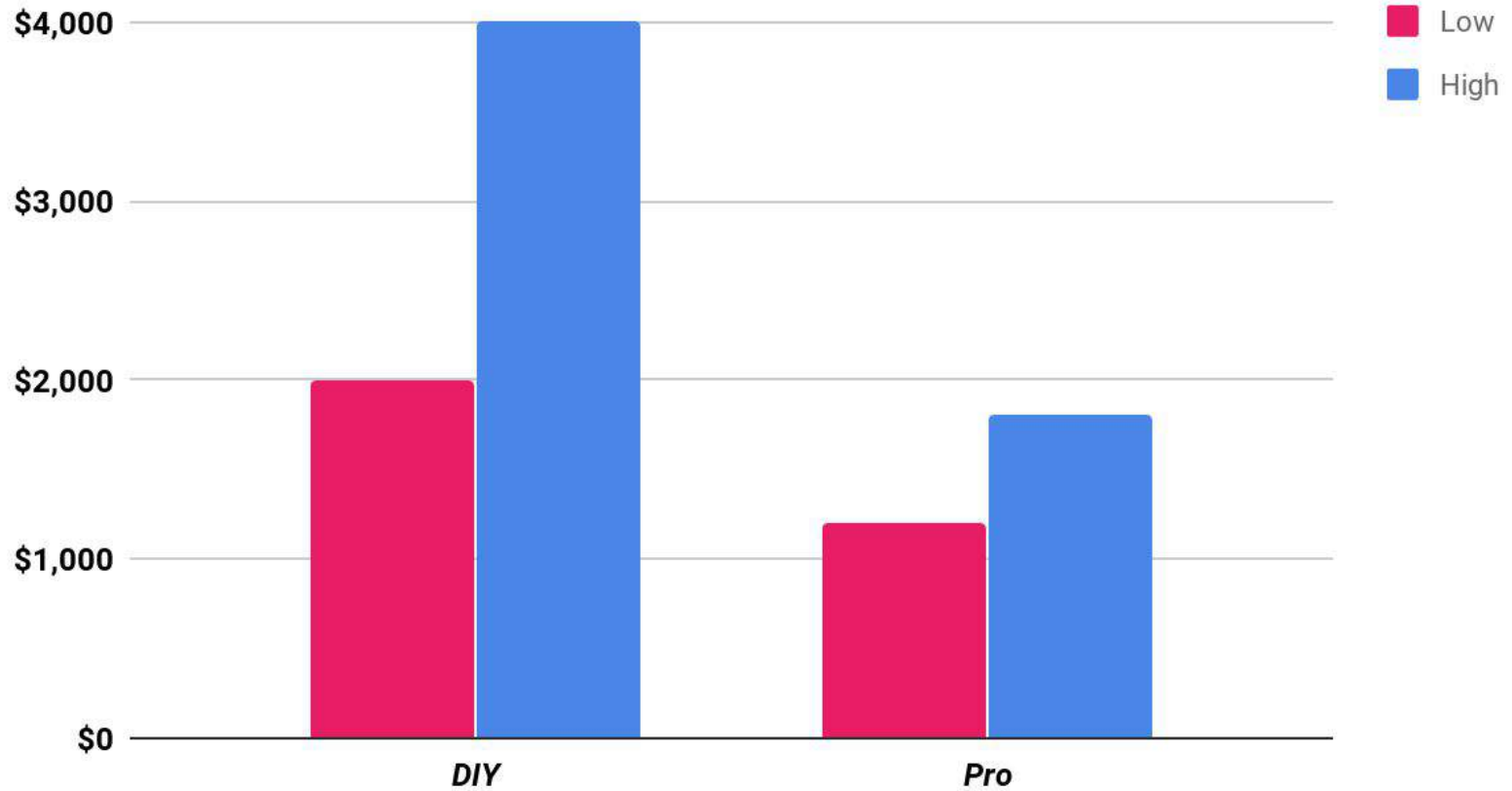
**A professional will save  
you TIME and MONEY**

5-6 hrs (or much more!)  
of work to record 1 hour  
of audio

**WRITE and MARKET!**

**For a 5-hour book:  
40-75 hour  
commitment**

## DIY vs. Pro Narrators



Will it be any good?

