

# HOW TO CREATE AN AUDIO EBOOK

*Getting to Know Your Options*



**AUTHOR**

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## **INTRODUCTION**

Audio books gained popularity with the increase in the pace of technological advancements. The changing trend has enabled listeners to think beyond the stereos in their cars and homes to access and use audio books. Today, it is possible to download audio books onto iPods, MP3 Players, cell phones, tablets, iPhones and other PDA (Personal Digital Assistant) devices.

Audio books provide a convenient way for enthusiastic readers to carry on with their daily chores and multitask, such as exercising while listening to educational or recreational books.

Traditionally, audio books were designed for visually impaired individuals. However, today they are more of a learning tool and means of entertainment for children, teens and adults. There is something for everybody. The most popular categories include arts and entertainment, memoirs and bios, classics, business, thrillers and mysteries, comedy, fiction, drama, poetry, kids, health and fitness, etc.

The growing market of audio books has encouraged many authors to create audio versions of their text or eBooks. While it needs both time and effort to produce an audio book, the experience of transforming your book into another medium is extremely fun and entertaining.

You can tap into a great resource for authors wanting to have their books recorded by professional voice artists, by using a company that will charge you no fees to record your book for you up front, then split the profits of the sales 50/50. Alternatively you can pay upfront and keep all the profits yourself. Also, you can record your own book, thereby avoiding any recording artist being required. We cover this option later in this book.

Current popular destinations for your audio book include Amazon, Audible and iTunes. We cover all these publishing marketplaces later in this book too.

If you are ready to learn some easy and quick tips on creating an audio book, you are in the right place. This book is a detailed guide on how you can create your own audio book without any hassle or spending money.

So read on to get to your options!

## **BENEFITS OF CREATING AUDIO BOOKS**

Originally introduced for the purpose of teaching visually-impaired or disabled students, non-readers and struggling readers, audio books hold a number of great benefits for all types of readers and non-readers. The following are the top benefits that encourage authors to create audio books. Have a look:

### *A Lucrative Industry*

The audio book industry is worth around a billion dollars. It was estimated during December 2004, by the Audio Publishers Association, that the market size of the audio book industry was nearly 800 million dollars. Soon after, there was exponential growth in the sales of audio books due to the availability of downloadable audio books from famous websites such as ChristianAudio.com, iTunes and Audible.com. In fact, it is predicted that with the next release of APA, it will break the records with over \$1 billion in revenue.

Create your audio book to earn a bit of this action.

### *Book Mavens Prefer Listening To Audio Books*

An information connoisseur is known as a maven. People surrounded by unsolvable questions often consult the maven present in their lives. For instance, for gaining information related to buying a new car, the first person you will take advice from will be a car maven. In short, mavens can also be called gurus.

As far as a book maven is concerned, he or she reads more than fifty books per year, has information about thousands of books on their fingertips and have already piled up books to read on their bookshelf.

Book mavens prefer audio books because it gives them a chance to go through many more books than they are able to read. They can listen to books while working out, driving and even while cooking. If you own audio books, you can make good money selling those audio versions by sharing book mavens' recommendations that prefer listening to audio books.

### *Save Yourself from the 'Effects of Oprah'*

The 'Effect of Oprah' appears when a popular person recommends your book and you suddenly experience a flock of people simply dying to hold a copy of your book. But the current stock of five-thousand books available is cleared off the shelves within a few hours and you have to order more prints to entertain the demand for your book.

However, by the time your book is back on the stores' shelves, people have forgotten about it. This results in loss of opportunity as you didn't have enough stock to meet the people's demand the first time. Both eBooks and audio books protect you from this effect and save you from incurring opportunity loss.

If your book is recommended by a famous name, you will never ever face shortage of your downloadable audio books. You are safe and covered.

### *Boost eBook and Paper Book Sales*

If you have successfully launched an audio book that is well-liked by people, they may like to own a paper copy and/or eBook to highlight their favorite parts or to flaunt their collection on their bookshelves. So, in addition to audio book mavens recommending the book to their acquaintances, you can also

experience people buying other mediums of your book after listening to the audio book.

Thus, it is believed that audio books are an efficient way to boost eBook and paper book sales. This point is explained in detail later in the book.

### *Non-Readers Get a Chance to Go Through Your Book*

For an author, nothing could be more important than knowing that even non-readers are reading (or listening to, in this case) your books. Apart from the huge number of reading enthusiasts, there are many people in the world who completely dislike reading and some who do not get a chance from their busy schedules to open a book. However, the same people might love listening to a book.

The reasons why non-readers avoid reading could be lack of time or simply because they face trouble in reading. Non-readers also include people who are blind or struggling with dyslexia.

With the introduction of audio books, there are increased chances of your potential readers' pie to get bigger. This is exactly what you, as an author, and your publishing company, expect and hope for.

### *Increased Public Exposure*

By introducing an audio book, it will be easier for people to find you. Audible features more than 100,000 books. And as far as Amazon is concerned, there are millions of books to be found on their website. By releasing an audio version of your book, you can become visible to a crowd of millions and stand out in the eyes of readers and listeners.



There are readers who search for particular books just to be able to get an audio book version of the same. Without audio books, you may disappoint, and lose a lot of potential customers. There are still topics that are not covered by audio books. You can be the first author to launch an audio book for that topic and make the most out of this opportunity.

The world of audio books is full of book mavens who can make you and your books (all versions) famous in no time.

### *Experience Practicality*

Using audio books, you can experience more practicality as compared to paper books. You can still go through the content of the books regardless of the situation or the time, and even when it's dark. Not only this, with audio books, you can save a lot of time which makes the experience convenient for you.

There is no doubt about the fact that audio books add a component of usefulness and simplicity to our busy schedules. So, it doesn't come up as a huge surprise that an increasing number of people are becoming fond of audio books.

### *History*

Most of us believe that audio books have been around forever. But have you ever given it serious thought, and considered who introduced them, how they did it and why? Just like books and eBooks, audio books were invented.

These books were first introduced in the United Kingdom when the Royal National Institute for the Blind (RNIB), tried and tested several ways to produce a medium of reading for the blind and partially-sighted people.

During the year 1934, in the United States of America, a program called 'Books for the Adult Blind Project' was introduced as the first audio book which included 'The Bible'.

It was in November 1935 that the first audio book was delivered by the RNIB to those that were visually impaired. These initial recordings were Joseph Conrad's 'Typhoon' and 'The Murder of Roger Ackroyd' by Agatha Christie. These initial recordings of audio books were recorded on LP. However, only 25 minutes of recording was available on each side of an LP record. For this reason, more than 10 discs were used to cover a single book.

### *Audio Books Today and Tomorrow*

With technological advancements and the advent of the internet, the present and future of audio books seems really bright. With the help of the internet, people have adopted different ways not only to listen to music, but also to these talking books. Since they are widely available on the internet, people can download them easily, resulting in a growing demand for audio books. Today, it's possible to download and listen to your favorite audio book collection without any hassle. With further advent of technologically advanced gadgets, people can hold a great number of audio books at the same time and listen to them whenever they like.

