

Mastering ACX – Part 2

Class Notes

vo2gogo.com
presents
Mastering ACX - Part 2
Created by David H. Lawrence XVII

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This is a Commerce and Science class.
It's all about the business and the technology.

 Art The skill of storytelling how to write commercials, animation and graphics. It's where artists all come together over classes stop.	 Commerce The business of the business. How to attract customers, how to show them your wares, how to fill their needs, and how to price your services and collect your fees.	 Science The technology tools and digital skills needed to create and upload your voice over practice. The science is always changing.
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and the categories for animation and videogame work.

Also, make sure to click here to download your clip selection and class notes and save them somewhere convenient on your hard drive.

Be patient. It may take a moment for the video to appear. And be sure to go full

Be sure to download your clips and notes.

They are right above the video for this lesson on the VO2GoGo site: click on the link, download the zip file, and unzip to get the two PDFs.

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Mastering ACX – Part 2

Class Notes

Here's the plan for class.

- Introduction**
Why ACX projects are so satisfying, yet tricky, to execute well.
- Lesson 01**
The perfect ACX audition search process.
- Lesson 02**
Research your ACX projects to maximize success.
- Lesson 03**
ACX auditions, book production and promotion.
- 3 Or More Things To Explore**
Your homework and other actionable items.
- Questions and Answers**
Save your questions until the end, then fire away.

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Introduction
Why ACX projects are so satisfying, yet tricky, to execute well.

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ACX projects are so satisfying, yet tricky, to execute well.
ACX is the best site for narrators ever created. Here are four reasons why.

- +** **ACX lets anyone become a narrator. Anyone.**
Wake up one day and decide you want to narrate audiobooks? Terrific!
- +** **That means the noise floor on ACX is considerable.**
Just because you want to narrate audiobooks, doesn't mean you can. ACX has a lot of noise to get past.
- +** **The same is true with Kindle, so your clients can be anyone as well.**
Wake up one day and decide you want to write a Kindle book, then put it on ACX? Terrific!
- +** **That means creating your own opportunities, but avoiding the traps.**
You have to be great at research to make sure you audition for and accept only great ACX projects.

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Lesson 01
The perfect ACX audition search process.


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How auditions work on ACX.
ACX auditions work differently than on most VO audition sites. Check out these four aspects.

- No email notification**
You search for and create your own audition opportunities by searching the ACX database yourself.
- No time-sensitive invites**
Audiobook projects have a different velocity than other VO work. No 1-hour time limit to submit your auditions.
- No cost to audition**
Nobody's nickel and diming you every time you submit. It's all free of charge.
- Offers direct from RHs**
You may be offered a book, or be asked to audition for a book, by the RH directly.

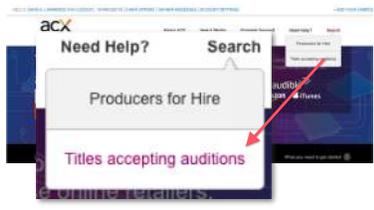

AUDIOBOOK CREATION EXCHANGE




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“ Begin your ACX audition search on the front page. Drop down the **Search** menu item to **Titles accepting auditions.** **”**




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How ACX helps you refine your audition search.

These two areas will be where you filter your search options.



Profile filters

Here, you'll choose your gender, the genres you want to search, and the pay rate you're willing to accept.



Title filters

Here, you'll choose fiction or not, your language, accents, age, style, and project length.



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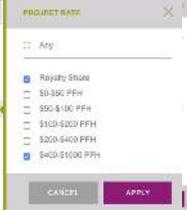
Your three Profile Filters: how to set them.

How to filter your Profile search options.



Profile filters

Here, you'll choose your gender, the genres you want to search, and the pay rate you're willing to accept.



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Your six Title Filters: how to set them.

How to filter your Title search options.



Title filters

Here, you'll choose fiction or not, your language, accents, age, style, length, and incentives.