***Let's take a  
break!***





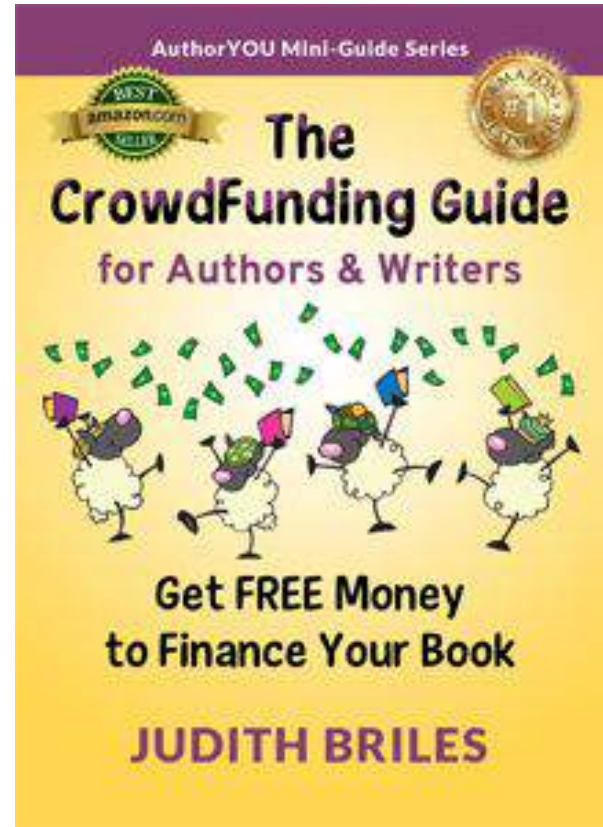
# V. Making Your Audiobook Profitable

# How to Fund Your Project

Pre-sell or  
crowdfunding

# The CrowdFunding Guide for Authors & Writers

By Judith Briles



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A man with short brown hair, wearing a black and white checkered button-down shirt, is seated at a desk in a recording studio. He is looking down at an open children's book he is holding with both hands. The book's pages feature colorful illustrations of a landscape with a palm tree and a sunset. In front of him is a large, professional condenser microphone mounted on a boom arm, with a pop filter. To his left, a computer monitor displays a software interface with various colored buttons and panels. The background is a wall covered in black acoustic foam. The overall lighting is dim, with a focus on the man and his work.

# VI. Selecting a Narrator

# Listing Your Project

**Sell us on your book!**

Why would this be a fun  
and a good investment?



**You'll know within  
30-60 seconds**

# How to Choose

Does it sound  
good to you?

**You want a professional!**

# I Into the Primitive

"Old longings nomadic leap,  
Chafing at custom's chain;  
Again from its brumal sleep  
Wakens the ferné strain."

## VII. Producing Your Audiobook

... not read the newspapers, or he would have known  
... able was brewing, not alone for himself, but for every  
... dog strong of muscle and with warm, long hair,  
... San Diego. Because men, groping in the Arctic  
... yellow metal, and because steamship and  
... These men wanted dogs and  
... strong muscles by which  
... wanted to get back from the frost  
... n-kissed Santa Clara Valley.  
... shing into a house, which glimpse could be caught of  
... wanted to get back from the frost  
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# Checkpoint Approval

**Then let your baby go!**

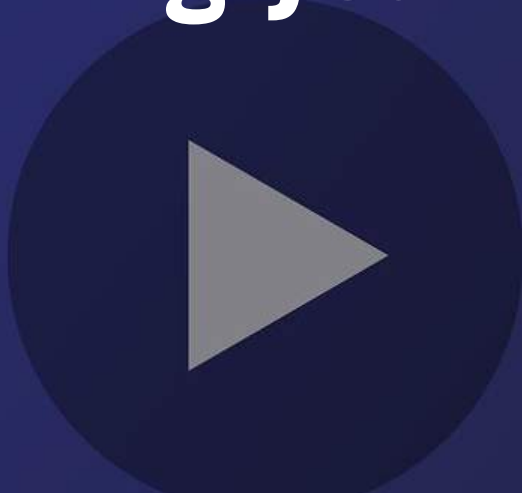
**There's a great producer who will take care of it!**

