



Audio for Authors Chapter Notes

These chapter notes relate to *Audio for Authors: Audiobooks, Podcasting and Voice Technologies* by Joanna Penn, available in ebook, paperback, hardback, large print and

audiobook editions: www.TheCreativePenn.com/audio-for-authors/

Why audio? Why now?

The Audio Publishers Association reports 7 years of double digit revenue growth for audiobooks in the USA - Publishingperspectives.com/2019/07/audio-publishers-association-survey-nearly-1-billion-in-2018-sales/

The Independent reports that audiobook sales are predicted to overtake ebook sales in the UK in 2020 - Independent.co.uk/life-style/audiobook-sales-ebook-kindle-uk-deloitte-2020-a9229266.html

Edison Research Infinite Dial Report 2019: Edisonresearch.com/infinite-dial-2019

Audiobooks are the fastest growing segment of the publishing market. Publishing Perspectives Publishingperspectives.com/2019/07/audio-publishers-association-survey-nearly-1-billion-in-2018-sales/

Marketing Rebellion: The Most Human Company Wins - Mark W Schaefer

The audio-first mindset

BBC - What does your accent say about you? Bbc.com/future/article/20180307-what-does-your-accent-say-about-you

1.1 Types of audiobooks

Who Am I, Again? - Lenny Henry

Born a Crime: Stories from a South African Childhood - Trevor Noah

Infected - Scott Sigler

On Writing: A Memoir of the Craft - Stephen King

Women Who Run with the Wolves: Myths and Stories of the Wild Woman Archetype - Clarissa Pinkola Estés

Big Magic: Creative Living Beyond Fear - Elizabeth Gilbert

Audible Originals - *War of the Worlds, Alien: Sea of Sorrows*, and Jane Austen's *Emma*

Six Degrees of Assassination, a 10-part audio drama - MJ Arlidge

Underland: A Deep Time Journey - Robert Macfarlane

Brand New Ancients: A Poem - Kate Tempest

1.2 Writing, adapting and editing for audio

The Guide to Publishing Audiobooks: How to Produce and Sell an Audiobook - Jessica Kaye

Natural Reader text to speech: Naturalreaders.com

Writing for Audio First. Interview with Jules Horne - TheCreativePenn.com/audiofirst

Writing for Audio Books: Audio-First for Flow and Impact - Jules Horne

Pitch Audible Originals at Audible.com/ep/audible-pitch

1.3 Intellectual property considerations

Closing the Deal on your Terms: Agents, Contracts and Other Considerations - Kristine Kathryn Rusch

The Copyright Handbook: What Every Writer Needs to Know - Stephen Fishman

How Authors Sell Publishing Rights: Sell your Book to Film, TV, Translation and Other Rights Buyers - Orna Ross and Helen Sedwick

The Guide to Publishing Audiobooks: How to Produce and Sell an Audiobook - Jessica Kaye

CNN article on Taylor Swift and other musicians who lose control of their master recordings - edition.cnn.com/2019/07/01/business/taylor-swift-rights-trnd/index.html

1.4 Your options for audiobook publishing and distribution

The Martian - Andy Weir Andyweirauthor.com

Podium Publishing - Podiumpublishing.com

The Martian: how the audiobook hit rocketed to film glory - TheGuardian.com/books/2016/jan/27/the-martian-audiobook-hit-rocketed-oscar-glory

Audio Publishers Association - Audiopub.org

Audie Awards - Audiopub.org/winners

The Guide to Publishing Audiobooks: How to Produce and Sell an Audiobook - Jessica Kaye

1.5 How to find and work with a professional narrator

Audiobook services that will help you find a narrator: [ACX.com](https://www.acx.com) and [FindawayVoices.com](https://www.findawayvoices.com)

The Guide to Publishing Audiobooks: How to Produce and Sell an Audiobook - Jessica Kaye

Veronica Giguere, audiobook narrator and voice talent - [VoicesByVeronica.com](https://www.voicesbyveronica.com)
ARKANE thriller series audiobooks - [JFPenn.com/audio](https://www.jfpenn.com/audio)

1.6 Reasons to narrate your own audiobook

Productivity for Authors: Find Time to Write, Organize your Author Life, and Decide What Really Matters - Joanna Penn

