
Publish Your Voice!

How authors can use audio to sell more books and grow their brand

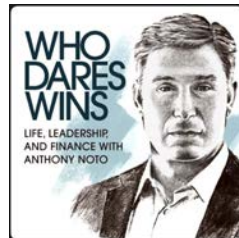
Presented by Carter Wogahn

Why *your* voice?

- Creates a closer bond between you and your audience
 - Authenticity
 - Trustworthiness
 - Credibility
 - Your book or brand may be highly dependent on your voice
 - You may have a good voice
 - Narrators can be expensive
-

Who is this guy, anyways?

- Sound Designer/Editor/Engineer for Pod People, a podcast production company



POD
PEOPLE

Author Imprints™
Your books, your brand.

- Audiobook producer with AuthorImprints, specializing in author-narrated, home-recorded audiobooks
 - Graduate of UC San Diego's Computer Arts/Music program
-

The Rise of Audio



- Publisher's audiobook revenue has grown 10% in 2022 to \$1.8 billion, marking 11th straight year of double digit growth
- In 2021, Spotify purchased Findaway Voices, and Storytel purchased Audiobooks.com
- 53% of Americans have listened to a podcast in the last month
- 75% of Americans have listened to online audio in the past month

Sources: Audiobook Publishers Association's 2023 Sales Survey; Edison Infinite Dial 2022 report



This presentation is for:

- Self-published authors unfamiliar with audio
 - Authors interested in recording their own audiobook
 - Authors interested in how to use podcasting to grow their brand
 - Authors who want to use audio in their marketing efforts
-

Audiobooks vs Podcasts

How do audiobooks and podcasts differ?

Audiobook Pros

- Dependable revenue stream →
- Content is already written →

Podcasting Cons

- Revenue not guaranteed
- Content needs to be produced

Audiobook Cons

- Expensive →
- Higher standards of quality →

Podcasting Pros

- Low-cost
 - More forgiving of quality levels
-

Audiobooks

We will cover:

1. Unique characteristics
2. Production process
3. Distribution



"Well, you can just rebuild your recording studio later. I have friends coming over."

Audiobooks: Diving Deeper

Considerations:

- Another medium: reaches new audience
- Potential for “super fans”
- Significant time investment
- Physical capabilities of the narrator



The Production Process

RECORDING

A vintage recording console is shown in a dimly lit room. A prominent feature is a glowing red rectangular sign with the word "RECORDING" in white, bold, sans-serif capital letters. Below the sign is a complex mechanical keyboard with numerous keys and a dense array of levers and springs. The keyboard is dark in color, possibly black or dark wood. Above the keyboard, there are several small, ornate, brass-colored lamps or indicators. The overall scene is illuminated by a warm, orange light, likely from a lamp to the left, creating a classic, professional atmosphere.

BOND PLAND
FT. WAYNE IN

GUARANTY FACTORY

The Most Important Factor:

Your Recording Environment

Recording Spaces

Good Recording Space:



Bad Recording Space:





Recording: Mics & Software

Microphones

- Budget: \$50 - \$250
- USB microphones



Samson Q2U



Additional Equipment

- Pop filter
- Boom arm and/or mic stand
- Tablet, e-reader
- Computer on which to record