# What the Narrator Will Do



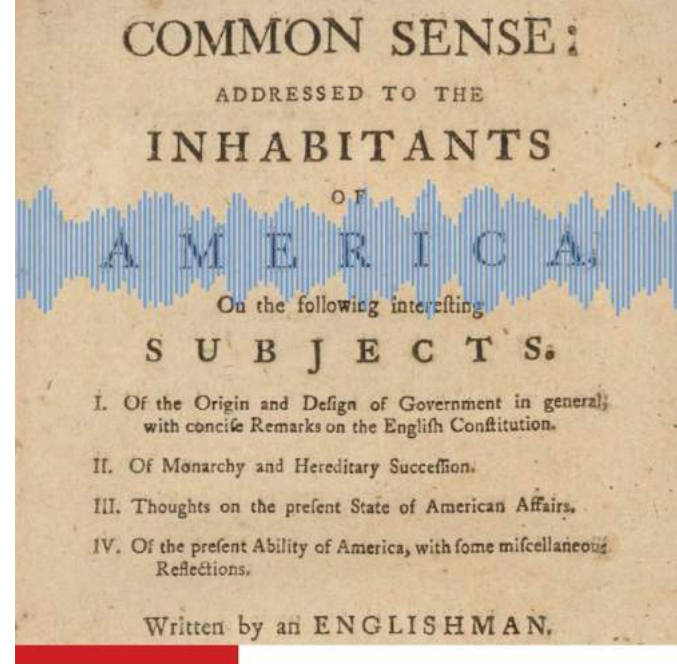
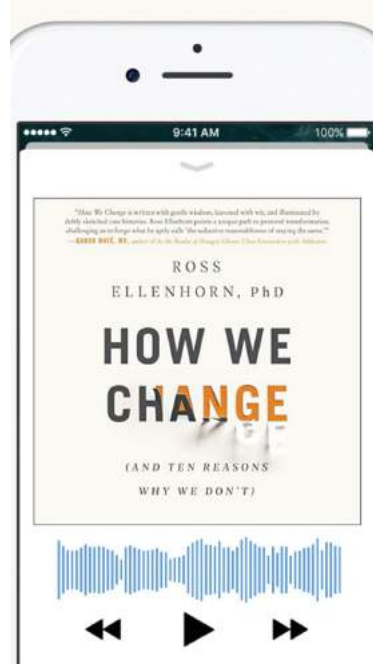


# VIII. Marketing your Audiobook



**Short, Casual and Fun Videos**

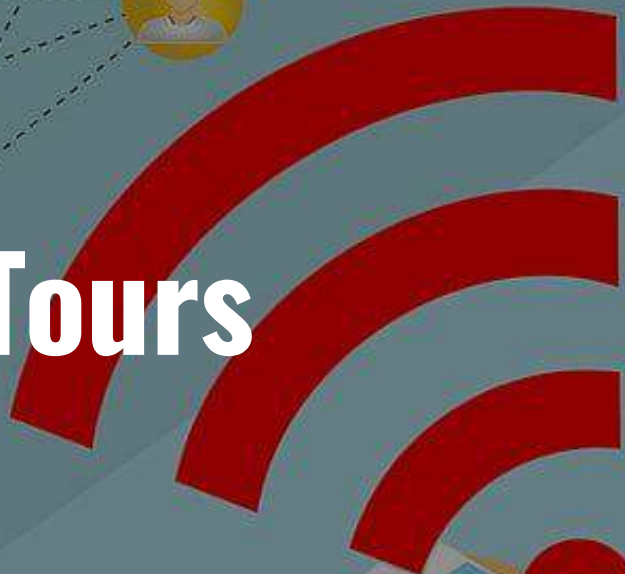
# Trailers and Excerpts



Audiobook samples



# Podcast Tours



**This is a natural fit for  
your audiobook!**

**Reach new listeners!**

**Line them up for launch**



Research shows for  
your genre/topic

**Interview you and/or  
the narrator**

# Giveaways and Discounts



**Wait at least a week  
after launch**

# Audiobook Promotions

AUDIOBOOK BOOM!™

# Listen to something new.

FREE audiobooks in your inbox every Tuesday! No cost to sign up and listen.

LISTENERS: SIGN UP FOR FREE

AUTHORS/NARRATORS: PROMOTE YOUR AUDIOBOOK



**AudiobookBoom.com and FreeAudioBookCodes.com**

*Others:*

[AudiobooksUnleashed.com](http://AudiobooksUnleashed.com)

[AudiobookReviewer.com](http://AudiobookReviewer.com)

[TheAudiobookWorm.com](http://TheAudiobookWorm.com)

A blurred background of a calendar with yellow sticky notes. The calendar shows dates from 8th to 12th, with days of the week abbreviated (Mi, Do, Sa, So). The text "Audiobook Timeline" is overlaid in the center in a large, white, bold font.

# Audiobook Timeline



# Phases of the Audiobook

MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8
Prep							
	Listing / Auditions / Review						
			Narration				
				Review			
					Launch		
						PROMOTION / MARKETING	

Sample audiobook timeline

**Connecting through all parts!**

Groups on Facebook,  
Goodreads, and more

**Start prep ~5-6 months  
before launch**



**Wrapping Up**

# Fast, Cheap, and Great

Pick Two!

## How Do You Want Your Audiobook Recorded?

You May Pick Two



**Nathan Agin**

**audionathan.com**

***narrator@audionathan.com***

**818.350.2446**



# Narration, Marketing, Consulting

**Learn the 7  
Audiobook Mistakes  
Authors Make!**

**[audionathan.com/  
mistakes](https://audionathan.com/mistakes)**

