

W e l c o m e t o :

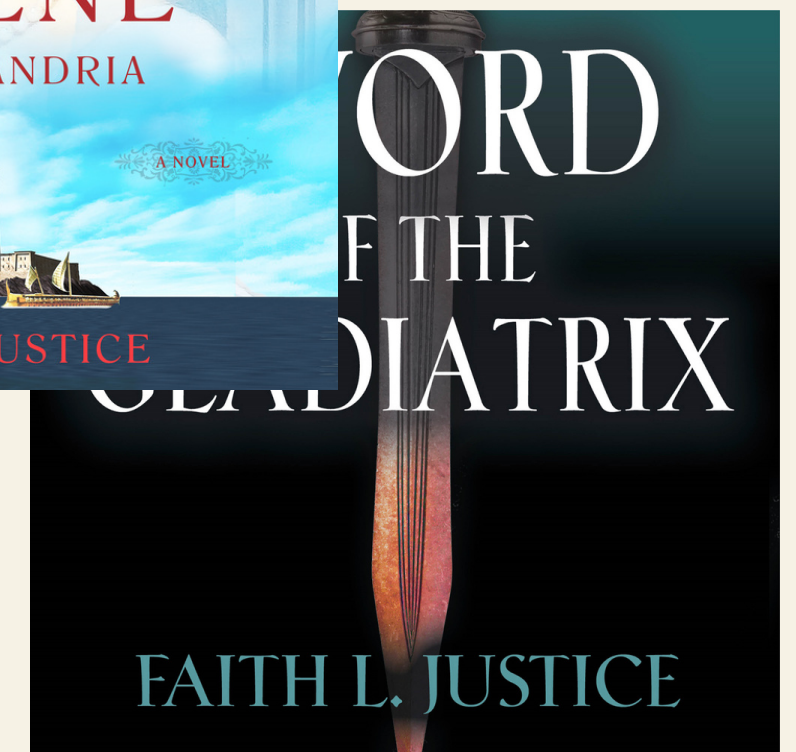
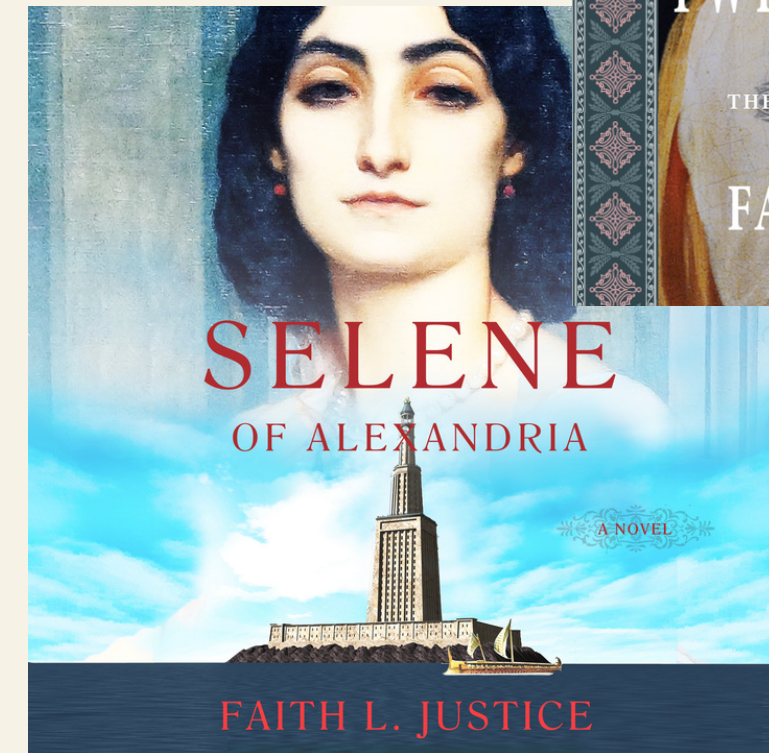
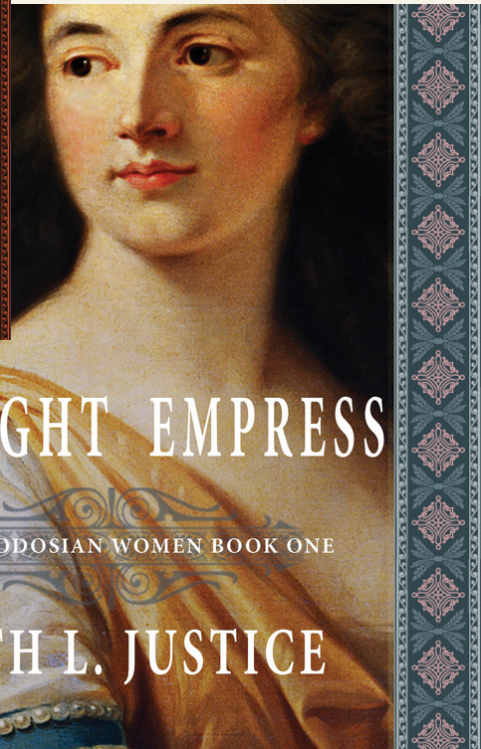
