



**I HAVE AN AUDIOBOOK
NOW WHAT?**

AUDIVITA

Connect Your Voice to the World



CONTENT

01

WHERE DO I PUBLISH IT AND WHY?

02

EXCLUSIVE OR NON-EXCLUSIVE, THAT IS THE QUESTION

03

HOW LONG DOES THIS TAKE?

04

WHAT DO YOU NEED TO GET GOING ON DISTRO?

05

CAN YOU HELP ME WITH MARKETING?

WHERE TO PUBLISH AND WHY

Amazon/Audible/iTunes

Amazon is 85% of the marketplace. You absolutely want to be there. However, it's not the only place, and it might not even be the best place for you.

You will have to decide whether to go exclusive or non-exclusive with Amazon. That will determine the rest of your distro path.

Findaway Voices

Should you decide to go non-exclusive, we suggest setting up an account on [FindawayVoices.com](https://www.findawayvoices.com).

Owned by Spotify, Findaway Voices distributes to 40+ platforms, including Amazon, iTunes, and libraries.

Spotify is working hard to take their share of the marketplace. And there are lots of other places to sell an audiobook!

Awesound

This is a landing page for your title. No muss, no fuss, no distractions.

The only thing people see at the link is your title.

They can buy it and listen to it right from the site.

ACX.COM

- This is the backend of Amazon. They distribute to Amazon, iTunes, and Audible.
- Distribution timeline is normally ten (10) business days after submission.
 - Any changes after submission restarts the clock.
- Amazon contracts last for seven (7) years.
 - You can change the contract once, after one (1) year.
- If you go exclusive, you will get 40% of net sales* made on those 3 platforms, and can **only publish on those 3 platforms**. You will receive promo codes to give out to reviewers.
- If you go non-exclusive, you will get 25% of net sales* made on those 3 platforms, and be free to publish on other platforms. You will not receive promo codes.
- You cannot set the price (they decide based on length).
- They do not distribute to libraries.

All information subject to change at the whim of the platform.

*Amazon decides what a 'net sale' is.

FINDAWAYVOICES.COM

- They distribute to over 40 different platforms, e.g. Barnes & Noble, Audiobook.com, Libro, etc.
- You receive 80% of net sales*.
 - Royalties are based on what type of partner the sale goes through.
- Distribution timeline is anywhere from one (1) week to two (2) months.
- You can set the price of the audiobook.
- They distribute to libraries.
- You can use their ACX account, should you want, to get it on Amazon/iTunes/Audible.
- They are owned by Spotify.
- Spotify will issue promo codes to be used solely on Spotify.

AWESOUND.COM

- An excellent option for an audiobook 'landing page'.
- It is available for your use the same day we finish uploading.
- You set the price of the audiobook.
- You get 80% of sales.
- Does not distribute to any other platform.
- You can create coupon codes.
- This is an add-on to a non-exclusive distribution plan.

EXCLUSIVE OR NOT?

This is entirely up to you! There is no 'right' decision. Going exclusive won't be better or worse for distribution.

Exclusive with Amazon is quickest - there is only one platform to set up. The big caveat is that you cannot sell the title from anywhere else - not even your website. You cannot give away free chapters, and you cannot post any audio other than the Retail Sample we provide you. They're serious about this.

PROS:

- 40% of net sales*
- Promo codes
- Ability to work with Amazon Marketing folks - for an added cost

CONS:

- Cannot sell from anywhere else
- No control over pricing to audiobook

All information subject to change at the whim of the platform.

*Amazon decides what a 'net sale' is.

EXCLUSIVE OR NOT?

This is entirely up to you! There is no 'right' decision. Going non-exclusive won't be better or worse for distribution.

Non-exclusive mean less of a percentage in royalties, but more freedom in distribution. You'll also be able to set your own price on other platforms.

PROS:

- Ability to sell title from anywhere, including your own website
- Ability for libraries to have access to title
- Freedom to promote any part of your title

CONS:

- A lower percentage - 25% of net sales* on Amazon
- No promo codes from Amazon

All information subject to change at the whim of the platform.

*Amazon decides what a 'net sale' is.

HOW LONG DOES THIS TAKE?

01

APPROVE YOUR FILES

Once you approve your final files, we reach out to get distribution going.

