

W e l c o m e t o :

“C r a c k i n g t h e A u d i o b o o k M a r k e t”

w i t h

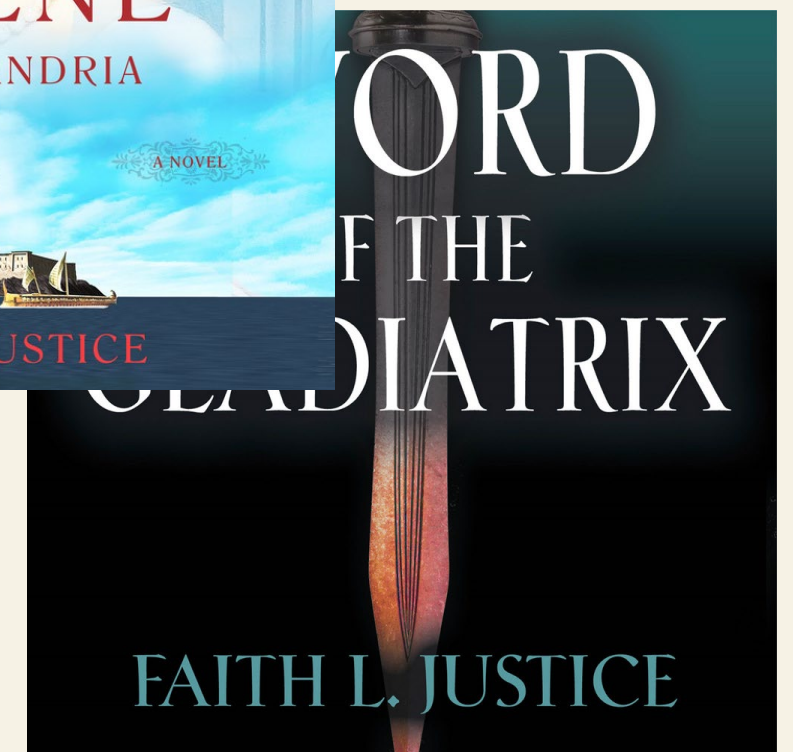
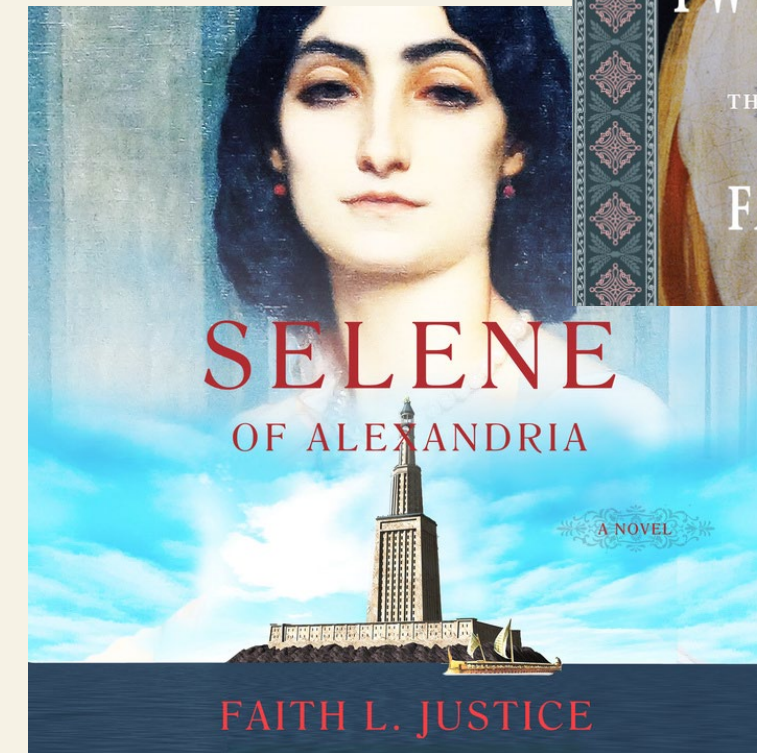
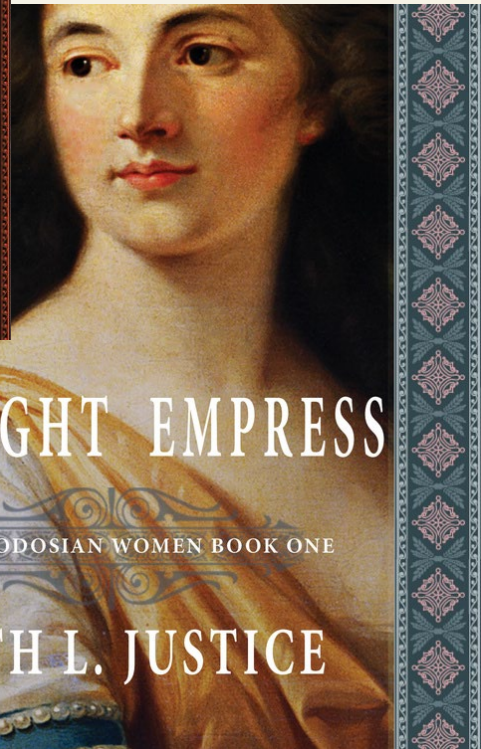
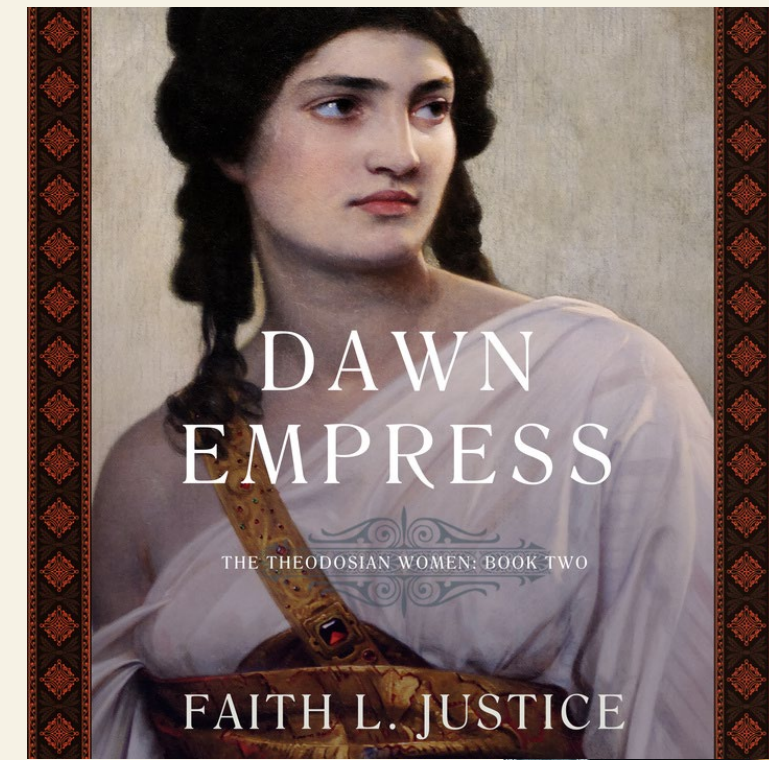
F a i t h L . J u s t i c e