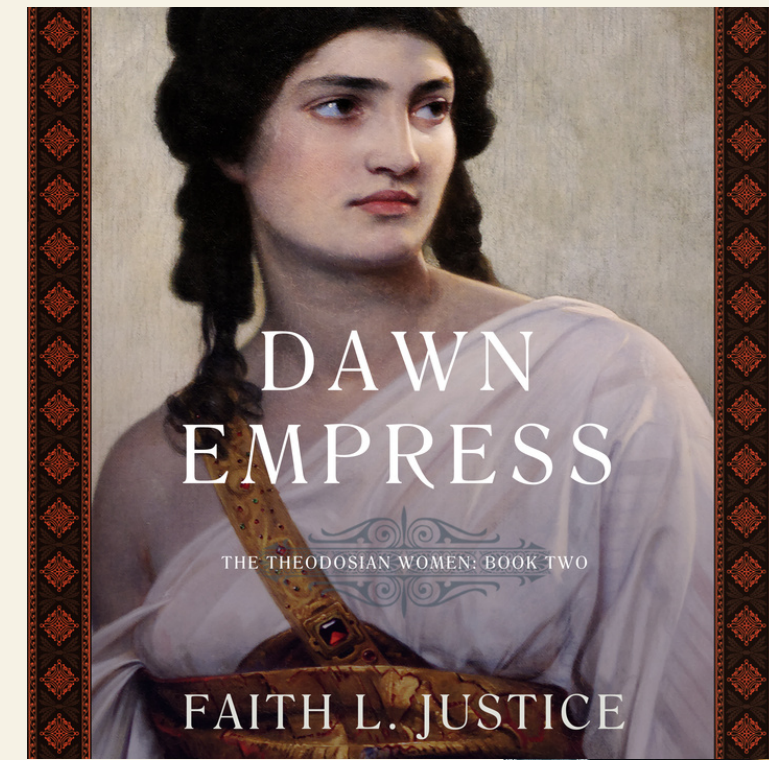
"N a v i g a t i n g t h e W i l d W e s t o f
A u d i o b o o k P r o d u c t i o n "

