**Karen Commins’s Audiobook Marketing Cheat Sheet**

My article in the February 2016 issue of *InD’tale Magazine*, “[**6 Low-Cost Avenues For Greater Audiobook Sales**](http://j.mp/InDear02-16)”, references my 2 articles below and offers even more ideas.

I had the pleasure of being a guest writer on the [**ACX.com blog**](http://blog.acx.com/) to discuss this very topic. Both articles and their comments include examples from other narrators and me.

In [**Part One**](http://blog.acx.com/2014/05/15/guest-post-karen-commins-on-marketing-audiobooks-part-one/), I explained some reasons why people are resistant to listening to audiobooks. I then offered 3 ways to make your audiobooks more discoverable to an audience.

[**Part Two**](http://blog.acx.com/2014/05/20/guest-post-karen-commins-on-marketing-audiobooks-part-two/)contains 4 more ways to promote your audiobooks and includes some very specific tactics on several social media sites, such as instructions about adding the audio edition to Goodreads and subscribing to my Twitter list of audiobook reviewers and bloggers. (Be sure to read my comments for updated info about the Goodreads process.)

I created a Word check sheet of my minimal publicity actions, which can be downloaded at [**this link**](http://j.mp/ComminsAudiobookPublicity).

Share your audiobooks listed on Audible in the most favorable light to you as I explained [**in this article**](https://www.voiceoverxtra.com/article.htm?id=0XQ2UT19).

[**This post from Kate Tilton**](http://katetilton.com/25-ways-market-audiobook-quick-guide/) lists 25 ideas from a March 2015 ACX Twitter chat about audiobook marketing tactics. It includes [**my organized Storify recap with threaded Q&As**](http://blog.karencommins.com/2015/03/audiobook-marketing-ideas-twitter-chat.html).

[‪](http://katetilton.com/25-ways-market-audiobook-quick-guide/)

ACX published a [**great article on their blog**](http://blog.acx.com/2015/06/17/acx-on-the-road-7-success-tips-from-authors-at-romantic-times-and-book-expo-america/) highlighting 7 successful tips and tactics from authors interviewed at 2015 Romantic Times and BookExpo conventions.

ACX also had an article that shows you how to [**create a 30-day free Audible trial**](http://blog.acx.com/2015/03/11/creating-your-custom-audible-30-day-free-trial-link/)**.** The free trial may lead to an ACX bounty payment!

The popular **[AudiobookBoom.com](http://www.audiobookboom.com)** siteis the brainchild of audiobook narrator Jeffrey Kafer. It’s like BookBub but is for audiobook promotion. You can advertise your audiobook on this site and use your ACX promo codes to give your audiobook to eager listeners, usually in exchange for a review.

[**This blog post**](http://blog.karencommins.com/2014/12/how-to-submit-your-audiobooks-for-review-in-audiofile-magazine.html) contains my Storify of an ACX chat about submitting your audiobooks to the premiere industry publication [**AudioFile Magazine**](http://www.audiofilemagazine.com) for review.

I continue to interview audiobook bloggers and reviewers on my blog. You can read past interviews [**at this link**](http://blog.karencommins.com/category/interviews/audiobook-bloggers).

Finally, members of the [**ACX Narrators and Producers group on Facebook**](https://www.facebook.com/groups/140624362803564/) may also want to check the FAQ in the group’s file section. I created the FAQ from that group's discussions, and it contains 5 excellent discussions about audiobook marketing that may reveal additional tactics. Note that you must have a profile on ACX in order to join the group.