# A little about me:

Family background in audio production.

Published in audio:

- 3 collections of short stories
- 1 illustrated children's book
- 4 novels





# Purpose:

- To give you enough information to decide IF and HOW to get your books into audio, based on your career goals.
- Like most things, it's your time or your money.

# We'll cover:



Why be in the market?



Process of creating an audiobook



Different routes to the market and author responsibilities in each



Factors to consider when deciding which route to take



Distribution channels



Marketing strategies



Market trends

Why should you  
get in the audio-  
book market?

Why now rather  
than later?



For the readers:

They can find you in their preferred medium.



For the money:

This is the fastest-growing segment of the publishing business.



Competition is growing:

The big guys are all in and the little guys are catching up.

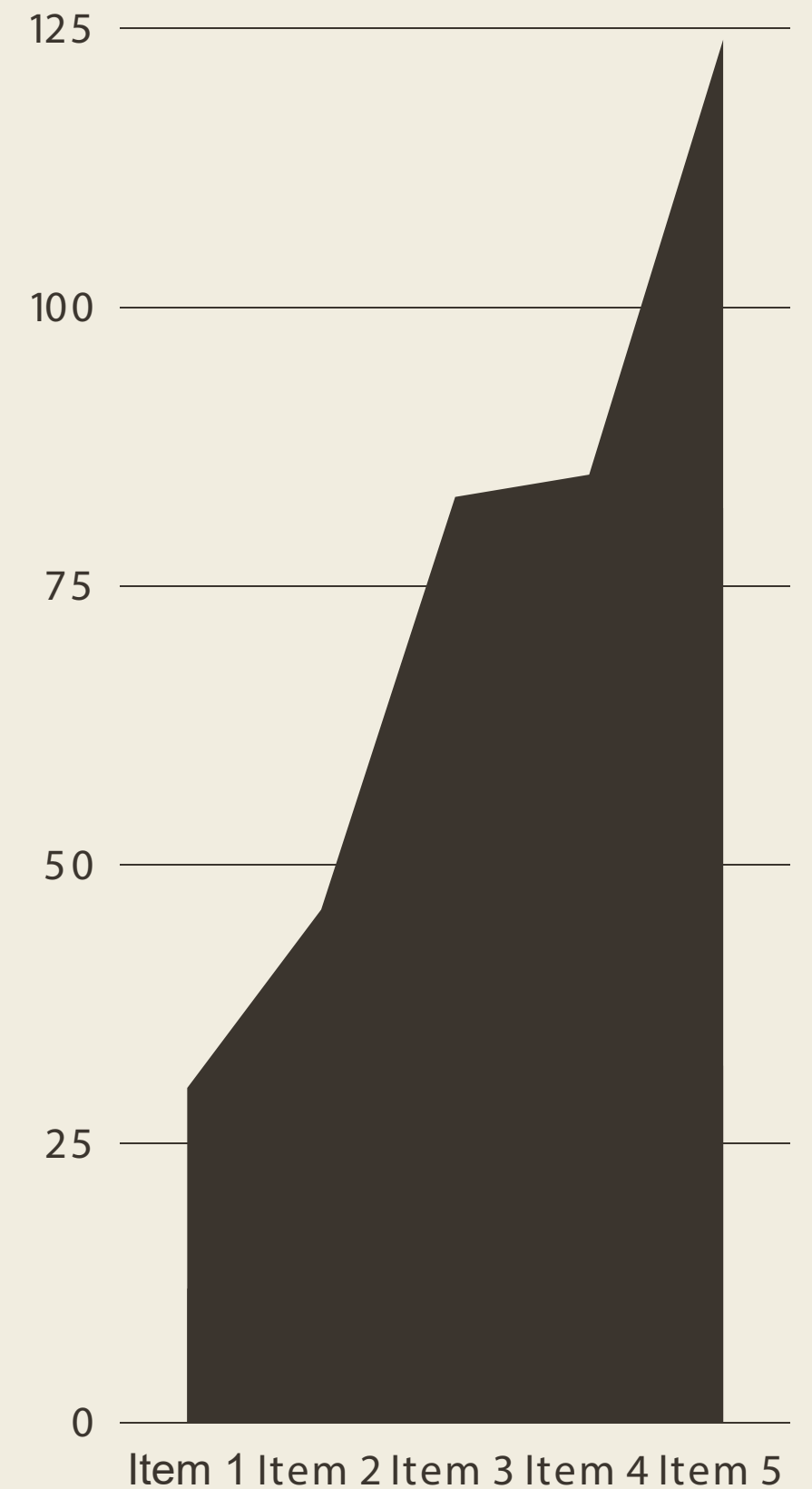


# Audiobook Readers:

- Are new readers - prefer audio, make “new time,” and consume 8.1 books per year.
- Disproportionately female and African American.
- Are young, educated & employed - 57% of all listeners are aged 18-44.

# Audiobook Market

- Fastest-growing segment in publishing with double-digit growth (24%) the past 10 years and the same projected through 2030
- 2022 revenues of \$5.4 billion for audiobooks (surpassed eBook revenues in 2019); projected \$35B by 2030
- 9% of book sales in the US market in 2022; projected 21.4% by 2030
- Fiction is 65% of the audio market vs. 40% in print