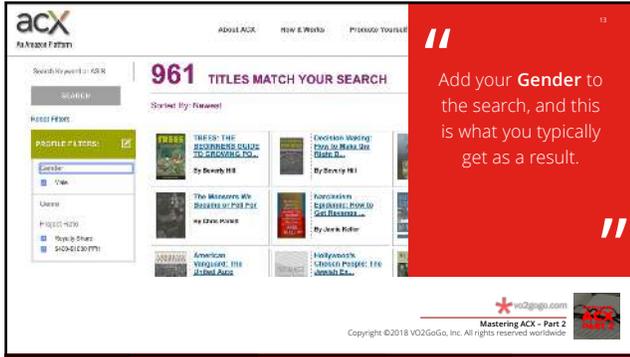


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Class Notes



acx
By Amazon Partners

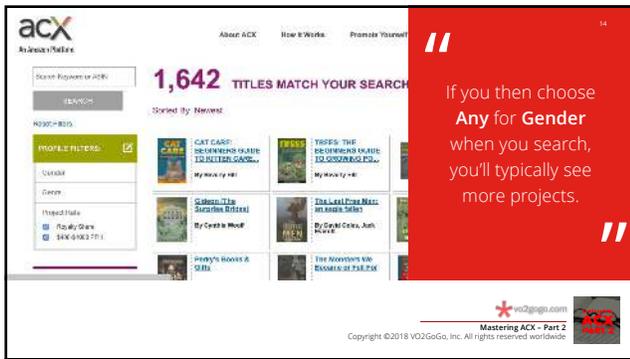
Search Keyword: GBR
SEARCH

961 TITLES MATCH YOUR SEARCH
Sorted By: Newest

ADDITIONAL FILTERS: [X]
Gender: [Any]

PROJECT TYPE: [Any]

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By Amazon Partners

Search Keyword: GBR
SEARCH

1,642 TITLES MATCH YOUR SEARCH
Sorted By: Newest

ADDITIONAL FILTERS: [X]
Gender: [Any]

PROJECT TYPE: [Any]

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The OFFER PENDING banner.
You might see this banner on projects that match your search criteria.

How to Kill an Incubus
By Kimber Lee

OFFER PENDING

OFFER PENDING banner
This denotes that the Rights Holder has made an offer to a narrator. It does not mean you cannot audition for the project.

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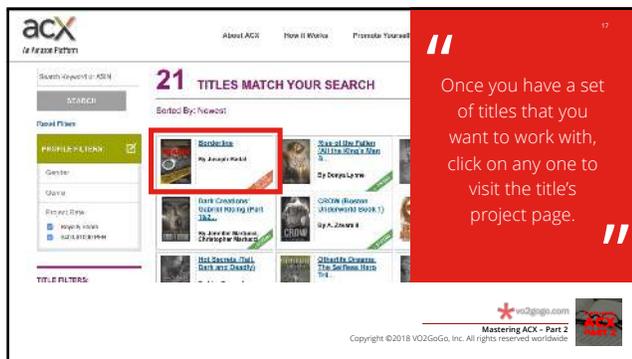
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Lesson 02

Research your ACX projects to maximize success.


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acx
in Focus Pattern

Search keywords or ISBN

21 TITLES MATCH YOUR SEARCH

Sort By: Newest

Panel Filter

PROPERTIES FILTER

Genre

Genre

Project Role

Project Role

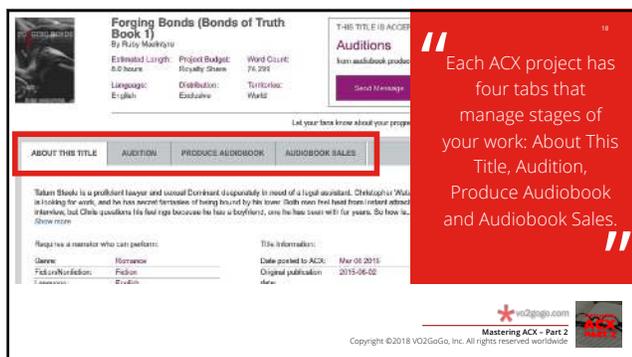
Project Role

Project Role

TITLE FILTERS

Once you have a set of titles that you want to work with, click on any one to visit the title's project page.