02

SET UP ACCOUNTS

You decide which accounts you will use, then notify us. We will need all usernames and passwords to login to platforms.

03

UPLOADING TO PLATFORMS

We may need to play 'chase the code' for a couple of days, but once that is done, we can get everything loaded up.

04

DISTRO COMPLETE

Amazon takes about ten (10) business days after submission. Findaway voices can take up to two (2) months. Awesound is immediate.

WHAT DO YOU NEED...

- **FINAL INVOICE:**

- If you are self-publishing, we will send a final invoice directly to you. Once paid, we are ready to upload.
- If you are working with a Publisher, this point will not apply to you.

- **ARTWORK:** We'll need artwork to create your new audiobook cover.

- Do you have layered files (PSD, INDD, or PDF) from the book? Perfect! Send them over.
- If not, just send your best, biggest, cleanest book image, and our graphic designer will take over.
- The final image size requirements are 2400 x 2400, 72dpi.
- If you're working with a publisher, they can probably help with this

- **EXCLUSIVE OR NON:**

- Would you prefer an exclusive or non-exclusive contract with ACX? It really comes down to whether you will only be selling on Audible/Amazon, or if you want to sell from additional sites.
- Check out ACX's contracts and agreement FAQs, to know the whole scoop.

WHAT DO YOU NEED...

- **ACX:**

- If you don't already have an ACX account, you'll need to set one up here.
- You'll be asked lots of questions about your banking information - how and where you'd like to get paid.
- Once you're done with that, we will need the username and password for the account. We will then be able to login and upload all the book info - audio files, artwork, etc. - and get it sent in for final ACX approval.
- After submission, ACX takes about ten (10) business days to take the book live.

- **OTHER DISTRIBUTION:**

- If going non-exclusive, will you be wanting other means of distribution, e.g. Awesound.com or FindawayVoices.com?
- If so, you'll need to set up those accounts, too, and send over the usernames/passwords.

- **PUBLISHER:**

- What name should we use for Publisher? It's usually whatever is listed on Amazon for the book, but we always like to confirm.

- **NARRATOR:**

- We will need the spelling of any narrator's names.

MARKETING HELP

Once distribution is done and your title has been uploaded to your chosen platform(s), we will create a selection of marketing materials focused primarily on social media. We utilize AI and your Retail Sample file to create the following items:

- **Transcript**
- **Notes**
- **Timestamps**
- **Titles**
- **Links & Mentions**
- **Keywords**
- **Blog Post**
- **Newsletter**
- **Twitter Posts**
- **Facebook/LinkedIn Posts**
- **Quotes & Quote Images**
- **Bullet Points**

We will email the material to you in a zipped file. You can edit and use them as you see fit.


You will have access to your Final Audio files. **Remember**, if you go exclusive, you can use only the Retail Sample file for promotion.

MARKETING HELP

We like [Scribe Media's marketing suggestions](#) for promotion. The highlights are below.

Remember, if you go exclusive, you can only use the Retail Sample file for promotion.

1. Create a Landing Page for Your Audiobook
2. Link to Your Audiobook Everywhere You Can
3. Link to Your Audiobook with QR codes
4. Announce When Your Book is Available for Preorder
5. Announce When Your Audiobook Launches
6. Include Audio Samples in Your Email Marketing
7. Set Up an Audible Author Page
8. Use Audiograms and Post Snippets on Social Media
9. Share Images and Quotes on Social Media
10. Talk About Your Audiobook on Podcasts
11. Create an Audiobook Trailer for YouTube
12. Upload a Sample Chapter to YouTube
13. Use Promo Codes for Reviews and Giveaways
14. Reach Out to Libraries or Library Listeners
15. Promote Using Paid Advertising
16. Use Audiobook Promotion Services
17. Discount Your Audiobook
18. Discount the Audiobook Version as an Upsell
19. Bundle Your Audiobook into Box Sets
20. Give Away Bonus Content on Authors Direct



This is a LOT of information to wade through. Still, we may not have covered your specific question. That's why we want to remind you that we are here for you and ready to answer/research/help with any question you might have.

Please feel free to reach out to any of us at Audivita.

We are more than happy to help!!

AUDIVITA

Connect Your Voice to the World