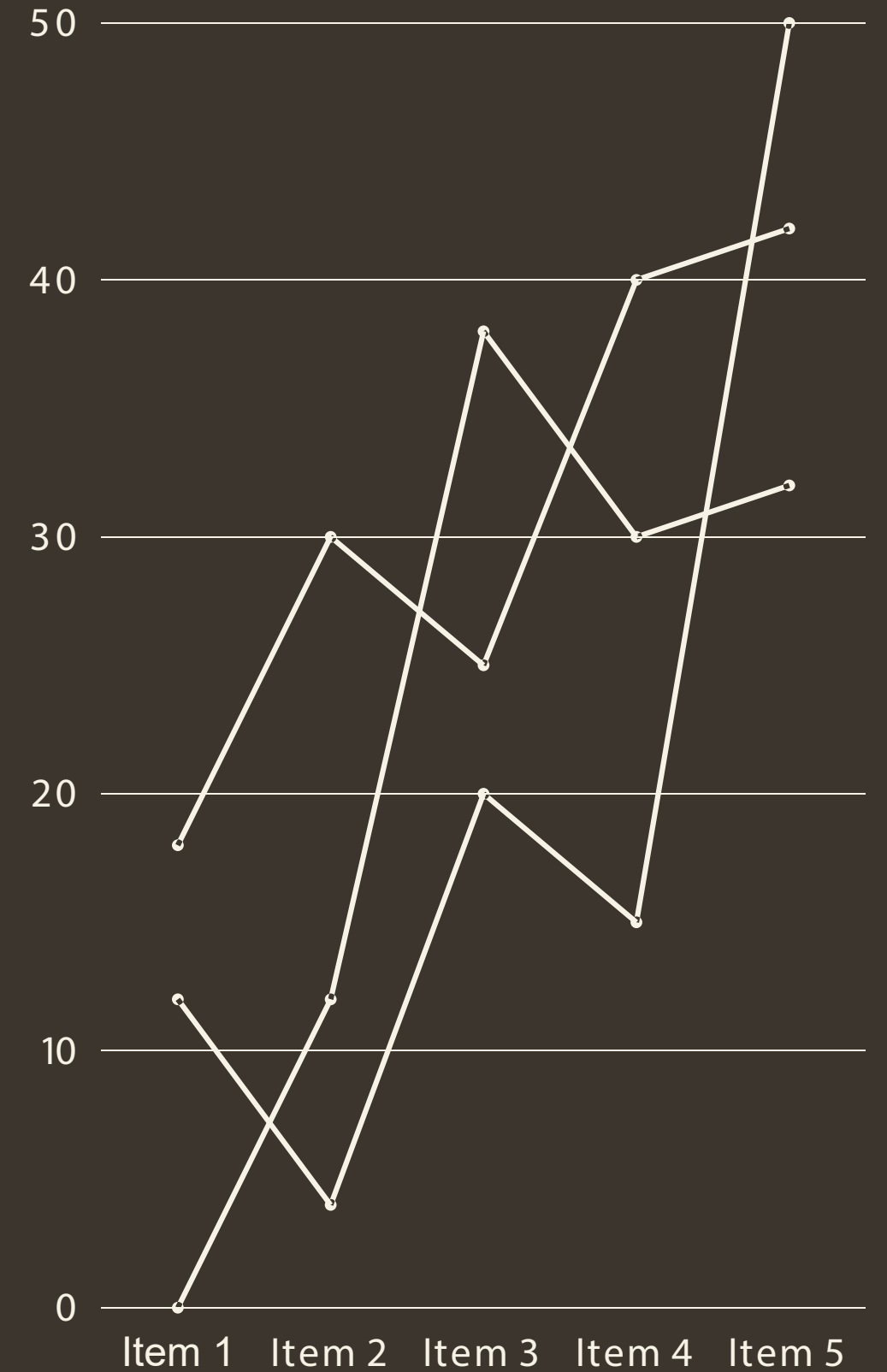


# Why now?

Competition lower / Discoverability high

- 170M books in print and eBook
- 4M books published in 2022 (includes self-published)
  - 74K audiobooks published in 2022