Fortunately, no more bulky and heavy gramophones or tape machines required!

## *How Audio Books Support & Promote eBooks*

As mentioned earlier, audio books can boost the sales of your eBooks or paper books. In fact, audio books are known for promoting and supporting books available on other mediums. Talking books are providing more exposure to other mediums as more and more people are becoming increasingly interested in audio versions of books.

Since the different mediums are inter-connected, people searching for audio versions may show interest in paper book or eBook versions to keep a written with them, perhaps as part of a collection. Similarly, eBooks available on the internet, together with their audio versions, are highly preferred by the audience.

Moreover, eBooks can be offered to audiences as a bonus on the purchase of audio books or vice versa. This enables readers to identify different mediums of the books you have to offer them. Word-of-mouth is indeed a very powerful and effective way to promote your books regardless of their versions. When free or bonus copies are available for grabs, it is mouth-watering enough for readers.

Introduce your audio book today and boost the sales of your eBook instantly!

## **GETTING STARTED WITH YOUR AUDIO BOOK**

Audio books are becoming an adoptive trend for readers and publishers alike. This form of books can be easily downloaded on technologically advanced gadgets such as MP3 players, CDs, iPods, smart phones, tablets etc.

With audio eBooks, you can completely eliminate the need for dedicating time to reading out of your busy schedule. In this chapter, you will go through friendly guidance for creating an audio eBook and you will be recording your very own first copy in no time! Read on.

You need to first decide if you intend to record your audio book yourself, or if you are intending to hire a professional to do it for you.

If you want to hire someone to record your audio book for you, you have a few options. If you live in the US and publish your audio books with ACX.com, they have an offer whereby you can hire their recording artists to record your audio book, for an up front fee, OR you can pay them from the royalties of the sales of your audio book – a 50/50 split commission, for life. This way, if you don't want to pay hundred's up front, you can still get your book recorded and up for sale online.

You could also hire a professional voice artist on Fiverr.com or eLance.com, you would have to seek their services with caution as to their terms and end cost.

Alternatively, if you are intending to record your own audio book, then the next few chapters will help you achieve that.

### *Recording Tips to consider before you Get Started*

- Record in a quiet (as small as possible) room (closets sound more like a radio because they are so small and full of clothing, which absorbs echo – if you are finding an echo, you need to hang sheets or foam around the room to get a better ambience)

- Makes sure your seat doesn't squeak (or your keyboard if you tap the keys to move to the next page of the online document)
- Make sure your voice is appropriate to read out whatever it is you are about to read out (practice makes perfect!)
- Read at the same pace, and read all of the words, you can edit later (if you make an error, simply re-record the paragraph/line because you can edit that out later in the editing process)
- Read from your computer or a teleprompter (you can use [CuePrompter](#) for free online)
- Each book chapter should be a separate audio file (this is important for later when publishing)
- When you start out, pick your easiest book to record (ideally not too long)

## *Essential Equipment for Creating Basic Audio Books*

### **Things You Need:**

- ☒ Quality Microphone
- ☒ Preamp (optional)
- ☒ Microphone Stand
- ☒ Computer
- ☒ Audio Speakers

### **Instructions:**

1. Before you set out to purchase what you need, conduct proper research for a suitable condenser microphone that falls within your budget, holds a successful history and base your judgment on features and reviews

available. A vibrating chamber is used by a condenser microphone for recording, ideal for responding to delicate voices such as the human voice. On the other hand, dynamic microphones are not considered the most ideal choice, since they are more rugged.

2. Choose a suitable mic-stand and adjust your microphone. Your choice for a mic-stand completely depends on your recording style. You may choose to have the musical mic-stand or a desk-seated, smaller stand. High quality HD Webcams (eg. Logitech c920 retails for around \$99) have also been considered adequate to record with if the room is ambient enough.

Another well-regarded microphone on the market at the moment, perfect for podcasting and recording your audio book is the Audio Technica ATR2100 (which retails for around \$60) and can be plugged into your computer with the standard USB but also comes with the jack to connect to a mixer if you decide to go more high tech later on with your recording equipment.

3. If you get a preamp, get one capable of boosting and powering signals from your microphone. Look for a preamp that offers a full complement of features that enable sound-enhancing qualities, such as a 20 decibel pad, limiter and gain without leading you to unnecessary whistles and bells. Plug in the cord of your microphone into the input channel of your preamp.
4. Next, access a computer to record your audio files, one capable of transforming them into an mp3 format. A simple computer will be able to perform this task efficiently. Since you do not require high-end equalization features or sound effects, Audacity, a free tool for recording, is adequate to fulfill your needs.

5. You should then listen to what you have recorded using studio speakers. To do so, you must ensure that the speakers are placed in a sound-proof environment. Listen to your recorded audio files and identify if there is any noise pollution. Re-record in a noise-free environment if needed. Alternatively you could just use headphones.
6. Finally, you will need cover art for your audio book, and here are some solutions for you:
  - a. Create it yourself in a simple free online software like “[iPiccy.com](http://iPiccy.com)” which has numerous tutorials on how to create eCovers with iPiccy on [YouTube](https://www.youtube.com/watch?v=Ug3333333333).
  - b. Hire someone on [Fiverr.com](https://www.fiverr.com)
  - c. Hire someone on a freelance site like [eLance.com](https://www.elance.com), [Odesk.com](https://www.odesk.com), [Shelancers.com](https://www.shelancers.com) etc

Regardless of what you choose, ensure that your final cover art comes in two sizes (always JPG):

- 1448 x 1448px
- 800h x 600w

## *Popular Topics – Guarantee Success by Choosing the Right Subject for Your Audio Book*

It is very important to classify audio books into relevant categories to help readers find the desired book from the hundreds of thousands of books available online. Readers can view audio books in different genres and categories. Best-selling books are easier to find because they lie on top of the list in each category.

So, now that you know the importance of classifying your audio book, it is also important that you learn about the popular topics that can give your audio book more exposure and public interest in no time. The following are three successful categories you can gain from, provided you have chosen the right subject, theme and language for your audio book.

## *DIY How-to Guides*

‘DIY how-to guides’ are successfully becoming the most in-demand audio books available today. These books can help you with different DIY projects as you listen to them and perform the directions accordingly.

Imagine someone telling you how to do something step-by-step and you are following the guidelines to the letter? Reading about, and performing, a DIY project is a much more difficult task as compared to listening to one and doing it simultaneously. Thus, these types of books are becoming increasingly popular amongst readers and publishers.

Under this heading, you can create any type of ‘how-to’ guides that you believe will be highly entertained by readers. You can opt for an audio recipe book, or simple transformation of old furniture or an audio guide on interior designing – the choice is completely yours.

