

## Romance Audiobookworms FAQs & Requirements

Welcome to [Romance Audiobookworms](#) (aka Stuff Your Earbuds). This audiobook promo is organized by Rebecca Hefner, admin of the [Marketing Audiobooks Wide](#) Facebook group and passionate audiobook lover! (*PS—the Marketing Audiobooks Wide group is NOT the author/PA planning group for Stuff Your Earbuds. Please read this FAQ document thoroughly!*)

### A few things to note if you would like to join the cross-promo Facebook group:

\*Only authors with eligible audiobooks will be admitted to the planning group. Eligible audiobook requirements are listed below. ***You will be asked to supply a link to an audiobook that fits the requirements to gain access to the group.*** Don't have an audiobook that fits the requirements yet? No problem! There's always next promo!

\*This is a free promotional opportunity, but if you submit an audiobook, you are expected to share in your newsletter and on social media on the promo date.

\***One audiobook submission per author per pen name.** If you submit audiobooks under multiple pen names, ***you are required to share in your newsletters and across all your social media platforms associated with ALL of your pen names.*** It's not fair for authors with multiple pen names to share once while other authors share multiple audiobooks for them.

\*The retail sites included for this promo are: ***Apple, Kobo, Google Play, Barnes & Noble, Spotify, Chirp, Curios, LibroFM and your direct retail store*** (Shopify, Payhip, WooCommerce, etc.). All are optional.

\*PAs are now allowed in the FB planning group. They must list the author they work with when they apply to join the group and ***all authors and PAs are expected to keep everything discussed in the group confidential.***

*Disclosure: affiliate links are used in this promotion to help cover the organizer's costs. In the past, authors have been allowed to supply their own affiliate links for their own books, but now that the promotion is growing bigger and the organizer has hired a PA to help with data entry, **outside affiliate links are not allowed. This helps the organizer generate affiliate income that can be dedicated to pay the PA.***

### Audiobook Requirements:

\*Your audiobook must be human-narrated (*this promo does not accept auto-narrated audiobooks*)

\*There is no minimum length. Audiobook novellas are accepted. Audiobook box sets are also accepted.

\*One audiobook per pen name is allowed in the promo.

\*Your price must be \$0 on every retailer submitted including your direct store. Direct store coupon codes are not accepted.

\*You are responsible for knowing the terms of how to lower your audiobook's price to \$0 on all platforms including Spotify, Kobo Direct, Google Play Direct, Curios, INaudio, Author's Republic, Publish Drive, and all other aggregators/distributors. This also includes knowing how the INaudio promo tool

works (if you distribute there), which retailers the promo tool applies to, etc. ***If you do not know this information, it is imperative you familiarize yourself with it before you submit your audiobook.*** There are many helpful resources for this in the Knowledge Library of the [Marketing Audiobooks Wide](#) group including [Rebecca's wide audio pricing guide](#), and you can always email [rebecca@rebeccahefner.com](mailto:rebecca@rebeccahefner.com) for help.

\*Your audiobook MUST show as free ***two days before the promo begins.*** This is so the organizer has time to go through and check all the links and ensure the audiobooks are free. If your audiobook is not showing as free at this time, it will be deleted from the promo. Your audiobook must remain free through the day ***after*** the promo. ***If you have a direct store, please make a note in your calendar to remind yourself to lower the price two days before the promo begins.*** We are all professionals and it is not the organizer's responsibility to email you to remind you to lower your audiobook to \$0 on your direct store when she is going through and doing the final check.

\*You can only submit an audiobook ***ONCE per calendar year.*** If you submit ***Audiobook A*** for Stuff Your Earbuds promo in 2026, ***you can not submit that audiobook again*** until 2027 (*and only once in that year and each year moving forward*). This ensures the audiobooks we're offering in the promo are fresh for our participants so ***they remain excited about each promo.***

\*We will have two Stuff Your Earbuds promos in 2026:

\*Friday, May 8 & Saturday, May 9

\*Friday, November 13 & Saturday, November 14

## **Questions**

Q: What retail sites are accepted for this promo?