- Over 60K HF titles listed in the Kindle Store
  - Over 30K HF titles listed at Audible

But it won't stay that way!





W h a t ' s k e e p i n g *you*  
f r o m j u m p i n g i n ?

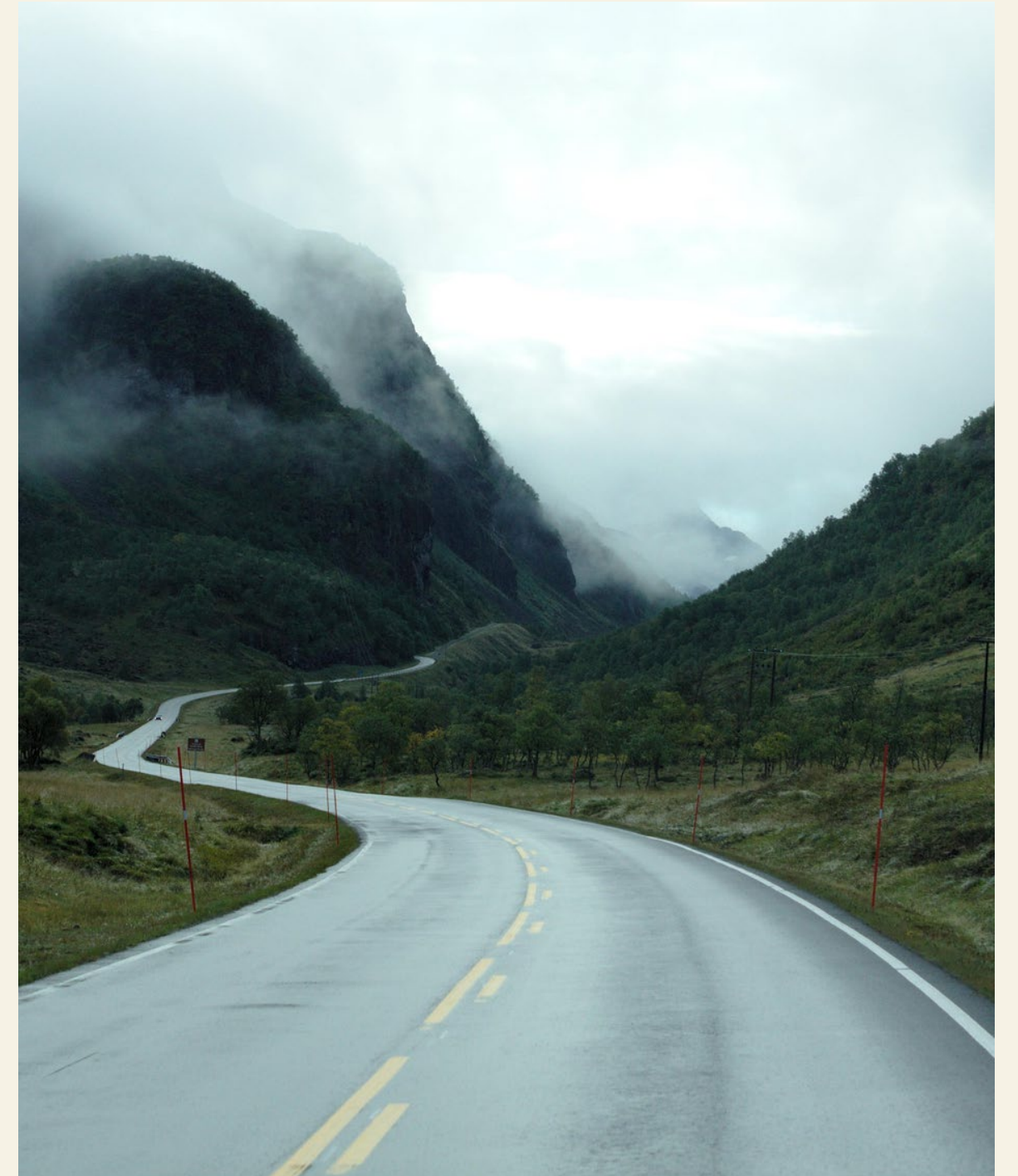
M o n e y ?

