

How to make an Audiobook

A DIY Guide to turning your novel into an audiobook

Presented by Urban Fantasy author HD Smith

Audiobook Creation

- 1. Know your Rights
- 2. Select Options
- 3. Set a Price (for production)
- 4. Find a Narrator/Producer
- 5. Make an Offer
- 6. The First Fifteen Minutes
- 7. Notes & Edits
- 8. Final Approval & Distribution
- Audiobook Covers

Know your Rights

Indie Authors

- You have them ...
Continue to the next slide
😊

Small Press/Traditional

- Pre-Contract – Request to retain audio rights
- Post-Contract
 - Check to see if the audio rights are included in the contract
 - If so (and no audiobook exists): Request to revert audio rights back to you
 - If not, you have the rights

Select Options

Royalty Share vs. PFH (per-finished hour)

- Royalty Share splits royalties 50/50 between you and the narrator/producer—forever
 - Stipend options may be offered by ACX
- PFH will cost between \$50-\$400+ an hour (this is based on the completed book)
- Selling your rights
 - Audio Publisher

Exclusive Distribution vs. Non-Exclusive Distribution

- Exclusive Distribution is for 7 years with 40% royalty
 - Royalty Share means you will receive 20%
 - “Exclusive” means Audible, Amazon, & iTunes
- Non-Exclusive Distribution has a 25% royalty rate
 - Royalty Share means you will receive 12.5%
 - “Non-Exclusive” means Audible, Amazon, & iTunes + your website, etc.

Set a Price (for production)

Royalty Share

- FREE ... You wrote the book, the narrator/producer creates the audiobook, you both share in the royalties
- Stipend Deals from ACX do not change the partnership between you and the narrator/producer, but allows them to make \$100 PFH for the book, which is paid by ACX

PFH

- This can range anywhere between \$50 and \$400+ per finished hour
- Hour is estimated based on 9,400 words, a 94,000 word novel will be 10 hours
- 10 hours would cost
 - @ \$50 = \$500
 - @ \$400 = \$4,000
- Actual cost is based on finished audiobook length

Find a Narrator/Producer

- Narrators/Producers can find you when searching the site for open projects
- You can also search the site for a narrator/producer that you like and contact them via ACX to request an audition
- Producers may have many narrators to choose from
- Narrators may be a “one man show”, or hire out the other parts
- No matter which you choose, you will only be working with one person
- Audition Script
 - 1-2 pages max
 - It can be from any scene in your book
 - Be sure it includes dialog and narration
 - Be sure it includes male and female dialog (unless you only need one)
- Audition Notes
 - Include anything relevant ... If you expect your Highland Romance to have British narration and Scottish dialog ... Include that in the notes to the narrator
- Communication is appreciated. I responded to everyone that auditioned

Make an Offer

- You will need to select a date for the “first fifteen minutes” and the “project completion” ... I’d recommend discussing this with the narrator/producer you have chosen
- I discussed many things with my narrator before making the offer. She provided me with the dates that fit into her schedule
- Questions to consider before selecting a narrator:
 - Are they planning to read the book first, or just start recording?
 - Are they working with an engineer to create the finished product, or are they a “one man show”
 - How many audiobooks have they recorded?

The First Fifteen Minutes

- The narrator/producer will record the first fifteen minutes of the audiobook for your review
- This is not an audition, it is the finished product
- Any issues with this sample should be addressed before you approve it, once approved, full production begins
- Review considerations:
 - No narrator will do every voice as it is in your head, but based on the audition you should have a feel for their style.
 - If there is anything about the first fifteen that isn't right, this is the time to speak up.
 - If you approve this step without comment they will assume they are doing everything correctly and to your liking

Notes & Edits

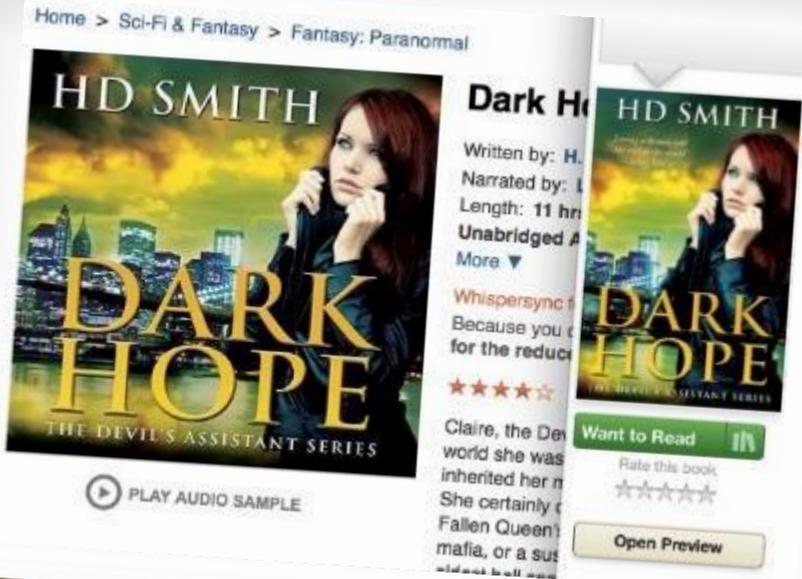
- At this point the narrator is recording the remainder of the book
- Expect communication during this phase
- My narrator sent a list of questions and edits (typos) after the first fifteen minutes was approved (for book 1, book 2 didn't have a list)
- Be ready to answer any questions they may have about pronunciation or word corrections ... if there is a specific name in the book you wanted pronounced a specific way, you should inform them of this before they begin

