

ACX Master Class

An Audible Approved Producer's insider secrets for voice actors wanting to record ACX audio books via Audiobook Creation Exchange



Welcome and On-Boarding Guide

Winter 2025 - <https://ACXMasterClass.com>
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Welcome!

Thank you for registering for the Winter 2025 ACX Master Class. **This Guide is required reading**, contains a lot of very **important information**, and should be kept in a safe place. **You might also print it out** so you can check the DONE boxes after each section, and refer to it when you need to.

In this Guide, you'll find info that will help you in **nine** ways:

1. **Confirming** your mailing address and phone
2. **Confirming registration** on ACXMasterClass.com
3. Accessing course materials: the **Resource** page
4. Attending sessions on **Zoom**
5. **Get Help (Part 1)**: Private Account Help via Email
6. **Get Help (Part 2)**: the private Facebook group
7. **Get Help (Part 3)**: the on-site Mastermind
8. The **Detailed Curriculum** of course content
9. **What's ahead** for you each week as an ACX Master Class student

At the bottom of each section, there will be a **DONE** box you can check should you print the Guide out. Tick off each one as you progress! Here's one to start:

☐ **DONE: I've read the outline of the Guide.**

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1. Confirm Your Mailing Address and Phone

LIFETIME GOLD/PASS MEMBERS: You don't need to do this step. We got you.

Before you do anything else, please send us an email with your:

1. Your complete postal **mailing address** and
2. Your best **phone number**

...immediately. Send it to support@acxmasterclass.com.

We ask you for this as you may have used a billing address that is different from your mailing address when you registered for class, and we want to make sure you get your welcome package. You'll be receiving something you'll need for the class and your audiobook recording set up.

☐ **DONE: I have emailed my mailing address and phone number.**

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2. Confirm registration on ACXMasterClass.com

LIFETIME GOLD/PASS MEMBERS: You don't need to do this step. You'll use the same account login credentials you've always used.

Now that you've joined the course, you'll need access to the huge repository of content that the class offers. We release all of that material across the four weeks of the class via the course's website.

To do that, **you'll need to confirm registration for your account on the ACXMasterclass.com website.** Here's how that works:

- Sometime over the weekend, **after registration closes on Friday night** and before the beginning of class on the following Monday, you'll be getting an email from:

WordPress - wordpress@acxmasterclass.com (not from Dan or me)

...with the subject line:

[ACX Master Class] Login Details

...that gives you your assigned username (usually a version of your email address) and a long link to log in to the site for the first time and **choose your password.**

(If you don't see that message in your inbox, please check your spam/junk/update/promo/social folders. HOTMAIL USERS: please check your quarantined email on the Hotmail servers, and mark us as a trusted sender.)

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- Click the link in that message to log in to our site.
- **Change your password** to whatever you'd like. Once you've selected a password, you'll see a screen that says:

Your password has been reset. Log in.

- Log in again with your chosen password, and you should be taken directly to a very important page: **the ACX Master Class Resource page** (more on that in the next section of this Guide). If not, just click on the **Resources** link on the site's menu bar.

And that's it! You will have been given access to the ACXMasterClass.com website!

☐ **DONE: I have confirmed my ACXMasterclass.com account registration.**

3. Accessing Course Materials: The Resource Page

Now that you're logged in with your chosen password, you should be taken directly to a very important page: **the ACX Master Class Resource page**. If not, just click on the **Resources** link on the site's menu bar.

This is a very important page: it's where you'll be seeing new content appear on that page all throughout the course, so **bookmark that page**. It's the page you'll likely visit most often on the ACXMasterClass.com website!

☐ **DONE: I have bookmarked the Resources page on the site.**

4. Attending Sessions on Zoom

THIS SECTION APPLIES TO CLASS STUDENTS AND LIFETIME GOLD MEMBERS ONLY.

We use Zoom to deliver the content of the course, and to hold Q&A sessions to take questions. Each week, there will be two live Zoom sessions for you to attend:

1. the live Zoom session on **Monday** nights where we teach you the material for that week, and
2. the live Zoom session on **Thursday** nights where you can ask any questions about the course material and assignments that you might have.

In case you've managed to avoid Zoom for all these years, we have a tutorial on how to join it, and we'll email you access information on that before the sessions begin. We also release the Weekly Study Guide well ahead of the sessions so that you can print them out and take notes.

You'll see the scrolling weekly Study Guide on your screen when you attend the class sessions, so you can scroll through the recordings we make of each session to find something you need to review. If you're taking notes on your printed out Weekly Study Guide, you might consider including what time a particular concept you have a question about was taught, so you can quickly jump to that location in the recorded video.

What time do the live sessions start? How long do they run?

We start each session promptly at 6:00 PM PACIFIC TIME. The sessions can go for a couple of hours or more, and are followed with the release of new material on the

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Resource page, much of which walks you step-by-step through concepts and processes we introduce in the class sessions.

What if I miss a session? Are the Zoom sessions recorded?

These sessions are held live, and are also recorded. We then release both the video and audio recordings of the sessions the following morning, for anyone who'd like to review the material, or who couldn't attend the live session.