You can pair these audio books with free eBook samples of pictures that show the end result of the guide available in the audio version. For instance, if you are planning a recipe book, offer a bonus eBook with pictures of the food you have covered in the audio guide. This is a simple trick that will help you make your audio book stand out from the rest.



## *Fiction Stories*

A majority of readers are rather fond of fiction stories and have bookshelves bursting with entire collections from their favorite authors. Reading fiction enables readers to experience a completely new world and live a completely different life. However, readers are no longer bound to seeing a different world by just reading about it.

Reading and imagining yourself to be an entirely different person in a fantasy world could be difficult as compared to listening to a story, closing your eyes while imagining yourself so and experiencing it to the core. This experience can be gained with audio books.

Now that paper books and eBooks have gained adequate popularity, it's time to introduce fiction in a new medium, one highly preferred by readers as well as by non-readers these days. Publish your audio book and experience high demand for your book once again. Provide a chance to your audience to listen to their favorite book and experience their favorite character a little differently this time.

## *Children's Learning Books for Educational Benefits*

When it comes to children, audio books are indeed a valuable media source for them to learn. Children's books are in high demand in an audio format because the correlation between reading and listening to audio books is extremely positive and more and more librarians and teachers are using audio books for teaching children. The following are some educational benefits of introducing children's learning books in an audio format.

- Improves speaking skill.

- Enhances vocabulary.
- Keeps up the storytelling trend – a significant historic tradition.
- Engages children of all ages as they sit, listen, and fantasize at the same time.
- Introduction of difficult names, pronunciation and new vocabulary.
- Story books in audio format can help children relax when they are too tired to study or read.
- A comfortable and efficient way of teaching kids for parents and teachers.

All in all, a majority of children find listening to lessons and stories on audio books fun and entertaining. Not a lot of children are fond of reading which is why most of them spend more time watching movies than reading books.

The audio book technology is widely embraced by schools today in order to adopt an interesting and efficient way of teaching children. Thus, introducing children's learning books for educational benefits can be a good option for you, especially if you are looking forward to make money in this industry. Create audio books that can be used in children's curriculum or just to keep them entertained.

Now that we've covered all the important aspects of planning for audio books, it is time we learn how to actually create one. The next section includes a step-by-step guide on how to record an audio book on a very well-known and reliable platform – Audacity.

# **RECORDING AUDIO BOOK ON AUDACITY - STEP BY STEP GUIDE TO TECHNICALITIES**

One option to record yourself reading your book is to use the free online recording software known as Audacity. However, if you have a MAC you may choose to use “Garageband” to record your book. There are many free tutorials on YouTube to guide you on how to use Garageband if you don’t know how. Garageband is for MAC’s only and you can view more about Garageband on their [official website](#).

You can also use “Adobe Audition”, which you can buy outright or rent month to month for \$19.99 on their [official website](#).

## *Step 1*

We will be using Audacity, free-to-use audio-editing online software required to record your audio books. Thus, downloading and installing Audacity is the first step in getting started. Visit Audacity’s [official website](#), and download Audacity 2.0.3 Select the ‘Save’ option and choose file location when the dialogue box for security warning appears. The installation wizard can be launched by double clicking on the downloaded file. Save Audacity to your computer.

### **Download Audacity 2.0.3**

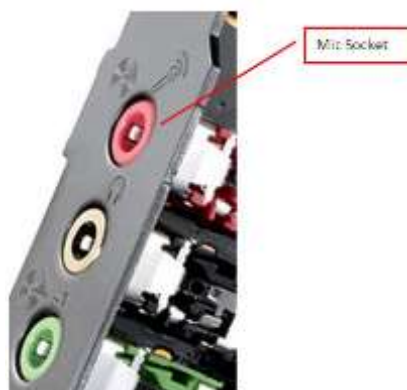
for Windows 2000/XP/Vista/Windows 7/Windows 8

[Other Audacity Downloads for Windows](#)

[All Audacity Downloads](#)

## Step 2

Once Audacity is downloaded and installed on your computer, you can launch the program and start recording your book. The next step is to adjust the essential equipment, including the microphone. Most computers have a built-in microphone socket. Make sure you are recording in a very quiet room with the minimum of background noise and interruptions possible.



## Step 3

Set your recording settings as follows within Audacity:

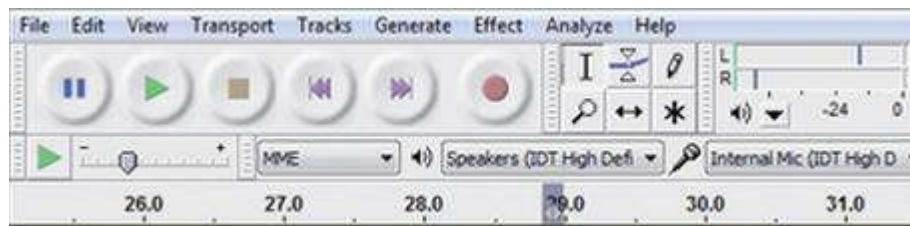
- Uncompressed AIFF (44.1 KHz, 16- bit, 2-channel stereo files required)
- MP3 (320KBps, constant bitrate recommended; 44.1 KHz, 16- bit, 2-channel stereo files required)

You can also see “Createspace’s” Guidelines on recording if you are unsure [over here](#).

## Step 4

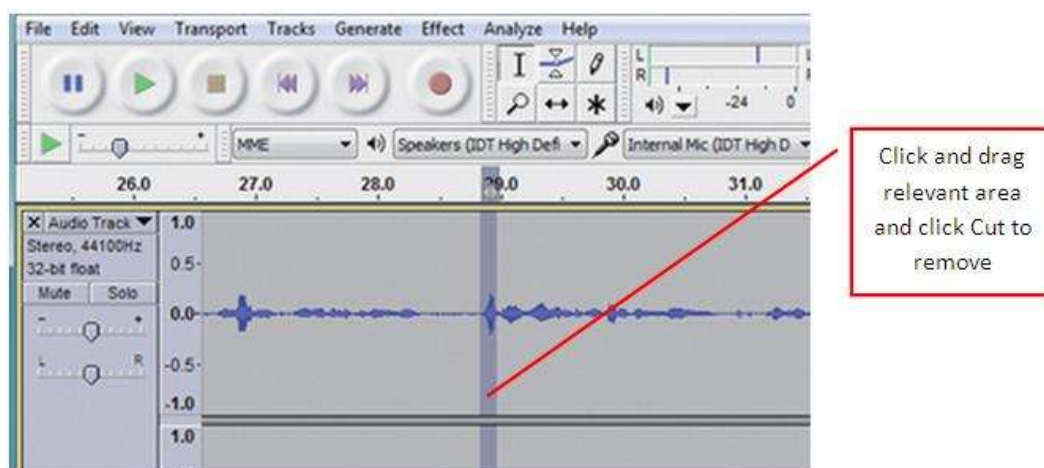
Take a Take a few minutes to learn about the different playback and recording control options of Audacity. The options available at the top include record,

skip forwards, skip backwards, stop, play and pause. When you are all set with your microphone, click on the Record button in red to start recording. You will see Audacity creating sound waves visualization on the screen as soon as you input voice. If you require a break, or are interrupted, click on the Pause button. Hit the Pause option again to resume recording.