W i t h

F a i t h L . J u s t i c e

A little about me:

- Published in audio:
 - 3 collections of short stories
 - 1 illustrated children's book
 - 4 novels
- Background in audio production





Purpose:

- To give you enough information to decide IF and HOW to get your books into audio.
- Like most things, it's your time or your money.

We'll cover:



Why be in the market?



Process of creating an audiobook.



Different routes to the market and author responsibilities in each.



Factors to consider when deciding which route to take.



Distribution channels.



Market trends/strategies.



Q & A at the end.

Why should you
get in the audio-
book market?

Why now rather
than later?



For the readers:

They can find you in their
preferred medium.



For the money:

This is the fastest-growing
segment of the publishing
business.



To beat the competition:

The big guys smell the
money and they're
ramping up.

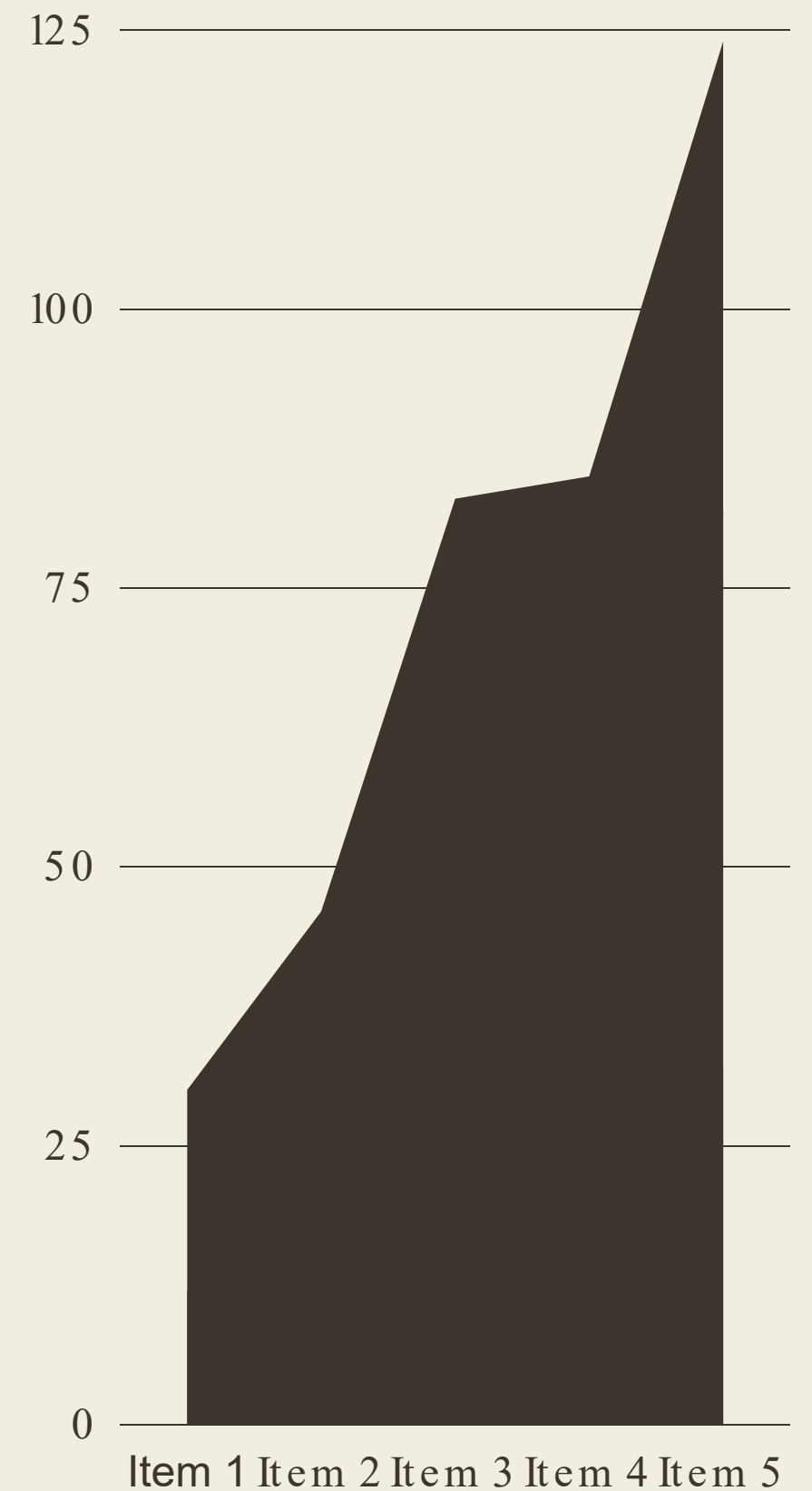
Audiobook Readers:

- Are new readers - prefer audio to print/eBooks and consume 8.1 books per year.
- Make new time to listen beyond their sight reading.
- Are young, educated & employed - 57% of frequent listeners are aged 18 -44.



Audiobook Market

- Fastest-growing segment in publishing with double-digit growth the past 8 years and the same projected through 2027.
- Revenues of \$1.2 billion for audiobooks surpassed revenues for eBooks in 2019.
- 13.7% of book sales in the US market.
- Fiction is 67% of the audio market vs. 40% in print.