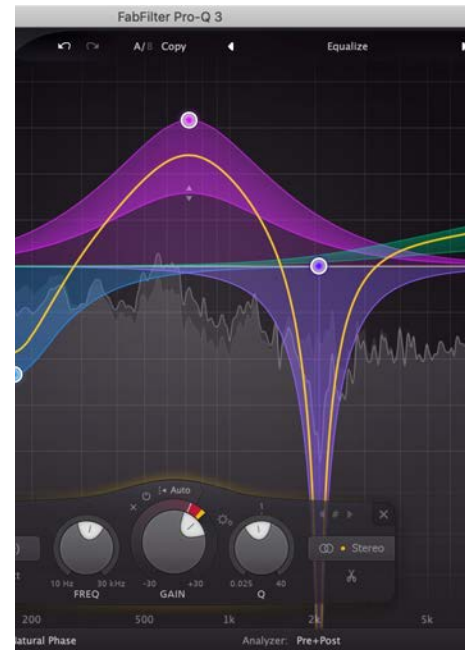
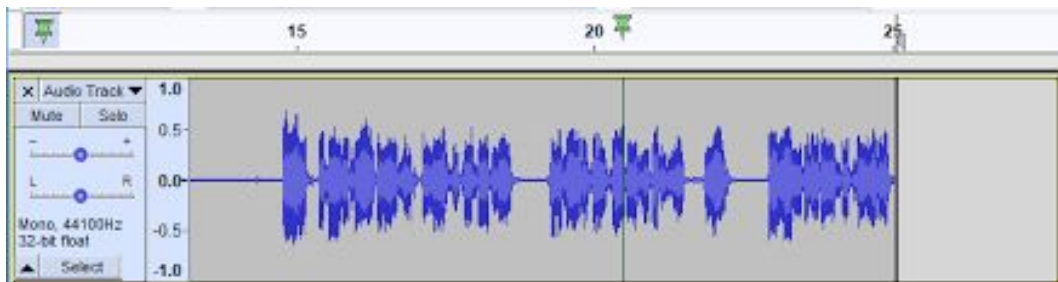
Recording Software

- Digital Audio Workstation (DAW)
 - Free: Audacity, GarageBand (Mac-only)



Post Production

- Editing: mistakes and flubbed sentences removed or fixed
- Mastering: “sweetening up” the audio (EQ, compression, noise removal, etc.); preparing audio to distribution standards



Freelancers & Rates

- Audiobook rates based on Per Finished Hour (PFH)
 - Average of 9,200 word per hour
 - 46,000-word book = 5 hours finished audio
 - \$100 PFH for editing and mastering = \$500

$$\frac{\text{Word count}}{9,200 \text{ words per hour}} \times \text{PFH rate}$$

The Upwork logo features the word "up" in a light green, lowercase, sans-serif font, followed by "work" in a dark grey, lowercase, sans-serif font.

Distribution



- Amazon
- Audible
- Apple Books

Royalty rates:

- 40% for exclusive
- 25% for nonexclusive



- Amazon, Audible, Apple Books
- Spotify + other retailers
- Library platforms
- Educational retailers
- International retailers

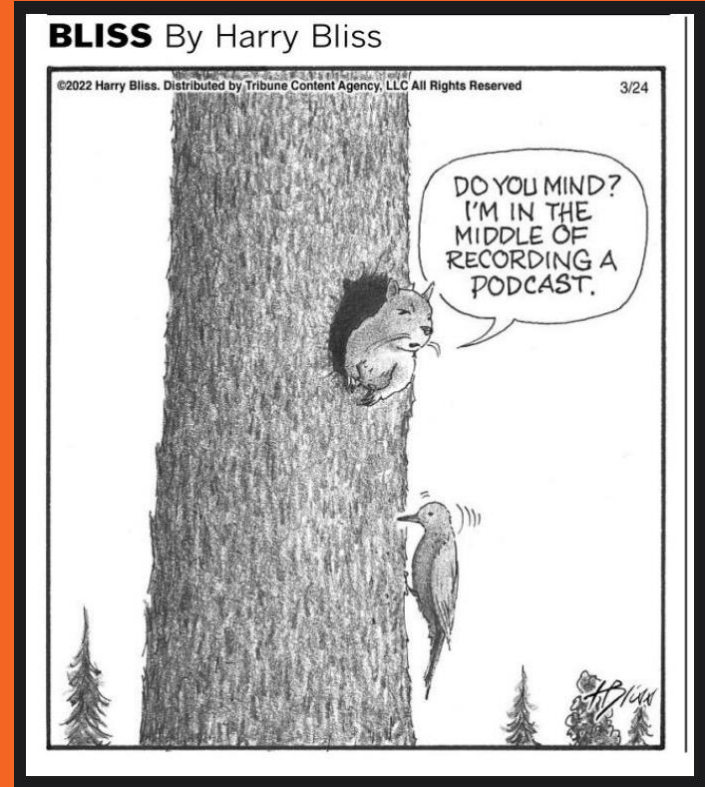
Royalty Rates:

- 80% of each sale
 - E.g. Amazon & Audible: 20%
-

Podcasting

We will cover:

1. Advantages
2. Content
3. Styles and formats
4. Staying motivated



Why Podcasting?

