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!
Who are you?
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:

1. Why
2. Contracts
3. Distribution
4. DIY Narration
5. Profit
6. Narrators
7. Producing
8. Marketing
I. The Audiobook Gold Rush
Why are audiobooks important?
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?)
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
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
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
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!
VII. Producing Your Audiobook
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
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

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Others:
AudiobooksUnleashed.com
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**Audiobook Timeline**
Phases of the Audiobook
Sample audiobook timeline

MONTH 1: Prep
MONTH 2: Listing / Auditions / Review
MONTH 3: Narration
MONTH 4: Review
MONTH 5: Launch
MONTH 6: PROMOTION / MARKETING
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!
Narration, Marketing, Consulting
Learn the 7 Audiobook Mistakes Authors Make!
audionathan.com/mistakes