

# Post-Production Checklist

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## Your Audiobook is Complete - Now What?

Congratulations! Your audiobook is finished and ready for the world. This checklist will guide you through the final steps from file delivery to launch and beyond.

### PHASE 1: FILE DELIVERY & REVIEW

#### Initial Delivery:

- Received notification that files are ready
- Downloaded all audio files
- Verified file count matches chapter count
- Checked file naming convention
- Confirmed file format (MP3, WAV, etc.)
- Tested files play correctly
- Backed up files in multiple locations

#### Quality Review:

- Listened to opening chapter completely
- Spot-checked middle chapters
- Listened to final chapter completely
- Verified audio quality throughout
- Checked for any technical issues
- Confirmed character voice consistency
- Verified pronunciation accuracy

#### Final Approval:

- Completed final review within agreed timeframe
- Submitted any last concerns or questions
- Approved files for distribution
- Signed off on project completion
- Provided testimonial or feedback

## PHASE 2: DISTRIBUTION SETUP

### Platform Selection:

- Decided on distribution platform(s)
- ACX/Audible
- Findaway Voices
- Author's Republic
- Direct sales
- Other platform

### ACX/Audible Setup (if applicable):

- Created ACX account (if new)
- Claimed your book on ACX
- Uploaded audio files
- Added cover image (meets ACX specs: 2400x2400px minimum)
- Wrote audiobook description
- Selected categories
- Added keywords
- Set pricing (if applicable)
- Submitted for review

### Findaway Voices Setup (if applicable):

- Created Findaway account
- Uploaded audio files
- Added metadata
- Selected distribution channels
- Set pricing
- Submitted for review

### Retail Sample Selection:

- Chose sample chapter(s) for retail preview
- Verified sample represents book well
- Confirmed sample length (typically 5-10 minutes)
- Uploaded sample to platforms
- Tested sample playback



## PHASE 3: MARKETING PREPARATION

### Marketing Assets Received:

- Full audiobook files
- Marketing audio clips (if included in package)
- Sample chapter audio
- Behind-the-scenes content (if applicable)
- Narrator bio and photo
- Promotional graphics (if included)

### Create Marketing Materials:

- Audiobook announcement graphics
- Social media posts scheduled
- Email newsletter drafted
- Blog post or website update prepared
- Promotional video or reel created
- Audiogram clips made
- Launch day content ready

### Promotional Copy:

- Audiobook description optimized
- Social media captions written
- Email subject lines tested
- Blog post or article drafted
- Press release prepared (if applicable)
- Narrator credit and bio included

## PHASE 4: PRE-LAUNCH ACTIVITIES

### 30 DAYS BEFORE LAUNCH

#### Platform Submission:

- Submitted to all chosen platforms
- Confirmed processing timeline
- Set release date
- Verified metadata across platforms

### **Marketing Setup:**

- Created launch day content calendar
- Scheduled social media posts
- Prepared email sequences
- Reached out to ARC listeners (if applicable)
- Contacted book bloggers/reviewers

### **Website Updates:**

- Updated book page with audiobook info
- Added "Listen Now" buttons
- Created audiobook landing page
- Updated author bio to mention audiobook
- Added retail links (when available)

## **14 DAYS BEFORE LAUNCH**

### **Promotional Ramp-Up:**

- Announced release date on social media
- Sent save-the-date email to newsletter
- Posted teaser content
- Shared narrator information
- Created countdown graphics
- Engaged with reader groups

### **Review Copies:**

- Sent promo codes to ARC team (if applicable)
- Reached out to audiobook reviewers
- Contacted book bloggers
- Engaged with BookTok/Bookstagram influencers
- Requested early review

## **7 DAYS BEFORE LAUNCH**

### **Final Preparations:**

- Confirmed audiobook is live on platforms
- Tested all purchase links
- Finalized launch day posts
- Prepared launch day email
- Created launch day graphics
- Set up tracking for sales/downloads



### **Narrator Collaboration:**

- Coordinated cross-promotion with narrator
- Shared narrator's social posts
- Prepared joint announcement
- Tagged narrator in promotional content
- Thanked narrator publicly

## **PHASE 5: LAUNCH DAY!**

### **Morning of Launch**

- Verified audiobook is live on all platforms
- Tested all purchase links work correctly
- Posted launch announcement on social media
- Sent launch email to newsletter subscribers
- Updated website with live links
- Shared to reader groups and communities

### **Throughout Launch Day**

- Engaged with comments and messages
- Shared listener reactions
- Posted behind-the-scenes content
- Thanked supporters and early listeners
- Cross-promoted with narrator
- Monitored sales/downloads

### **End of Launch Day**

- Posted thank-you message
- Shared day-one stats (if desired)
- Celebrated the milestone!
- Planned follow-up content

## **PHASE 6: POST LAUNCH MARKETING**

### **Week 1 After Launch**

- Monitored early reviews
- Responded to listener feedback
- Shared positive reviews
- Posted additional promotional content
- Sent follow-up email to newsletter
- Engaged with reader communities

### **Ongoing Promotion**

- Regular social media mentions
- Include in email signature
- Add to website prominently
- Mention in author interviews
- Include in media kit
- Cross-promote with other books

