

Summary of Author Nation 2025 for Writers of Warrensburg

Audiobooks

This market continues to grow.

2023: The U.S. market grew by 9% to \$2 billion.

2024: The U.S. market grew by 13% to \$2.22 billion.

U.S.: The U.S. market is projected to grow at about 6.15% annually between 2025 and 2030.

Global: The global market is projected to grow at about 26.2% from 2025 to 2030, reaching an estimated \$35.47 billion by 2030.

Subscription services:

Subscriptions are a significant driver, with 63% of audiobook listeners in the past year subscribing to at least one service.

Kind of like *Kindle Unlimited* for audiobooks.

Audible

Spotify

Everand (formerly Scribd)

Kobo Plus

... and others

Spotify:  **Spotify®**

- They allow human *and* AI voices.
- Great for audio short stories (I will add my short stories here and on YouTube).
- Because subscribers pay for *hours of listening* instead of *book credits*.

Let's talk about audiobooks and AI for a moment...

AI audiobooks are growing fast, and they are inevitable—simply because they are **becoming indistinguishable** from human voices.

It appears that there are TWO distinct audiences for audiobooks:

Human voice listeners – willing to pay \$10 to \$20 per book (or by subscription)

AI voice listeners – prefer to pay only a few \$\$ per book (or free on YouTube)

Some authors are trying to hit *both* of these markets.

ElevenLabs: **ElevenLabs**

The #1 Audio AI platform.

6 thousand *licensed* narrator voices.

 **Announcing Sir Michael Caine, an iconic voice now available for listening**

[LEARN MORE](#)

Many of these narrators make a full-time living.

Three hours to clone their voice, then completely passive income after that.

The new Eleven Labs *V3 model* is amazingly expressive.

- **Voice Tags** – you highlight spaces, words, or phrases, then insert tags (laughter, anger, sadness, etc.)
- **Music and Sound Effects** – these are licensed (in the same way voices are... the artists are paid)
- **Multicast audiobooks** – done automatically

*** You can also use your cloned voice to make **translated** versions of your books
(my voice speaking *German*, for example)

My plan is to *clone my own voice*, then use my voice to make audiobooks of my 80+ short stories.

Then put them on:

YouTube (ad monetization)

Spotify (direct royalties from subscribers)

ElevenReader **ElevenReader**

- An audiobook publishing platform that is entirely free.
- You upload your book, then create an audiobook with light editing.
- You set the price.
- Publish on ElevenReader.
- Earn 60% on all sales.

No AI pushback... because ALL ElevenReader subscribers like AI voice audiobooks.

Diversifying (Alternate Revenue Streams)

(broadening your set of products beyond ebooks and paperbacks)

This is becoming *even more important* than it was last year!

Why? Because of the inevitable changes coming due to AI.

- Audiobooks (the market is growing every year)
- Mugs, totes, t-shirts, maps, and an incredible array of other stuff.
- **Special edition books...** (sell collector's items!)

Younger readers are really into collecting print books.

Hardbacks (with fancy leather covers, illustrations, etc.)

Paperbacks (entire omnibus editions in one volume, limited-edition collector cover designs, his/her editions, dark editions, cozy editions, anniversary editions, etc.)

- *BookVault* or *48hrBooks*: Two popular printing companies for producing your special editions (even *Print-on-Demand*)

Ideas for special editions:

Add something new to the book (extra chapter, alternate ending, author's notes after each chapter, a new prologue or epilogue, illustrations, character art, new cover, omnibus edition, maps, bonus scenes, non-white pages (even black or green), etc.

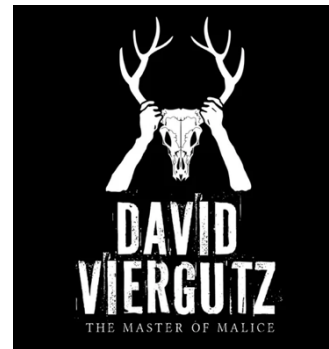
Sell special editions directly from your website

An amazing example of one person's strategy for diversifying:

Scare Mail

A very original but *retro* approach to fiction.

A horror novel delivered in the mail over a period of twelve months.



<p>SCAREMAIL: SCARE.ME</p> <p>FOR THE CURIOUS MIND OF YOUR NAME HERE</p> <p>SCAREMAIL: SCARE.ME</p> <p>SALE</p> <p>Original Price: \$146.00</p> <p>Current Price: \$110.00</p> <p>Savings: Save \$36.00</p>	<p>SCAREMAIL - THE DRIFT</p> <p>FOR THE CURIOUS MIND OF YOUR NAME HERE</p> <p>SCAREMAIL - THE DRIFT</p> <p>SALE</p> <p>Original Price: \$159.00</p> <p>Current Price: \$110.00</p> <p>Savings: Save \$49.00</p>	<p>FESTIVE FRIGHTS - "YULE BE SORRY"</p> <p>FOR THE CURIOUS MIND OF YOUR NAME HERE</p> <p>SCAREMAIL - FESTIVE FRIGHTS</p> <p>SOLD OUT</p> <p>Price: \$4.99</p>	<p>SCAREMAIL - THE DOOR WITH THE BLUE NAIL (AGES 12+)</p> <p>DAVID VIERGUTZ PRESENTS</p> <p>SHOOK</p> <p>TEEN HORROR TO KEEP YOU UP AT NIGHT</p> <p>SCAREMAIL - THE DOOR WITH THE BLUE NAIL</p> <p>SOLD OUT</p> <p>Price: \$21.00</p>
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Much talk about the near future

A general consensus:

Fiction writing is on the verge of huge changes.

