

ALYX  MORGAN

AUDIOBOOK PRODUCTION
WELCOME PACKET

BOLD, APPROACHABLE, EXPRESSIVE



Thanks for choosing me to narrate your book! I look forward to working with you to bring your wonderful title(s) to life for a new audience. In our increasingly-busy lives, audiobooks are utilized while commuting to/from work, doing household chores, exercising, & a whole lot more. Not to mention that audiobooks also reduce barriers for people with disabilities like visual impairment, or learning challenges. So, getting your book(s) narrated is definitely a smart decision.



This welcome packet offers insight into the world of audiobook production. I'll outline the production process from start to end of your audiobook so you know how it all works. If you have any questions after going through this, feel free to contact me. I want to make sure you're clear & comfortable with the upcoming course of action.

SOME USEFUL TERMS:

RIGHTS HOLDER (RH): This can be the author, the publisher, or another party, but, essentially, whoever is in “charge” of the book.

DISTRIBUTOR: The entity that handles contracts, royalties, & releases (e.g. ACX, Spoken Realms, Cat's Meow).

FINISHED HOUR: This refers to the final audio product, ready for publishing. Making an audiobook is very labor-intensive, with each hour of the finished product taking around 6 to 9 hours to produce.

WORDS TO TIME RATIO: Basic rule of thumb is 9000 words = 1 finished hour of audio. This can fluctuate for a number of reasons including pacing, content, etc. A title estimated at 6 finished hours could end up coming in at 5.5 because it's all action or at 7.5 because there are a lot of charts to transcribe.

FIRST 15: This is the initial checkpoint provided as a performance sample for approval prior to recording the full project. This is your opportunity to provide further direction or changes.

QC/QA: The title will be put through quality assurance checks by the distribution platform prior to release.

TYPES OF PRODUCTION AGREEMENTS:

- ♥ **ROYALTY SHARE (RS):** The author & the narrator share in the royalties from all audiobook sales. The percentage & duration of royalty payments vary depending on the distributor platform used.
- ♥ **ROYALTY SHARE PLUS (RS+):** Same as Royalty Share, with the addition of a stipend to the narrator to help cover costs of production. This can be a lump sum or a small PFH rate.
- ♥ **PER FINISHED HOUR (PFH) WITH DISTRIBUTOR:** Flat rate paid from the author to the narrator based on the **finished length** of the audiobook. Final audio files are uploaded directly to the distributor. Distributor handles contracts, production coordination, union/narrator payments, & release.
- ♥ **PER FINISHED HOUR (PFH) WITHOUT DISTRIBUTOR:** Flat rate paid from the author to the narrator based on the **finished length** of the audiobook. Final audio files are provided to the author. Author handles contracts, production coordination, union/narrator payments, & release.

STEPS IN THE PROCESS:

1. GETTING THE MANUSCRIPT
2. PREPPING THE MANUSCRIPT
3. PRODUCING & SUBMITTING THE FIRST 15
4. NARRATION OF THE FULL BOOK BEGINS
5. PROOFING, EDITING, & MASTERING
6. DELIVER AUDIOBOOK TO PLATFORM OR RIGHTS HOLDER
7. PAYMENT
8. QUALITY ASSURANCE & RELEASE!
9. MARKETING & PROMOTION

This was the first audiobook I recorded. It's a fun collection of detective stories with Cinderella as the P.I., after she & Prince Charming got married & had 3 kids, of course.

JULIET KINCAID

CINDERELLA, P. I.
AND OTHER FAIRY TALE
MYSTERY STORIES

READ BY ALYX MORGAN

1. GETTING THE MANUSCRIPT

The first step in this process, this is where you'll send me the manuscript, any character notes, & 50% payment. The manuscript must be the **final, fully-edited version**. Small errors can slip by even the best editor & I can change those in the narration. However, audio that needs to be re-recorded due to manuscript changes will not only delay the process, but there will be a fee as well.

When sending the manuscript, it's helpful to also provide any character notes that aren't indicated in the text. This will help me choose the right voice for them. These notes might include:

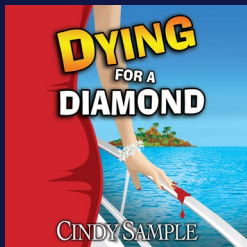
- ♥ Age
- ♥ Where the character was born &/or grew up?
- ♥ Pronunciations of unusual names or place names
- ♥ If a series, will a minor character become a major player down the road?

After I have all of this information, it's time for me to start prepping the manuscript for recording!

2. PREPPING THE MANUSCRIPT

This is the part of the process where I read the manuscript in full. I will take notes, including any questions that arise on plot, characterization, pronunciation, accents, etc. After I've prepped the manuscript, I will reach out to you with any questions or clarifications. Your prompt response will help ensure that the narration timeline stays on track.

Communication goes both ways. If you think of anything you think I should know before I start recording, please don't hesitate to reach out by email or phone.