### **Review Generation**

- Encouraged listeners to leave reviews
- Responded to reviews (where appropriate)
- Shared favorite reviews on social media
- Thanked reviewers personally
- Used review quotes in marketing

## **PHASE 7: SALES & PERFORMANCE TRACKING**

### **Monitor Performance**

- Track sales/downloads weekly
- Monitor review count and ratings
- Check platform rankings
- Analyze traffic sources
- Review conversion rates
- Compare to ebook/print performance

### **Optimize Listings**

- Update description based on feedback
- Adjust keywords if needed
- Test different promotional strategies
- Optimize sample chapter if needed
- Update cover or graphics if necessary

## **PHASE 8: SERIES & FUTURE PLANNING**

### **If Part of a Series**

- Promoted series continuity
- Cross-linked audiobooks
- Offered series bundle/discount
- Planned next book's audiobook
- Maintained narrator relationship for consistency



### **Future Audiobook Projects**

- Evaluated audiobook performance
- Gathered listener feedback
- Planned next audiobook project
- Maintained relationship with narrator
- Applied lessons learned

## **PHASE 9: FINANCIAL & ADMINISTRATIVE**

### **Payment & Contracts**

- Final payment completed
- Received final invoice
- Filed contracts and agreements
- Updated financial records
- Tracked audiobook revenue
- Planned for royalty payments (if applicable)

### **Rights & Licensing**

- Confirmed rights agreement terms
- Understood exclusivity period (if applicable)
- Documented distribution rights
- Filed copyright information
- Saved all project documentation

## **PHASE 10: RELATIONSHIP MAINTENANCE**

### **With Your Narrator**

- Left testimonial for narrator
- Recommended narrator to other authors
- Stayed connected on social media
- Discussed future projects
- Maintained professional relationship

### **With Your Audience**

- Engaged with audiobook listeners
- Responded to feedback
- Built audiobook-specific audience
- Created audiobook listener community
- Planned audiobook-exclusive content

# MARKETING CONTENT IDEAS

## Social Media Posts

- Audiobook announcement
- Cover reveal with audio player
- Behind-the-scenes recording stories
- Narrator introduction
- Sample clip shares
- Listener reactions
- Review highlights
- Character voice discussions
- Listening recommendations
- Thank you posts

## Email Newsletter Content

- Launch announcement
- Exclusive sample chapter
- Behind-the-scenes story
- Narrator Q&A
- Early listener reviews
- Special launch pricing
- Audiobook giveaway
- Series bundle promotion

## Blog/Website Content

- "My Audiobook Journey" post
- Narrator interview
- Character voice inspiration
- Why audiobook format
- Listening recommendations
- Production process insights
- Lessons learned



## PROMOTIONAL STRATEGIES

### **Paid Advertising**

- Facebook/Instagram ads
- BookBub Featured Deal
- Amazon ads
- Goodreads ads
- Newsletter swaps
- Podcast sponsorships

### **Organic Promotion**

- Reader group engagement
- BookTok/Bookstagram content
- Podcast interviews
- Blog tours
- Cross-promotion with other authors
- Newsletter features

### **Special Promotions**

- Launch week discount
- Giveaway or contest
- Bonus content for listeners
- Limited-time promo codes
- Bundle deals
- Series sales

## COMMON POST-LAUNCH QUESTIONS

### **How long until I see sales?**

Sales typically build gradually. Week 1 is usually strongest, with ongoing sales depending on marketing efforts and reviews.

### **When should I expect reviews?**

Early reviews come within 1-2 weeks. Continue building reviews over time through gentle encouragement.

### **What if there's an error in the audio?**

Contact your narrator immediately. Most platforms allow file updates if needed.

### **How do I get more visibility?**

Focus on reviews, consistent marketing, and engaging with the audiobook community. Consider paid promotions after initial launch.

### **Should I do a sale or promotion?**

Wait 4-6 weeks after launch, then consider promotions to boost visibility and reviews.

## **CELEBRATION CHECKLIST**

### **Don't Forget to:**

- Celebrate this major accomplishment!
- Thank everyone who supported the project
- Share your excitement with readers
- Acknowledge the narrator's hard work
- Treat yourself—you've earned it!
- Reflect on the journey
- Plan your next audiobook adventure

## **CELEBRATION CHECKLIST**

### **Need Help?**

- Platform support teams (ACX, Findaway, etc.)
- Author communities and forums
- Audiobook marketing groups
- Your narrator for promotional support
- Marketing consultants or services

### **Useful Links:**

- ACX Help Center
- Findaway Voices Resources
- Audiobook Marketing Facebook Groups
- Author Marketing Resources
- Social Media Scheduling Tools



## FINAL THOUGHTS

**Your audiobook journey doesn't end at launch—it's just beginning!**

**Continue to:**

- Engage with audiobook listeners
- Promote regularly but authentically
- Build your audiobook catalog
- Learn from each project
- Enjoy hearing your story come to life

**Congratulations on your audiobook!** 🎉🎧

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Kelly Jean Taylor - The Romance Reader's Narrator  
Specializing in Romance & More

**Questions about post-production?**

✉ Email: [connect@kellyjeantaylor.com](mailto:connect@kellyjeantaylor.com)

Let's stay connected for future projects!