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Forging Bonds (Bonds of Truth Book 1)
By Rusty Mackay

Estimated Length: 8.0 hours
Project Budget: Royalty Share
Word Count: 76,000

Language: English
Distribution: Exclusive
Territory: World

Auditions
Send Message

Let your fans know about your project

ABOUT THIS TITLE | AUDITION | PRODUCE AUDIOBOOK | AUDIOBOOK SALES

Taken Steele is a proficient lawyer and seasonal Consultant desperately in need of a legal assistant. Christopher "Wade" is looking for work, and he has secret fantasies of being bonded by his knee. Both men find each other in a most unusual situation, but Wade questions his best edge because he has a boyfriend, one he has been with for years. Do they have a chance?

Wade has a mentor who can perform

Title Information

Genre: Romance
Date posted to ACX: Mar 02 2015

Fuller/Narration: Fiction
Original publication date: 2015-06-02

Each ACX project has four tabs that manage stages of your work: About This Title, Audition, Produce Audiobook and Audiobook Sales.


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Class Notes

ABOUT THIS TITLE: The tab that gives you information about the book itself, including the areas we set in our Title Filters.

ABOUT THIS TITLE: This section provides a brief synopsis of the book, followed by a list of key statistics and metadata. The 'ABOUT THIS TITLE' tab is highlighted with a red box. The page shows book details for 'Forging Bonds' by Rully MacIntyre.

Response a retailer who can purchase:		This information:	
Genre:	Business	Date printed to ACX:	Mar 30 2018
Editorial workflow:	Editor	Original publication:	2015-08-02
Language:	English	Title:	
Gender:	Male	Published by:	Entrepreneur Inc
Character Age:	Adult	Amazon sales rank:	44447
Account:	Amazon KDP Direct	Amazon rating:	4.3/5 (194 ratings)
Visual Style:	Scratch		View this title on Amazon

Comments from the Rights Holder:
This section is an empty response to the title page.
The Books of Truth series is well-known and loved, and highly visible in the KDP games on Amazon. If you reached the top 100 in the game, you'll see and have more reviews. There's a bonus and will need a review, the publication, and design value. This is a strong submission and will need a more powerful review. Content will need a professional, nice voice. Many to reach and target. Assets to promote and in design, and have more of a subtle voice. The other gets a lot of a country being when he's spent. Much to reference, with the development 'guy' price.

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ABOUT THIS TITLE: Also includes important information about the print version of the book and a link to its page on Amazon.

ABOUT THIS TITLE: This section provides a brief synopsis of the book, followed by a list of key statistics and metadata. The 'ABOUT THIS TITLE' tab is highlighted with a red box. The page shows book details for 'Forging Bonds' by Rully MacIntyre.

Response a retailer who can purchase:		This information:	
Genre:	Business	Date printed to ACX:	Mar 30 2018
Editorial workflow:	Editor	Original publication:	2015-08-02
Language:	English	Title:	
Gender:	Male	Published by:	Entrepreneur Inc
Character Age:	Adult	Amazon sales rank:	44447
Account:	Amazon KDP Direct	Amazon rating:	4.3/5 (194 ratings)
Visual Style:	Scratch		View this title on Amazon

Comments from the Rights Holder:
This section is an empty response to the title page.
The Books of Truth series is well-known and loved, and highly visible in the KDP games on Amazon. If you reached the top 100 in the game, you'll see and have more reviews. There's a bonus and will need a review, the publication, and design value. This is a strong submission and will need a more powerful review. Content will need a professional, nice voice. Many to reach and target. Assets to promote and in design, and have more of a subtle voice. The other gets a lot of a country being when he's spent. Much to reference, with the development 'guy' price.

