



GOING WIDE CHECKLIST

Before you Go Wide

- Understand that according to current ACX rules you can only make this change once.
- Ensure that you are the sole owner of your audiobook production¹.
- Make sure you've used all your Audible download codes as they will no longer be available when you are no longer exclusive. If you haven't, we recommend doing giveaways to your fan base or in Facebook audiobook fan groups listed in our Audio Marketing Checklist². The reviews won't disappear from Audible, but you will lose access to any unused codes.

To start the process

- Request an end to exclusivity with ACX by emailing support@acx.com using this template:

To whom it may concern,

I have been distributing exclusively with ACX since [DATE] and I would now like to take my audiobook(s) from an exclusive distribution agreement to a non-exclusive agreement.

Please transition the following audiobook(s), all "Pay for Production" to a non-exclusive status.

[AUDIOBOOK TITLE]: [AUDIBLE LINK]

Thank you,

[SIGNATURE]

- You will get an email confirmation from them. Unfortunately, the amount of time they'll tell you that it'll take varies wildly, so I'd check the status on your dashboard regularly³.

While waiting for status to change

- Establish accounts with Kobo⁴ and Findaway⁵.
- If you don't see an Audiobook tab on your dashboard, email writingslife@kobo.com to request that it be added.
- Let Kobo know you have a new audiobook release⁶.
- Locate your audiobook master files, which must include Opening Credits, Closing Credits and a < 5-minute retail sample in addition to all Chapters or Parts of the book.
- Contact Bookfunnel⁷ to be added to their audiobook beta program⁸.
- Upload the book files to Bookfunnel and set up a landing page for review copies.



- If you have or are considering opening your own online store, plan to sell your audiobooks there. Bookfunnel has very good how-tos on how to set up delivery⁹ (very similar to eBook delivery if you're already doing that).
- On your store's product page, be sure to include an image that makes it clear you're selling an audiobook, the names of the narrators, the audiobook length in hours and minutes, and a sample of the book¹⁰.

Once exclusivity is confirmed

- Upload files to Findaway¹¹.
- Make the audiobook sale page visible in your shop.
- Upload audio files to Kobo¹². The book will be available there very quickly.
- Email writinglife@kobo.com and ask to be added to the Kobo promotions email. They run quarterly Buy More Save More promos as well as themed promotions. Consider adding your audiobooks to the Kobo Plus subscription service.

Pricing

- During the process, Findaway will ask you to enter the price. However, after you upload the files, Findaway will give you a suggested price, which is typically much lower than the Audible retail price.
- An Audible credit costs \$14.95 in US dollars, so I recommend taking that as your starting point for a novel-length book (6 – 10 hours).
- At the same time, you want your original price to be high enough so that when you put it on sale, the customer feels like they are getting a bargain.
- Kobo favors what they call “pretty pricing” meaning they like the numbers to end in .99 whenever possible¹³.

Sale Prices

- In my experience, most wide sales happen during price promotions. You can make a profit, but it will most likely come from selling many more books at a much lower price.
- From surveys I've done and my observations and experience, there seem to be several price points that move listeners to buy.
 - \$7.49 for a known author/narrator (the price they'd pay for an add-on to a full price eBook)
 - \$2.99 - \$4.99 for unknown author/narrators (especially tempting if it's a bundle)
 - 99¢ too good to pass up



Notes and Resources:

¹ That is, you paid a producer/narrator for the completed production. You did not do a Royalty Share deal with the producer/narrator.

² Available to our subscribers: <https://bit.ly/HCBnewsletter>

³ The exclusivity status can be found on the product page of your ACX dashboard. Click on “My Projects” in the top left-hand corner, then click the “Completed:” tab. Click on the hyperlinked title of the audiobook in question. That takes you to its details, including Distribution, which should say Exclusive or Non-Exclusive.

⁴ Kobo account set up: <https://kobowritinglife.zendesk.com/hc/en-us/articles/360058975392-How-do-I-create-an-account-on-Kobo-Writing-Life->

⁵ Establishing an account with Findaway: <https://my.findawayvoices.com/signup>

⁶ Use [this form](#)

⁷ You must be a Mid-list author at Bookfunnel to distribute audiobooks <https://bookfunnel.com/pricing/>

⁸ The beta program is chugging along without additional pricing, but I’ve not heard a single complaint about it. I’ve also been assured that when they do begin charging for audiobook delivery it will be very reasonable. <https://blog.bookfunnel.com/2020/the-bookfunnel-of-audiobooks/>

⁹ How to deliver digital books with Bookfunnel: <https://authors.bookfunnel.com/help/delivery-actions/>

¹⁰ We have a video about this here: <https://www.youtube.com/watch?v=IUEzuI-Bqqk>

¹¹ Instructions on uploading to Findaway: <https://support.findawayvoices.com/portal/en/kb/articles/steps-to-sell-existing-audiobook-with-findaway-voices>

¹² Guide here: <https://kobowritinglife.zendesk.com/hc/en-us/articles/360059385511-How-to-Upload-Your-Audiobook-Directly-on-Kobo>

¹³ <https://kobowritinglife.zendesk.com/hc/en-us/articles/360058976232-How-to-Set-the-Price-on-your-Audiobook>