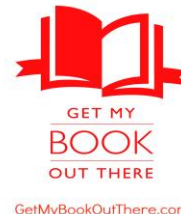


Get My Book Out There Podcast #9 Audiobook Marketing 1



Narelle Todd:

I'm Narelle Todd.

S.E. Smith:

And I'm S.E. Susan Smith.

Narelle Todd:

We are the self-publishing author and marketing duo that has sold over 2 million books. But we didn't start out knowing how to sell books, fast forward, past many failed promotions, and a lot of lessons learned. You will see how we went from self-publishing newbies to hitting the New York Times Bestsellers list and making the USA Today Bestsellers list 19 times and counting. We created the Get My Book Out There Podcast, to give you simple yet effective marketing strategies to increase readership and book sales. So you know what to do, when to do it, and how to do it, as well as some tips for staying mentally and physically well.

S.E. Smith:

Let's get started.

Narelle Todd:

We're talking to you today about audiobooks. And this time, we're going to go into the marketing of audiobooks, and we've got three easy steps for you in how you can get the word out about your audiobooks. So our first tip is to actually create a separate page for you on your website. This has a number of different benefits. When someone comes to your website, you direct them there, they go straight to the audiobook page or post. You're not distracting them, there's just the audiobook, so they know that they can just buy. But it also gives them some other things that you can add in. So we've got samples. So Susan, SoundCloud, you use that a lot. How do you find that works for you?

S.E. Smith:

It is fantastic because I not only get followers that follow me on SoundCloud, but I'm able to post the different samples there, which gives me a wider spread. And then on top of that, I'm able to take...They give you basically the coding that you need to embed it into your website. And so it looks really clean, really professional. And it gives a great sample for my listeners because a lot of my readers are listeners. But not all readers are listeners, sometimes you have those that just like to listen to the book. So this gives them a one stop place to go and listen to it, decide if they like the story. And unfortunate enough, I either give them either the first chapter, if I don't have the retail sample or I give them the retail sample that the narrators actually create.

Narelle Todd:

Make this year a book selling year with my clear step-by-step plan to market your books and build a strong business foundation... without stressing over time, money, or sales! Download my guide [HERE](#).

© Copyright 2021 Successful Living Pty Ltd - Reproduction of this document in any way shape or form both online and offline is strictly prohibited. You are NOT entitled to resell, reproduce or share this document or any version you make of it, and any breach of this will be enforced by the law. This document is for your personal use only.

Absolutely. And it gives people a chance to sample, for one of a better word obviously than a writer, because some people are very particular about who they want narrating their book. It just allows people to get an idea and they'll know when a narrator is someone that they'll listen to.

S.E. Smith:

Last thing that you want to do is to buy an 8-12-hour book and then have to listen to someone that's got a voice like fingernails on a chalkboard. So giving the sample allows the listener to actually sample it, decide if they like the rhythm and they can get pulled into the story. When I was looking for narrators, that was one of the first things I looked for when I have them reading. Did their voice pull me into the story? When I found David, I literally had goosebumps go up my arms. He did such a good job bringing the characters and the story to life. And I've done the same thing with my foreign, even though I don't speak French or German. If I get lost in the way their voice sounds, and I can hear enough to know what they're saying. It really pulls me in, then I know I've got a good narrator.

Narelle Todd:

Our second point is social media and newsletters. Now I know that this is bleedingly obvious that of course you would want to promote on your channels. I see so many authors who don't, so they almost put audiobooks in a category of its own and they don't talk about it. They're like they talked about black sheep of the family. So you want to create a newsletter where you're just talking about your audiobooks, where you make it the star of the show. See a new release in an audiobook, the same as you would a new release for a book. And do a newsletter which is just about that audiobook, rather than burying it say in another regular newsletter, for example.

S.E. Smith:

And it's so important because they may not realize because sometimes the eBook comes out and then the paperback or the eBook and the paperback, but not the audiobook, because it does take a little bit longer to process and then get up. So, and then if they decide, "Hey, I really love this eBook or this paperback." Then they may go buy it. So don't discount, letting them know, "Hey, now I have the audiobook available." And I have a lot of people that will buy all three. And they'll wait for the audiobook to come out because they are really excited.

