

8 Simple Ways to Promote Your Audiobook

1. **Highlight your audiobook when you speak to the media.**

There are 4 important words you can say to drive sales of your audiobook: “Get it at Audible.com.” Audiobook listeners tend to be a devoted group – the average Audible member downloads 18 books a year from our site. Let them know your book is available in audio – it may be their preferred format.

2. **Link to your audiobook.**

Share it on your website, your book’s website, in social media, your blog, and anywhere else you can reach your target audience.

3. **Email your fans.**

Send an email to your best fans with the detailed information they want about your book and with a link to the audiobook in your signoff signature.

4. **Drive your social media with news about your audiobook.**

Audiobook production provides lots of opportunities to talk about your title. When your narrator is cast, post a picture and link to her other work. When you hear your first sample, share your reaction. If you have an anecdote from the recording studio, post it. When your book arrives as a pre-order, link to it and add a quick comment. When you get a rave review, share it with the world. Or, give away a copy of your audiobook to a lucky fan (contact us at authorcare@audible.com regarding that). And if you need more ideas, just ask!

5. **Share a sample.**

One of the most powerful ways to attract customers is to give them a chance to listen to your narrator. Audio is interactive and fun – people love to press that “play” button. It’s also a great way to encourage new visits to your website, reward your fans, and drive media coverage. Contact us at authorcare@audible.com to request an embeddable excerpt for your website.

6. **Talk to bloggers, reviewers, and podcasters.**

Bloggers and podcasters generally have an unconstrained forum, a tech-savvy audience, and a loyal fan base, all of which makes them great audiobook advocates. Pick a few that fit your target audience and reach out to them for a review, an interview, or to post your sample. We’ve found that many bloggers and podcasters are audiobook listeners themselves and eager to share their excitement about the format.

7. **Use the language of audiobooks.**

The most effective way to speak to audiobook listeners is as if you’re one of their own. Don’t give yourself away by saying something Stone Age, like *books-on-tape*. If you’re not a listener yourself, take a moment to read a few reviews on our site and develop your audiobook vocabulary. Remember that the customer is a *listener* and they’ll want to know about the narrator and their performance style.

8. **Talk to us.**

We want to hear about how your publication is going and share your news with the Audible.com Marketing, Merchandising, and Social Media teams. If you blog about your audiobook, share a sample, host a giveaway, or discuss the audiobook in a Q&A, please let us know!

If you have any questions, need any support, or have any feedback on the Author Toolkit, please reach out to us at authorcare@audible.com.