In maybe 3 to 8 years.

Yes, because of the advent of AI.

No, there isn't anything we can do to stop it.

But we can understand what's coming and prepare our own strategies to become a successful author during and after the huge changes.

From Kevin McLaughlin:

“Right now, at least six different major corporations are hard at work on tools which will allow them to have readers produce their own AI-generated books.”

Several companies have already created these apps, but *so far* the quality is nowhere near strong enough to move most readers away from buying regular books in bookstores.

How do these apps work? Essentially, the customer is asked a series of questions: what genre, what sub-genre, what sort of protagonist, what sort of tropes they prefer, and so on. Once all these questions are answered, the AI generates a novel for the reader.”

And, of course, the reader will be able to turn their customized book into an *audiobook* with one click—with cloned voices of any narrator the reader prefers.

How can we survive as authors in such a world?

Many of the presentations at Author Nation were designed to address this question. This is one reason we like to go.

- **Develop your own distinctive author voice** (your author voice will matter more than it ever has before).
- **Understand AI and use it WITHOUT losing your author voice** (avoid have AI write your scenes).
- **Develop human connections with your readers** (email newsletter, social media, YouTube, live events, and... use your creativity to come up with new ways to connect).
- **Diversify** (offer other items in addition to regular ebooks and print books).
- **Focus on one genre** (for your specific sub-genre, try to be the name that comes to mind when readers think of that genre.)

In other words, make a name for yourself that will endure the coming changes (even if it's a very narrow subgenre).

These changes are scary... but they're also exciting.

We just need to be ready to adapt while continuing to tell human stories in our own distinctive voice.

Draft-2-Digital.

DRAFT  DIGITAL

A service for distributing your books **wide** (if you are not in KU) KU (Kindle Unlimited) – your books need to be *exclusive* to Amazon

IMPORTANT: Amazon has made a change:

Ebooks enrolled in KU can now be distributed to LIBRARIES.

You can use ***Draft-2-Digital*** to distribute them to libraries:

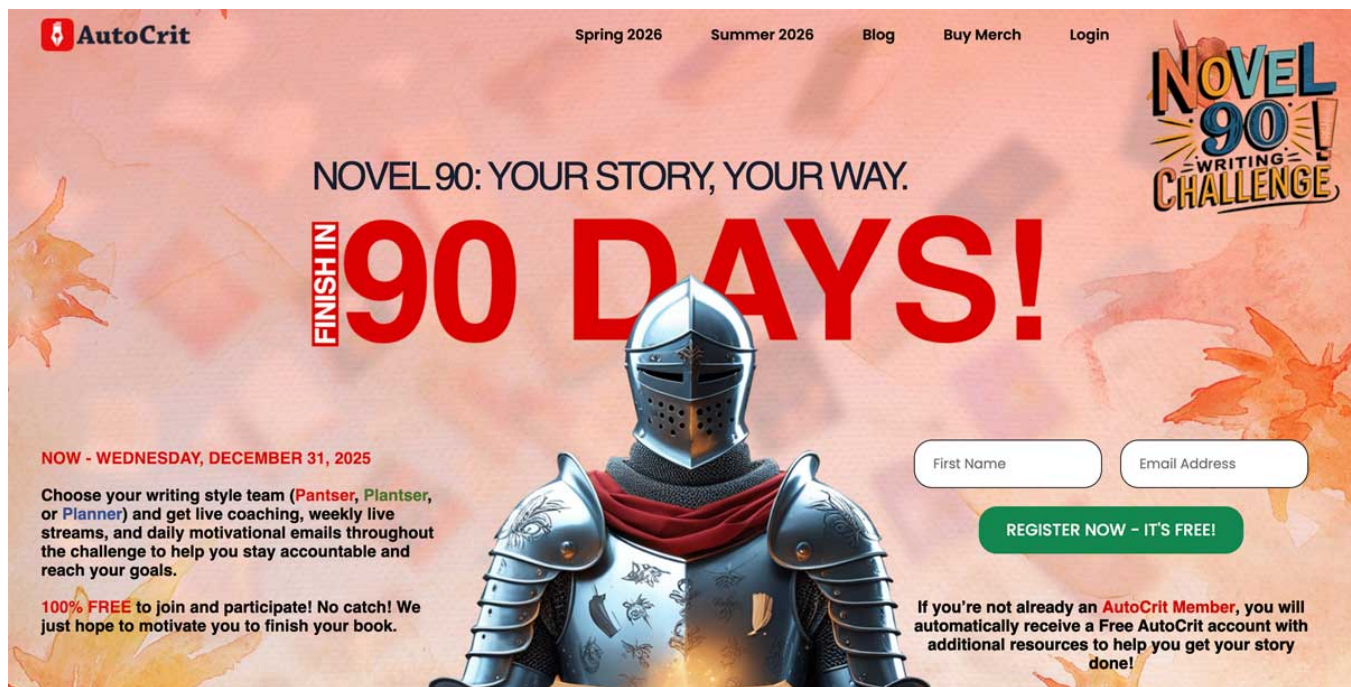
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