


Mastering ACX – Part 2


Class Notes



presents


Mastering ACX – Part 2

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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 narrations. It's where almost all other video work begins.



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 sustain your voice over practice. The science is always changing.


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and the categories of 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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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 cost to audition

Nobody's nickel and diming you every time you submit. It's all free of charge.

acx

AUDIOBOOK CREATION EXCHANGE

audible

No time-sensitive invites

Audiobook projects have a different velocity than other VO work. No 1-hour time limit to submit your auditions.

Offers direct from RHs

You may be offered a book, or be asked to audition for a book, by the RH directly.

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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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Need Help? Search

Producers for Hire

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:

- Gender
- Genre
- Project Rate

TITLE FILTERS:

- Project Handicap
- Language
- Accent
- Voice Age
- Voice Style
- Project Length

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:

- Gender
- Genre
- Project Rate

PROJECT RATE

Any

- ☒ Royalty Share
- ☐ \$0-\$50 PFH
- ☐ \$50-\$100 PFH
- ☐ \$100-\$200 PFH
- ☐ \$200-\$400 PFH
- ☒ \$400-\$1000 PFH

CANCEL APPLY

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:

- Project Handicap
- Language
- Accent
- Voice Age
- Voice Style
- Project Length

PROJECT LENGTH

Any

- ☐ 1-10 min
- ☐ 10-15 min
- ☐ 15-30 min
- ☐ 30-45 min
- ☐ 45-60 min
- ☐ 60-90 min
- ☐ 90-120 min
- ☐ 120-180 min
- ☐ 180-240 min
- ☐ 240-300 min
- ☐ 300-360 min
- ☐ 360-420 min
- ☐ 420-480 min
- ☐ 480-540 min
- ☐ 540-600 min
- ☐ 600-660 min
- ☐ 660-720 min
- ☐ 720-780 min
- ☐ 780-840 min
- ☐ 840-900 min
- ☐ 900-960 min
- ☐ 960-1020 min
- ☐ 1020-1080 min
- ☐ 1080-1140 min
- ☐ 1140-1200 min
- ☐ 1200-1260 min
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- ☐ 1800-1860 min
- ☐ 1860-1920 min
- ☐ 1920-1980 min
- ☐ 1980-2040 min
- ☐ 2040-2100 min
- ☐ 2100-2160 min
- ☐ 2160-2220 min
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- ☐ 29820-29880 min
- ☐ 29880-29940 min
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- ☐

Mastering ACX – Part 2

Class Notes

The screenshot shows the ACX website interface. At the top, there's a navigation bar with 'About ACX', 'How it Works', and 'Promote Yourself'. Below this, a search bar contains the text 'Gender'. To the right of the search bar, it says '961 TITLES MATCH YOUR SEARCH'. Below the search bar, there's a sidebar with 'People Filters' and 'Project Info'. The main content area displays a grid of book covers. A red callout box on the right side of the screenshot contains the text: 'Add your Gender to the search, and this is what you typically get as a result.'

13

The screenshot shows the ACX website interface. At the top, there's a navigation bar with 'About ACX', 'How it Works', and 'Promote Yourself'. Below this, a search bar contains the text 'Gender'. To the right of the search bar, it says '1,642 TITLES MATCH YOUR SEARCH'. Below the search bar, there's a sidebar with 'People Filters' and 'Project Info'. The main content area displays a grid of book covers. A red callout box on the right side of the screenshot contains the text: 'If you then choose Any for Gender when you search, you'll typically see more projects.'

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The screenshot shows a book cover for 'How to Kill an Incubus' by Kimber Lee. A red circle highlights an orange banner in the bottom right corner of the book cover that says 'OFFER PENDING'. Above the book cover, the text reads: 'The OFFER PENDING banner. You might see this banner on projects that match your search criteria.'

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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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Class Notes

[illegible][illegible]

Class Notes

[illegible]

Mastering ACX – Part 2

Class Notes

Product Details

File Size: 1408 KB
Print Length: 294 pages
Publisher: Encorepress Inc (June 2, 2015)
Publication Date: June 2, 2015
Sold by: Amazon Digital Services LLC
Language: English
ASIN: B01Y2UQ0CW
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 > Li
#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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Mastering ACX – Part 2

Class Notes

Forging Bonds (Bonds of Truth Book 1)
By Kelly Matthews

Estimated Length: 6-8 hours
Project Budget: \$14,290
Royalty Share: 14,290
Language: English
Distribution: Worldwide
Timeline: 1 Week

THIS TITLE IS ACCEPTING:
Auditions
from audiobook producers

Send Message
Upload Audition

ABOUT THIS TITLE

PRODUCE AUDIOBOOK

AUDIODOCK SALES

Want to produce this audiobook?
Follow the steps on the right to audition now.

