

Double Your Audience with Audiobooks

with Nathan Agin

Crisp. Wry. Confident.
A VOICE THAT CUTS RIGHT TO THE CHASE.

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Double Your Audience with Audio

Remember:

1. People WANT (and NEED!) content in audio form!
2. Choose the appropriate contract: Pay for Production, Royalty Share, or Hybrid.
3. Will you produce/distribute it through ACX or somewhere else?
4. Professional narrators will save you time and money. (Amateurs will not.)
5. Based on costs, determine how you will fund the project. (Yourself? Crowdsource?)
6. Choose relevant material from your book to find the right narrator.
7. Use the 15 minute sample to confirm choices; after that, let your baby go.
8. Market your book strategically: email, landing pages, videos.
9. Stay connected with your audience throughout the audiobook process.
10. Plan your timeline—the Bible wasn't narrated in a day.

Money, money, money!

Yes, you can do Royalty Share and get a narrator for “free” upfront...but **you get what you pay for!** Be willing to invest money in your audiobook! If you don't believe in it enough to financially support it, why should anyone else in buying it or working on the project? And if you don't have the budget, then run a Kickstarter, Indiegogo or Patreon project!

What to listen for when auditioning narrators:

- Does the narrator capture the tone of the piece?
- Does the main character voice sit comfortably in the narrator's voice?
- Any background noises?
- Is it a tinny or hollow sound? (Or does it sound full and resonant?)
- How is the editing (any flubs/mistakes?), and is the pacing appropriate for the style?
- Are pronunciations and accents accurate?
- Does it sound good to your ear?

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Selling the audiobook **beyond** the launch:

- Be strategic with giveaways and codes
- Awards and nominations
- Constantly promoting your backlist

A sample timeline... October to March

You want to launch the audiobook March 1st. Your book is 5 hours long, and the narrator can complete 2 hours per week. ***Post on social media at each step!***

- **10/1:** Announce that you're starting the audiobook process
- **10/5:** Reach out to blogs / podcast hosts re: appearances at launch
- **10/10:** Hire designer for audiobook cover
- **10/25:** Audiobook cover delivered
- **11/1:** Create ACX listing
- **11/5:** Create audition sample for narrators
- **11/15:** Open auditions
- **12/15:** Listen to narrators
- **1/1:** Narrator chosen / offer sent
- **1/5:** Contracts handled and manuscript sent over
- **1/10:** Narrator submits first 15 for review
- **1/15:** Narrator continues recording
- **2/1:** Organize pieces for video book trailer
- **2/7:** Finished files delivered to author
- **2/8 - 2/15:** Any author review of book / any glaring issues
- **2/15:** Finished book sent for ACX review
- **2/20:** Release video book launch trailer
- **3/1:** Launch Date via email / FB group / social / blog
- **3/10:** Send out codes or do a giveaway
- **3/10 - 3/31:** Podcast / marketing tour
- **4/1 and beyond:** Updates on audiobook with nominations, wins, "1 year later" etc.

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A sample production calendar (based on the above)

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	

