



AUDIOBOOK MARKETING CHECKLIST

Before you press record

Set yourself up for success by following these simple steps!

Before you Hire your Narrator(s)

1. If you haven't already, listen to audiobooks in your genre and/or recruit a team member to be your guide
2. Join FB audiobook and narrator fan groups
 - a. Interact with other fans
 - b. Note auto-buy, hot, and up-and-coming narrators
3. Decide whether to
 - a. produce the audio yourself or
 - b. work with an audiobook production company or
 - c. try to sell your rights to an audiobook publisher
 - i. if successful, be prepared with your list of dream narrators and do your best to get narrator approval in your contract and then skip to the end of this list
4. If 3a, contact SAG-AFTRA to set up an OPO agreement
 - a. Estimate how many books you can publish in 18 months
 - b. Ask for minimum rate for your titles' narration style (see below)
5. Decide on distribution
 - a. ACX exclusive
 - b. Wide
 - c. ACX exclusive for 90 days then Wide (my recommendation)
6. Decide on release strategy
 - a. Concurrent with the print release (for new books or series)
 - b. 2 - 3 months after the print release
 - c. Series all at once or in quick succession (for backlist titles)
7. Decide on narration style, i.e. whether your book should be narrated by
 - a. One male narrator
 - b. One female narrator

- c. Two narrators in dual style
 - d. Two narrators in duet style
 - e. Multiple narrators
8. Create your budget based on #7
9. Come up with a list of potential narrators
10. Either contact the narrators yourself or contact a production company to
 - a. Hire your dream narrator if their availability and rates line up with your schedule and budget
 - b. Work your way down the list until you find a narrator who does work within your budget and schedule
 - c. Compromise on one of the above

Once You've Hired Your Narrator(s)

11. Discuss marketing opportunities with them
 - a. Live appearances or readings - FB fan groups, IG lives, TikTok
 - b. Video snippets/blooper reels while recording
 - c. Interviews with influencers
 - d. Reposting and Commenting on Social Media
12. If you have short reader magnets and/or bonus epilogues, consider having narrators record one or all of them as well (it's more cost-effective to record along with a larger project due to one-hour minimums)
13. Provide the producer or narrators with backmatter text for the narrator to record:
 - a. CTA text in the closing credits that points to one easy-to-remember link (e.g. "follow author name dot com")
 - b. a generic "other audiobooks by" introduction for a teaser chapter
 - c. your choice of text for the retail sample
 - d. Bonus material
 - e. Bundle credits, when recording the final book in a series, or halfway through if the series is longer than 3-4 books.
14. Add time for author audiobook proofing to production schedule
15. Stay in contact with production team to ensure that promo plans will not encounter unexpected delays

Do you have questions about the above?

Are you ready to create a marketing plan for your next audiobook's release, or for a published audiobook that needs more attention?

Would you like more information on publishing in audio without breaking the bank?

[Contact us here](#)
[Or book a Zoom consult](#)