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Audiobooks and Writers

- Why Consider Audiobooks?
- What Genre Works Best for Audiobooks?
- Who's the Best Voice for Your Book?
- How to Market Your Audiobook?

Why Consider Audiobooks?

- More people are listening than ever before.
- Audiobooks are a growing trend.
- Can be used as an ancillary product to compliment your book and eBook.
- Available to everyone
 - No fee at libraries
 - Audible.com
 - Chirpbooks.com
 - iTunes, Amazon, and Walmart.com

What Genre Works Best for Audiobooks?

Most if not all genres can work. Take into consideration the following:

- Your audience.
 - What devices do they use:
 - Computer/laptop?
 - Smart Mobile Devices – phones, tablets, or readers?
 - Smart In-home Speakers – Siri, Alexa, Google Home, and such?
 - Are they listening while on the go?
 - Commuting to and from work
 - Doing laundry? Cleaning house? Gardening?
 - Do they lead an active lifestyle
 - Walkers?
 - Runners?
 - Hikers?
 - Treadmill or elliptical users?

Most audiobooks are accessed while commuting. This extended period of time, anywhere from one to two hours of listening time each way, is the perfect fit for audiobooks. In a recent poll, the American Audiobook Publishers Association found that 60% of respondents own a smart speaker, and 46% of smart speaker owners have used it to listen to an audiobook, which is up 31% from 2018.

- **Your Book**
 - Audiobooks, depending on genre, can average five to thirty hours. Can your story hold the interest of your reader for an extended length of time?
 - Would your book come to life under the prowess of a vocal professional? Have you listened to other books similar to yours in audio format?
 - Or is your book better consumed at a table with note pad and pencil as you read and ponder its content?
 - Not sure? Poll your readers and or ask an industry professional.
 - Does your book have an appealing title? Your listener tends to be a click and buy, not pick up and look at customer.

Who's the Best Voice for Your Book?

Take a listen to audiobooks in your genre—which voices do you like? Who is your audience listening to?

Author Narrator or Professional Narrator that is the question. Several sources, like wiseink.com agree that some genres lend themselves to the author as a narrator:

Memoirs, personal or family stories, and professional advice (where author is already accustomed to public speaking) seem to be good author read books.

Fiction, History, Biographies, How-to guides, Business, Academic, or technical related books work well with professional voice actors.

Check out www.Blog.ACX.com it is a great resource.

How to Market Your Audiobook?

- Create audio samples and place them everywhere. <https://wavve.co/>
- Offer as an ancillary bundle product for those who purchase your book.
- Hang out where your audience hangs out – Google the listening trends of your reader.
- Choose the voice that draws in the listener so they can't wait for your next audio to come out.

As the EABooks Director of Audiobooks, I'm happy to answer any questions you have:
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