Examples of authors who have narrated their own audiobooks:

- *A Thousand Fiendish Angels* – J.F.Penn
- *Infected* – Scott Sigler
- *The Graveyard Book* – Neil Gaiman
- *Shades of Milk and Honey* – Mary Robinette Kowal
- *On Writing: A Memoir of the Craft* – Stephen King

1.7 Audiobook narration tips

This is a Voice: 99 Exercises to Train, Project and Harness the Power of your Voice - Jeremy Fisher and Gillyanne Kayes

Storyteller: How to be an Audiobook Narrator by Lorelei King and Ali Muirden

Audiobook narration tips. Interview with Lorelei King: [TheCreativePenn.com/storyteller](https://www.thecreativepenn.com/storyteller)

Audiobook narration tips: Interview with Sean Pratt: [TheCreativePenn.com/sean](https://www.thecreativepenn.com/sean)

Narrate and Record your own Audiobook: A Simplified Guide - M.L.Buchman

[iAnnotate.com](https://www.iannotate.com) - App to read, markup and share PDFs that I use for audiobook narration

1.8 Recording studio options

[VocalBoothToGo.com](https://www.vocalboothtogo.com) - Sound blankets and mobile audio set-up

Narrate and Record your own Audiobook: A Simplified Guide - M.L.Buchman

My home studio set-up with links to equipment: [TheCreativePenn.com/homestudio](https://www.thecreativepenn.com/homestudio)

1.9 Audiobook recording, editing and production

ACX technical audio submission requirements: [Audible-acx.custhelp.com](https://audible-acx.custhelp.com)

Findaway Voices requirements for assets: my.findawayvoices.com/docs/Technical_Requirements_for_Assets.pdf

[Dropbox.com](https://dropbox.com) for sharing files

Audio recording and editing software:

- Amadeus Pro - [Hairersoft.com/pro.html](https://hairersoft.com/pro.html)
- Audacity - [Audacityteam.org](https://audacityteam.org)
- Avid Pro Tools - [Avid.com/pro-tools](https://avid.com/pro-tools)
- Adobe Audition - [Adobe.com/products/audition.html](https://adobe.com/products/audition.html)

Narrate and Record your own Audiobook: A Simplified Guide - M.L.Buchman

Find freelancers to help with the audiobook production process:

- Ask at your local studio sound engineer. Even if they usually work with musicians or local radio, they will likely be able to help with audiobook production.
- [Upwork.com](https://upwork.com)
- [PeoplePerHour.com](https://peopleperhour.com)
- Audio Book Publishers Association - [Audiopub.org](https://audiopub.org)

1.10 How to self-publish an audiobook

Recommended sites for self-publishing audio: [ACX.com](https://acx.com) and [FindawayVoices.com](https://findawayvoices.com)

Audio Book Publishers Association - [Audiopub.org](https://audiopub.org)

KWL Audio. Submit directly at [Kobo.com/writinglife](https://kobo.com/writinglife)

Chirp Books for audiobook deals - [ChirpBooks.com](https://chirpbooks.com)

CDBaby: cdbaby.com/make-discs.aspx

1.12 How do audiobook readers discover audiobooks?

BookBub deals on ebooks - [BookBub.com](https://bookbub.com)

BookBub Chirp audiobook promotions - chirpbooks.com

Amazon Audible Matchmaker for finding audio editions of ebooks - [Amazon.com/hz/audible/matchmaker](https://amazon.com/hz/audible/matchmaker)

The Body: A Guide for Occupants - Bill Bryson

Audible on Alexa - [Audible.com/ep/audible-on-alexa](https://www.audible.com/ep/audible-on-alexa)

1.13 How to market audiobooks

Amazon Author Central. Email the help team to link editions of your books together per country store: authorcentral.amazon.com

[Books2Read.com](https://books2read.com) - Create one shareable link to all editions

[Books2Read.com/makealiving](https://books2read.com/makealiving) - Links for the ebook and audiobook editions for How to Make a Living with your Writing as an example

Landing page for my audiobooks for authors - [TheCreativePenn.com/audio](https://thecreativepenn.com/audio)

My Audible Author pages are:

- Joanna Penn for non-fiction: [Audible.com/author/Joanna-Penn/B002BM81CW](https://www.audible.com/author/Joanna-Penn/B002BM81CW)
- J.F.Penn for thrillers and dark fantasy: [Audible.com/author/J-F-Penn/B00AVLL4WG](https://www.audible.com/author/J-F-Penn/B00AVLL4WG)

Headliner for audiograms - headliner.app

[Canva.com](https://canva.com) - Create shareable images of the correct size for social media

[Soundcloud.com](https://soundcloud.com) - Create shareable audio samples

Audiogram from Productivity for Authors on Twitter at [TheCreativePenn.com/audiogram](https://thecreativepenn.com/audiogram)

Soundcloud audiobook trailer for Valley of Dry Bones at [Soundcloud.com/jfpenn/valley-of-dry-bones](https://soundcloud.com/jfpenn/valley-of-dry-bones)

Sample chapter of Successful Self-Publishing on YouTube at [TheCreativePenn.com/samplechapter](https://thecreativepenn.com/samplechapter)

Amazon Advertising - Accessible through kdp.amazon.com dashboard for advertising ebooks which can be linked to the audiobook edition

Tutorial for building a website: [TheCreativePenn.com/authorwebsite](https://thecreativepenn.com/authorwebsite)

Tutorial for building an email list: [TheCreativePenn.com/setup-email-list](https://thecreativepenn.com/setup-email-list)

[BookFunnel.com](https://bookfunnel.com) - Easily distribute ebooks and also audio snippets to multiple devices so you don't have to manage customer service

ACX promotional giveaway codes - blog.acx.com/2019/05/09/get-cookin-with-new-and-improved-promo-codes

Authors Direct giveaway codes from Findaway Voices: [Authors-direct.com/giveaway-codes](https://authors-direct.com/giveaway-codes)

Pay per checkout model for libraries: [Medium.com/findaway-voices/library-audiobook-marketing-what-you-need-to-know-58aa5cd90b3](https://medium.com/findaway-voices/library-audiobook-marketing-what-you-need-to-know-58aa5cd90b3)

Amazon Audible Matchmaker for finding audio editions of ebooks - [Amazon.com/hz/audible/matchmaker](https://amazon.com/hz/audible/matchmaker)

BookBub deals on ebooks - BookBub.com

BookBub Chirp audiobook promotions - chirpbooks.com

AudiobookBoom.com enables you to reach a list of audiobook listeners. Provide review codes and some of the listeners may leave a review which can help sales.

Audiofile Magazine has options for audiobook reviews and advertising - audiofilemagazine.com

The Audio Publishers Association has promotional opportunities and also lists resources, reviewers and more on their site at Audiopub.org

YouTube.com - Upload audio snippets with static image

Audio Publishers Association survey 2019 reported that 55% of audiobook listeners in the USA had also listened to a podcast in the last month - Audiopub.org/uploads/pdf/Consumer-Survey-Press-Release-2019-FINAL.pdf

Generate QR codes - qr-code-generator.com

1.14 The money side of audiobooks

Closing the Deal ... on Your Terms: Agents, Contracts and Other Considerations - Kristine Kathryn Rusch

The Guide to Publishing Audiobooks: How to Produce and Sell an Audiobook - Jessica Kaye.

ACX royalty details - Audible-acx.custhelp.com/app/browse/c/3529

ACX bounty referral program - Acx.com/help/bounty-referral-program/UEF9JUCH9AZEKA4

FindawayVoices royalty details - blog.findawayvoices.com/author-royalties-with-findaway-voices

Payhip for direct sales - Payhip.com

Shopify for direct sales - Shopify.com

Amazon Audible Matchmaker for finding audio editions of ebooks - Amazon.com/hz/audible/matchmaker

PART 2: Podcasting

2.1 Why podcasting is important for authors

Google announced in August 2019 that they would index podcast episodes (not just shows) - [TheVerge.com/2019/8/8/20759394/google-podcast-episodes-search-results-transcriber](https://www.theverge.com/2019/8/8/20759394/google-podcast-episodes-search-results-transcriber)

Make Noise: A Creator's Guide to Podcasting and Great Audio Storytelling - Eric Nuzum