☐ **DONE: I will watch for further details regarding Zoom.**

5. Get Help (Part 1): Private Account Help via Email

Now that you're inside the website, you'll want to know what to do when you need help.

There are **three ways** you can get help from our team and from your fellow classmates.

1. via our **support email address** (**only if it's about your account**)
2. our course's **private Facebook Mastermind group**
3. our **on-site Mastermind group**

We'll look at those last two in the next sections. It's really important that you understand how they are all used.

You might be tempted to email Dan or David via their personal email addresses to ask questions about the course.

DON'T DO THAT.

If you do, all you'll get is a reply reminding you not to.

We have a **dedicated support email address** that gets your messages and then sends them to everyone on our team so any of us can help you. And it's simple. Here it is:

support@acxmasterclass.com

That's nice and big, so you don't miss it. **Please immediately add that address to your email system's address book or contacts list.** When you do, something magical

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happens: that address is whitelisted, meaning email coming to you from that address will more likely end up in your inbox, rather than in your spam or junk folder.

ONLY use this support email address for any personal inquiries about your class membership, your account, login/password information, naming and email usage on Facebook, etc. **DON'T USE THIS EMAIL ADDRESS TO ASK QUESTIONS ABOUT ANYTHING COVERED IN THE COURSE CONTENT.** For that, you want to use the private Facebook group, and/or the on-site Mastermind group, which we'll look at next.

And one more email address that's important: be sure to add this one to your contacts as well:

ACX@danoday.com

That will make sure that Dan's occasional but important emails get to you as well.

☐ **DONE: I understand how to get account help via email.**

6. Get Help (Part 2): The Private Facebook Group

To review, the support email address is ONLY for private, account related help. But what about help with the course? How do we bat things back and forth?

For help with the coursework, and for discussion with us and with your fellow students in the course, there are two options for you. You can join one or the other, or both:

1. The ACX Master Class **private Facebook Mastermind group**
2. The ACXMasterClass.com **on-site Mastermind group**

Why are there two different discussion groups? Because in recent years, we've noticed that some students did not want to be on Facebook, for various reasons. We created the Mastermind as a second option.

This section is all about our private **Facebook Mastermind** group. We'll talk about the separate **On-Site Mastermind** group in the next section. And NOTE: any announcements we make to the class will be posted in both the Facebook group AND the on-site Mastermind group.

You're invited to **join the class' private Facebook mastermind group**. Once you get into the private Facebook Mastermind group for the class, that's where you'll post questions about the curriculum and content there, so everyone can see and benefit from the answers (and even chime in if they know - wisdom of the tribe). You'll also discuss issues around the world of audiobooks, offer opinions and respectful dialog, and you'll be able to get help from our team and all the students in the class.

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The Facebook Mastermind group is where you should post questions first, unless they are of a personal nature about your account or something private. Then, as we noted, you use the support email address and the team will help you.

How To Join Our Class's Facebook Group

1. Make sure you are logged into Facebook.
2. Go to the group itself:

<https://www.facebook.com/groups/acxmc2025>

(If for some reason that link doesn't work, try copying & pasting into the address bar of your Web browser.)

3. Tap on the Join Group button near the top of the page. It looks like this:



(not a real button, just a picture of the button you'll find on Facebook)

4. After Facebook notifies us that you've asked to join the group, we'll approve your request...and voila! You're in the private Facebook Group.

Note: Only individual Facebook accounts (aka "profiles") can join the group. That means a Facebook page cannot join. (A Facebook page = Business Page, Fan Page, etc.)

In the unlikely event you are unable to go directly to the Mastermind Group, double check to confirm that you are already logged in and you're logged in under your own personal account. (Some people have more than one account.)

Send an email to support@acxmasterclass.com (yes!) and be sure to tell us what steps you've taken, precisely what has happened when you've tried to get to the group's

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page, etc. Don't worry; if you're a Facebook member, we'll get you into the Mastermind Group!

Once in, please introduce yourself to us and to your fellow classmates.

IMPORTANT

*Just so you know, **FACEBOOK DOES NOT ALLOW PAGES TO BE MEMBERS OF PRIVATE OR INVISIBLE GROUPS.** Please don't ask - there's nothing we can do to change their rules. You should become a member via your profile.*

What if you're not on Facebook, or you don't like Facebook?

We've got you covered two ways (one is with our on-site Mastermind group, covered in the next section). We also have an explanation Dan put together on how to join Facebook and create a profile just for this class, and **without giving Facebook any personal information** they can use or sell. You'll find that on the Resources page.

Now, let's talk about some **very simple rules** that we expect all students and graduates to follow when it comes to using the Facebook group.

Rules of the Facebook Group

Our rules of behavior inside the private Facebook mastermind discussion group are simple. They revolve around giving help and getting help, and being respectful of everyone in the group.