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Forging Bonds (Bonds of Truth Book 1)

Editors
by Rully MacIntyre (Author)

★★★★☆ [12 customer reviews](#)

[See all 2 formats and editions](#)

Kindle	Paperback
\$8.99 Unlimited	\$12.99 offered
\$1.99 more	\$14.99 more

Customers who bought this item also bought:

Take: Bonds is a brilliant lesson and second Commandment (especially in need of assistance). Christopher Walker is a recent graduate who is looking for work, and fantasizes of being bound by his love.

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Product Details

File Size: 1408 KB
Print Length: 294 pages
Publisher: Encorepress Ink (June 2, 2015)
Publication Date: June 2, 2015
Sold by: Amazon Digital Services LLC
Language: English
ASIN: B00Y7L20C4
Text-to-Speech: Enabled
X-Ray: Not Enabled
Word Wise: Enabled
Lending: Enabled
Enhanced Typesetting: Enabled
Amazon Best Sellers Rank: #44,847 Paid in Kindle Store (See Top 100 Paid in Kindle Store)
#476 in Books > Gay & Lesbian > Literature & Fiction > Fiction > Gay
#483 in Kindle Store > Kindle eBooks > Lesbian, Gay, Bisexual & Transgender eBooks > Lit
#633 in Kindle Store > Kindle eBooks > Lesbian, Gay, Bisexual & Transgender eBooks > Ro

Scroll down on the Amazon page for the title, and you get even more detailed sales ranking information.

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Amazon Best Sellers Rank: #44,847 Paid in Kindle Store (See Top 100 Paid in Kindle Store)

#476 in Books > Gay & Lesbian > Literature & Fiction > Fiction > Gay
#483 in Kindle Store > Kindle eBooks > Lesbian, Gay, Bisexual & Transgender eBooks > Literature & Fiction > Gay Fiction
#633 in Kindle Store > Kindle eBooks > Lesbian, Gay, Bisexual & Transgender eBooks > Romance > Gay Romance

Don't mistake genre rankings for total rankings.

For **total** rankings, anything 6 digits (#999,999) or less is pretty good. 5 digits or less, jump on it. But don't be fooled by **genre** rankings.

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Find out how deeply the author engages with readers. Are they active and effective in drawing their fans to their work? Or are they just playing at this?

Basic

Amazon comments
Are they authentic? Are there some haters, but mostly fans?

The RH's web site
Does it even exist?
Is it useful? Attractive? Effective?
Do they promote titles well?

Advanced

Social media
Are they active on Twitter, Facebook, YouTube, Instagram, Google Hangouts, and others?

Events
Interviews? Online webinars?
Fan phone conferences?

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AUDITION:
The tab where you'll find the audition script, either as a downloadable PDF or Word document, or displayed right on the page.

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AUDITION:
It's also the tab where you'll upload your audition once you've produced it.

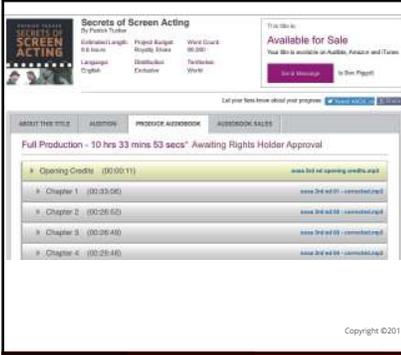
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PRODUCE AUDIOBOOK:
When you book a job, this is where ACX shines in helping you manage your production.

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Secrets of Screen Acting
By Forest Tucker

Estimated Length: 10 hrs 33 mins 53 secs
Project Budget: \$0.000
Quality: Standard
Language: English
Classification: Education
Territories: Worldwide

Available for Sale
This title is available for Auditions, Previews and Sales.
Send Message Add to Cart

Let your fans know about your program: [Add to Blog](#) [Add to Facebook](#)

ABOUT THIS TITLE AUDITION PRODUCE AUDIOBOOK AUDIOBOOK SALES

Full Production - 10 hrs 33 mins 53 secs* - Awaiting Rights Holder Approval

▶ Closing Credits (00:00:11)	View details for closing credits.mp3
▶ Chapter 1 (00:03:06)	View details for chapter1.mp3
▶ Chapter 2 (00:05:52)	View details for chapter2.mp3
▶ Chapter 3 (00:06:40)	View details for chapter3.mp3
▶ Chapter 4 (00:05:46)	View details for chapter4.mp3

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Here's what the top half of the **PRODUCE AUDIOBOOK** tab of an active project looks like:
Secrets of Screen Acting, during production...