The 21st Century Creative Podcast: [Lateralaction.com/21stcenturycreative](http://lateralaction.com/21stcenturycreative)

The Six-Figure Author Podcast: 6figureauthors.com

My call to action for the Author Blueprint - TheCreativePenn.com/blueprint

2.3 Types of podcasts

Seth Godin, Podcasting is the new blogging - seths.blog/2018/10/podcasting-is-the-new-blogging-2

Sleepwalkers Podcast - iheart.com/podcast/1119-sleepwalkers-30880104

Writing Excuses Podcast - writingexcuses.com

Serial Podcast - SerialPodcast.org

The Joe Rogan Experience - podcasts.joerogan.net

The Creative Penn Podcast - TheCreativePenn.com/podcast

Books and Travel Podcast - BooksAndTravel.page/listen

Dan Carlin's Hardcore History Podcast - DanCarlin.com/hardcore-history-series

9 Ways that Artificial Intelligence with Disrupt Authors and Publishing in the Next Decade - TheCreativePenn.com/2019/07/01/ai-disruption-publishing-authors

Escape, Reinvention, Curiosity, Challenge. Why Travel? - BooksAndTravel.page/why-i-travel

Wondery's Dirty John Podcast: Wondery.com/shows/dirty-john

This American Life - ThisAmericanLife.org

Podiobooks, now Scribl.com, for self-publishing audiobooks and ebooks with different pricing models

7th Son - JC Hutchins

Infected - Scott Sigler

Welcome to Night Vale Podcast - WelcomeToNightvale.com

2.4 How to research and pitch podcasters

Popular podcast platforms - Apple Podcasts, Google Podcasts, Spotify or Stitcher

Happiness, Anxiety and Writing with Lisa M Lilly. Listen at TheCreativePenn.com/lisa

Living on the Edge: Greenland with Christoffer Petersen [BooksAndTravel.page/greenland](#)

2.6 Should you start your own podcast?

Podcasting is the new blogging. Seth Godin's blog: [Seths.blog/2018/10/podcasting-is-the-new-blogging-2](#)

Make Noise: A Creator's Guide to Podcasting and Great Audio Storytelling - Eric Nuzum

Stark Reflections on Writing and Publishing - [StarkReflections.ca](#)

How Do You Write - [RachaelHerron.com](#)

Writing Excuses Podcast - [writingexcuses.com](#)

I Should Be Writing Podcast - [Murverse.com/subscribe-to-podcasts/isbw](#)

2.8 Intellectual property considerations for podcasts

Alliance of Independent Authors [www.TheCreativePenn.com/alliance](#)

Electronic Frontier Foundation's Legal Guide to Blogging [www.eff.org/bloggers](#)

[Audiojungle.net](#) - Royalty free music and audio tracks with different kinds of licenses depending on your needs.

[Incompetech.com](#) - Creative Commons music created by Kevin MacLeod

[BigStockPhoto.com](#) - Royalty free stock photo site

[Unsplash.com](#) - Creative Commons images

Podcasting Legal Guide - [wiki.creativecommons.org/wiki/Podcasting_Legal_Guide](#)

2.9 Podcasting equipment and software

My first podcast episode I'm March 2009 - [TheCreativePenn.com/episode1](#)

Options for recording:

- [Skype.com](#) and add-ons [Ecam.com/mac/callrecorder](#)
- [Zoom.us](#)
- [Zencastr.com](#)
- [Cleanfeed.net](#)

Equipment I use and recommend:

- Ring light 'for make-up' for video interviews
- [VocalBoothToGo.com](#) - Sound blankets and mobile audio set-up
- Blue Yeti microphone: [www.TheCreativePenn.com/blueyeti](#)
- Pop filter

- ATR2100 microphone
- Zoom H4n for recording live interviews

Editing software:

- **Audacity.** For Mac and Windows. audacityteam.org
- **Amadeus Pro.** Mac only. Hairersoft.com/pro.html
- **Screenflow.** Mac only. You can do video editing with Screenflow so if you're producing a video podcast, you can use this for both video and audio exports. Telestream.net/screenflow
- Use Camtasia for the PC. Techsmith.com/video-editor.html
- If you want to get serious about audio editing, check out **Adobe Audition** or **Avid Pro Tools**.

