



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. Decide on distribution
 - a. ACX exclusive
 - b. Wide
 - c. ACX exclusive for 90 days then Wide (recommended if Audible reviews are important to you)
5. 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)

6. Decide 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
7. Create your budget based on #7
8. Come up with a list of potential narrators
9. 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)

10. 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
11. Provide the producer with marketing text for the narrator to record:
 - a. backmatter text that points to one easy-to-remember link (e.g. "followauthorname.com")
 - b. a generic "other audiobooks by" introduction for a teaser chapter
 - c. your choice of text for the retail sample
 - d. Book description

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