

From Page to Play

How to Put Your Book on Audible



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Welcome!

Your words deserve to be heard — literally!

If you've dreamed of turning your book into an audiobook but felt unsure where to start, this guide will show you how simple it can be.

You don't need to record anything yourself,
buy expensive equipment,
or have studio experience.

Audible makes it easy to hire professional narrators
who handle everything for you —
production, sound quality, and delivery —
so all you have to do is approve and publish.

Let's take your story from page to play!





Why Audible?

Audiobooks are one of the fastest-growing segments in publishing. Millions of people listen while they drive, walk, or relax — and many prefer audio over print entirely.

Audible, owned by Amazon, dominates that market.

When your audiobook is on Audible, it also appears on Amazon and iTunes, instantly expanding your reach.

If your book is already on Amazon, you're just one small step away from reaching new readers who love to listen.

If you're not quite there yet, no worries — I'll show you where to get support later in this guide.



How Audible Works

Audible's production platform is called **ACX**
(Audiobook Creation Exchange).

It connects authors with professional narrators
and producers who can turn your book
into a finished audiobook.

Here's how it works:

1. Click to [Create a free ACX account.](#)
2. Claim your book (it links through Amazon).
3. Post your project so narrators can audition.
4. Approve your favorite narrator and terms.
5. Sit back while they record, edit, and master your audiobook!





Hiring a Professional Narrator

This is the easiest path!

(And the one I always recommend.)

Through ACX, you can post your book for audition and hear sample readings from professional voice actors. You'll be amazed at how affordable and polished the results can be.

Why this option works so well:

- ✓ No special equipment or recording space needed
- ✓ Audible handles all production and mastering
- ✓ You can choose a narrator who perfectly fits your tone and genre

Once you've chosen your narrator, they do the rest - you just listen, approve, and publish!





What It Costs

There are two main payment options on ACX:

1. Royalty Share

No upfront cost.

You and the narrator split royalties 50/50.

2. Pay Per Finished Hour

You pay the narrator a flat rate
(usually \$150–\$300 per finished hour).

Most authors are surprised at how affordable
professional narration can be,
and it gives your book the polish it deserves.

Sound Advice

If your book is around 30K words,
it will create roughly 3 hours of finished audio.
Many authors find they can have their book professionally
narrated and produced for around \$450–\$900,
depending on the narrator and style they choose.

This is still very affordable compared to doing it yourself,
which can easily cost \$900–\$2,700+ once you include
equipment, software, editing, and your time.





Approving Your Audiobook

Your narrator will record sample chapters for your review.

Listen for:

- Pace and tone that match your book's mood
- Consistent character voices (if applicable)
- Clear pronunciation of names and terms

Provide feedback early so they can adjust before the full recording. Once everything sounds right, you approve the final files and ACX handles the rest.

Sound Advice

As you review your audiobook, listen to your narrator while following along with a printed copy of your book.

Reading along helps you notice little inconsistencies, confirm timing, and to make sure your story sounds just the way you imagined it.





Royalties and Distribution

When your audiobook is ready, you'll choose between:

Exclusive Distribution:

Only on Audible, Amazon, and iTunes,
you earn **40%** of sales.

Non-Exclusive Distribution:

You can also sell elsewhere and
you earn **25%** of sales.

Exclusive is usually easiest for first-time authors.
Royalties are paid monthly through ACX
once your book starts selling.

Sound Advice

Start looking for your first royalty payment
about 60 days after your first sale.

After that, you'll receive payments every month.





Spread the Word!

Your audiobook is ready to be heard —
now it's time to let people know about it!

Try these simple ways to reach more listeners:

- ✓ Announce it on your social media pages
- ✓ Add an Audiobook section to your Amazon Author Page
- ✓ Offer a short audio preview clip on your website

Use Your Free Promo Codes!

One of the best perks of publishing through Audible is that you'll receive free promo codes to share your audiobook with listeners.

As soon as your audiobook goes live, you'll find **25 U.S. and 25 U.K. codes** waiting in your ACX Dashboard → Marketing tab.

You can give these out to friends, podcast hosts, or reviewers so they can download your audiobook for free. When you send a code, invite them to leave a quick review after listening — it helps more people discover your story and boosts your visibility on Audible!

Sound Advice

When you share a promo code, include a short, friendly message. A personal note and a kind request for an honest review can make all the difference in helping your audiobook reach new listeners.



Common Mistakes to Avoid

- ✗ Trying to record your audiobook yourself** without proper equipment or experience.
- ✗ Skipping the narrator audition process** and choosing the first voice you hear.
- ✗ Ignoring your book's tone or pacing during review** - what sounds natural in print may need adjusting aloud.
- ✗ Forgetting to track payments or review reports.**
ACX provides monthly sales data - checking your reports helps you confirm earnings and understand your audience better.
- ✗ Expecting instant results.**
Audiobook sales often build gradually as listeners discover you. Keep promoting your book - momentum grows over time!





Next Step

Ready to get your book on Audible?

You're almost there!

But remember —
before you can create an audiobook,
your book needs to be fully published on Amazon.

Your book isn't on Amazon yet?
No worries!

That's exactly what we do inside the
Sunflower New Author Club (SNAC).

We guide you step-by-step through writing, formatting,
and publishing to get your book truly ready to shine
(and to be heard)!

👉 Now that you are on the Sunflower email list, you'll receive all
the latest updates about the club!

Find out more about SNAC here:
<https://sunflowerhousepublishing.systeme.io/getsnac>
We look forward to meeting you there!



✨ About the Author

Cindy Ballaro is the founder of
Sunflower House Publishing
and the
Sunflower New Author Club,
where she helps writers
transform their ideas into
beautifully published books.
She's passionate about helping
creators bring hope,
imagination, and meaning
to the world —
one story at a time.



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