T e c h n i c a l k n o w - h o w ?



# The Journey from Print to Audio

- Who owns rights to audio production
- Who will produce
- Prep manuscript
- Record
- Edit
- Quality Control
- Retakes
- Mastering
- Submit files to distributors (with audio cover)
- Marketing



# 4 Routes to Market



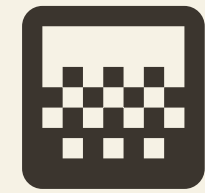
Assign rights to an audiobook publisher



Hire full-service audio production company



Author DIY



Hybrid: Author produces and outsources all/some tasks

# Assign rights

## Pros:

- Least involvement
- No upfront \$
- Professional
- Prestige

## Cons:

- Hardest to get w/wo agent
- Least control
- Low royalties

# Hire full service

## Pros:

- Less work
- More control
- Professional

## Cons:

- Most expensive (prices vary from flat fee/per word/per finished hour)

# Author DIY:

## Pros:

- Cheapest option
- AI tools getting better
- Free DIY resources
- Complete control
- Find/correct text errors

## Cons:

- Readers prefer professional narrator
- Learning curve tech
- Time

# Hybrid/ Author outsources:

## Pros:

- Cheaper than full service
- Others do tech stuff
- Professional voice (if wanted)
- Considerable control
- Find/correct text errors

## Cons:

- More expensive than DIY (unless barter services or recruit volunteers)
- Learning curve platform
- Time

# Author Outsource Options:

## Author

- Prep manuscript
- Find/audition/select narrator
- Quality Control (AI?)
- Choose distribution channels
- Set price/Marketing

## Indie Narrator Producer\*

- Record
- Edit
- Retakes
- Mastering

\*flat fee, per finished hour, or shared royalties

## Audio services/ distribution\*

- Propose narrators
- Record
- Edit
- Retakes
- Mastering
- Distribute files
- Track/distribute royalties