Introduction (00:00:00) [View details for introduction.mp3](#)

▶ Closing Credits (00:00:11) [View details for closing credits.mp3](#)

▶ Full Audio Sample (5 minutes or less) (00:04:14) [View details for audio sample.mp3](#)

Click on the file name, which links will take you to the file on the server.

Credits and Copyright Information

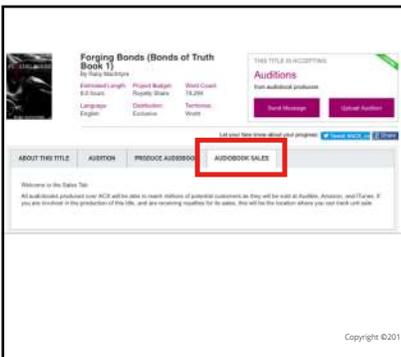
Closing Credits	Closing Credits
Quantity of Screen Acting	Quantity of Screen Acting
Method of File Upload	Method of File Upload
Metadata (ID3 tags) (optional)	Metadata (ID3 tags) (optional)

File Size: 15.5mb (max: 100mb) Progress: 100% complete

[View details for closing credits.mp3](#) File ID: January 2018 0018 AMP (17) 20180118 MP3

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Here's what the bottom of the **PRODUCE AUDIOBOOK** tab looks like:
Secrets of Screen Acting, during production.



Forging Bonds (Bonds of Truth Book 1)
By Tracy Moulton

Estimated Length: 10 hrs 33 mins 53 secs
Project Budget: \$0.000
Quality: Standard
Language: English
Classification: Education
Territories: Worldwide

Available for Sale
This title is accepting Auditions from audiobook producers.
Send Message Add to Cart

Let your fans know about your program: [Add to Blog](#) [Add to Facebook](#)

ABOUT THIS TITLE AUDITION PRODUCE AUDIOBOOK **AUDIOBOOK SALES**

Welcome to the Sales Tab
All audiobooks produced over ACX will be able to track millions of potential customers as they will be sold at Audible, Amazon, and iTunes. If you are involved in the production of this title, and are expecting royalties for the sales, they will be tracked through your third party sales.

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AUDIOBOOK SALES:
This tab, along with your ACX dashboard, is where you'll track royalty share sales. There is no data given for PFH jobs.

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Secrets of Screen Acting
By Patrick Foster

Available for Sale
View the availability of Audible, Audible and iTunes

Let your fans know about your program: [Publish Now](#) [Edit](#)

ABOUT THIS TITLE AUDITION PRODUCE AUDIOBOOK AUDIOBOOK SALES

In the area below, you will be able to view Sales and data for your completed audiobook.

Total Units Sold
as of 02/18/16

Sales Type Breakdown:		Additional earnings:	
749 Total net sales	659 AL units 47 ALOP units 43 AL units	12 Bounties earned	

AL: audiobook units bought by Audible/Amazon members using their membership credits
ALOP: audiobook units bought by Audible/Amazon members not using their membership credits
AL: audiobook units bought by customers not in an Audible/Amazon membership
Bounties: credit for audiobook membership sales and results
Bounties: credit for audiobook membership sales and results

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What an active
AUDIOBOOK SALES
tab looks like:
Secrets of Screen
Acting.

Total Units Sold
as of 02/18/16

Sales Type Breakdown:		Additional earnings:	
749 Total net sales	659 AL units 47 ALOP units 43 AL units	12 Bounties earned	

AL: audiobook units bought by Audible/Amazon members using their membership credits
ALOP: audiobook units bought by Audible/Amazon members not using their membership credits
AL: audiobook units bought by customers not in an Audible/Amazon membership
Bounties: credit for audiobook membership sales and results
Bounties: credit for audiobook membership sales and results

A closer look at the sales numbers.