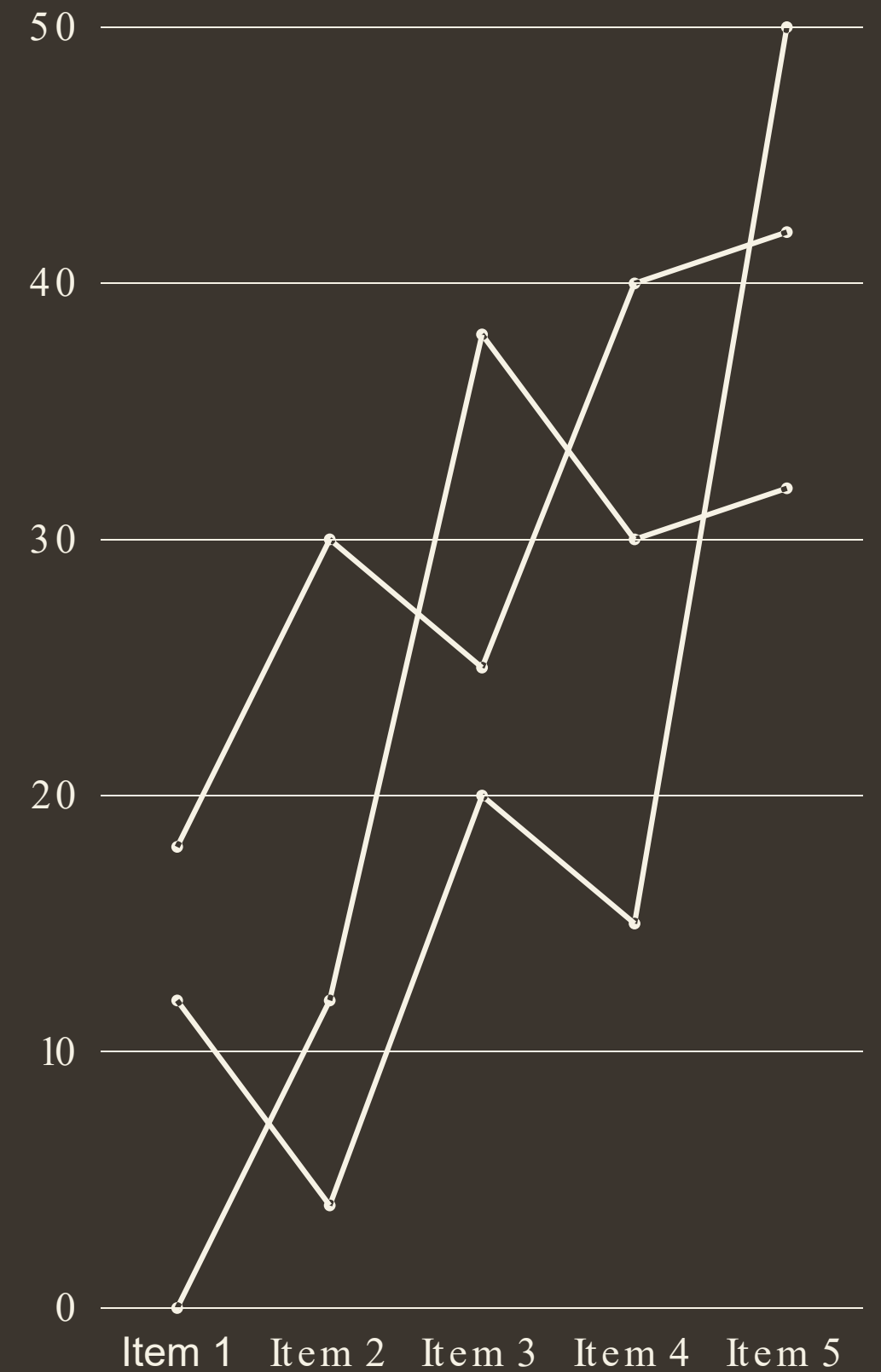


Why now?