\*per finished hour or per word

# Distribution: Exclusive?

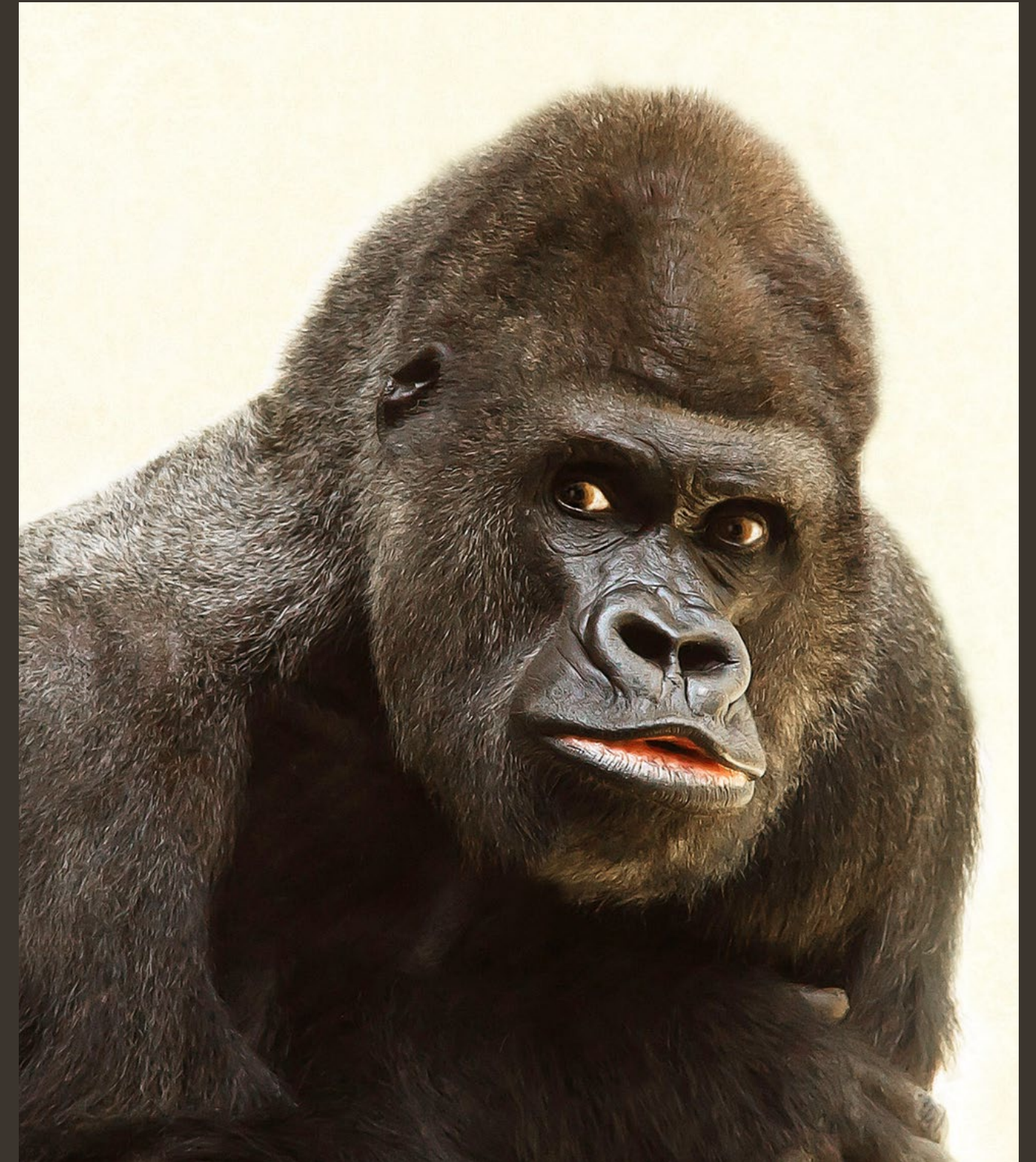
## Audible only:

### Pros:

- Control 63.4% of US market
- higher royalties (40% vs. 25%)
- single dashboard
- preferred giveaway codes

### Cons:

- lose out on wider market
- no distribution to libraries
- no price control for marketing purposes



