

Audiobooks: From Your Words to Their Ears

George Sirois

To paraphrase Henry Hill, as far back as I can remember, I always wanted to be a voice artist.

For almost my entire life, I've been a fan of voice actors, audiobook narrators, radio hosts – anyone who uses their voice to tell a story. I was always an avid reader, but growing up I would get the “Books on Tape” storybooks for all three *Star Wars* movies, *E.T.*, *Raiders of the Lost Ark*, etc., and I would pay attention to how the narrator used his voice to enhance everything happening on the page. I eventually moved toward theatre and acting, as well as writing in high school and college, and writing became the de facto creative outlet for me after graduating. I would go from writing short stories, one-act plays, and short film scripts to full-length screenplays, none of



which went anywhere, and finally wrote my first novel in 2002 (rewritten in 2015). But that dream of being a voice artist of some kind stayed strong. I just didn't know how to make it a reality.

Until I lost my job.

I was sitting on my couch in August 2015. I was upset, I felt helpless, and I was just... lost. But then I started watching a

documentary by John DiMaggio called *I Know That Voice*. It's a fun and informative film that introduces you to the actors who give their voices to characters you've known and loved for decades. It reignited my yearning to be a part of voice acting, and I reached out to Clayton Studios to see if they offered voice lessons. Turns out they did, but it wouldn't be cheap. So to raise money for these lessons, I started a Kickstarter campaign, reached out to my author friends, and offered deals to create promotional MP3s for their work. I would narrate 500 words for them for \$10, 1,000 words for \$20. I raised the money for the lessons and worked one-on-one with veteran vocal artist Jim Singer, getting comfortable behind the mic and figuring out how to best utilize my voice.

(Audiobooks continues on page 2)

Successes and Failures

hosted by Jo Lena Johnson

As a young adult, I knew the *New York Times* Bestseller list was a big achievement, and when I started writing, at almost 40 years old, of course I wanted to be on that list. Everybody seems to want that.

I wondered, *How do you get on it? What do you have to know? What do you have to do? How many books do you have to sell?* And then I realized I didn't even know how to get into a bookstore, let alone be on a big list like that. It's an elusive thing. The “insiders” rarely discuss it. It's something aspirational, not necessarily realistic if you don't have the connections and money to be in that realm. I say that to assist you in setting realistic measures of success, especially as a self-published or independently published author. The *New York Times* Bestseller list is not the be-all, end-all of success. There are other lists!

To talk about success and failure, you have to determine what that means to you personally and professionally. Some of us

have done well producing quality books which others enjoy. Some have produced homemade-looking books and have sold quite a few because of the subject matter. Others of us have nearly lost our shirts, savings, and future earnings because we made mistakes or trusted the wrong people. Still others have earned a nice living and are prospering in the ever-evolving world of publishing.

You should learn from experienced people what they did well, so you can duplicate

(Successes continues on page 2)



UPCOMING EVENTS

Sep 12, 7pm @ THE HEIGHTS:
Audiobooks:
From Your Words to Their Ears
 with George Sirois
stlouispublishers.org/event-2998063

Oct 10, 7pm @ THE HEIGHTS:
Successes and Failures
 a group conversation among authors,
 hosted by Jo Lena Johnson

Nov 14,* 7pm @ THE HEIGHTS:
All About Editing
 with Karen Tucker & Andrew Doty
***ANNUAL MEMBER MEETING**
stlouispublishers.org/event-3062581

Dec 12,* 7pm @ THE HEIGHTS:
Polish Your Pitch:
 The One-Minute Book Marketing
 Challenge, with Bob Baker
stlouispublishers.org/event-3014215

(Successes continued from page 1)

accordingly; and learn what mistakes they made, to avoid them when possible. With experience comes wisdom and savings, if you listen.

We'll discuss these things and more at our October 10th meeting at the Richmond Heights Community Center. Learn firsthand from several members of the St. Louis Publishers Association as we speak about what works, what doesn't work, and what tips, tricks, and choices got us where we are. Informative, interactive, and helpful – we hope to see you there!

Official Notice



The Annual SLPA Member Meeting will be held on November 14, 2018. Members in good standing are encouraged to attend and vote to elect the 2019 board members. Karen Tucker and Andrew Doty will lead the evening's presentation, and ballots will be collected at the end of the meeting. Board candidates will be announced soon via email.

To submit a nomination, contact the SLPA President, Warren Martin, at president@stlouispublishers.org.



(Audiobooks continued from page 1)

Three years have passed since I saw that documentary, and I now have a sound booth set up in my house, I have narrated several audiobooks – including two novels, one I wrote myself – and over a dozen internal business PowerPoint presentations, and I am preparing for the October 9 launch of my very own podcast. Plus, in 2016, I was invited to speak about audiobooks at the St. Louis Writers Guild's Writers in the Park event, where I got to share my experience as a DIY audiobook narrator. I've gone on to share what I've learned at the 2017 & 2018 Missouri Writers Guild conferences, and I'm excited to speak for the St. Louis Publishers Association.

How to Publish Your Own Book: What You Need to Know

a St. Louis Community College Continuing Education Course

from the



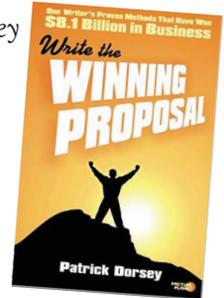
Learn more at stlouispublishers.org/event-3047930

THE BOOK CORNER

Write the Winning Proposal:

One Writer's Proven Methods That Have Won Over \$8.1 Billion in Business

by Patrick Dorsey



Requests for Proposals (RFPs) are doorways to contracts and opportunities.

Literally billions of dollars are spent every year through RFPs – the key to winning that business is convincing the issuer you're the best choice for the work. *Write the Winning Proposal* provides tips and insights that have won over \$8.1 billion in business for writing consultant Patrick Dorsey's clients, and can help you win contracts and grow your business. Buy it now at <http://a.co/1er3CE8>.

Meetings on the Second Wednesday of the Month

Richmond Heights Community Center (THE HEIGHTS)
The Argus Room • 8001 Dale Ave.
Richmond Heights, MO, 63117
(Child care available at THE HEIGHTS)

Doors open for networking at 6:30pm
Program begins at 7pm
The meeting concludes around 8:30pm
Networking until 9pm

Regular meetings are free to members
Membership \$60 per year
Guests: \$10 at the door



SLPA NEWS & VIEWS
Editor: Andrew Doty
Designer: Andrew Doty
Webmaster: Kevin Ericson