I voiced over 50 characters for this cozy mystery, & had SO much fun! It's the 6th in Cindy's "Dying for a" series, & takes place on a cruise ship during the protagonist's honeymoon.

3. PRODUCING & SUBMITTING THE FIRST 15

This is a very important step in the process because this is the LAST TIME that you – the author/rights-holder – gets creative input. The “First 15” doesn’t need to be the actual first fifteen minutes from the manuscript, though.

There are a few different ways to choose your First 15:

- ♥ First 15 minutes of the book
- ♥ Important scenes you want to hear
- ♥ Bits of dialogue for all major characters in your book. If there is a minor character who becomes major in later books, include them here, too.

Once I send you the first 15 minutes, please respond within three business days. Offer notes, or any changes you wish to hear (please indicate where it is in the recording by audio timestamp). This is your last opportunity to provide direction. When you approve this sample, you are approving all voices & character choices. After this point I will move forward with the narration with no further input from you. Any changes after the audiobook is delivered will be strictly limited to narrator error such as mis-reads or mispronunciations.

4. NARRATION OF THE FULL BOOK BEGINS

Upon approval of the First Fifteen, I will narrate the book in its entirety. I will usually record one chapter per file, for ease of uploading into distribution interfaces.



5. PROOFING, EDITING, & MASTERING

Once I'm done recording, the audiobook enters the technical stage, & I will send it to an engineer, who performs the rest of the magic: **Proofing, Editing, & Mastering.**

Proofing: Here, the engineer ensures that my recordings match the manuscript word for word. Any glitches, extraneous noise, or mispronunciations are highlighted, & sent back to me to re-record. These are called "pickups."

Editing: After recording the pickups, & sending the files back to the engineer, they mix everything together. Here, they smooth out weird breaths or extraneous noises, & makes everything sound clean & cohesive.

Mastering: In this final step the audio is processed so that all chapters are at the same sound level, & meet the distributor's technical requirements, as well as making sure the end user has a good experience while listening to it.

Each of these functions is critical to the overall quality of the finished audiobook, & often take longer than recording. It can sometimes take two weeks to one month for an engineer to complete this process, depending on their schedules & the length of the book. But, believe me, that extra time is well worth the wait.

6. DELIVER AUDIOBOOK TO PLATFORM OR RIGHTS HOLDER

Once all the files are recorded & mastered, I will deliver your files to our agreed upon platform (Dropbox, ACX, etc). Please note: I do not deliver files "as I go," as this is very disruptive to scheduling & workflow.

After you review the uploaded files, you will have a week to listen & make any correction requests, once again by providing the chapter number & timestamp.

Reminder: At this point in the process, any revisions are limited to technical errors on my part, such as a mispronunciation or mis-reads. If you wish changes to character voices or changes due to manuscript edits, these services can be done at additional cost.

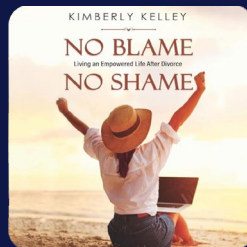
Once you approve the finished files, you can release it to whichever platform we are working through, or you are free to take it to a distributor if we are working independently of the retail platforms.

7. PAYMENT

Payment is due upon receipt of the finished files. A final invoice will be sent along with the files. I accept PayPal, Venmo, or Zelle.

I request a 50% deposit on any project when we are working together outside of a platform such as ACX for the first time. The second half of the payment is due on delivery of the finished files.

The first self-help book I narrated, this book is for anyone who is struggling to find their identity, to make sure they don't lose themselves in a relationship. It's a wonderful read.



8. QUALITY ASSURANCE & RELEASE!

Congratulations! You have an audiobook!

All that's left now is to wait for the retail platform you've selected to run their QA checks. This can take anywhere from a week to thirty days, & is entirely in the hands of the platform, so be patient. After the QA check is complete, your audiobook will be released for sale!



This right here is where the magic happens! I'll be following my heart every day when I'm narrating your book.

9. MARKETING & PROMOTION

This is often the most difficult part of this whole process! Here are some suggestions that have worked for authors in the past:

- ♥ Live Readings – Do live readings on social media to get your readers interested.
- ♥ Piggyback with Other Versions – Whenever you promote other versions of your book, make sure to mention the audiobook as well (e.g. – “available in paperback, ebook, & now audiobook!”).
- ♥ Sound Clips – Post sound clips with your book cover/promo materials. I’m happy to edit something together for you to cover this.
- ♥ Once the title is completed, if you would like, I can provide you with a promotional clip to use on social media or your website.
- ♥ Promo Code Giveaways for Reviews – Some distributors provide promo codes for the audiobooks for free in hopes that it’ll garner reviews. You can generate your own codes on BookFunnel.
- ♥ Audiobook Blog Tours – This can be done via Audiobookworm Promotions, a Facebook page that specializes in reviewing audiobooks.
The link is: <https://www.facebook.com/TheAudiobookworm/>
- ♥ [“Marketing Audiobooks Wide”](#) is a Facebook group where you can find ideas on how to market & promote your audiobook.
NOTE: No promotion is allowed here, just marketing ideas.