# Distribution: or Not?

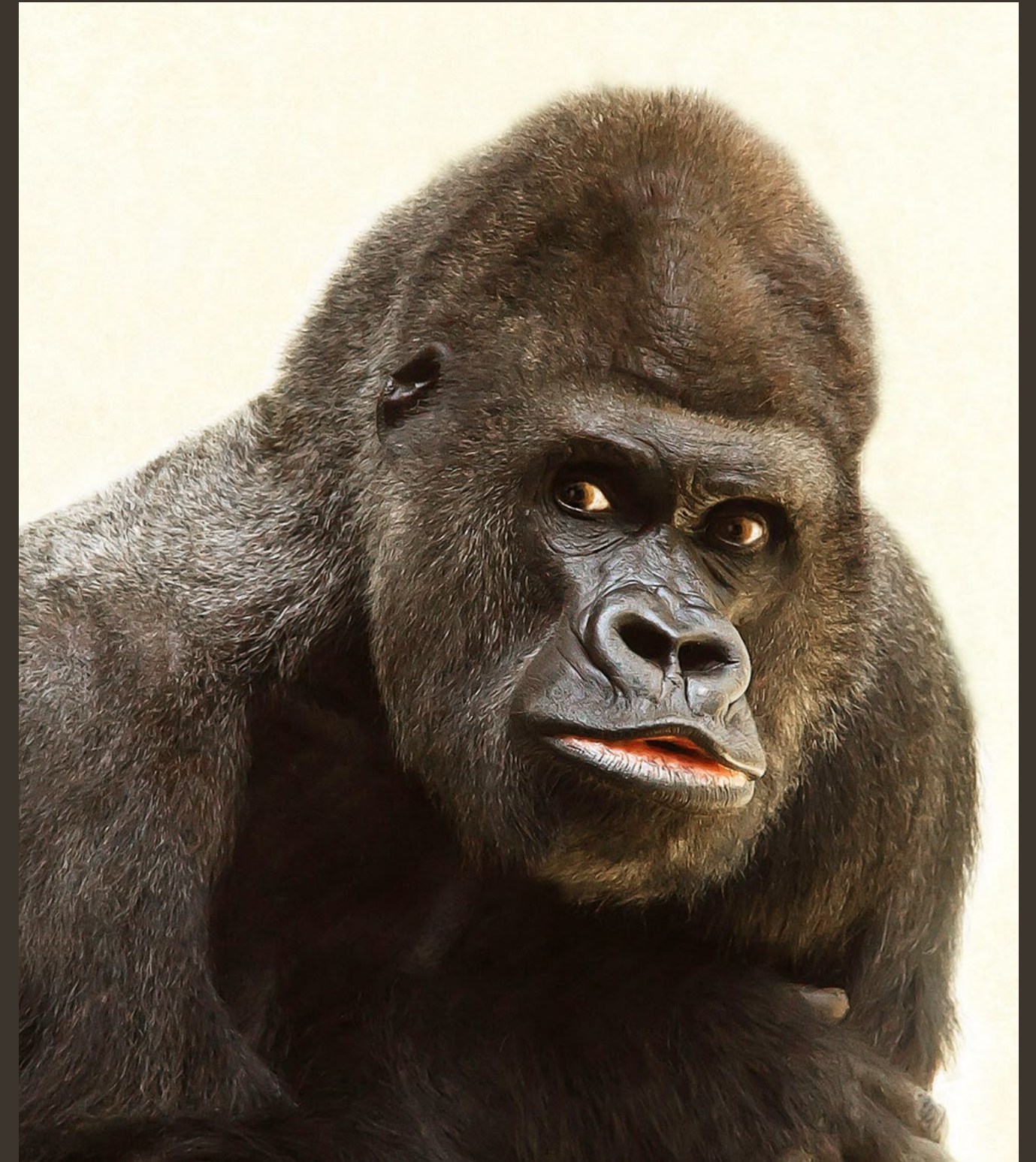
## Non-exclusive:

### Pros:

- wider market including libraries
- price control for marketing
- giveaway codes

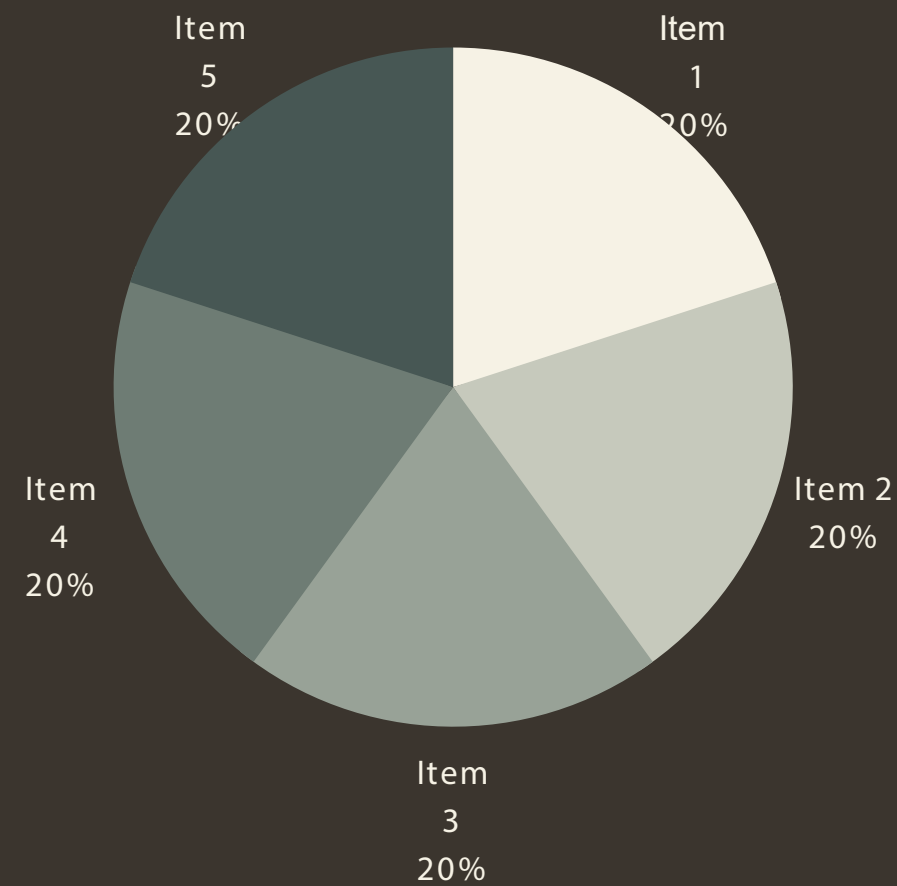
### Cons:

