

WEDNESDAY, July 9, 2014 • 7PM

## Audiobooks: How to take your book to listeners

**A**DULTS TAKE IN INFORMATION THROUGH OUR SENSES. So, if your terrific book is in print form, your target readers can hold it in their hands and *touch* it. If it's an e-book, they can *see* it and *read* it on their Kindles or iPads. But can they also *hear* it and *listen* to it? They can if it's an audiobook. At our July 9 meeting, SLPA members, audio engineer Scott Newton and author/publisher Margaret Cook, will introduce us to the world of audiobooks. In a fast-paced and information-packed presentation, you will learn how to:

- Turn your book into a quality audiobook
- Plan your budget and timeline
- Outsource aspects of the project
- Prepare files for ACX, the audiobook platform related to Amazon
- Record, prepare files, and produce your audiobook
- Select software and recording equipment
- Find and hire affordable voice talent and hold auditions
- Set up the best environment for home recording
- Create audio transitions through music
- Avoid common mistakes
- Sell your audiobook on Amazon, Audible, and iTunes
- And much, much more!

**Scott Newton** is an audio engineer, Web designer, and all-around techie who makes authors sound good. Whether it's live or recorded sound, Scott can do it all: radio spots, music



production, restoration, fine editing, mastering, and more. He can improve audio files to make sure they meet technical specifications while sounding their best. He is the audio engineer for an audiobook version of *Be Still Moments*. Learn more about Scott at [pageandsound.com](http://pageandsound.com)

**Margaret Cook** is the president of All She Writ Publishing and the author of two books and numerous articles. She published *Be Still Moments* in print, Kindle version, and as an audiobook. Her easy-to-understand *Jump-Start Guide for Independent Publishing* and the *Jump-Start Guide for a Start-Up Online Business* are scheduled for release as audiobooks in 2014. Learn more at [AllSheWrit.net](http://AllSheWrit.net)

## Ten Steps to Turn Your Readers into Listeners

By Margaret Cook

**T**ake your book to the next level by creating an audiobook in ten straightforward steps.

1. Decide how you would like to sell your audiobook (digital download, physical CD/DVD, or both).
2. Create a budget and a project plan for the audiobook.
3. Decide if you will read the book yourself or if you will need to hire voice talent.
4. Create a description of your project and audition piece for the actors to read if you will need to hire a voice actor.
5. Post the project description, and describe the "ideal" actor for your project. Post on Audiobook Creation Exchange (ACX), oDesk, eLance, etc. Be clear about the timelines and terms of payment. It is helpful if you research online options for voice talent and prices (e.g., <http://voiceoverstlouis.com/>).
6. Select the reader, provide the text, and set up a schedule for checking in during the project. Remember to have an intro and outro recorded. Your digital files should match your book word for word.
7. Have the book cover designer prepare any other materials you need (e.g., CD jacket or jewel case insert, thumbnails, marketing material, etc.).
8. Enlist/hire the audio engineer, and work out terms of service/payment, time line, etc.
9. Create or purchase music that can be used to transition between chapters, and provide the music files to the audio engineer at the start of the project.
10. Review the completed, compiled project, make requests for revisions,

(Ten Steps continued on page 2)

(Ten Steps continued from page 1)

and work with audio engineer until the audiobook is perfect.

When all of the files are as perfect as possible, upload the finalized project files (cover, inserts, audiobook files, etc.) to the printing/duplicating organization/

service. If you plan to sell the audiobook digitally, upload the required files to ACX <http://www.acx.com/>. ACX has a review process that will take several days. They may ask for changes. ACX will set the price based on the length of the recording.

## THE BOOK CORNER

### **Joe the Crab Goes for a Swim**

by Tim Hill; Illustrated by Jennifer Stolzer

Thrill 2b Books, LLC/ \$8.99  
ISBN: 978-0-615-54708-4  
Available through <http://www.joethecrab.com>

From his home on the Island of Shells, Joe the Crab takes kids on the journeys of his everyday life. Written simply and directly to children, these delightful picture books capture the trials and triumphs of a happy little blue crab. In this adventure, Joe dives into the ocean for a swim and find two of his friends. How will he handle feeling left out?

Tim Hill is a children's book author of the Joe the Crab Self-Esteem Series. Based on bedtime stories he told his own kids several years ago, these little books reference the challenges very young children face in school and at home. Tim is a frequent speaker before school groups and hopes the characters in his books don't just entertain but also teach children important life lessons. [thjoethecrab@gmail.com](mailto:thjoethecrab@gmail.com)

## SLPA Meets on the Second Wednesday of the Month

BRENTWOOD COMMUNITY CENTER  
2505 S. Brentwood Blvd., Room 101  
Brentwood, MO 63144

(Enter through the door closest to the flagpole)

Doors open for networking at 6:30pm, and meeting begins at 7pm. The formal meeting concludes at about 8:30pm with networking until 9pm.

Regular meetings are free to members. Guests—\$10 at the door, cash or check only.

## Questions About SLPA?

Contact membership chair:

Peggy Nehmen

[membership@stlouispublishers.org](mailto:membership@stlouispublishers.org)

SLPA NEWS & VIEWS

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## OPEN TO EVERYONE:

If you could ask book promotion and publicity expert Sandra Beckwith three questions, what would they be?

<http://buildbookbuzz.com/>

Check out Sandra's website, and then post your questions in the comment section of the SLPA Facebook group. We will forward your questions to her to answer in her presentation in October.

If you haven't already joined SLPA on Facebook, now is a good time to "Like" us and read all the fascinating posts to help you write, publish, promote, and sell your books. <https://www.facebook.com/groups/STLPublishers/>



Sandra Beckwith

## News You Can Use

The following is a selection of articles, resources, and information to help you WRITE, PUBLISH, and MARKET your book.

### WRITE

**How to be a Writer Literary Agents Want** By Kimiko Nakamura, June 17th, 2014

"Publishing houses think authors with success in social media are a good financial investment because they can see that these writers have a ready-made audience."

<http://www.writersdigest.com/online-editor/how-to-be-a-writer-that-literary-agents-want>

### PUBLISH

**Why You Should Self-Publish** By Hugh Howey, April 13th, 2013

"Remember that it's okay to write and publish just to make yourself happy, to make yourself fulfilled."

[http://www.huffingtonpost.com/hugh-howey/self-publish\\_b\\_3920534.html](http://www.huffingtonpost.com/hugh-howey/self-publish_b_3920534.html)

### MARKET

**3 Reasons Why Some Books Never Sell** By Rob Eagar, February 6th, 2012

"If people aren't buying your book, it's your problem - not theirs."

<http://www.writersdigest.com/whats-new/3-reasons-why-some-books-never-sell>

**SLPA Mission** The St. Louis Publishers Association empowers authors and publishers to create and market quality products and books. A nationally recognized organization, the SLPA provides educational, informational resources on publishing. Through its monthly meetings, the organization offers networking opportunities for people involved in all aspects of the publishing industry.

**MEMBERS:** Do you have a new book you would like to announce? For more information, email Bobbi Linkemer at [communications@stlpublishers.org](mailto:communications@stlpublishers.org)