Final Approval & Distribution

- You will be expected to review the final book and approve it for distribution once it has been uploaded to ACX
- After you have approved the book, and monies owed have been paid (PFH), ACX will conduct a final review
- Final review takes about 10 days. Once they are finished it will be uploaded to Audible, Amazon, and iTunes for sale
- If your audiobook fails ACX's review, it will have to be fixed before they will accept the book
- In total, my book took 65 days to produce from start to finish

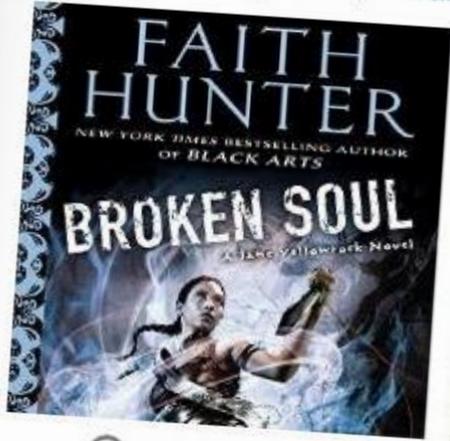
Audiobook Covers

Have your eBook cover designer create an audiobook cover at the same time. This could save you money, and since the image is square, you can also use it for other things like profile pictures.



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▶ PLAY AUDIO SAMPLE

Broken Soul

Written by: Jane Yellowrock
Narrated by: Jane Yellowrock
Length: 15 hrs
Series: Jane Yellowrock
Unabridged Audiobook
More ▼



Jane Yellowrock creates creatures of the backs....When she asks Jane to take the delegation of E... exorbitant price because the E... he knows that...



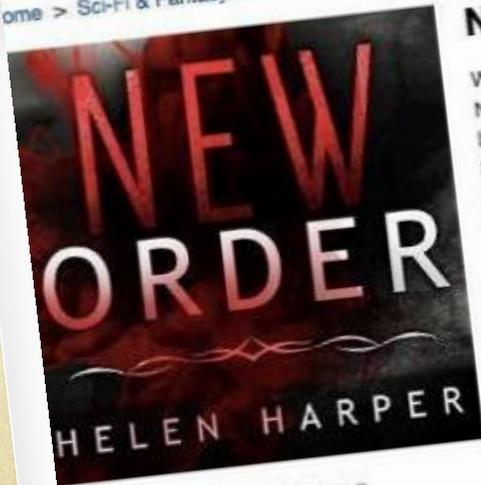
Want to Read

Rate this book



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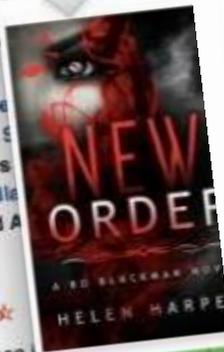
▶ PLAY AUDIO SAMPLE

New Order

Written by: Helen Harper
Narrated by: Helen Harper
Length: 9 hrs
Series: Bo Blackman
Unabridged Audiobook
More ▼



Bo Blackman is a fledgling vampire and, despite the attention she's desperate to find her to the door of a family-run magic...



Want to Read

Rate this book



Open Preview

Option #2

Squaring a portion of your eBook Cover. Depending on your design, this may or may not work out well

