

# Episode 104

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## SUMMARY KEYWORDS

kobo, books, author, promotions, people, indie, publish, read, bit, work, readers, reading, audiobooks, device, find, writing, talked, email, ereader, nanowrimo

## SPEAKERS

Carissa Andrews, Tara Cremin

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Carissa Andrews 00:09

The Indie Author revolution has been around for more than a decade. But we indies continue to push the boundaries of what we're capable of. From getting over initial prejudices to staring down perfectionism and author imposter syndrome. We've become a force to reckon with indie authors now wear more hats than ever as we strive to create a career full of meaning prosperity, potential. We've doubled the demands and continue to be rebels in the face of adversity. Now, after years of hearing the shelter, hustling, grind, we indies are rebelling again. Gone are the days of publishing a book a month until we drop in its place, sow the seeds of a better way to rapid release, a way that feels incredible as we build a sustainable, lifelong author career that not only increases our visibility and royalties, but it's all done with intention and ease. If you're ready to buck the system and become the visionary entrepreneur, I know you're meant to be, you've come to the right place. I'm Carissa Andrews, international best selling indie author, and this is the author Revolution podcast. Well, hey there writerly friends. Welcome back to the author Revolution podcast. This week, I am so excited that Tara Cremin from Kobo is on the show today, we're going to be talking about a lot of things including what kind of new stuff is coming in Kobo, including some new readers, how they're going to be updating some of their stuff in the back dashboard. And so much more. Honestly, Tara is just such a lovely woman and someone who is so much fun to speak to that I think you're going to find a lot of really cool advice, and just inspiration overall in this particular interview. And rather than holding us up any longer, let's just get into it. Well, thank you so much, Tara for joining us here today. I'm at the Revolution Podcast. I'm super excited that you're here. So for my audience who is maybe new to you, could you tell them a little bit about who you are and what you do?



Tara Cremin 02:15

Sure. Thanks for having me. This has been I'm excited to be here. My name is Tara Cremin and I'm the Director of Kobo Writing Life for English language that we that I focus on. And so I basically read in Kobo writing life indie platform for English speakers. And I am originally from Ireland, which is why the accent is a little bit all over the place. But I've been in Canada now for almost 10 years. But yeah, so basically what my team work on is helping authors get their books out there, there, whether it's audiobooks, ebooks, you know, educating people on the new features that Kobo has, such as our subscription program, Kobo plus, and all of the brand new devices that we have, I think one just went to stores today. So, there's a lot of stuff going on. So it's kind of my job to just spread the word.



Carissa Andrews 03:03

Okay, well tell us a little bit about this new thing here, then.



Tara Cremin 03:06

So the newest device, so we have two of them coming out. They're quite exciting, actually. The first one is the Kobo sage, which is kind of like it's still has out your buttons on the side here. It's a smaller ereader. Yeah, but what's different with this one is that it's, it's our second device now that it also has a stylus so you can actually take notes and mark up your books as you're going through them. And so the first one being the Kobo ellipses, which is this guy, and which is a bigger one. And so that might be helpful to writers. We know we've kind of gotten feedback that editors are using it, you know, just making notes and, and writing in the margin. I'm a destroyer of books. I like books to look like they're read. So this is the device for me.



Carissa Andrews 03:45

New moniker



Tara Cremin 03:47

destroyer five. Yeah. Whenever business cards are needed, again, when I when I actually see people in person. Yeah, so the coldest age. It's just a really great device. And then they Kobo Libra. Two is the other one. And what's brand new about that device is that it's our very first electronic reading device that we have integrated with audiobooks. So you can connect to Bluetooth and kind of like, you can still read your ebooks, but you can also connect and have your audiobooks on your ereader right there. So it's pretty exciting. It's an exciting week.



Carissa Andrews 04:19

I will say that's, that's absolutely terrific. Oh my God, I didn't even know about the new ones that were coming out. So now I'm like, ooh, now I need to go check out the store. It's awesome. Now, Tara, I can't remember when we were talking before, but are you a published author as well? Is that what brought you into the sphere? Or it was a different reason?



Tara Cremin 04:37

I am not. My mom does tell people that I'm in Canada writing books, which is a lie.



Carissa Andrews 04:45

Oh no.



Tara Cremin 04:47

... ..

She doesn't really understand. No, I come from my background is in literature. Like I studied American literature and films always really liked that. And then came just working in publishing. When I'm moved to Canada just I've always been a big lover of books and my kind of, you know, working at Kobo really suited me because my dad was always a tech wizard or like gadget person was always into the latest like gadgets like, you know, my brother and my dad was always breaking over both radios and doing that sort of stuff. And so in my mind, Kobo sort of combines like, the tech wizardry of like these new devices that are fun with also getting to work with books, which is kind of just what I like to do. It's like, like to read. So I'm no, I'm not an author myself, but just come from, like the publishing side. But I don't have a traditional like publishing school background or anything like that, which I think makes it a little bit different, because I'm just very, very ingrained in the indie world.



