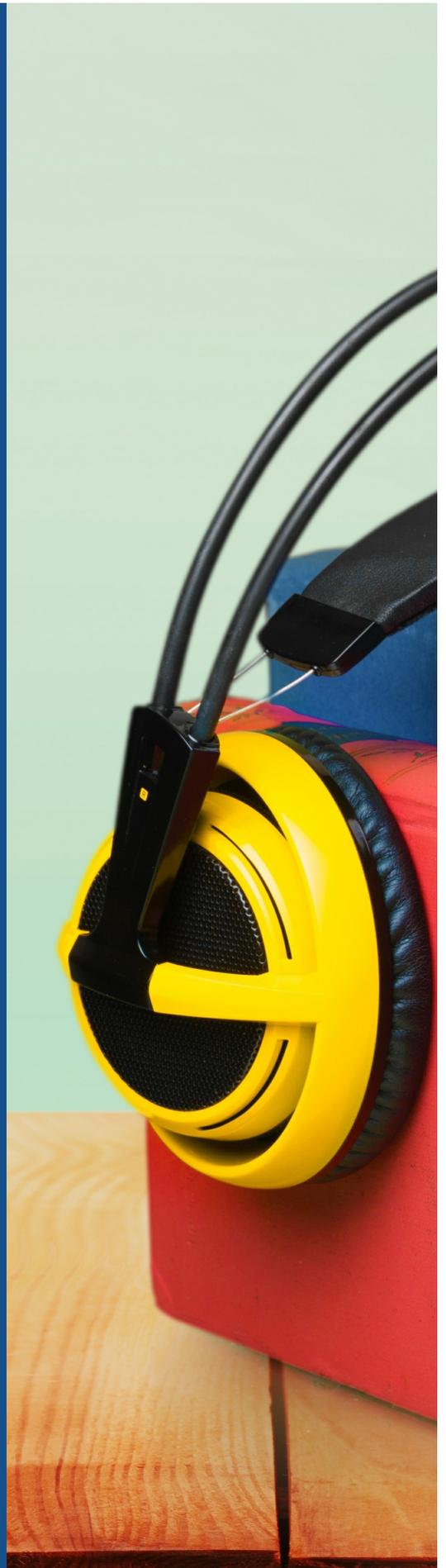




Audiobook Production Checklist

Brought to you by Tina Dietz and
StartSomething Creative Business Solutions



Welcome to the Audio Revolution!

Congratulations on taking action to build your audience, influence, and income with Audiobooks.

I'm excited to show you how to alleviate the barriers to audiobook production.

The Facts

Audiobook sales have skyrocketed every year since 2011, and production costs are down 50% since 2009.

2016 is the third consecutive year that audiobook sales have expanded by more than 20% over the previous year.

Millions more audiobooks are being downloaded than ebooks.

Now it's your turn to take advantage of this trend.

Let's get started so that you can have a whole new income stream and skyrocket your audience.

Enjoy!

A handwritten signature in black ink that reads "Tina". The script is fluid and cursive, with a large, elegant 'T' and a long, sweeping tail on the 'a'.

Audiobook Production Checklist & Best Practices

Step 1

Publish your Kindle book on Amazon.com

Step 2

Create your ACX.com account

IMPORTANT! Only available in the US/UK. More on this later in this guide

Step 3

Post an audition for your book

When you're posting the audition for your book, you'll need to decide how much you're going to pay your narrator and if you'd like Audible/Amazon/iTunes to be your exclusive distributor. Both of these items impact your royalties, as well as the type of narrator that you attract.

Step 4

Review audition samples

Make sure the sound quality and editing is in compliance with Audible quality standards and that the narrator you select has a good track record of delivering on time. Also ask yourself this question: "could I listen to this person's voice for a number of hours?"

Audiobook Production Checklist & Best Practices

Step 5

Negotiate and contract with Narrator

Send a message to the narrator you'd like to work with and make sure that expectations and timelines are clear before making them an offer. When you make the offer, ACX has a standard contract that I recommend using.

Step 6

Deliver audio-friendly manuscript to Narrator

If your book includes images, exercises, etc. then these need to be "translated" into audio before the Narrator begins, along with any tricky pronunciations.

Step 7

Review the first 15 minutes

The Narrator will send you the first 15 minutes of your book to review. This is the place to get clear on the tone, pacing, characterization, etc. of your book.

Step 8

Narrator records the remainder of the book

The Narrator may upload chapters as they are finished or all at once, at the time of completion, whatever you have agreed upon together.

Audiobook Production Checklist & Best Practices

Step 9

Audio proofing and final edits

Listen carefully to each chapter and send corrections for any mistakes your Narrator may have missed.

Step 10

Upload your cover art

Your original book cover art will need to be adapted for your audiobook to a more square size and include your Narrator's name.

Step 11

Sign off & send to Audible Quality Control

Approve your book and send it to ACX/Audible for general quality checking. If anything doesn't pass, you will get an email detailing what needs to be fixed.

Step 12

Your Audiobook goes LIVE on Amazon, Audible, and iTunes

You will receive an email when your audiobook goes live on these platforms for sale.

Step 13 - BONUS

Now that you've read through this guide, take action!

I'll be sending you more tips and insider information on how to create, launch, AND market your Audiobook.

StartSomething Creative Business Solutions is the only audio publisher in the world making it possible for authors to benefit from an audio publisher's expert guidance, marketing resources & distribution, while allowing the author to retain full creative control, content ownership & royalties.

Audiobook Strategy - Perfectly positioned to receive the most benefits from your audiobook

Narration Options - 4000+ professional narrators available or we'll help you voice your book or work

Audiobook Production - Making sure your book is produced at the highest standards - every word is perfect & a joy for your ears

Marketing & Distribution - Get your book in the hands (& ears) of thousands of readers via standard marketing & trending innovation

We'll help you get the best creative solutions for your books and your business.

CONTACT US FOR A
CONSULTATION