MORE INFO ON PROMOS:

Promo Code Giveaways

Some distributors provide promotional codes to give to listeners. You can promote these on social media or your website, in your newsletter, or at book signings or events (have the codes printed on cards).

Promo Code in Exchange for a Review

Beyond giveaways, some sites facilitate getting codes to listeners in exchange for a review. Please note these reviews are not guaranteed due to Amazon/Audible policy.

Audiobook Blog Tours: <https://theaudiobookworm.com/>
Sign up here to send your audiobook on a virtual tour. Pricing varies by number of stops on the tour, which you have some control over. The Audiobookworm is a site where bloggers sign up & promote &/or review the audiobook on their site.

MORE INFO ON PROMOS (CONT'D):

Audiobooks Unleashed: <https://audiobooksunleashed.com/>

This is a self-service code site. You may choose to have the codes freely available or list them in the section reserved for authorized reviewers only.

Audiobook Boom: <https://audiobookboom.com/authors>

This site sends out a weekly newsletter with books providing codes. Readers request a code in exchange for a review. You are provided with a link to allow you to see prior reviews by the requester on Audible, Amazon or Goodreads. You choose whether or not to send them a code.

Free Audiobook Codes: <https://freeaudiobookcodes.com/>

FABC is a division of Audiobook Boom. However, with this service you list your audiobook & all codes are available for listeners to download. You do not have any knowledge of or control over who gets a code.

SOCIAL MEDIA GROUPS:

Sites like Facebook & Goodreads have audiobook groups – many of which are genre-specific – that allow promotions & giveaways. The rules for promo are usually clearly posted in these groups. Many of the members are in numerous groups, & they are all very active, often recommending narrators or authors to each other. A sample listing of some of the Facebook groups are listed below. Simply click on each of them to be taken to the proper group:

[Audible Book Club](#)

[Audiobook Addicts](#)

[Audiobook Lovers](#)

[Audiobook Obsession Review Group](#)

[Audiobooks for Free](#)

[Audiobooks Unleashed](#)

[Audio Bookfly](#)

[Audio Loves](#)

[Aural Fixation](#)

[Cozy Mystery Audiobook Lovers](#)

[Everything Audiobook \(E.A.R.S.\)](#)

[Fantasy Audiobook Fans](#)

[Fant-Sci-Fi Audiobook Club](#)

[Lesbian Audiobooks](#)

[Marketing Audiobooks Wide](#)

[Mystery Audiobook Lovers](#)

[Reverse Harem Audio Books](#)

[Sci-Fi Audiobooks](#)

[The Audiobook Club](#)

[The Secret Audiobook Club](#)

OTHER HELPFUL LINKS:

I know this all seems like a LOT of information, but believe me, there's even more to learn about the wonderful world of audiobook production. If you'd like to learn more, check out any of the links below:

[ACX Help](#)

[Author's Republic FAQ](#)

[Audiobook Resources for Authors](#)

[BookFunnel Audiobook Direct Distribution](#)

[Kickstarter](#)

[Kobo Writing Life Audiobooks](#)

[Spotify/Findaway Voices Knowledge Base](#)

NONFICTION ADDENDUM REGARDING MANUSCRIPT PREPARATION

In order to properly & clearly convey your intentions, there are a number of items that may need to be adjusted as the text is translated into audio (such as tables, charts, & images), in order to best convey your intentions. In most cases, we can convert the relevant info into text to be read. Other items might need to be included as a companion PDF, or – in rare cases – some items might need to be ignored. But we'll discuss that at greater length if/when we get to that point.

Also, there are many unique situations that may need clarification for the listener. The following list, while extensive, is not inclusive. Feel free to reach out to discuss any items specific to your text.

- ♥ Abbreviations will be defined. (e.g. = "That is")
- ♥ Acronyms will be defined the first time they are used.
- ♥ When books, films, magazines, songs, etc. are mentioned, if appropriate, I will add "the book . . .," "the magazine . . .," "the journal . . .," or "the song . . ." to if needed for clarification.
- ♥ "For example," "she said," "they wrote," etc. may be used to add clarity when introducing quotes.
- ♥ Bullet points & lists may be alphabetized or numbered for clarity. Sometimes I will add &, OR, etc. before the final item in a list.
- ♥ To prepare a listener for a key section, I will sometimes introduce it with something like "Let's take a look at these items in more detail." When quoting a website, I will simplify the address as much as possible & generally repeat the information slowly for the listener to write down.

CONGRATULATIONS!

You made it to the end.

I realize this is a lot of content to digest. Let me know if you have any questions about any part of this process. I look forward to working with you to bring your written work into the world of audiobooks & THANK YOU for trusting me to produce your title(s). I'm honored to work with you.

Let's do this . . .