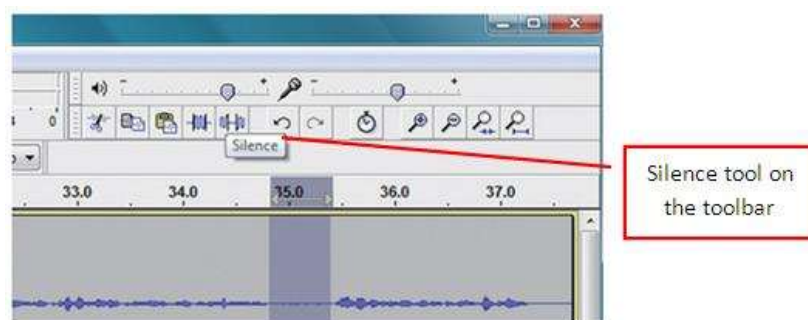
### *Step 5*

When the section or chapter ends, click on the Stop button. You can listen to the recording to check by clicking the Play button. If you wish to edit any part, make sure you save the project before you begin editing. You can do so by accessing the File Menu and clicking on Save Project. If you are satisfied with your recording the first time and wish to make no further changes, skip directly to Step 9. In case you wish to edit areas where you coughed or misspoke sentences, the editing task is easy. Simply click and drag, using your mouse pointer, the section you wish to remove and click Cut.



## Step 6

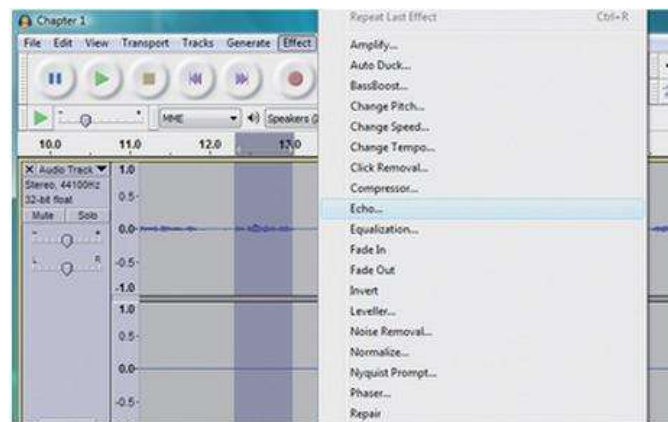
There are other ways of editing too. You can mute a small section of the recording without the need to delete it completely. For instance, to remove excessive background noise, especially where a dramatic intentional pause is included. Use the Silent tool for this. This button is available on the toolbar. Similarly, if you wish to move to create duplicates for any part of the recording, click and drag the section to highlight and choose the Copy option from the Edit menu. In the Edit menu, select Paste when you are on the desired destination location. To move the section to another destination location and delete it from the original one, choose Cut instead of Copy.



## Step 7

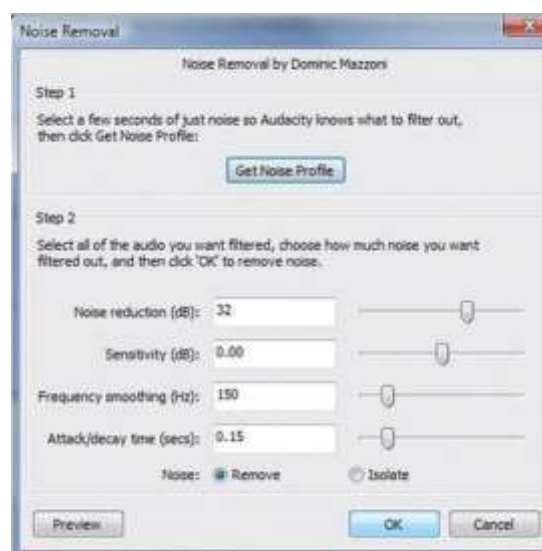
Feel free to add desired sound effects or music in your audio book. If you wish to add background music of your choice, use the Import option in the File menu to add the track. You can even record a track using the Audacity program in another window. This new audio file can also be separately edited using this software. Add the track on the desired destination location. Moreover, if you wish to give special effects to the recording, such as a reversed section or echo, click and drag the section to highlight and select the desired effect available in

the Effect menu. Click undo and choose again if you are not satisfied with your first choice.



## Step 8

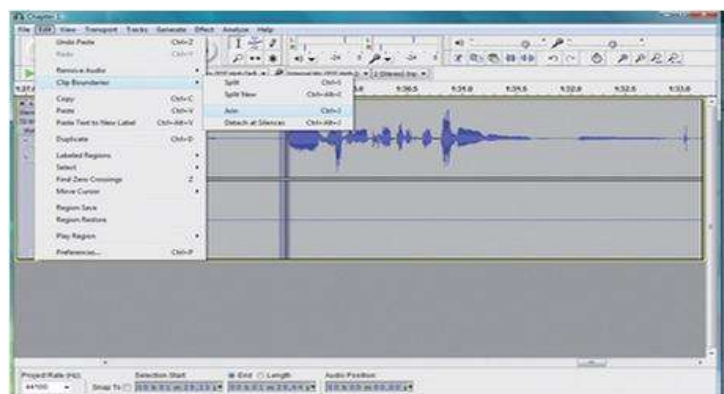
Editing also includes removal of unwanted hiss or noise in the background. There is a proper Noise-Removal option in Audacity to do so. This option is different from the Silent tool. Click and drag to highlight the noisy background recording portion. Click on the Effect menu and select Noise Removal. Select the button Get Noise Profile. Next, select the whole recording and reopen the tool option, and choose Remove Radio from the options and press OK.



You can also run your audio through a free “online” enhancing program called [Auphonic.com](http://Auphonic.com). If you upload your completed audio file to Auphonic, the program will clean up your audio file by removing unwanted background hums and noise, for free. Then you simply download it again ready to publish.

### *Step 9*

At the end of each section or chapter, save them in different files and order. However, before you are ready with your complete audio book, you must join the two separate files together. To do so, open both Audacity windows separately. Select the entire recording on the second menu and choose Copy option in the Edit menu. In the first window, place the mouse cursor at the end of the recording and select Paste from the Edit menu. Make sure you remove the joint between the two files with the Clip Boundaries options, available in the Edit menu. The Join function appearing in the submenu will be used to make it a single, continuous file. Save and repeat the same steps to add further chapters to your original file.



### *Step 10*

Your audio recording is now complete and must be exported so that it can be used in other programs in addition to Audacity. Click Export in the File menu to



export your saved audio file. Save the file with .wav extension you can find in the dropdown menu and 'Save' the file with an appropriate name. At saving, you will be required to input additional details about the file, also known as metadata.