2.11 How to be a great podcast host

- *Make Noise: A Creator's Guide to Podcasting and Great Audio Storytelling* - Eric Nuzum
- Calendly.com for booking guests across time zones

2.12 Podcast distribution

Libsyn.com - You are in control of your podcasting hosting, distribution and monetisation

Blubrry.com - The most flexible tools for podcasting

My affiliate link for Blubrry - TheCreativePenn.com/podcasthost

Blubrry PowerPress Plugin for WordPress - create.blubrry.com/resources/powerpress

Blubrry IAB Certified Professional Podcast Statistics - create.blubrry.com/resources/podcast-media-download-statistics

Amazon S3 scalable cloud hosting - aws.amazon.com

The Podcast Host for more technical questions: ThePodcastHost.com

Podcast Host Academy - my recommended course if you want to learn about podcasting - TheCreativePenn.com/podcastacademy

My YouTube channel: YouTube.com/thecreativepenn

2.13 Show notes and transcripts

AI created transcription: Descript.com, Otter.ai, Rev.com

Human transcription. This will be more exact but it will usually cost around US\$1 for one minute of audio. Services include speechpad.com and rev.com, both of which I have used personally and can recommend.

Social Warfare Plugin for WordPress - warfareplugins.com

[Canva.com](https://canva.com) for creating shareable images at appropriate sizes

[BigStockPhoto.com](https://bigstockphoto.com) for royalty-free photos

[Unsplash.com](https://unsplash.com) for creative commons images

2.14 Collaboration and freelancers

Writing Excuses Podcast

The Writer's Well Podcast with J. Thorn and Rachael Herron

The Author Life Podcast with J. Thorn

How Do You Write? Podcast with Rachael Herron

[Dropbox.com](https://dropbox.com) for sharing files

Google Sheets - docs.google.com/spreadsheets

Find freelancers at: [Upwork.com](https://upwork.com), [PeoplePerHour.com](https://peopleperhour.com) or [Fiverr.com](https://fiverr.com)

Big Gay Fiction Podcast and *Big Gay Author Podcast*

Frolic Podcast Network - frolic.media/podcasts

2.15 Podcast workflow and tools

[Calendly.com](https://calendly.com) - calendar scheduling across time zones

[Skype.com](https://skype.com) for internet interviewing and recording

[Descript.com](https://descript.com) for transcript and audio snippets

[Speechpad.com](https://speechpad.com) for human transcription

WordPress site for blog post - tutorial here: [TheCreativePenn.com/authorwebsite](https://thecreativepenn.com/authorwebsite)

Amadeus Pro for recording intro or solo episodes. Can also be used for audio editing, although Dan uses Pro Tools.

[Dropbox.com](https://dropbox.com) for file sharing

[Auphonic.com](https://auphonic.com) for audio levelling and adding metadata

Blubrry PowerPress plugin for distributing file - [TheCreativePenn.com/podcasthost](https://thecreativepenn.com/podcasthost)

[Canva.com](https://canva.com) for creating shareable images

Screenflow for creating video for YouTube

[Patreon.com](https://patreon.com) for sponsorship by patrons

[Buffer.com](https://buffer.com) for scheduling social media

Headliner.app for audiogram creation

Turn the Page: Mental Health Podcast - Turningthepage.info/podcast-listen-mental-health

2.16 How to launch a podcast

If you need help with your website or email list, check out my tutorial at:

TheCreativePenn.com/authorwebsite

How to hit Apple iTunes Podcast New and Noteworthy - castos.com/itunes-new-and-noteworthy/

2.17 How to market a podcast

You can find my podcast home pages at TheCreativePenn.com/podcast and BooksAndTravel.page/listen

Canva.com for creating shareable images

Headliner.app or Wavve.com for audiograms

Audiogram from the Books and Travel Podcast on Twitter at TheCreativePenn.com/podcastaudiogram