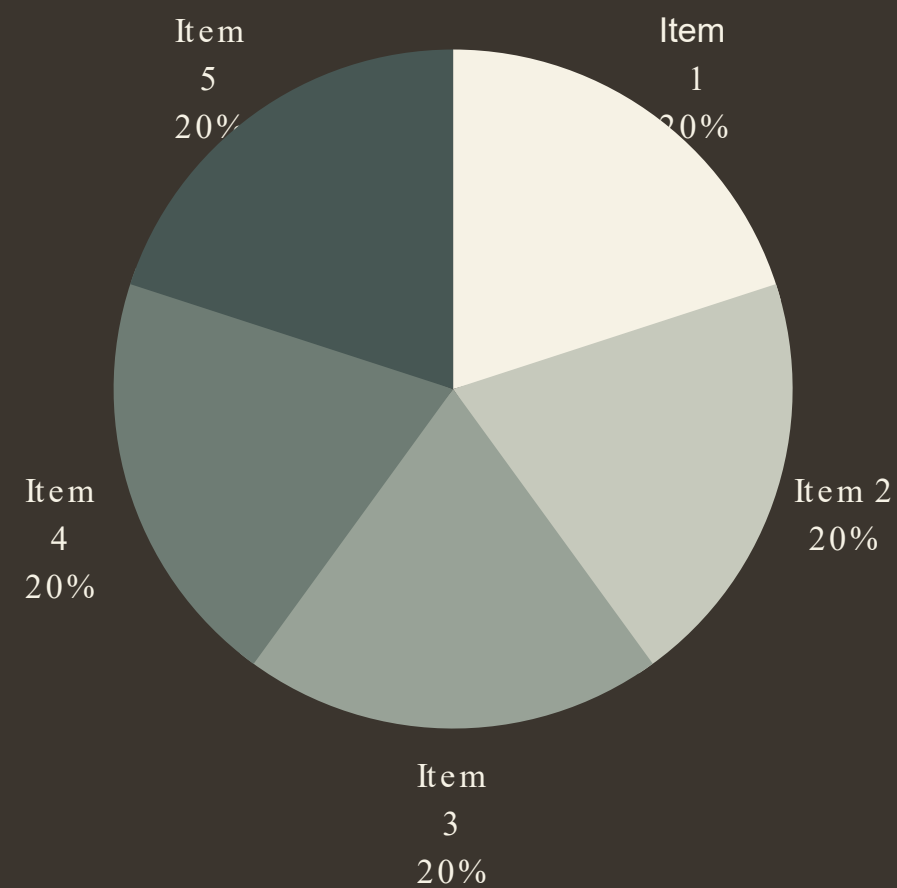
Competition low / Discoverability high

- 1.7 million books in print and eBook
 - 600K books published in 2020
 - 71K audiobooks published in 2020
- 50K HF titles listed in the Kindle Store
 - 10K HF titles listed in Audible

But it won't stay that way!



Market Trends



Com m u t e v s.
H o m e



P h o n e v s. S m a r t
s p e a k e r



1-b u y d o w n l o a d v s.
M o n t h l y
s u b s c r i p t i o n

What's keeping you
from jumping in?