Because Audacity does not convert files into MP3 format by default, you simply download the "Lame" software and the website hosting "Audacity" explain why you can't save your Audacity recordings as an MP3 [here](#). The download page for LAME is [here](#) – again this is free (although you can make a donation). Once you have saved the software to your PC or MAC and run the program, you can simply save your recording as an MP3 format instead of .wav in the dropdown menu when you go to export (save) your recording direct from Audacity. The two programs work together seamlessly.

### *Step 11*

To use the Windows Media Player to burn your entire audio book to a CD you simply launch Audacity and choose the Burn tab. Select and drag the desired audio file and leave it in the blank list space. Meanwhile, insert an empty compact disk in the CD drive and hit the Start Burn button.

## **PUBLISHING AND DISTRIBUTION - SUCCESSFUL PLATFORMS TO LAUNCH YOUR AUDIO BOOK**

When your audio book is done, you need to get it out to the right markets efficiently. The industry for audio books is particularly reliant on online libraries and is also influenced by physical sales. Considering this fact, many

audio book publishers prefer promoting digital editions of their book along with physical media such as MP3 CDs.

As far as digital media distribution is concerned, you may find it a little challenging. It is possible to publish with iTunes and Amazon ([Audible](#)) direct, but if you live in the US, you can simply publish your audio book with the distribution company [ACX.com](#) and they will distribute your audio book to all the relevant audio book online sellers. ACX currently only accept audio book submissions from only US residents with the appropriate tax certification.

**ACX also have a special program running at the moment whereby if someone purchases your audio book as one of their first three purchases on Audible, then you will be paid a \$25 bonus (or shared with the narrator if you are on a 50/50 commission split arrangement in place). You can qualify for this \$25 bonus over and over again, so encourage your friends to join and hire your audio book in their first three audio book purchases!**

You can also submit your audio book directly to [Audible.com](#), even if you don't live in the US. See below for a copy of their conditions taken from their website as at March 2013:

- **Domestic Content Partners:** If you are (or your company is) an audiobook publisher located in the United States, and you would like to sell audiobooks through Audible's channels, please [click here](#) to learn how you can become an Audible partner. Please keep in mind that since Audible customers pay for the content they buy here, we prefer not to carry content (whether audiobooks or podcasts) that is offered free elsewhere on the Web. Learn more about this policy [here](#).

- ☐ **International Content Partners:** If you are (or your company is) an audiobook publisher located OUTSIDE of the United States, and you would like to sell audiobooks through Audible's channels, please send an email to [internationalpartner@audible.com](mailto:internationalpartner@audible.com). In your email, please describe the genre and length of your audiobooks, and let us know how much content you currently have and how much you'll publish over the next six months. Please keep in mind that since Audible customers pay for the content they download here, we prefer not to carry content (whether audiobooks or podcasts) that is offered free elsewhere on the Web. Learn more about this policy [here](#).

Also, on Audible's website they have a page titled "What content is popular" for the Audible audience, and below is a copy of that page:

- **Unabridged audiobooks** – Audible members mostly prefer unabridged audiobooks. These audiobooks are expected to be professionally narrated in high-quality studios, and professionally edited and mastered.
- **Long-form programs** – The majority of Audible's customers prefer longer-form content (5+ hours). If you have short-form content, please consider thematically bundling it into one longer product to ensure you have the best chance of exposure to our members.
- **Podcasts and other "free" programs** – We've had countless conversations with our customers on this topic. They have told us that they get frustrated when they find out that the content they buy at audible.com is available at no charge in other places on the Web. Many of our customers have even reviewed these books negatively for this reason; as you know, such reviews can show up in public search sites such as Google, Yahoo and others, and can be damaging to the author's brand as well as to the publisher's brand. Therefore, we think it is best for our customers and authors that we not sell content that is offered at no charge in other places.
- **A few words of advice** — Audible's members love audiobooks! However, not every print book will create a great listening experience, and other genres are just not popular with our members. Based on our experience, the following types of books are not good candidates for audio:
  - Abridged audiobooks
  - Audio products that include advertising messages
  - Books in the Public Domain
  - Reference books, guide books, quotation books, and dictionaries
  - Books about home and garden, interior design, home organization, or storage
  - Gift books and other short illustrated books
  - Cookbooks and diet books
  - Comic books and graphic novels
  - Photography books or art monographs
  - Engineering or other professional reference books
  - Flashcards, calendars, and box sets
  - Sports books (especially ones that rely heavily on pictures)
  - Travel guides (especially ones that read as reference guides)
  - Any book that relies heavily on visual elements throughout the text (e.g. many business, science, astrology and fitness books)

If you live in the US and want to publish on Amazon the procedure to publish your audio book with them will be:

1. Open an ACX.com account
2. Choose territories and terms of distribution

3. Read and accept their terms
4. Upload your audio book

If you live outside the US you are required to write to them by email at [internationalpartner@audible.com](mailto:internationalpartner@audible.com) and ask permission to upload your audio book. They require basic information like what you are publishing, if you have other books to come, and if it is original work.

Essentially, Audible is concerned with your audio book being:

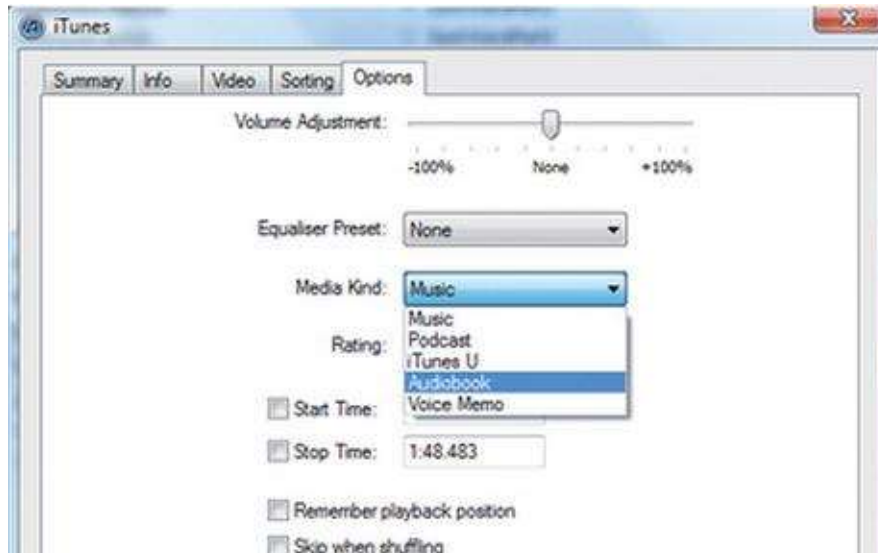
1. Your unique content (not something on the public domain or PLR)
2. Owned by you to legally publish
3. A good quality recording

You can consider other companies such as [Open Book Audio](#), and get your audio book into iTunes, Audible, Listening Library and other publishing outlets.