Advantages for authors:

- Method of marketing your brand/book
- Increase credibility
- Budget-friendly
- Another opportunity to publish your voice



Production Process

Recording:

- Same equipment as audiobook recording

Editing/mastering:

- Preferred, but not necessarily required

Leveling up your podcast:

- Structure:
 - Intro/outro
 - Segments
 - Editing (removing filler words, editing for content/clarity)
 - Mixing/mastering (EQ, compression, etc.)
 - Music
 - Sound Design
-

Content: What do I even record?

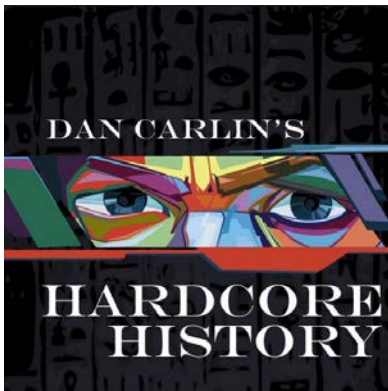
- Repurpose existing content
 - Topics from your book
 - Expanding on what you talk about in your book
- What other materials outside of your book can you adapt and pull from?



Form: What style?

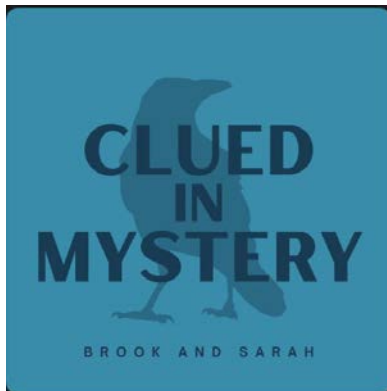
Single Host

- Easy logistics/management
- Similar to blogging
- Allows for easy repurposing of content



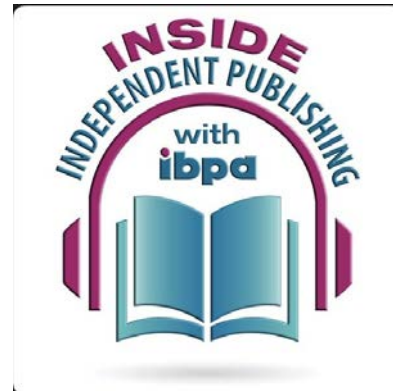
Dual/Multiple Hosts

- More conversational
- Less content prep



Interview-style

- Requires significant prep
- Potential for scalable growth



“Reported” style

- Requires the most prep and post production



How do you stay motivated?

- “Always on” podcasts
 - Episodes released regularly
- Seasons
 - Time split between production and release
- Limited series
 - Defined number of episodes



Creative Approaches to Audio Marketing

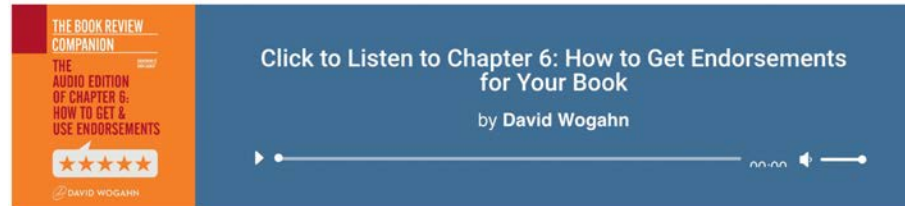
We will cover:

1. Audio marketing assets
2. What to do if you don't have an audiobook or podcast
3. Alternatives to distribution



Audiobook Retail Samples

- Retail sample is playable from the sales page of your audiobook
- Other ways to share your retail sample:
 - Website
 - Soundcloud
 - YouTube
 - Audiograms



Audiograms

- Marketing asset that plays audio while displaying an image with waveform animation
- Available in variety of sizes for social media platforms