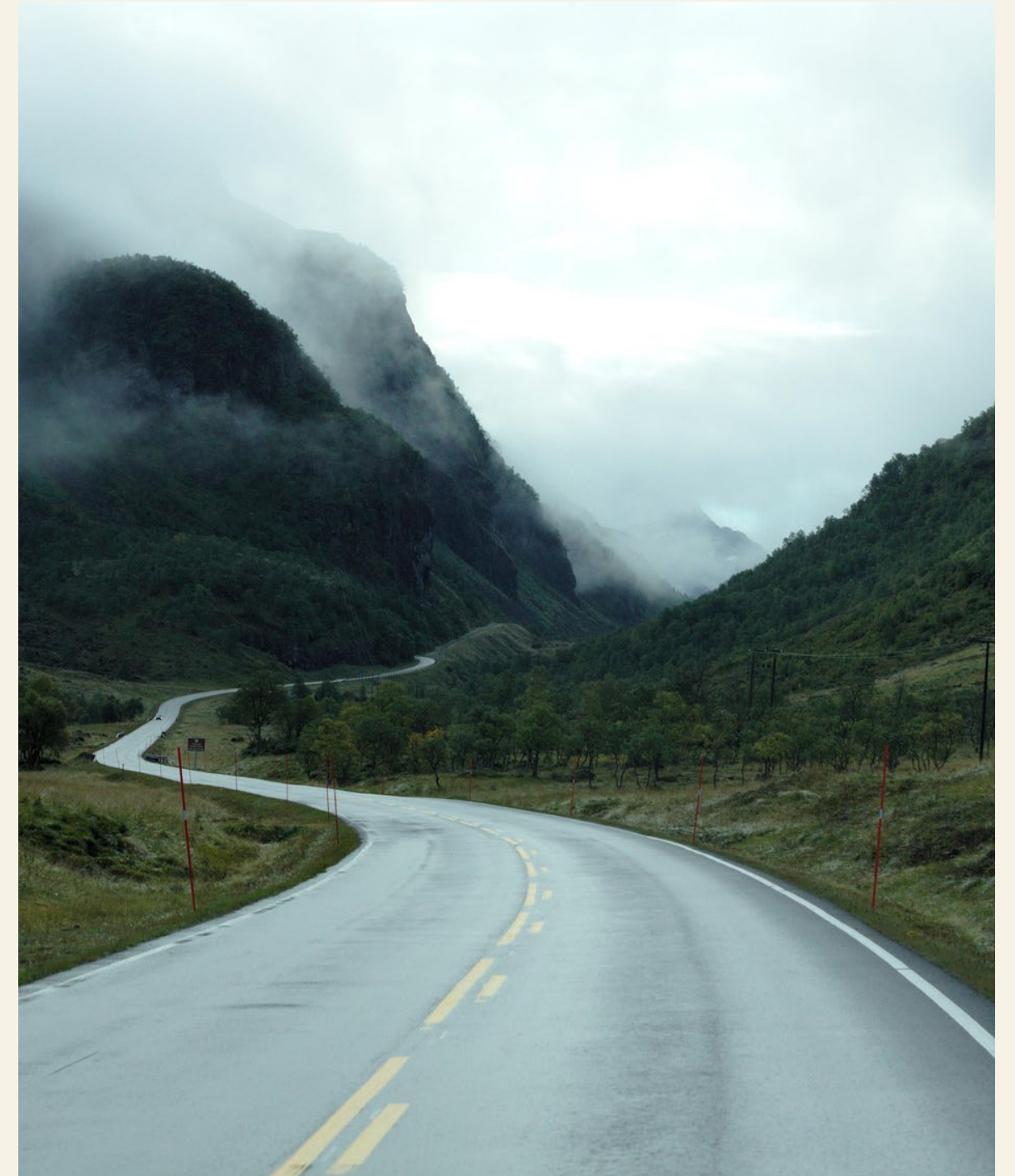
Money?

Technical know-how?



The Journey from Print to Audio

- Who owns rights to audio production
- Who will produce
- Prep manuscript
- Record
- Edit
- Quality Control
- Retakes
- Remastering
- Submit files to distributors (with audio cover)



4 Routes to Market



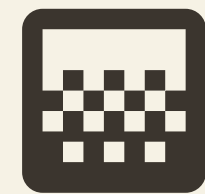
Assign rights to an
audiobook publisher



Hire full-service audio
production company



Author DIY



Author produces, outsources
all/some tasks

Assign rights

Pros:

- Least involvement
- No upfront \$
- Professional
- Prestige

Cons:

- Hardest to get w/wo agent
- Least control
- Low royalties

Hire full service

Pros:

- Less work
- More control
- Professional

Cons:

- Most expensive

A u t h o r D I Y :

P r o s :

- C h e a p e s t o p t i o n
- F r e e D I Y r e s o u r c e s
- C o m p l e t e c o n t r o l

C o n s :

- R e a d e r s p r e f e r p r o f e s s i o n a l
n a r r a t o r
- L e a r n i n g c u r v e t e c h
- T i m e

A u t h o r o u t s o u r c e s :

