

Takeaway - Spring 2021

Audiobook Narrator and VO Talent

I WANTED TO BE BOB BARKER! by Larry Nobles

So, this is what I did. When I was 20, I wanted to be the next Bob Barker! Seriously, I dreamed I could emcee "Truth or Consequences" one day (*you'll need to be old to know what that is*). "I'd be a natural," I thought. My imagined path to Hollywood began by playing guitar and singing pop songs with a friend at parties, dances, lounges, and local events. Then, a man who came to see us perform one night invited us up to tour his college radio station. Wow. That changed everything. It had more bells and buttons than I had ever seen. It was a teensy-weensy campus station, but my eyes popped out and my heart skipped a beat. "Ok God. I hear You loud and clear. Disc Jockey life it is!"

For the next several years, I upgraded from station to station in five states that all played country music. I didn't like the format then, but those were the only folks who would hire me (*not a great voice, I guess*). So, I played the hits while folks ate their grits! When working at a station that also owned a TV station, I was hired to be a weatherman on the NBC affiliate in Memphis. God was saying, "Larry, my dear child, I want you to have some TV experience to get ready for the Barker gig." I eventually worked for four TV stations (Memphis, Louisville, Oklahoma City, Birmingham) and then God began to move in my life when the receptionist in Birmingham asked me why I believed in Jesus. I was able to lead her to receive Christ. Wowzah! That was it. Giving out the temperature in Lick Skillet Alabama on a Friday night (*I used to announce that each week on air*) just didn't fulfill my purpose in life. After that, nothing seemed more important than sharing Jesus.

A month or two later, I woke up my wife in the middle of the night and said, "Honey, I want to go to seminary and go into full-time ministry." Her eyes popped open like big saucers. We had never discussed anything like this at all! Then out of her mouth came these words. "Well, it's about time!" HA. We both heard God's unmistakable call. I quit the TV, went to seminary, ran two national Christian broadcaster's media ministries for 25 more years and then fell in love with Audiobooks. Then, God said, "Stop doing that. I want you to dedicate your fulltime effort now to narrating Christian Audiobooks." That call from God was just as unmistakable and, therefore, undeniable. I said, "Yes Sir. Done." **What did I learn? To trust God's still small voice, even when I can't see the next step.**

LarryNoblesVOice.com

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Audiobook Trends to Watch in 2021 (From Findaway Books)

Market Growth – Up 16% from 2019.

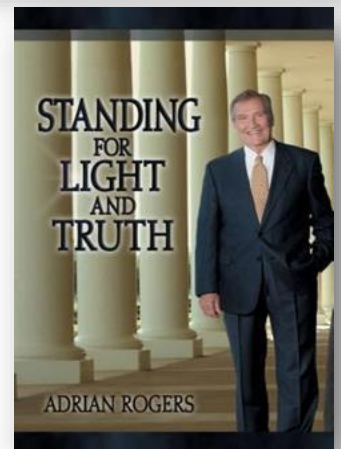
Market Stability – 8 years of double-digit growth.

More Listening – 50% of listeners say making "new" time to listen.

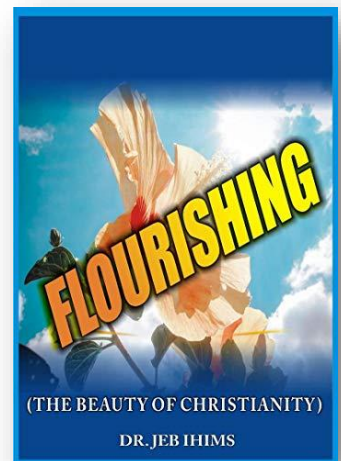
Audience Age – 57% of audiobook listeners under 45.

Shorter audiobooks – 43% say they'd buy shorter books.

The Home – 60% listen on Alexa type device – up 31% from last year



**Just completed
Dr. Adrian Rogers' book ...
Available on Audible in April**



**Just starting a new book from
Dr. Jeb IHims encouraging
Christians to 'Flourish' in
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TRANSFORMED BY THE SPIRIT: A Modern Journey into Spiritual Formation

Larry Nobles brings a soothing sound and a smooth enunciation that is pleasurable to listen to. He also has a vast knowledge of theological subject matter. So, he can brilliantly juxtapose complex concepts with a genuine passion for the material that provides the most amazing audible experience for the listener. I was pleasantly surprised at how good it turned out.

Dr. Craig Prather – Kharis Publishing



BY HIS OWN BLOOD – International Book Award Winner

After listening for hours to many great auditions, it was clear that Larry was the best choice, by far. After we talked, I knew then he was a great fit. He is a seasoned veteran and grasps the storyline and the many character personalities fully. He's extremely professional in all that he does and completed the 9-hour audiobook right on schedule. I strongly recommend him.

John Montandon – Rockford-Blackstone Publishing

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