AL: member credit purchases. **ALOP:** member purchases. **ALC:** non-member purchases. **Bounties:** \$25 credits for creating new Audible members.

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Lesson 03
ACX auditions, book production and promotion.

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Auditions should be mastered the same as actual work. 14
Here's a preview of that process.

Record from the audition script.
Only record up to 5 minutes. Pick wisely if given the whole book.

Edit with the stairstep method.
We'll dive deep into that in Recording for ACX with Audacity.

Master with Levelator, reopen in Audacity.
The WAV file will now sound completely different.

Normalize to -3.0 dB and export as MP3.
Using Audacity, export the MP3 file as 192k mono.



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Producing an ACX Audition – Video Demo 15
Enjoy the process. Use the same recording and editing techniques you'll use to produce the actual project.



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“ This is what you'll see if the RH offers you the book for which you auditioned. If offered, accept with AFTRA H&R. **”**



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Working with a Rights Holder.

You may have to change dates, negotiate a different type of deal, and hold their hands through the process.



01 Deadlines OK?
If not, message the RH and agree to new dates. Decline the current offer, and ask for a new one with the proper dates.

02 Hybrid Stipend
You should always consider negotiating an RH-funded stipend deal for any Royalty Share project you're offered.

03 First 15 Minutes
Only the RH hears and approves (or has comments on) this initial audio. ACX doesn't review this.

04 Prompt Review of Work
Be "pleasantly persistent" in making sure the RH gets back to you promptly with pickups.

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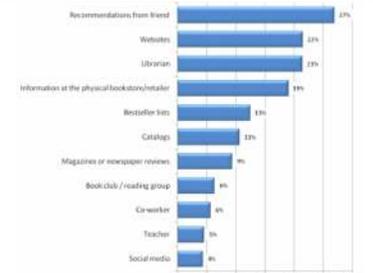
“

Don't forget to add your retail sample to your Audiobook Samples area in your profile. Every time you do, you'll jump to the top of the search results.

”



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Source	Percentage
Recommendations from friend	27%
Websites	23%
Librarian	23%
Information at the physical bookstore/retailer	21%
Bestseller lists	13%
Catalogs	12%
Magazines or newspaper reviews	9%
Book club / reading group	9%
Co-worker	6%
Teacher	6%
Social media	6%

“

Listeners value recommendations from friends over anything else when looking for a new listen. So, generate word of mouth.

”

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Three ways to generate word of mouth promotion. 41

Here are three things you can do to help promote your finished audiobook work.

7XZQ10QYR0Y
7C39DAHAMUDG
392Z9JRD387UR
3NYTCYA96P2SI
3NCLUBV0DAVEE7

Use your promo codes
Don't just pass them out: instruct your recipients to use the codes to redeem only **your** book. Codes can be used for **any** title.

Appear with your RH
Online interviews and physical appearances at fan events.

Create a trailer
Use Headliner.app to create a video of your sample. Use the book cover as your image.

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Three more ways to promote your audiobook. 42

And here are three more things you can do to help promote your work.

Put samples everywhere
Soundcloud, your voice over practice's website, your RH's website...everywhere you can.

Use social media
Facebook posts, Twitter updates, Pinterest and Instagram images of the book cover.

Promote Audible's Clips
Encourage your listeners to make their own clips of your work and share them...

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How Audible's Clips Feature Works – Video Demo 43

You, your Right Holder, your listeners and fans can all share 30 second clips of your work with the world.

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3 Or More Things To Explore

Your homework and other actionable items.

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3 or more things to explore.

Next steps: take what you've learned, explore and learn more, then put that all to work.

- + Refine your ACX profile over time. Make it as attractive as possible.
- + Search ACX for projects to audition for, and actually submit auditions.
- + LAB: Visit Headliner.app to make great audiobook trailer videos.
- + LAB: Use ACX Bounty Links to earn bounties on new Audible members.

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Questions

Fire away. Or send them to david@vo2gogo.com.

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