Social Warfare Plugin for WordPress - warfareplugins.com

Tutorial for setting up an email list: TheCreativePenn.com/setup-email-list

2.18 Repurpose your podcast content

Screenflow for the Mac - Telestream.net/screenflow

My video interviews at YouTube.com/thecreativepenn

Ask ALLi Podcast for the Alliance of Independent Authors with the founder, Orna Ross. selfpublishingadvice.org

Dan Carlin turns his *Hardcore History* seasons into paid audio products
DanCarlin.com

Scott Sigler podcasts his fiction but also sells the audiobook versions.
ScottSigler.com

Choose FI Podcast and book - ChooseFI.com

Tools of Titans - Tim Ferriss collated top tips from hundreds of world-class performers from interviews on Tim's show

Lore Podcast and books LorePodcast.com

Welcome to Night Vale has been turned into a book series WelcomeToNightvale.com

2.19 The money side of podcasting

Six-Figure Author Podcast with Lindsay Buroker, Joe Lallo, and Andrea Pearson

Rachael Herron, Author and Podcaster RachaelHerron.com

My call to action: Download my Author Blueprint at TheCreativePenn.com/blueprint

Business for Authors: How to be an Author Entrepreneur - Joanna Penn

The 21st Century Creative Podcast - 21stCenturyCreative.fm

Dan Carlin's *Hardcore History* podcast DanCarlin.com

IAB certification for Blubrry statistics - create.blubrry.com/resources/podcast-media-download-statistics

Midroll.com - for advertising

Patreon.com - for community support

If you'd like to support *The Creative Penn Podcast* or see what I offer, go to:

Patreon.com/thecreativepenn

Charging guests to come on the show. Check out an example at Eofire.com/guest and also one podcaster's open letter on why he charges podcast guests:

TheCreativePenn.com/chargepodcastguests

John Lee Dumas, podcaster at *Entrepreneur on Fire* shares an income report with a breakdown of his multiple streams of income and expenses. Check it out at: Eofire.com/income

Part 3: Voice technologies

3.1 Overview

Talk to Me: Amazon, Google, Apple and the Race for Voice-Controlled AI - James Vlahos

3.2 Speech to text: Dictation

Nuance Dragon and Dragon Anywhere: Nuance.com

Free dictation

- Open Google Docs in the Chrome Browser. Click Tools -> Voice Typing
- On the Mac, use Edit -> Start Dictation
- On the PC, hold down the Windows key and press H to trigger the dictation toolbar. (This may vary with your version of Windows.)

Transcription

- If you have Dragon, upload the MP3 in Transcription mode to produce a .txt file
- If you prefer a human, use [Speechpad.com](https://speechpad.com) or [Rev.com](https://rev.com)
- AI transcription is cheaper and improving all the time, so check out services like [Descript.com](https://descript.com), [Trint.com](https://trint.com) or [Otter.ai](https://otter.ai)

For first draft recording, I use a handheld Sony ICD-PX333 MP3 recorder which you can find at: TheCreativePenn.com/sony

When recording directly into my computer, I use a Blue Yeti microphone, which I also use for my podcast and audiobooks: TheCreativePenn.com/blueyeti

The Writer's Guide to Training Your Dragon: Using Speech Recognition Software to Dictate your Book and Supercharge your Writing Workflow - Scott Baker

On Being a Dictator: Using Dictation to be a Better Writer - Kevin J Anderson and Martin L. Shoemaker

Dictate Your Book: How to Write Your Book Faster, Better, and Smarter - Monica Leonelle

Fool Proof Dictation: A Non-Nonsense System for Effective and Rewarding Dictation - Christopher Downing

Interviews on dictation and more options for dictation at TheCreativePenn.com/dictation

3.3 Text to Speech

Text-to-speech software:

- NaturalReaders.com
- TTSReader.com

Google Cloud Text to Speech: cloud.google.com/text-to-speech

IBM Watson Text to Speech: ibm.com/watson/services/text-to-speech

Amazon Polly: aws.amazon.com/polly

Speechkit for turning text into audio for your website: Speechkit.io

Deep fakes on Instagram - Instagram.com/bill_posters_uk

Descript.com - Overdub and Voice Double

My voice double iterations at TheCreativePenn.com/voicedouble

Tutorial on how to turn your book into a podcast with Amazon Polly -
TheCreativePenn.com/PollyBookToPodcast