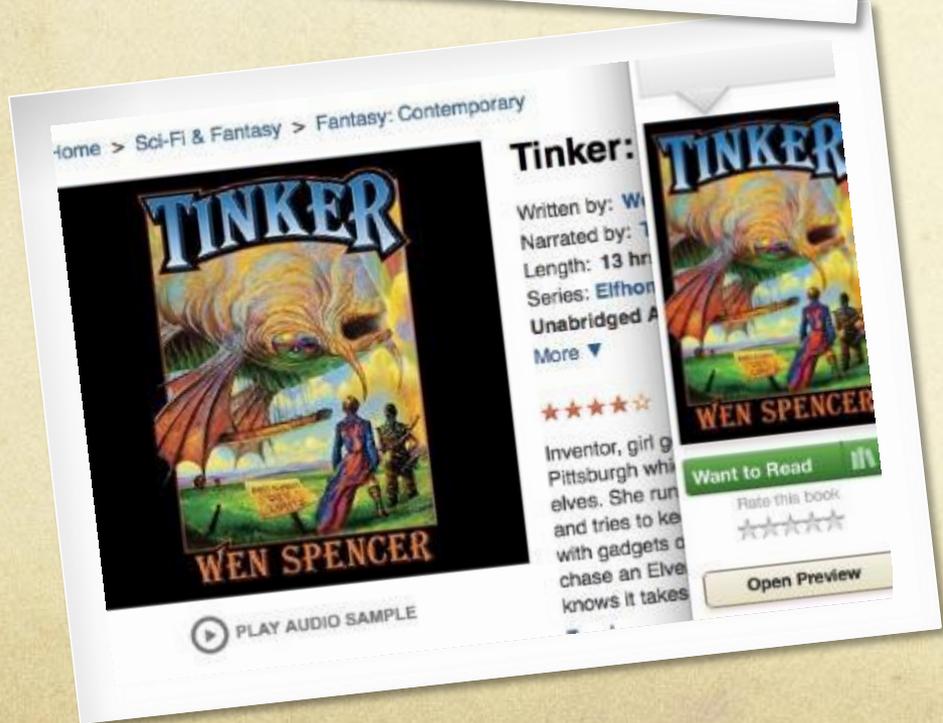


Option #3

Take your eBook Cover and center it in a square, which leaves two side borders of a solid color.

According to ACX, they don't accept option 3, however, I've seen more than a few covers that do this.

For covers with heavy illustration, this may be the only way to use it and get the same look and feel



me > Sci-Fi & Fantasy > Fantasy: Contemporary



Blood S

Written by: Co
Narrated by: T
Length: 8 hrs
Series: Blood
Unabridged A
More ▼

Whispersync f



Saxom is dead
Hancock, Dire
Department kr
now on the hu
determined to
the vampires s



Want to Read

Rate this book



PLAY AUDIO SAMPLE

Option #4

Have a completely different cover for the audiobook. This is sometimes necessary if you don't have rights to the eBook or print book cover

ome > Sci-Fi & Fantasy > Sci-Fi: Contemporary



Covete

Written by: St
Narrated by: S
Length: 9 hrs
Series: Gwen
Unabridged A
More ▼

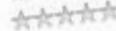


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Want to Read

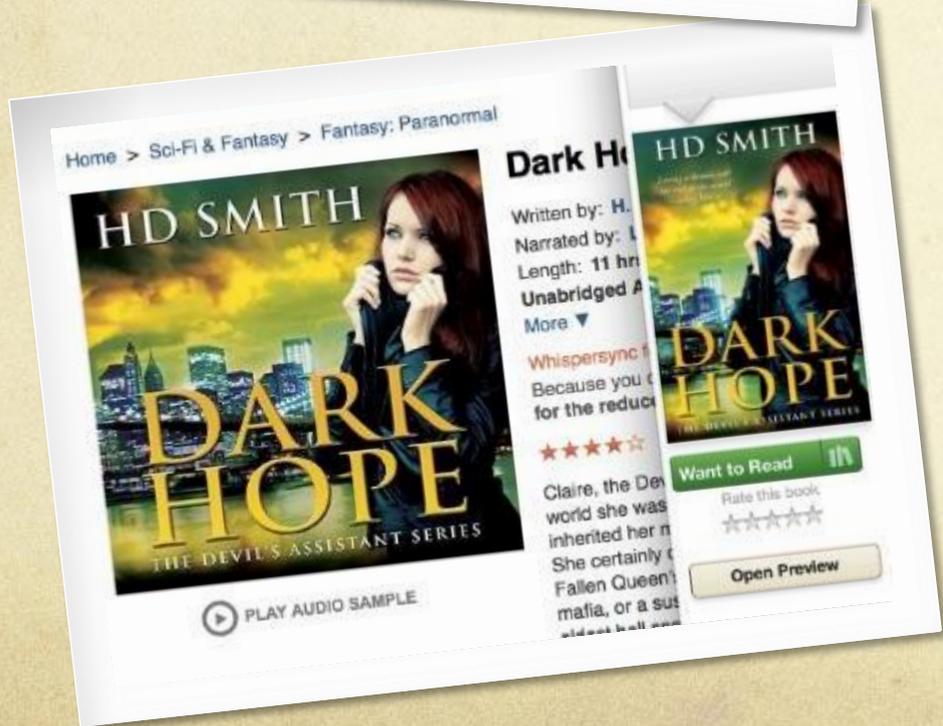
Rate this book



PLAY AUDIO SAMPLE



Questions?



In case you are curious, I changed both covers for Dark Hope when my eBook rights were reverted. The original was designed to come as close to the eBook cover model as possible