

Article AB-214
214 words
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Audio--Record Your Book

by Dan Poynter

You are more than an author, a publisher, or a publicist; you are an information provider.

Nonfiction authors provide information and you should provide your information in any form your reader wants: Book, special report, audiotape, videotape, speeches, seminars, consulting, etc.

Some of your customers want your guidance (information) but are too busy to read your book. Some may commute a long distance and want your help on tape. They have time to listen to you.

Once your book is out, use it as a script and record an audiotape album. Bundle the book with the tape set so those listeners can find the text they wish to review without searching the whole (linear) tape.

Viz-Ability marketing specialist Raleigh Pinskey sold *You Can Hype Anything* to Carol Publishing. Then she redrafted the text into the spoken word (with contractions), recorded it and self-published the tape album. Her next book, *101 Ways to Promote Yourself*, was sold to Avon and she sold the audio rights to B&B Audio.

<http://www.PromoteYourself.com>

See Document [635](#) AudioBooks; Turning Books & Speeches Into Spoken-Word Disc Products At
<http://parapub.com/getpage.cfm?file=products.html>

“Spoken-word audio turn your car into a university.”
—Judith Sinclair, author, *Making Pigs Fly*.

You are selling your expertise and research—it is called *information*.

 **Writing periodicals:**

Dan Poynter does not want you to die with a book still inside you. You have the ingredients and he has your recipe. Dan has written more than 100 books since 1969 including *Writing Nonfiction* and *The Self-Publishing Manual*. For more help on book writing, see <http://ParaPub.com>.

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 **Book Publishing periodicals:**

Dan Poynter, the Voice of Self-Publishing, has written more than 100 books since 1969 including *Writing Nonfiction* and *The Self-Publishing Manual*. Dan is a past vice-president of the Publishers Marketing Association. For more help on book publishing and promoting, see <http://ParaPub.com>.

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 **Professional Speaking periodicals:**

Dan Poynter has written more than 100 books since 1969 including *Writing Nonfiction* and *The Self-Publishing Manual*. He is past-chair of NSA's Writer-Publisher PEG and the founder of the PEG newsletter. For more help on book writing, publishing and promoting, see <http://ParaPublishing.com>.

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