

RESOURCE GUIDE: CRACKING THE AUDIOBOOK MARKET

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Why? Market Data

- “Audiobook Statistics” by Dimitrie Curic for Wordsrated.com, 2/22/23 (<https://wordsrated.com/audiobook-statistics/>)
- “Audiobooks Continue to Rise – 2022 APA Survey Reports” Audiobook Release Podcast, Episode 13, 8/30/22 (<https://audioboom.com/posts/8148803-audiobooks-continue-to-rise-2022-apa-survey-reports>)

How? Articles/resources on how to produce and distribute your audiobook

- **ACX Video Lessons and Resources**
(<https://www.acx.com/help/setup/202008260>) covering setup, narration, recording basics, editing, mastering, encoding, and much more.
https://www.youtube.com/playlist?list=PLOEkZ6mRQrhZ4oEQIJp1_I8_uhplv-dmp collection of 10 videos covering audiobook marketing strategies
- “How To Make An Audio Book: A Do-It-Yourself Guide”
(<https://www.ebookit.com/tools/bg/Bo/eBookIt/ucHgoPMz/How-To-Make-An-Audio-Book--A-Do-It-Yourself-Guide>) Step-by-step article with advice on “how-to” each step.
- “How to Publish an Audiobook: Your Guide to Audiobook Production and Distribution” (<https://www.writtenwordmedia.com/self-publish-audiobook-production-and-distribution/>) Overview for production; detailed side-by-side information on distribution companies and royalty rates.
- “How to Sell eBooks and Audiobooks Direct with Payhip and Bookfunnel” (<https://www.thecreativepenn.com/2021/02/19/sell-ebooks-and-audiobooks-direct-with-payhip-and-bookfunnel/>) A step-by-step video tutorial for authors who want to sell direct from their websites. Includes downloadable slides with links.
- Pronunciation Resources for prepping your manuscript:
 - [merriam-webster.com](https://www.merriam-webster.com) for words
 - [forvo.com](https://www.forvo.com) for names and places (for foreign words and names, will accept words in their native alphabets)
 - [youglish.com](https://www.youglish.com) finds segments within YouTube clips that use the target word. (Pro-tip: Avoid pronunciation video/audio clips with synthesized voices: they're VERY often wrong.)

Who? Organizations that can help you produce and/or distribute your audiobook*

- **ACX** (Audio Creation Exchange - <https://www.acx.com/>) Industry leader in production; distribution limited to Amazon, Audible, iTunes; no author choice in pricing.
- **Apple Books Digital Narration** (<https://itunespartner.apple.com/books/articles/apple-books-digital-narration-3479>) Converts eBook to “an audiobook narrated by a digital voice based on a human narrator.” Beware that many platforms will not sell AI narrated books.
- **Audivita** (<https://audivita.com/>) Production and distribution including libraries; author sets price.
- **Author’s Republic** (<https://www.authorsrepublic.com/>) World-wide distribution including libraries.
- **Bookfunnel** (<https://bookfunnel.com/>) Distribution for author direct sales.
- **E-AudioProductions** (www.e-AudioProductions.com/) Production (full or individual elements) and distribution.
- **Findaway Voices** (owned by Spotify) (<https://findawayvoices.com/>) Production and world-wide distribution including libraries; author sets price.
- **KDP Beta** (https://www.kdpcommunity.com/s/article/Invite-Only-KDP-Beta-for-Audiobooks?language=en_US) Invite only program “enables KDP authors to quickly and easily produce an audiobook version of their eBook using virtual voice narration, a synthetic speech technology.” Audible distribution only.
- **ListenUp Audiobooks** (<https://www.listenupindie.pub/>) Production and world-wide distribution including libraries; author sets price.
- **Poszotron** (<https://www.pozotron.com/>) suite of AI tools used for manuscript prep and quality control
- **Publish Drive** (<https://publishdrive.com/distribution.html>) World-wide distribution including libraries.

There are numerous other publishing companies, full-service production companies, and distribution options for audiobooks as well as new author service companies coming online seemingly every day. Check with your local studios for their services and prices.

*Organizations and links listed here are for your information only and should not be considered a personal endorsement. They are generally accepted by the industry as legitimate businesses providing useful author services. I receive no money or affiliate payments for these listings.