Audition Script

Download

Audition for: Forging Bonds (Bonds of Truth Book 1)

Message

(1000 characters remaining)

Here's how to audition:

1. Record
Record your best performance of the provided audition script.

2. Upload Your Audition
Upload your audition MP3 format, and enter a message to the producer (note: only one message is allowed per audition).

3. Follow Up
If you haven't received feedback on your audition and the title is still accepting auditions, send the rights holder a message.

4. Check Your Inbox
You will get a message if the title is not. If you are a producer, the owner of the project will contact you.

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 for: Forging Bonds (Bonds of Truth Book 1)

Message

(1000 characters remaining)

Choose a file to upload (100MB max)

Upload

16,417,777 bytes

AUDITION:

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

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Forging Bonds (Bonds of Truth Book 1)
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THIS TITLE IS ACCEPTING:
Auditions
from audiobook producers

Send Message
Upload Audition

ABOUT THIS TITLE

PRODUCE AUDIOBOOK

AUDIODOCK SALES

This is where the Rights Holder and the audiobook's producer can check to see if this audiobook's project as it is being produced. The audiobook producer can request to produce the first 10 minutes of the audiobook to get the approval from the Rights Holder before proceeding, or the end of the audiobook. This check point is a good way to confirm that the producer and the Rights Holder are on the same page in terms of both the performance and production quality.

PRODUCE AUDIOBOOK:

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

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Mastering ACX – Part 2

Class Notes

Secrets of Screen Acting
By Patrick Tuckey

Estimated Length: 8:00 hours | Project Budget: \$0.000 | Royalty Share: 50.00%
Language: English | Distribution: Exclusive | Territories: Worldwide

Available for Sale
Your title is available for Auditions, Auditions and Sales

Let your fans know about your program: [Add a Message](#) [Go to Fan Page](#)

Let your fans know about your program: [Add a Message](#) [Go to Fan Page](#)

ABOUT THIS TITLE | AUDITIONS | **PRODUCE AUDIOBOOK** | AUDIOBOOK SALES

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

Chapter	Duration	Status
Opening Credits (00:00:11)	00:00:11	audio file not uploading correctly
Chapter 1 (00:03:06)	00:03:06	audio file not uploading correctly
Chapter 2 (00:05:52)	00:05:52	audio file not uploading correctly
Chapter 3 (00:06:48)	00:06:48	audio file not uploading correctly
Chapter 4 (00:23:46)	00:23:46	audio file not uploading correctly

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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...

Opening Credits (00:00:11)

Chapter 1 (00:03:06)

Chapter 2 (00:05:52)

Chapter 3 (00:06:48)

Chapter 4 (00:23:46)

Credits and Copyright Information

Opening Credits: Patrick Tuckey, Secrets of Screen Acting, VO2GoGo.com, All Rights Reserved

Chapter 1: Patrick Tuckey, Secrets of Screen Acting, VO2GoGo.com, All Rights Reserved

Chapter 2: Patrick Tuckey, Secrets of Screen Acting, VO2GoGo.com, All Rights Reserved

Chapter 3: Patrick Tuckey, Secrets of Screen Acting, VO2GoGo.com, All Rights Reserved

Chapter 4: Patrick Tuckey, Secrets of Screen Acting, VO2GoGo.com, All Rights Reserved

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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 Thompson

Estimated Length: 8:00 hours | Project Budget: \$0.000 | Royalty Share: 50.00%
Language: English | Distribution: Exclusive | Territories: Worldwide

Available for Sale
Your title is available for Auditions, Auditions and Sales

Let your fans know about your program: [Add a Message](#) [Go to Fan Page](#)

Let your fans know about your program: [Add a Message](#) [Go to Fan Page](#)

ABOUT THIS TITLE | AUDITIONS | PRODUCE AUDIOBOOK | **AUDIOBOOK SALES**

Welcome to the Sales Tab

All audio books produced over ACX will be able to reach millions of potential customers as they will be sold at Auditions, Auditions and Sales. If you are involved in the production of this title, and are expecting royalties for the sales, then you will be able to track your 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.

Class Notes

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Class Notes

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

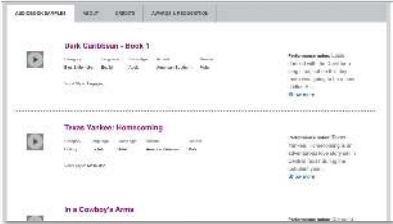
Be "pleasantly persistent" in making sure the RH gets back to you promptly with pickups.




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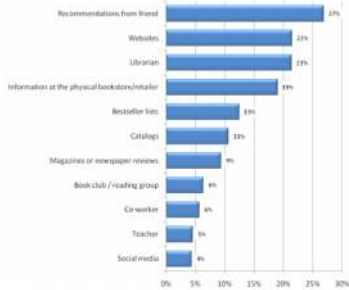
Don't forget to add your retail sample to your Audiobook Samples area in your profile. Every time you do, you'll jump to the top of the search results.






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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.

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



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.


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

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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Class Notes