- lose preferred market Audible codes
- multiple dashboards





# Marketing Strategies



Hire a celebrity narrator



Launch audio version with print/eBook



Giveaway codes to reviewers



Promote your paper/eBook



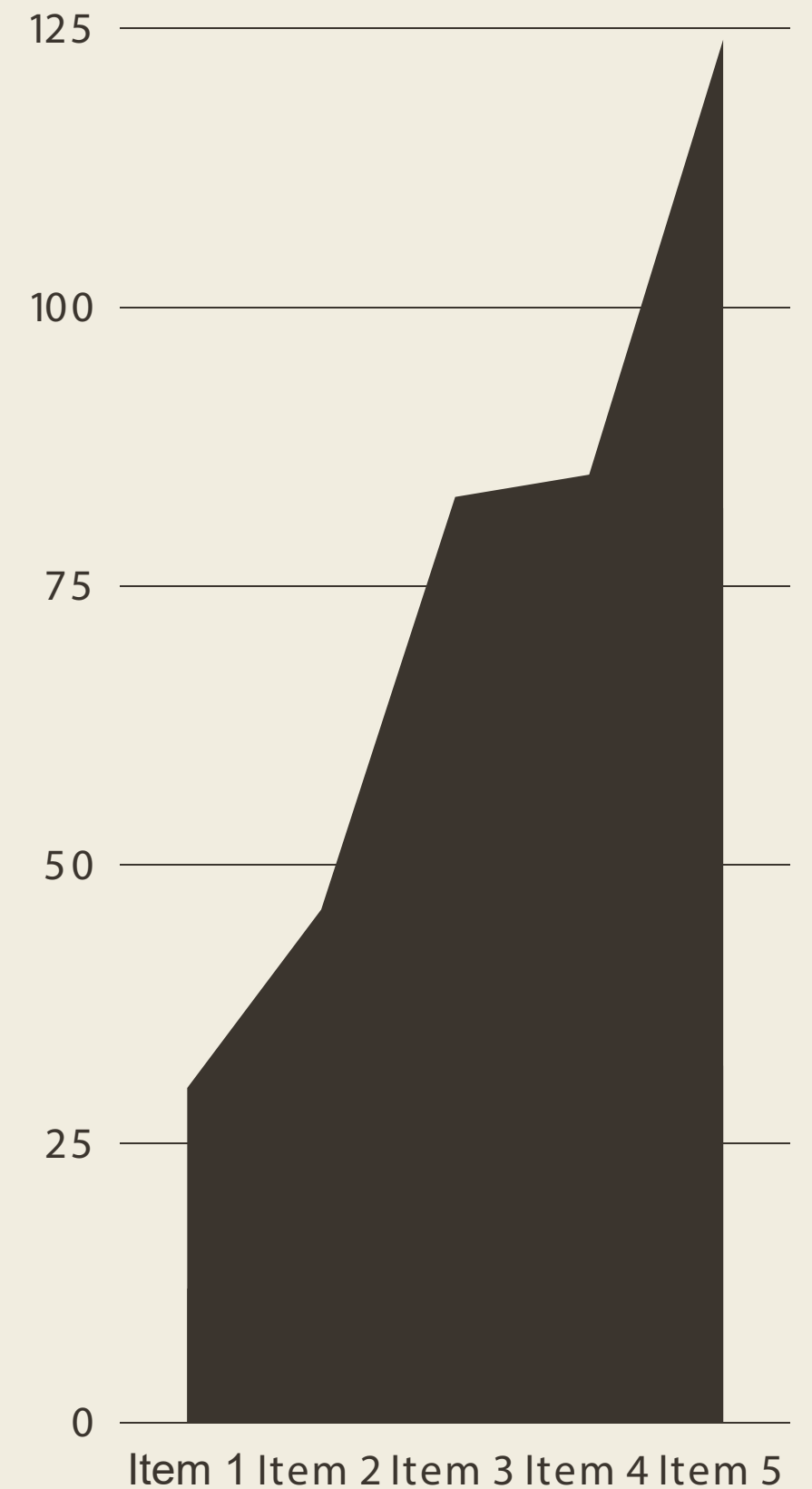
Use price drop/Chirp



Podcast tour/Podcast ads

# Market Trends

- Proliferation of audio services/business models makes accessing the market easier
- Rapid move to subscription model will impact individual authors' incomes—which direction?
- Role of AI in content creation (text/cover art), quality control, and narration is a market disruptor



THANK YOU!

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