December 2019, Amazon announced the release of the Samuel L. Jackson Alexa Skill TheVerge.com/2019/12/12/21013145/amazon-echo-alexa-samuel-l-jackson-celebrity-voice-now-available-price

3.4 Voice assistants, smart speakers and devices

Talk to Me: Amazon, Google, Apple and the Race for Voice-Controlled AI - James Vlahos

Business Insider report on healthcare - businessinsider.in/science/news/voice-assistants-in-healthcare-an-inside-look-at-3-emerging-voice-use-cases-healthcare-providers-can-deploy-to-cut-costs-build-loyalty-and-drive-revenue/articleshow/72499316.cms

The Guardian. NHS teams up with Amazon to bring Alexa to patients - <https://www.theguardian.com/society/2019/jul/10/nhs-teams-up-with-amazon-to-bring-alexa-to-patients>

Voicebot.ai New Google Assistant App helps parents read to kids from far away: voicebot.ai/2019/11/24/new-google-assistant-app-helps-parents-read-to-kids-from-far-away

Tellables voice app on Alexa for stories: Tellables.com/author-tips

Hereafter.ai - enabling conversations with loved ones after they die

Google Real-time translation on your phone: blog.google/products/assistant/interpreter-mode-brings-real-time-translation-your-phone

3.5 Optimizing for voice

Google now indexing podcast episodes: TheVerge.com/2019/8/8/20759394/google-podcast-episodes-search-results-transcriber

How Google's BERT update will affect content marketing: NeilPatel.com/blog/bert-google

Statcounter, 75% of mobile phones worldwide use the Google Android operating system: gs.statcounter.com/os-market-share/mobile/worldwide

Develop for Google Assistant: developers.google.com/assistant/templates

Develop for Amazon Alexa: blueprints.amazon.com

Voice Summit conference: Voicesummit.ai

Use Featured Snippets within your website which come with standard plugins for WordPress like Yoast

3.6 AI and the future of voice

Steven Johnson, The Genius of the Tinkerer in the Wall Street Journal: [wsj.com/articles/SB10001424052748703989304575503730101860838](https://www.wsj.com/articles/SB10001424052748703989304575503730101860838)

Descript (which owns Lyrebird) for voice synthesis: [Descript.com](https://www.descript.com)

Microsoft's FastSpeech AI speeds up realistic voices generation: [Venturebeat.com/2019/12/11/microsofts-fastspeech-ai-speeds-up-realistic-voices-generation](https://venturebeat.com/2019/12/11/microsofts-fastspeech-ai-speeds-up-realistic-voices-generation)

Google's voice-generating AI is now indistinguishable from humans: qz.com/1165775/googles-voice-generating-ai-is-now-indistinguishable-from-humans

Artificial Intelligence can now copy your voice: What does that mean for humans? [Forbes.com/sites/bernardmarr/2019/05/06/artificial-intelligence-can-now-copy-your-voice-what-does-that-mean-for-humans/#523d482372a2](https://forbes.com/sites/bernardmarr/2019/05/06/artificial-intelligence-can-now-copy-your-voice-what-does-that-mean-for-humans/#523d482372a2)

Chinese news agency adds AI anchors to its broadcast team: [Engadget.com/2018/11/08/chinese-news-agency-ai-anchors](https://engadget.com/2018/11/08/chinese-news-agency-ai-anchors)

AI reads books out loud in authors' voices: [bbc.co.uk/news/technology-49329650](https://www.bbc.co.uk/news/technology-49329650)

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AI system 'should be recognised as inventor' [bbc.co.uk/news/technology-49191645](https://www.bbc.co.uk/news/technology-49191645)

Listen to the development of my Voice Double produced by [Descript.com](https://www.descript.com): [TheCreativePenn.com/voicedouble](https://www.thecreativepenn.com/voicedouble)

Audible introduced a Captions feature allowing consumers to read along with audiobooks - [TheBookseller.com/news/audible-launches-captions-text-feature-us-1040276](https://www.thebookseller.com/news/audible-launches-captions-text-feature-us-1040276)

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I share news about the impact of AI in my futurist segment on The Creative Penn Podcast with highlights collected at TheCreativePenn.com/future