

# AUDIOBOOK RECORDING & PUBLISHING



## **Why Choose an Audiobook Version for Your Book?**

The Size of the Audiobook Industry is Nearly a Billion-Dollar Industry. Is your book getting a piece of that action?

The Audio Publishers Association estimated in December 2020 that the size of the audiobook market was \$900 million. Since then, audiobook sales growth has exploded due to the ability to download audiobooks from sites like Audible.com, iTunes, Spotify and ChristianAudio.com. We predict that when the APA releases their next set of numbers, the industry will have broken 2 billion dollars in revenue.

## **Audio Books Boost Paper & eBook Sales**

If people love your audiobook, they'll sometimes go back and buy a paper copy so they can underline it and show it off on their bookshelf. So not only do the audio mavens recommend the book to friends, but people will buy additional copies for themselves as well. Amazon's Whisper Sync is now causing this sales boost to apply to Kindle books as well.

## **Audiobooks Give You Access to Non-Readers**

There are millions of people in the world who hate reading, but love listening. These "non-readers" either can't or won't take the time to sit down and read a book. Perhaps they struggle with slow reading, dyslexia or are blind. Or they may be a busy CEO or reporter. When you have an audiobook, the pie of potential readers gets bigger, which is exactly what the publishing industry needs.

## **Book Mavens Listen to Audiobooks**

A maven is somebody who is a connoisseur of information. When people have a question, they often go to the maven in their life. Chances are you know a car maven who is the first person you talk to when you need to buy a new car. Another word for "maven" is "nerd." A book maven is the kind of person who reads 50+ books a year and has hundreds of books digital bookshelf.

Audiobook mavens are able to read so much because they listen to books while driving, working out, or cooking. If you have an audiobook, not only will you make money selling the audio versions, you'll make additional money through the recommendations of book mavens who listened to the audio version.

# AUDIOBOOK RECORDING & PUBLISHING



## Our Process

We have been recording, mastering and publishing audiobooks since 2004 and by now we take pride in our pool of panel of best-seller narrators, state of the art recording studios and teams that work to produce the audiobook version of your book.

## Choosing a Narrator

We have a wide range of audiobook narrators that come with different expertise. We employ narrators with mimicry talents that can alter their voices to sound like who ever you like, experienced narrators with best-sellers under their names, narrators trained for poetry and emotional books and narrators for different academic and scientific subjects. Depending on the category of your book, you can choose your narrators based on accent, gender and expertise.

## Recording

Once you have chosen a narrator, we arrange for the narrator to visit one of our state-of-the-art company run studios. Our narrators record the audiobook under the supervision of a sound director who has specific instructions on how to execute the book. The recording process is done chapter to chapter in order to ensure its accuracy and quality of sound.

## Mastering

Once the sounds recordings have been completed, the sound files are then mastered and produced to publishing standards. Quality improvements are made where the voice can be enhanced to sound crisper, removing any unnecessary background noises and making sure all publishing guidelines are followed. We prepare the final files accordingly for each platform that the audiobook is published on.

## Publishing

Once we have the final files available from our sounds production teams, we move to individually publishing the audiobook on multiple platforms.

We can make your audiobook available on the following platforms:

 LISTEN ANYWHERE

