

**Audiobooks 101:  
or, Everything You Wanted to Know About Publishing in Audio But Were  
Afraid to Ask**

Award-winning, veteran audiobook narrator-producer and author (as Karen Grey) Karen White takes you through the process of determining why, when, and how to publish your books in the audio format. Whether it's working with a publisher, an audiobook producer, or going DIY, Karen will lay out the pros and cons, giving you the tools to choose the best path for you.

Topics covered will include protecting your audiobook rights, casting, production basics, costs, distribution options, collaborating with narrators, insights about current trends, and marketing choices to be made before anyone presses record. This presentation aims to give authors an overview of how to meet listeners' expectations and get your books into their ears.

**Are Your Readers Listening?  
or, Marketing for Audiobooks**

Veteran audiobook pro and *USA Today* Bestselling indie author Karen White (aka Karen Grey) promises to take you by the ear (er, hand) and lead you gently into the world of selling audiobooks. From choosing your narrator to backmatter to social media to advertising to what to do with those Audible codes, we'll map out a plan for marketing your books in audio format.

Please note: this presentation will be focused entirely on audiobooks performed by professional, human narrators.

**Publishing in Audio on a Budget  
or, How to work with human narrators without breaking the bank**

20+ year veteran of the audiobook industry and indie author Karen White shares her insights and experience in this practical workshop. We'll cover:

- Evaluating your current sales levels and skills sets to determine which publishing path will work best for you
- The evolution of the audiobook marketplace
- Finding, choosing and hiring narrators
- Budgeting and payment
- Distribution options overview

## *Home Cooked Books Audiobook Webinars and Panel Descriptions*

### Bio

Karen White narrated audiobooks from 1999 - 2022. With more than 400 titles to her credit, she recorded for Audible Studios, Blackstone Audio, Books-on-Tape, Dreamscape, Harper Audio, Hachette Audio, Highbridge Audio, Penguin Random House Audio, and Tantor Audio as well as indie authors. She's a multiple winner of Earphones Awards, Publisher's Weekly and Listening Journal Starred Reviews, and is a three-time Audie Finalist. She also worked as a director and casting associate for Books-on-Tape, and as a director for Penguin Random House.

She created Home Cooked Books, a boutique audiobook marketing company, in 2022. There she's mustered a volunteer army of passionate listeners who promote books across multiple social media platforms as well as review and retailer sites.

Karen served on the Audiobook Publisher's Association PR & Events committee from 2016 - 2019 and was Vice Chair of SAG-AFTRA's Audiobook Steering committee from 2012 - 2022. In 2019 she created a new course for the UNC-Wilmington Creative Writing Department, Special Topics in Publishing: Digital Formats.

She has appeared on conference panels for the Audiobook Publishers Association, the Virginia Festival of the Book, Romance Writers of America, Booklovers Con, Heart of Carolina Romance Writers, Georgia Romance Writers' Moonlight & Magnolias, Apollycon, Book Bonanza, Chicago's Spring Fling, Washington Romance Writers Retreat, and RT Con. She will be a part of the Inkers' Con and Author Nation lineups in 2025.

In addition to helping other authors find avid listeners for their audiobooks, she publishes her own writing as Karen Grey. Her audiobooks have won AudioFile Earphone awards and finaled in the Independent Audiobook and Sultry Listeners awards.

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