Another option available for you is the '[AudioBookKarama](#)'. You can actively become their partner (according to the terms and conditions set by them) and use their audio book self-publishing program service to publish your audio book.

### *Submit to iTunes direct*

If you wish to launch your audio book on Apple devices yourself, it is a must to inform them it's an audio book and not a music file. Launch iTunes and add the audio files to the Library by simply clicking and dragging them. Choose the file and right-click and select Get Info option. Check out the Options menu and in the Media Kind menu, choose Audio book. Once the file is synchronized, it will appear in iTunes under the section of books as well as on your smart device.



*In summary, if you live in the US, just use ACX.com to publish your audio book, and if you live outside the US, write to Audible.com direct and request permission to publish with them direct.*

### *Physical Audio CD Products*

You may consider other options for physical CD distribution of your audio book including [Createspace](#) and [Kunaki](#), however, Createspace does not “officially” publish and distribute “audio books”.

### *Submit direct to Createspace*

If you upload an MP3 to Createspace, it will list it as a DVD with Amazon (under movies) and on iTunes it will be listed under music.

At best, the royalties are set out below as at March 2013:

## Features

## Pricing &amp; Royalties

## Submission Requirements

## FAQ

## What you get paid

You earn a royalty every time customers buy your tracks or albums. The number of tracks on your album determines the royalty you receive. See the tables below to learn more about the four distinct royalty tiers we offer.

Frontline	Midline	Catalog	Special Deal
Number of Album Tracks	Royalty per Track Sale		Royalty per Album Sale
10 or more	\$0.65		\$6.18
9 tracks	\$0.65		\$5.81
8 tracks	\$0.65		\$5.17
7 tracks	\$0.65		\$4.52
6 tracks	\$0.65		\$3.88
5 tracks	\$0.65		\$3.23
4 tracks	\$0.65		\$2.58
3 tracks	\$0.65		\$1.94
2 tracks	\$0.65		\$1.29
1 tracks	\$0.65		\$0.65

### Frontline Details

- Newly released albums by high profile, well-established artists

### For example

Having selected the Frontline pricing tier, an album with 17 tracks would earn a royalty of \$0.65 per track and \$6.18 per album.

You will also need to have the correct artwork requirements met, [they are](#):

- 1448 x 1448 px
- It is to be a flat image, not like a CD 3D box
- With no logos
- JPG

See the screenshot below of their actual submission guidelines as they may change from time to time. [Go here](#) to keep up to date and see below for their recommendations as at March 2013.

## MP3 features

- Distribute your music at 256-kbps variable quality, DRM-free
- Earn royalties for every track sold
- MP3 Downloads are compatible with software and music players that can play DRM-free files such as an iPod®, iTunes®, Windows Media® Player, and WinAMP®.

## Turn your MP3 download into an audio CD!

Use the tools in your account to upload your audio CD disc face and jewel case artwork. We'll take care of the rest.

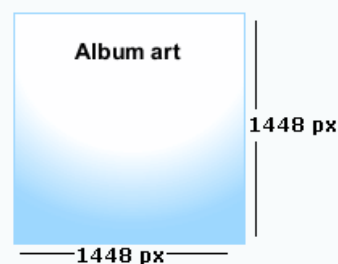
Your audio CD may be cross-linked with your Amazon MP3 detail page.

## Album art for MP3 downloads

If you plan to distribute your music only as an MP3 download, you'll need to provide us with artwork. Upload the cover image you want to appear in the Amazon MP3 listing through your account.

### MP3 download artwork

- May not look like a product shot of a physical CD or tape
- Cannot include a CD logo
- Must be sized as a 1448 x 1448-pixel JPEG



## Find answers to your Amazon MP3 questions

Visit the the [Amazon MP3](#) website.

If you decide to list your CD for distribution with Createspace, you need to be aware it may be rejected. However, here are the instructions to list with Createspace if you decide to go that way anyway:

### *Step 1*

Open an account with Createspace [here](#).

**create**space  
an Amazon company

Books Music Film Free Publishing Resources Member Spotlight My Account Community Help Cart

Log In Sign Up Site Search Site

### Create a New Account

\* Email Address   
This will be used as your Login ID

\* Password   
\* Re-Enter   
Let's make sure you typed that right

\* First Name   
\* Last Name

\* Country  
Please Choose One

\* What type of media are you considering publishing?  
Please Choose One

Send me Updates and Promotions ☒  
We won't sell your contact information. [Privacy Policy](#)

**Create My Account**

**You're one step closer to independently publishing your work, your way.**

**With your FREE CreateSpace membership, you get:**

- Access to FREE online tools to help you publish faster and easier
- Free digital proofing to view your book's cover and interior online, anytime
- Wide distribution of your book in the U.S. and Europe
- Easy tools to help create a Kindle eBook at no extra cost
- Industry-leading royalty rates
- World-class member support 24/7
- And much more...

## Step 2

Once you have opened an account, go to the top navigational bar, “Books, Music, Film” etc and select the drop down menu of “Music”. Select the “Amazon MP3” option.

**create**space  
an Amazon company

Books Music Film Free Publishing Resources Member Spotlight My Account Community Help Cart

Hi, Tim! (Log Out) Site Search Site

### Get your music on Amazon MP3™

Offer your music as a high-quality MP3 download on the Earth's Biggest Selection™ of DRM-free music on Amazon MP3. Customers can listen to samples and buy individual tracks and whole albums of your music.

**Create a MP3 download**

**Features Pricing & Royalties Submission Requirements FAQ**

#### MP3 features

- Distribute your music at 256-kbps variable quality, DRM-free
- Earn royalties for every track sold
- MP3 Downloads are compatible with software and music players that can play DRM-free files such as an iPod®, iTunes®, Windows Media® Player, and WinAMP®.

#### Turn your MP3 download into an audio CD!

Use the tools in your account to upload your audio CD disc face and jewel case artwork. We'll take care of the rest.

Your audio CD may be cross-linked with your Amazon MP3 detail page.

#### Album art for MP3 downloads



## Step 3

Then you should click on the “Create a MP3 download”. This will open up a registration form.



### Get your music on Amazon MP3™

Offer your music as a high-quality MP3 download on the Earth's Biggest Selection™ of DRM-free music on Amazon MP3. Customers can listen to samples and buy individual tracks and whole albums of your music.

 **Create a MP3 download**

## Step 4

In this registration form, you need to type in the “Title” of your audio book, try to avoid using the words “audiobook” in the title. Then choose the “MP3” option, and you should select the “*Guided: A step-by-step process with help along the way. Get Started*” button. This will open up a new window.