P r o s :

- C h e a p e r t h a n f u l l
s e r v i c e
- O t h e r s d o t e c h s t u f f
- P r o f e s s i o n a l v o i c e
- C o n s i d e r a b l e c o n t r o l

C o n s :

- M o r e e x p e n s i v e t h a n D I Y
- L e a r n i n g c u r v e p l a t f o r m
- T i m e

A u t h o r O u t s o u r c e O p t i o n s :

A u t h o r

- P r e p m a n u s c r i p t
- A u d i t i o n / s e l e c t n a r r a t o r
- Q u a l i t y C o n t r o l *
- C h o o s e c h a n n e l s / D i s t r i b u t e
f i l e s
- S e t p r i c e / M a r k e t i n g

I n d i e N a r r a t o r P r o d u c e r

- R e c o r d
- E d i t
- R e t a k e s
- R e m a s t e r i n g

A u d i o s e r v i c e s / d i s t r i b u t i o n

- P r o p o s e n a r r a t o r s
- R e c o r d
- E d i t
- R e t a k e s
- R e m a s t e r i n g
- D i s t r i b u t e f i l e s

Distribution: Exclusive?

Audible only:

Pros:

- higher royalties (40 % vs. 25%)
- single dashboard
- preferred giveaway codes

Cons:

- lose out on wider market
- no distribution to libraries
- no price control



Distribution: or Not?

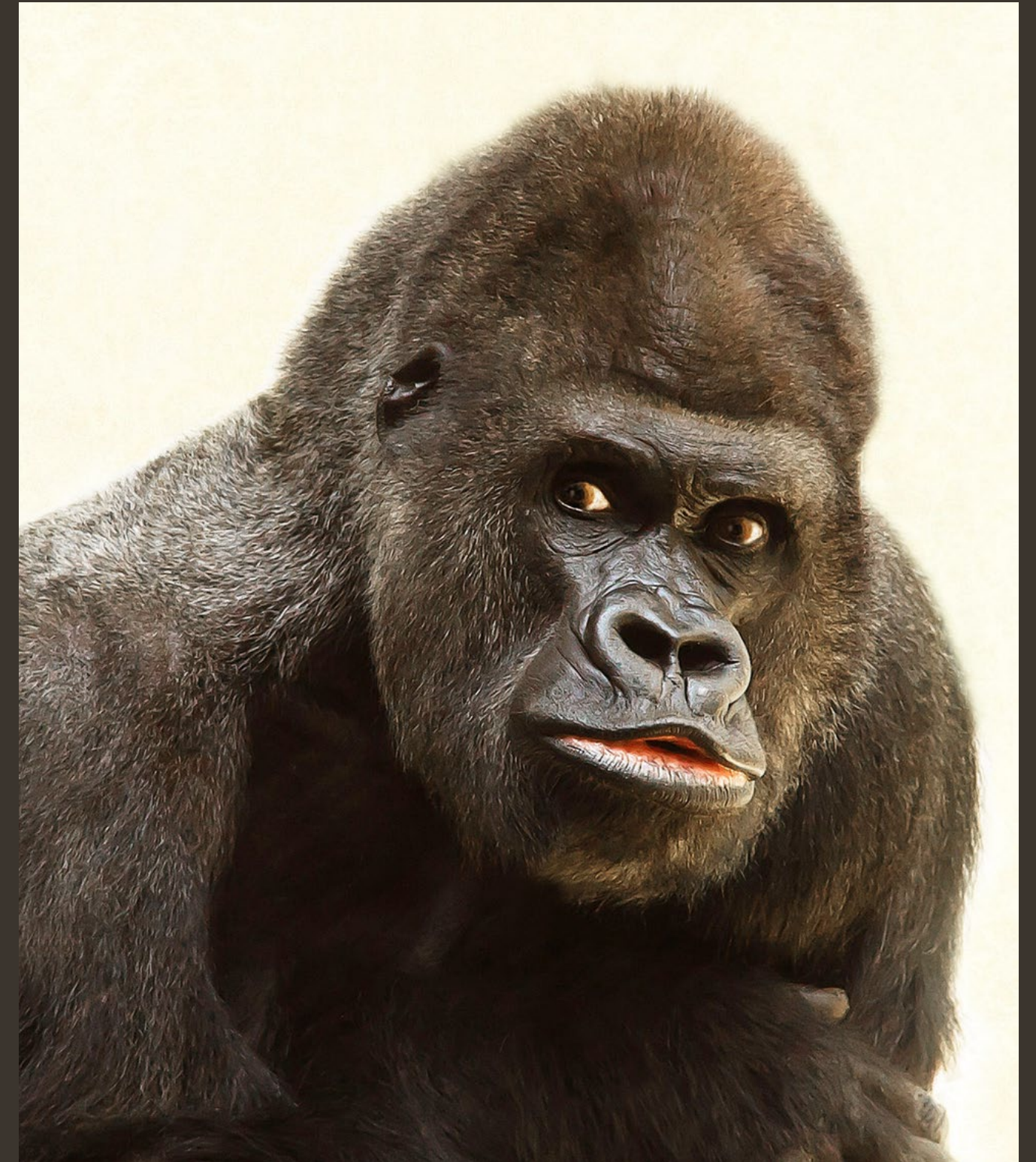
Non-exclusive:

