



AUDIOBOOK CREATION EXCHANGE

The ACX Author's Audiobook Checklist

Stage 1: Before You Begin Production.

Verify Rights

Confirm you have audio rights for your book by checking your print or eBook book contract. If you're self-published (say, through [Kindle Direct Publishing](#) or [CreateSpace](#)), you've retained your audio rights. If you do not have audio rights, and the current rights holder has not produced an audiobook of your work, consider pursuing rights reversion like author [Marta Acosta](#).

Ensure your book is appropriate for audio. Click [here](#) for a list of books that usually do not turn into great audiobooks.

Claim Your Title on ACX

Create an ACX account. You can use your existing [Amazon](#) email and password to log into [ACX](#). It is important to fill out your name and address, bank information and tax information up front because I don't want incomplete info to delay your payments once your audiobook is complete!

Claim the best performing ASIN/version on ACX. Many rights holders have more than one version of their book (eBook, paperback, hardcover), and [ACX](#) will pull in certain metadata from your [Amazon](#) listing, such as the summary and current rankings and ratings. Potential audiobook producers will use this information when [deciding](#) if they would like to audition to narrate your book, so put your best foot forward.

Start drafting your audiobook marketing plan. Keep your fans up to date throughout the production process to build anticipation for your audiobook. Your audiobook marketing plans can help you set due dates for your production and the time line in which you want your audiobook to go on sale.

Post your book for auditions on ACX.

Create the title profile for your book. Creating a robust, specific, and accurate title profile is important. A book description that's detailed and compelling helps producers get excited about working on your project. I always tell my authors to include some performance notes (characters, accents, overall tone, etc.) and to mention if the title is part of a series.

Choose the right audition script for your book. This portion should be about 2-3 pages, and should include some dialog, some descriptive text, and any important accents or character voices. Don't worry if you can't find all of these things in one scene - you can build an audition script that includes a few shorter passages that cover the items above.

Decide the payment method for your production. Do you want to pay your producer for their efforts upon completion of the audiobook (a fee per finished hour, as part of a Pay For Production deal) or do you prefer to split your royalties with them 50-50 (as part of a Royalty Share deal)?

Make an offer! Clicking this button will start the process of making an agreement or deal. I recommend opening a dialogue with your narrator before or during the offer stage to ensure you are on the same page.

Set a proper production schedule based on your needs and the narrator's availability. Make sure to leave yourself time to [review your final audio](#) and communicate any corrections to your producer.

Stage 2: Time to Produce

Send the manuscript, and decide on a 15 minute checkpoint once your producer has accepted your offer. You can piece together the 15 minute checkpoint script from multiple parts of the book if need be. Make sure to include main characters, dialogue as well as descriptive text, any particularly tough scenes or tricky pronunciations. If any portion of the book seems likely to trip up your narrator or deserves extra attention, include it in the 15 minute checkpoint.

[Request clear and specific corrections to the 15 minute checkpoint as necessary](#). Once you approve, your narrator will have the green light to produce the rest of the book in its entirety.

Secure and upload your audiobook cover. Cover art should meet our [cover art requirements](#) and should make your book attractive to potential listeners.

Line up promotions. I'm constantly telling authors to think about marketing from the very beginning. Are you blogging about your upcoming audiobook? Are you alerting your fans or newsletter list that they will soon be able to hear your book? Keep whetting their appetite for audio and ensure they'll be eagerly anticipating the day your audiobook becomes available for sale.

Stage 3: Review, Approve, and Pay

[Request clear and specific corrections to the final audio as necessary](#). Don't be unreasonable, but don't be shy. This is your audiobook, and sometimes corrections are necessary.

Approve and pay for your audiobook (unless it is a Royalty Share, of course). Your title will be submitted to [ACX](#) and receive a quick quality assurance check and, if all is well, should be available for sale within 7 business days of your approval.

Finalize your marketing plans for when...

Stage 4: Your Audiobook is on Sale!

- [Use your codes to drive reviews and sales of your audiobook](#)**. Once your audiobook is on sale, you will receive 25 free promotional codes via email to distribute to fans and reviewers.
- Update your web site**, blogs, and social media accounts to reflect your new audiobook. I think author Barbara Freethy's audiobook section of her [website](#) is a great example of how to feature your audiobooks.
- Check your backlist, and do it all over again!** The only thing better than having a book made in audio via ACX is having ALL your books made in audio via [ACX](#)!