The screenshot shows the 'Start Your New Project' page on the CreateSpace website. The page has a blue header with the 'createspace' logo and navigation links: Books, Music, Film, Free Publishing Resources, Member Spotlight, My Account, Community, Help, and Cart. Below the header is a search bar and a 'Hi, Tom! (Log out)' link. The main content area is titled 'Start Your New Project' and contains three numbered steps. Step 1 is 'Tell us the name of your project' with a text input field and a note: 'You can change your title at any time before you submit your project for review.' Step 2 is 'Choose which type of project you want to start' with radio button options for Paperback, Audio CD, DVD, MP3 (which is selected and highlighted with a blue box), and Video Download. Step 3 is 'Choose a setup process' with two options: 'Guided' (described as 'A step-by-step process with help along the way.') and 'Expert' (described as 'A streamlined single-page experience for those familiar with the process.'). Both options have a 'Get Started' button. On the right side of the page, there is a 'Refine Your Work' section with links: Ask the Community, Create a Preview, Get Ideas in Resources, Book Editorial Services, and Book Illustration Services.

## Step 5

In this new window, your title you entered in the last window will appear, which you can still edit if you need to. Then under it you should type in your name as the “Primary Artist” (this is what is published, so only type the name you are happy to put on the book), and you can type in more than one name.

Ignore “Record Label” and put the length of the whole audio book under “Duration”. You can ignore “SKU”, this is a code for only you. Then click on “Save & Continue”.

This will take you to another window now.

The screenshot shows the 'Title Information' page on the CreateSpace website. The page is part of a setup process for a new title. On the left, there is a sidebar menu with options: 'Return to Project Home', 'Return to Member Dashboard', 'Setup' (expanded), 'Title Information' (selected), 'Audio Tracks', 'UPC', 'Complete Setup', 'Submission Requirements', 'Review', 'Distribute', and 'Sales & Marketing'. Below the menu are links for 'Looking for help?' and 'Contact Support'. The main content area is titled 'Title Information' and includes a 'Back' and 'Next' navigation bar. It contains several input fields: 'Title' (with the example 'Audio Book Example'), 'Primary Artist', 'Record Label', 'Duration' (with a note: 'For example: enter 60 for a 60 minute cd'), and 'SKU'. A tooltip for 'Primary Artist' explains that multiple artists can be listed. At the bottom, there are 'Save' and 'Save & Continue' buttons. The page also includes a 'What to do on this page' section and an 'Additional Information' section with instructions.

## Step 6

We are still in the “Set up” boxes (as the left side menu shows) and you are now in the “Audio Track” listing area. Simply click on “Upload” if you want to

attach your audio file and send it with this digital application, or click on “Send us your Audio CD”.

You are now working through those four modules of the “Setup” menu, and you can jump back and forth with ease by simply clicking on the relevant module of your choice. Make sure you save before you click away or you will lose any information you entered after you saved last.

Createspace will also keep your details stored if you save, and then return another day to finish.

an Amazon company

Hi, Tom (Logout) | Site | Search Site

top

Title ID: 2140003

[Return to Project Home](#)

[Return to Member Dashboard](#)

**Setup**

- [Title Information](#)
- [Audio Tracks](#)**
- [UPC](#)
- [Complete Setup](#)

[Submission Requirements](#)

[Review](#)

[Distribute](#)

[Sales & Marketing](#)

[Looking for help?](#)

[Contact Support](#)

### Audio Tracks

[Back](#) [Next](#)

**What to do on this page:** Select how you'd like to submit your tracks. You can upload a zip file of your album or mail us a physical source copy.

**Choose how to submit your tracks:**

☐ Upload  
You can upload a zip file of your album. Learn more about our [submission requirements](#).

☒ Send Us Your Audio CD  
Mail us a physical source copy; see our [submission requirements](#) before submitting your copy. Physical submissions will be destroyed after processing; we will not return submissions.

### Track List

Enter the following information to create tracks for your title. You must enter at least one track.

#	Track Name	Track Artist
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

[Add 10 Tracks](#)

[Save](#) [Save & Continue](#)

an Amazon company

top

Title ID: 2140993

[Return to Project Home](#)  
[Return to Member Dashboard](#)  
[Setup](#)  
[Title Information](#)  
[Audio Tracks](#)  
[UPC](#)  
[Complete Setup](#)  
[Submission Requirements](#)  
[Review](#)  
[Distribute](#)  
[Sales & Marketing](#)  
[Looking for help?](#)  
[Contact Support](#)

### Audio Tracks

What to do on this page: Select how you'd like to submit your tracks. You can upload a zip file of your album or mail us a physical source copy.

Choose how to submit your tracks:

☒ Upload  
You can upload a zip file of your album. Learn more about our [submission requirements](#).

Audio Content  [Browse](#)  
The following formats are accepted: zip

☐ Send Us Your Audio CD  
Mail us a physical source copy; see our [submission requirements](#) before submitting your copy. Physical submissions will be destroyed after processing; we will not return submissions.

### Track List

Enter the following information to create tracks for your title. You must enter at least one track.

#	Track Name	Track Artist
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

[Add 10 Tracks](#)

You are required to now enter in each “Chapter” (which would be like your table of contents of your chapters) under the “Track Name” and “Track Artist” should always be your name (as you are happy for it to be on the final book).

When you “Upload” your audio chapters, they have to be added to one folder, as an MP3 file per chapter. Then the file must be “zipped” to compress it for faster uploading. A free online “zipping” program is WinZip found [here](#).

If you want to send your physical audio CD in the mail, you should also check their page on their requirements for audio CD’s to be accepted by them over [here](#) and see below.

## Submission requirements

You can either upload your music files or send us a CD.

## Uploading files

- To ensure the highest possible audio quality, we recommend uploading files in AIFF format.
- Your content must adhere to our [Copyright Guidelines](#), [Content Guidelines](#) and [Member Agreement](#).
- Uploading MP3s is supported but not recommended, as an MP3 source will result in lower fidelity. Your MP3 files will be re-encoded. If you plan to submit audio files in MP3 format, we recommend creating them using the highest possible quality settings (320KBps, constant bitrate).