A: ***Apple, Kobo, Google Play, Barnes & Noble, Spotify, Chirp, Curios, LibroFM and your direct retail store*** (Shopify, Payhip, WooCommerce, etc.).

Q: Can Audible/ACX-exclusive authors participate in this promo?

A: Unfortunately, not. Authors cannot make their books free on Audible, and this is a free audiobook promo.

Q: Can I give away my Audible-exclusive audiobook for free through BookFunnel?

A: No. The ACX/Audible terms are very clear. Audible exclusive authors ***"cannot distribute their audiobook on any site or store outside of Amazon, Audible, and iTunes."*** *BookFunnel is not on this distribution list.*



### What's the difference between exclusive distribution and non-exclusive distribution?

Exclusive distribution means that your audiobook will only be available on Audible's channels, which currently include Audible, Amazon and iTunes. You are not permitted to distribute or sell your audiobook in any other format on any site or store outside of Amazon, Audible, and iTunes. Audiobooks published distributed exclusively earn a 25% royalty.

If you choose non-exclusive distribution, you are able to also sell and distribute your completed audiobook through other distributors, such as on CD or other physical formats wherever you choose. Non-exclusive projects may not be published as a Royalty Share project, and must be completed as a Pay-for-Production or uploaded directly to ACX. Audiobooks distributed non-exclusively through ACX earn a 25% royalty.

\*\*If you're curious about moving from Audible exclusivity to non-exclusive, feel free to join the [Marketing Audiobooks Wide](#) Facebook group. There are lots of experienced wide audiobook authors there ready to share their knowledge with you! Rebecca also did a [podcast with the SPA Girls](#) that has a lot of info about going wide with audiobooks.

Q: Are BookFunnel links accepted in the event?

A: No, BookFunnel links are not accepted.

Q: I deliver my audiobooks from my direct retail site through BookFunnel. Is that okay?

A: Yes. Delivery from your online store through BookFunnel is fine. The link you'll supply is a link to your store.

Q: Are Hoopla, YouTube, Overdrive/Libby or Scribd/Everand links accepted?

A: No, these links are not currently accepted in this promo.

Q: What genres are accepted in this promo?

A: Any romance genre is accepted.

Q: When is the next Romance Audiobookworms/Stuff Your Earbuds promo?

A: Friday, May 8 & Saturday, May 9, 2026

Q: Will there be more romance sub-categories?

A: As the promo grows, the amount of sub-categories will grow. However, we don't want a bunch of categories with one or two audiobooks. It is a logistical nightmare to build out the site that way and creates too much confusion and work for listeners browsing the page. Therefore, please choose the category that most closely matches your book.

*Current sub-categories: steamy contemporary romance, sweet romance, paranormal romance, urban fantasy romance, fantasy & sci-fi romance, romantic suspense & romantic mystery, historical romance, young adult romance, erotic romance. There will also be featured highlights for LGBTQ+, Black and POC authors & disabled authors.*

Now that you've read the FAQs, feel free to join the Facebook planning group! **The Facebook planning group is where the submission form is posted for each event, and this submission form must be completed for an author to join the promo.** Please only join the FB planning group if you have a wide audiobook that meets the requirements to join the promo. If you don't have one yet, no worries! We'll be here when you're ready. I'm always happy to answer any questions. I love talking about audiobooks so message me anytime! -Rebecca

☀️ Join the Romance Audiobookworms Cross-Promo author/PA planning Facebook group:  
<https://www.facebook.com/groups/audiobookwormspromogroup>

**\*\*Want to invite an author friend or your PA? Please send them the link to THIS DOC and tell them the link to join the FB group is at the bottom. We want EVERYONE to read the FAQs before joining. Thank you! Link to share: <https://bit.ly/RABFAQ>**