S.E. Smith:

It's like one of the things that my husband and I have been doing lately, we have Date Night, every night now with the pandemic. And one of the really cool things is, we're watching the things that we watched years and years ago, and it's like seeing them for the first time. And we're doing it with closed caption on because both of us have a little bit of a hearing problem, him more severe than I do. So it's been really, really neat to watch these movies with closed caption on. So we're hearing them and reading it at the same time and we're catching things that we had missed. So it just gives for, I think, a more well-balanced experience.

Narelle Todd:

Yeah, definitely. I did that just last night with a movie, a really recent blockbuster movie and I caught things and I thought I knew that movie pretty well. So absolutely, watching, reading along as you're listening certainly there's benefits there to getting perhaps some of the Easter eggs, and I know you'd like to leave Easter eggs in your stories, so that could be one way to find.

Make this year a book selling year with my clear step-by-step plan to market your books and build a strong business foundation... without stressing over time, money, or sales! Download my guide [HERE](#).

Narelle Todd:

Our third tip is giveaways. So this involves codes that you often get from the distributor. You can get up to 10 codes and these are books that you can then give away. So you can run promotions. There's also with Audible, for example, you can actually run in your posts and some things like that. Membership, just promoting the membership side of things and you can take a commission from anyone who signs up to get your book. So a couple of different ways there that you can actually use where your audiobook is being held to help promote your book.

S.E. Smith:

There's other different mediums. I've even released an audiobook on SoundCloud. So if you're wanting to do it, and you've got a really short novella, that may only be a few chapters, but it's a complete story, and you want to give them a sample of what your stories are liked to listen to, you can actually put the whole book up on there, the whole audiobook. And people can download it. And you can tie it in with your YouTube channel so that you can have links, so that people can go to YouTube channel and listen to it. You can also do little snippets with a book trailer type where that retail sample is set with the book so that they can actually listen to it on YouTube. And then you get all the people that are saying, "Can you please upload the rest of the book?"

Narelle Todd:

Yes. And it's a great way then to do your cross-promotion across the various social media channels as well. When you have your information in different places, it just means different people are going to be different... Often people who are on YouTube, you may not find them elsewhere. So if you can tap into them in their preferred use of social media, then that draws them back into then say, Audible, or iTunes, for them to pick up your book.

S.E. Smith:

And different age groups, because different age groups go to different social medias. So you don't want to discount 18 to 30 year-olds who may be more on YouTube than they are on Facebook. And then the same thing, you don't want to discount the older crowd that may be on Facebook or Pinterest. You want to be able to give them as many opportunities to be found. And that's so essential. Another thing you can do is you can promote with other authors who are also releasing audiobooks.

Narelle Todd:

So, we'll leave that, perhaps let's do it next week. We'll do three more. A couple of others that we can add. So let's just stick with those three and we'll come back and we'll do part two with some more tips for audiobooks, because I know this is one that really is of interest to people. How do you actually market audiobooks?

S.E. Smith:

That sounds good to me. And it was great talking about it because then I'm also getting new ideas. Saying, "Hey, I haven't done this in a while. I need to do this." Let me try this new idea. And then I can bring it back and say, "Yay. It worked. Or no, I didn't get this. This is results that I got." That's one of the nice things about what we do is we basically use me as a guinea pig so that we can say, "Yes, it works." And then if it does so we can try and replicate it with other authors. That really makes a big impact on your testing to know is this marketing working or is it not. Better than the background that keeps glitching on me.

Make this year a book selling year with my clear step-by-step plan to market your books and build a strong business foundation... without stressing over time, money, or sales! Download my guide [HERE](#).

Narelle Todd:

We were just talking about the split testing that we did yesterday, because I was sharing with you some results that we found. Which were contrary to what an expert had said was working. So yes, but it always comes down to you have to test no matter what, as always.

S.E. Smith:

I hope everybody enjoyed this. Don't forget the three tips and come back for part two next week. And we look forward to talking to you. Have a great one.

Narelle Todd:

Hey, thanks for joining us today. We know we've got way more information we want to share with you to increase your book sales. So please come and join me at [facebook.com/getmybookoutthere](https://www.facebook.com/getmybookoutthere).

© Copyright 2021 Successful Living Pty Ltd - Reproduction of this document in any way shape or form both online and offline is strictly prohibited. You are NOT entitled to resell, reproduce or share this document or any version you make of it, and any breach of this will be enforced by the law. This document is for your personal use only.

Make this year a book selling year with my clear step-by-step plan to market your books and build a strong business foundation... without stressing over time, money, or sales! Download my guide [HERE](#).