Book Trailers

- Retail sample
- Book excerpt/quote pulls
- Book description, summary, or synopsis



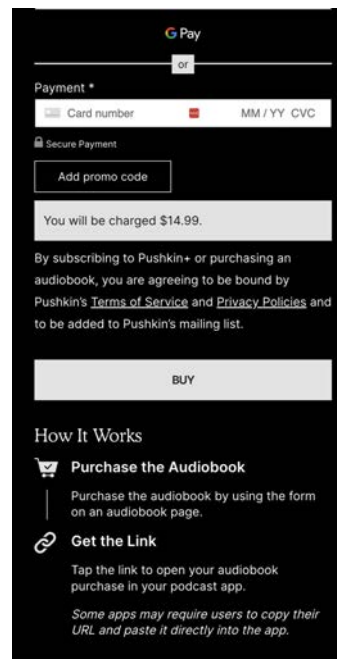
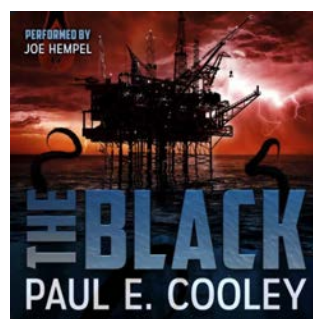
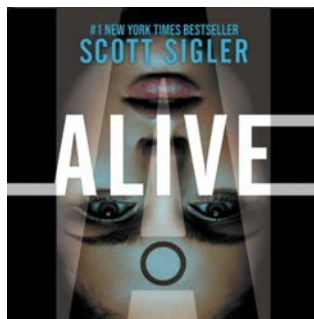
Don't have an audiobook or podcast?



- You can still record an excerpt or description
 - Hire a VO actor
 - Recordings of talks, book readings, online content (courses, lectures)
-

Alternatives to Audiobook and Podcast Distribution

- Private podcasts
- Audiobooks as podcasts
 - Free podcast
 - Paid podcast (direct-to-consumer)





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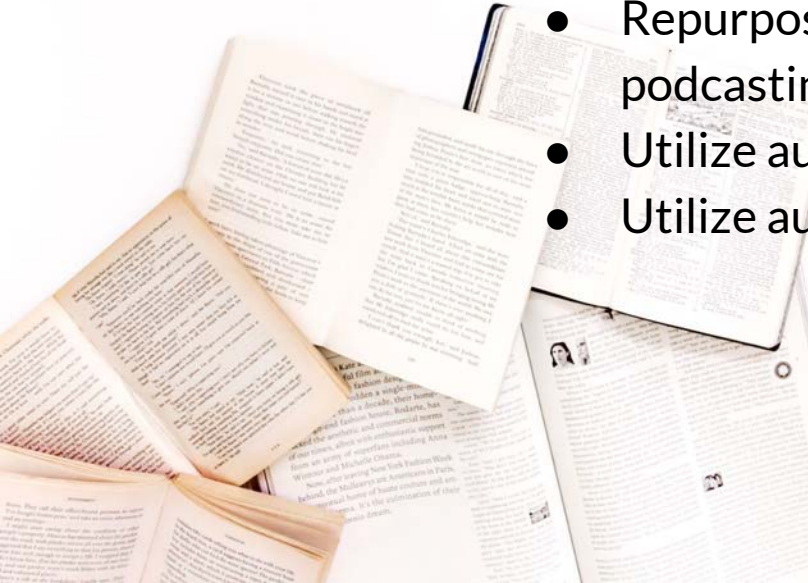
BUY

How It Works

-  **Purchase the Audiobook**
Purchase the audiobook by using the form on an audiobook page.
-  **Get the Link**
Tap the link to open your audiobook purchase in your podcast app.
Some apps may require users to copy their URL and paste it directly into the app.

Key Takeaways

- Optimize your recording space
- Podcasting is a marketing tool for your book
- Repurpose existing content from your book for podcasting
- Utilize audiobook retail samples in your marketing
- Utilize audiograms for marketing



Wrapping Up

CarterWogahn.com

carter@authorimprints.com

authorimprints.com/audiobooks