## Accepted digital formats

- Uncompressed AIFF (44.1 KHz, 16- bit, 2-channel stereo files required)
- MP3 (320KBps, constant bitrate recommended; 44.1 KHz, 16- bit, 2-channel stereo files required)

## Preparing files to upload

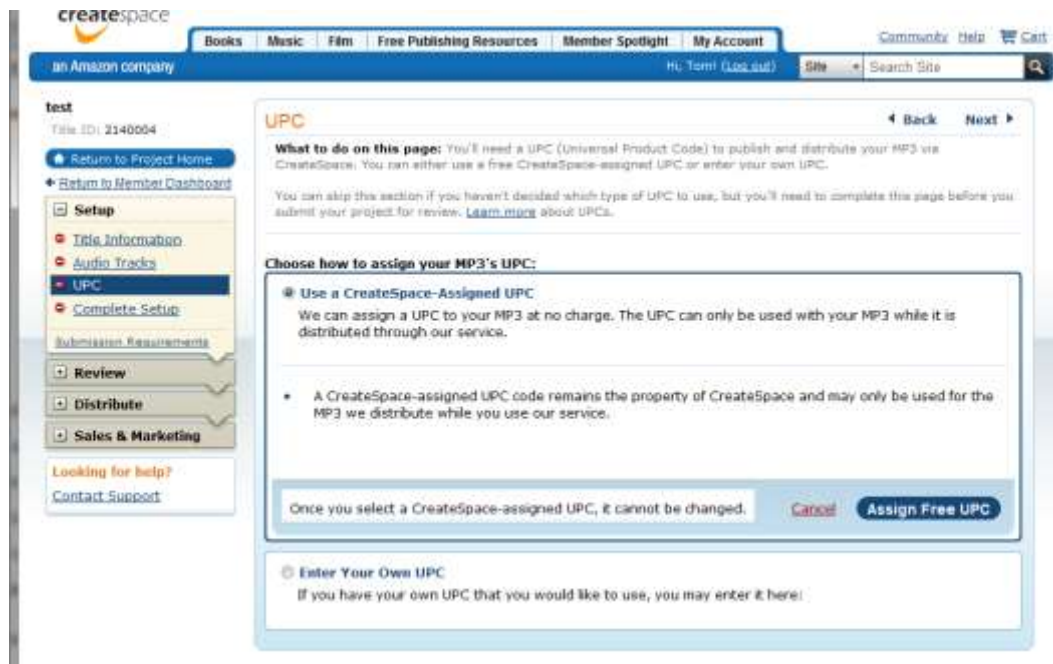
- All audio files must be uploaded as a single .ZIP archive.
- All audio file names must begin with a numeral, may not exceed 100 characters, and may not include any of the following reserved characters: < > : " / \ | ? \* ' +
- Tracks must be sequentially numbered without any gaps in numbering.
  - Example: 01-First Song.AIFF, 02-Second Song.AIFF, 03-Third Song.AIFF, etc.
- All audio file names must end in an appropriate dot extension: (.AIFF or .AIF; or .MP3)
- The total number of audio tracks submitted must match the number indicated when you set up your title.
- Track length and total runtime must adhere to the [Red Book](#) audio CD standard.
- If you choose Amazon MP3™ as a sales channel, you may not include any advertisements within your audio tracks/files

## Mailing us your music in CD format

- Your content must adhere to our [Copyright Guidelines](#), [Content Guidelines](#) and [Member Agreement](#)
- Must meet the [Red Book](#) audio CD standard
- We do not currently accept data CDs containing audio files (mp3, wav, etc.)
- If you choose Amazon MP3™ as a sales channel, you may not include any advertisements within your audio tracks/files
- Your music must be submitted on either a **CD-R or replicated CD**.
- Only send us a **duplicate** of your master disc, never the sole original master. We are not able to return your source to you after ingestion.
- Write your **seven-digit Title ID** directly on the audio CD disc face and case using a permanent marker. Your Title ID is a seven-digit number assigned during the title setup process; it can be found in your account.
- Please **test your CD** carefully on several different CD players before sending it. If the disc you send contains any problems, every unit we manufacture will contain those same problems.
- Please label all materials as noted above and ship your materials to us **via a traceable shipping method** such as FedEx or UPS. We are not able to take responsibility for materials until they are delivered to us.

## Step 7

The last thing in set up to do is to select “Use a CreateSpace-Assigned UPC” then save.



Then you will be in the “Complete Setup” window, which will show a summary of everything you have entered.

Then you go to the “Review” page and check everything again, then in “Distribute” you select “Amazon” and complete any other miscellaneous information they require.

Then you submit your audio book for review by Createspace, who check the quality of the work, the cover art is correct size etc and they normally advise you within a week of your project being accepted or rejected. It can also take up to three weeks, but their support department is known to be quite good, so just email them if it is taking a long time.

## *Other Publishing Options*

[CDBaby.com](http://CDBaby.com) create your physical CD product as well as attempt to list your digital audio book on iTunes and Amazon, however, CDBaby also advise that iTunes and Amazon have an exclusive agreement with [Audible](http://Audible) for their audiobook content and they can only attempt to publish your audio book with iTunes and Amazon, but they can't guarantee it. Your audio book will be in the music section, most likely under the genre of Spoken Word.

The entire spoken word release will be for sale based on a 99¢ per track download price. Any track/chapter of your release will be available individually for 99¢ unless that track is over 10 minutes in length. Tracks over 10 minutes will sell at the "Album Only" price.

However, if your album clearly appears to be an audiobook ("audiobook" is in the title, the cover looks like an audiobook, etc), and is not a spoken word album, it may not be able to be delivered to iTunes or Amazon as it would violate their arrangement with Audible.

## *Podio Books*

[Podiobooks](http://Podiobooks) are gaining popularity because all the books on Podiobooks are free. You can upload a sample of your book for free, with a link to your Amazon book to purchase. Publishers and authors who have been using this platform know that this new place for audio books can help them develop and expand their fan following. It absolutely makes sense to provide a dedicated book page to Podiobook.



You can learn more about Podiobooks and how you can share your audio books using their service from their website [here](#). Meanwhile, don't forget to check their [Author's Page](#) and their titles available currently.

## *Promotional Strategies for Audio Books*

For audio books available for sale, you must promote them on the web to enhance sales. You can upload your audio book to [SoundCloud.com](#) which will then provide you with a free “player” of your audio which you can embed the player onto your website or your blog.

To establish an active online presence and market your audio book you should consider all of the following options:

**Website** – This online platform is a major source of audio book marketing, typically used by many audio publishers today. Make the most out of your website. Before you launch the book, create a marketing campaign to promote your book on your website. A little planning and a small place on your website is all that your audio book needs for recognition.

**Blog** – You won't find a better way to keep your listeners connected and informed other than your blog. This is another online platform where you can share with your audience the tit bits and sneak peeks of your audio book recording you are about to release. A blog is a great platform to create hype even before the book is published.

**Social Network** – A place where you meet your customers all around the world... and you know the rest!



## **CONCLUSION**

Audio books are continually gaining popularity and are expected to rise at the same pace in the future as well. Thus, this indicates the best time to be working on such projects. Even if you are not looking forward to making money from it, audio books can give you recognition as an author that you might have been missing earlier.

Introducing your own audio book is simple; however you need to have a proper plan in your mind. Other than the type of book, subject, category and content, there are factors such as its promotion, distribution and launch that play a great role in how your audio book turns out.

You can't be a pro in your first attempt. So give it a try until you find yourself ready to launch your own audio book. Research your options and assess them according to your individual requirements before you get started.

This book answers all the questions and concerns in your mind regarding audio books. With the knowledge shared here, you will be able to put your best foot forward for your first attempt. Hope the useful information you read here helps you achieve success in the audio book publishing journey.

**Good Luck!**