Pros:

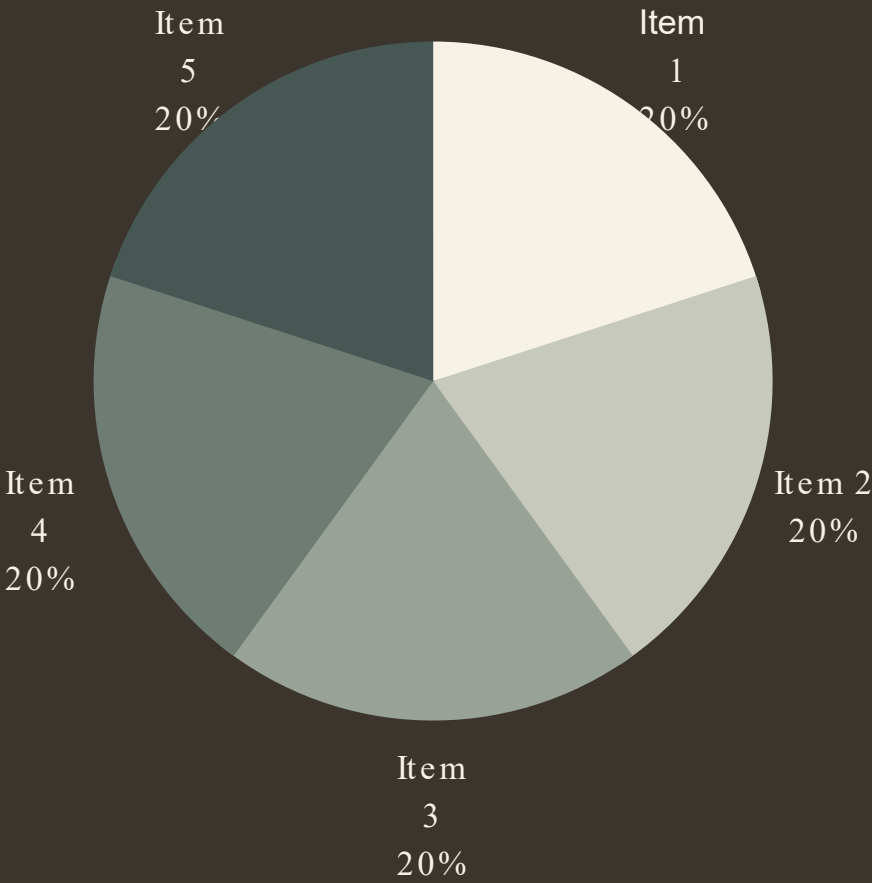
- wider market including libraries
- price control
- giveaway codes

Cons:

- lose preferred market Audible codes
- multiple dashboards



Marketing Strategies



Hire a celebrity narrator



Launch audio version with
print/eBook



Giveaway codes to reviewers



Promote your paper book



Use price drop/Chirp



Podcast tour/Podcast ads

THANK YOU!

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