

**Audiobooks
for
Self-Published
Authors**

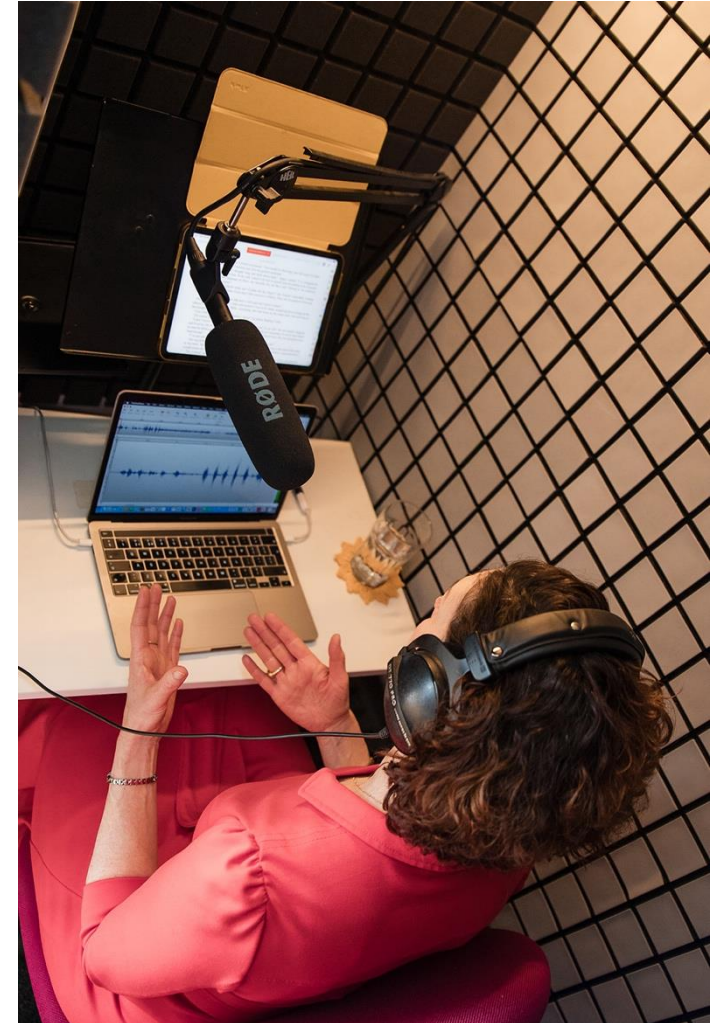
**Sarah Barron
Audiobook Narrator
and Voice Coach**



A Little About Me



- Actor — trained at Royal Conservatoire of Scotland and the Globe
- Audiobook narrator for 15 years
- Narrated over 125 books
- Approximately 20 books a year
- Home studio
- Love storytelling
- Avid reader



Questions for you

- What kind of book are you writing or have written?
- Do you listen to audiobooks?
- If so what kind and when?
- What books work particularly well for audio, do you think?
- What would make you listen to an audiobook if you don't already?
- Are there audiences that you think might access audiobooks who are not reading books?



Why you might want to think about an Audiobook



In 2024, Audiobook revenue was £268 million, up 31% in a year and increased by a further 11% in 2025 – it is a growing industry



In 2024, Audiobooks was the biggest growth area across all sectors, outperforming digital and fiction



The UK market is expected to grow by 29.7% from 2025 to 2030.



In 2025, over one-third of Audible listeners had been in the space for 3 years – maturing audience



42% of children are listening to audio compared to 35% reading – 43% boys v 40% girls



38% of children said audio had sparked their interest in reading physical books



Unlike reading a book, people are listening whilst doing other tasks, such as housework, driving or walking



Audiobooks are helping to engage people who don't usually consider themselves readers.



You may want to think about recording an audiobook alongside self-published book

How to go about getting your audiobook produced

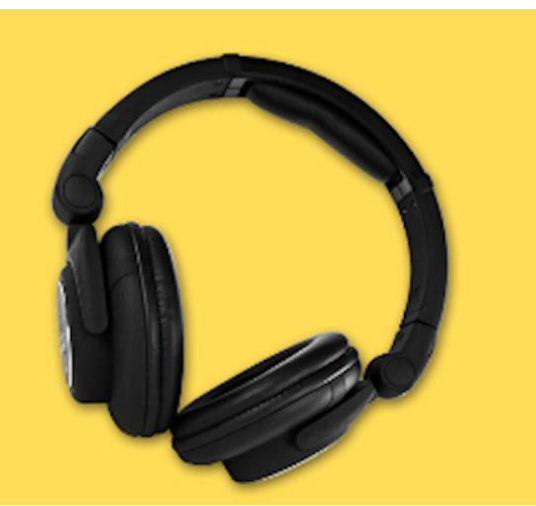


- Find a producer who will both narrate and deliver a finished product
 - Can go through ACX, Audible's self-publishing arm <https://help.acx.com/s/>
 - They do take a large cut of your profits - only receive 25-40% of the royalties and locks you into a long contract with Amazon
 - Either retain the audiobook rights yourself and pay the producer a fee or give the producer a share to the rights and pay no up-front fee
 - Go to an audiobook production company who will find you a narrator or coach you to narrate yourself – here are two but they are just examples, there are many

<https://scribemediacom/service/audiobook/>

<https://www.selfpublishingbook.co.uk/audio-book-publishing>





Other ways of getting your audiobook produced



- Work with an independent publisher – may want to take a share of the rights
 - Here is one but there are many: <https://theendlessbookcase.com>
 - Ideally would want to publish book, e-book and audiobook
- Narrate and produce it yourself
 - Retain the audiobook rights yourself
 - This can be long and hard work
 - You need a quiet space and the correct equipment
 - You probably need an editor
 - But definitely worth thinking about
 - You can then distribute it using another platform such as
 - Voices by InAudio – <https://www.voicesbyinaudio.com> (take 20% of royalties)
 - Spotify For Authors <https://authors.spotify.com> (complex royalties!)

Questions to think about

- Would your book work well in audio – and who is your ideal listener?
- Do you want to narrate it yourself, or hire a professional narrator?
- Would you keep the audiobook rights, or share them with a producer?
- What is your budget and timeline for getting it produced?
- Which platforms do you most want your audiobook to be available on?



Any questions or thoughts?



- Is this something you are thinking of doing?
- What else do you need to know before you could go ahead?
- Does it feel daunting or manageable?



If you would like coaching on how to narrate
your own book or more information about
how to get your audiobook produced,
please contact me
at mail@sarahbarron.co.uk

or visit my website:
www.sarahbarron.co.uk/coaching-in-audiobook-narration