To be a member of the Group is a privilege associated with the ACX Master Class, and if you don't follow the rules, you'll lose these valuable benefits:

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- Ask for help with course material
- Ask for help with a particular ACX audiobook problem (including related technical challenges)
- Offer help to others who are experiencing an ACX audiobook-related problem
- Share your progress (e.g., "here's the recording booth I built") with your colleagues
- Share your audiobook successes with your colleagues
- Celebrate the successes of other group members

It is NOT the place to:

- post questions or problems related to your class account (e.g., "I can't log in").
You now know that those should be handled by sending an email to support@ACXMasterClass.com.
- post a message intended solely for David or for Dan.
- post ANY outside links (other than to your own newly published audiobook)
- promote some entity (person, product, etc.) or -- as a way of getting around the "no outside links" rule -- telling people to Google the name or other search terms to locate them
- tell everyone what some other group is arguing about or advising
- tell everyone what some outside "expert" (some of whom are tremendously knowledgeable, while some others should be avoided at all costs) says
- make personal posts that aren't directly related to the mission of the group (what you're doing this evening, where you're going tomorrow, your vacation plans, etc.)

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→ invite others to PM you if they're interested in some unrelated activity you're involved in.

The "don't" list really isn't as formidable as it appears. Really.

Please follow those rules - they've been really helpful over the years in keeping our online culture one of "be nice, be respectful, be helpful."

☐ **DONE: I understand how to participate in the Facebook group.**

7. Get Help (Part 3): The On-Site Mastermind

The **On-Site Mastermind** group is your second option for help with the coursework. You access it, not on Facebook, but on the ACXMasterClass.com site. And its rules of conduct are exactly the same. And, yes, **you can be members of both** if you like.

And you're already a member of **your class' private Mastermind group**.

Accessing the On-Site Mastermind Group

Log in to the ACXMasterClass.com site (if you're not logged in already) and click on the **Mastermind** link at the top of the **Resources** page, and you're in! You'll start by reading the rules and agreeing to them. Not surprisingly, the rules are exactly the same as the rules for the Facebook group. **Once in, please introduce yourself** to us and to your fellow classmates.

And, like the Facebook group, the Mastermind group is where you can post questions about the curriculum and content, discuss issues around the world of audiobooks, offer opinions and respectful dialog, and you'll be able to get help from our team and all the students in the class.

Do not post questions of a personal nature about your account or something private. Then, as we noted, you use the support email address and the team will help you.

Being Notified of New Posts in the On-site Mastermind Group

Just like in Facebook, where you can "turn on notifications" for any post, you can do the same for the On-Site Mastermind, for all posts, with one check box.

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Once you're logged in, and you've reached the front page of the Mastermind group (that shows the listings of messages), you'll see the word "**Subscribe**" to right of the **Search** button:



The screenshot shows a search bar with a light blue border. To the right of the search bar is an orange button with the word "Search" in white. To the right of the "Search" button is the word "Subscribe" in orange. Below the search bar and button is a pagination bar with six numbered buttons (1, 2, 3, 4, 5, 6) and a right arrow button.

Go ahead and click that **Subscribe** link (it'll change to the word **Unsubscribe**), and you'll now get an email whenever anything new is posted.

☐ **DONE: I understand how to participate in the On-Site Mastermind group.**

8. The Detailed Curriculum of Course Content

One of the most common things that happen is that students get ready for what's coming, and it doesn't necessarily follow their expectations: as an example, they might be itching to know exactly what gear to get, but well before we've given them the underlying foundation of why they do or don't need certain items.

So, we want to make sure you know what's coming. We've created a detailed schedule of what will be taught when, one that might look familiar as it was displayed on the registration page you completed when you joined the course.

The PDF is titled **2025 Winter ACX MC Detailed Curriculum**. Please, if you haven't already, download and review that PDF file before class begins, so you know when we will be teaching what content.

It's available on the same "welcome page" you found this document:

<https://acxmasterclass.com/welcome-students>

☐ **DONE: I will download and review the Detailed Curriculum.**

9. What's Ahead

Once you get everything that precedes this taken care of, there are a few details we need to share with you so that you know what to expect once class begins. As the weeks go by, you'll get more and more information, released in a carefully designed flow so as not to overwhelm you. Here's what you will see each day:

- Every **Monday**, you'll get an email that tells you what's new for that week, including the Study Guide for that week, access information for the live Zoom session for that night, and a reminder about the new material for the week you'll find added to your class Resources page. Watch for it!
- Every **Tuesday** morning, you'll get an email that gives you bonus content for that week's class, access to the audio and video recordings of the class for that week, and more new material for the week you'll find added to your class Resources page.
- You might also get material sent to you on **Wednesday**. It depends on the week.
- Every **Thursday** morning, you'll get even more instructional content that ties into that week's course content, as well as a reminder about the live Q&A class session on Zoom that evening.
- And then every **Friday** morning, you'll get an email that gives you the info on how to access the audio and video recordings of that week's Q & A class session, plus any extra bonus content for that week.

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TIP: You might want to create a filter and a label for the emails and other information you're going to be getting over the next several weeks. You can set your filter in Gmail and in other email clients to watch for subject lines that include this prefix:

[2025 ACX Master Class]

That way, all of your email and notifications will be in one place, waiting for you to work with.

And that's it!

We're delighted that you've joined us on this journey, and we're honored to have the chance to help you achieve the highest possible level of your audiobook career.

Thanks!

David H. Lawrence XVII & Dan O'Day