Carissa Andrews 05:46

That's awesome. So is that because you're more of a reader then like, were you always a reader that kind of just carry through everything, or



Tara Cremin 05:54

I was a reader later in life actually, like, like, it was definitely when I was in university, and I taught English abroad after university and did some traveling and it was then really just having that free time. And you know, when you're a literature student, you know, you have a lot of assigned reading. And so once I got out of that, and I was like, Oh, I can just like read whatever I want. Like, that's when it really sort of spoke to me. And I became so interested in it. And I did some like freelance journalism work, but nothing too major. But no, I, I admire the people that really can can put their all into writing books. I'm not quite brave enough.



Carissa Andrews 06:31

You could get there, though, will work I work on I know. I'm gonna take your course. We will get you there. So what's your favorite genre to read right now? I always really



Tara Cremin 06:42

liked nonfiction. I like a true story or things like that. I'm my team make fun of me, because I'm always just reading like a terribly depressing, like giant 800 page book. That's, that's what I really like to read. Last year, I went through a phase of just reading stuff about the ocean. And I really missed. That's, you know, in lockdown, I realized that, like, we're on Lake Ontario, which is really nice. But the smell of the ocean is just, I really, really missed it. So I read books from like, the history of shipping containers. To like this story of these whaling communities in Indonesia, who were you know, they're the last people standing in this type of community and to Moby Dick, which I didn't finish. I was still on my nightstand.



Carissa Andrews 07:26

Sounds like the makings of research for a really cool book at some point down the road. I'm just saying,



Tara Cremin 07:32

I mean, surely, potentially. Yeah, I tend to get I go down little rabbit holes like that. In terms of like, different, like, just reading about, like water, basically.



Carissa Andrews 07:41

Yeah, I think that's super cool. You never know what you're gonna end up writing about, then. You know, I really do think you're gonna end up writing something. I don't know why. I forgot you.



Tara Cremin 07:50

Someday. Someday. My mom, my mom thinks her life story be really interesting. Like,



Carissa Andrews 07:55

well, there you go. Did she love the water? Issue? Mermaid?



Tara Cremin 08:00

The mermaid right. She will be in my story.



Carissa Andrews 08:03

That's fantastic. There we go. Okay, so what interested you in the very beginning to work with Kobo, then? Was it just the tech side of things and being able to merge those things? Or was it Kobo and specific, you were like, this company is just really cool. I want to be able to work with them.



Tara Cremin 08:20

The whole notion of an ereader was sort of new to me, I kind of I was given one when I left Ireland, it was like, you need this now. Because you know, you only have a few books. Exactly. You only have a backpack. And here this is so it was more so the interest in the technology itself of having like a million books in one places. Because when you're kind of traveling or backpacking, for a long period of time, you only have maybe two books on you. And you know, you you take the one that's in the hostel and you leave your book behind you and and that's kind of how it goes. So it like the idea of having something like having so many of them in one place really appealed to me. And then kind of working with Kobo, and just the whole when I started, it was still very, like a startup, you know, so it had a really interesting, interesting vibe to have that I wasn't expecting to find in Toronto, unbeknownst to me tons of startups here. You know, so, yeah, I was sort of, yeah, that's kind of what drew me in.



Carissa Andrews 09:22

So when you came from Ireland, was it literally just this nomadic backpack experience that brought you to Canada? And that's how you ended up there? Or was it? Was there something else that brought you there?



Tara Cremin 09:32

Um, a little bit of both, I think I've always wanted to live in like a very big city. Like, I love Ireland, it's near and dear to my heart. But it is very, it's a very big small town. So there was there was something about living in a, you know, the hustle and bustle of a city that really appealed to me. And Canadians themselves are just such wonderful people. I had friends that had lived here that just loved it. And you know, it's funny when somebody says to you, like you'd really like living in this place and then you end up doing it. You're like, yeah, they were they were right.



Carissa Andrews 10:04

I see what that meant. That makes a lot of sense. I suppose the climates pretty similar as well, in a lot of ways.



Tara Cremin 10:11

Oh, no, it's wonderfully different. It doesn't rain here. I hate the rain.



Carissa Andrews 10:16

He's from England. He's like, I could take this any day over here in Minnesota. He hates the winter. But...



Tara Cremin 10:21

Oh, I know. I never understand when Irish people move to Vancouver because I'm like, Don't you know what, that it rains there all the time. So no, Toronto is relatively dry. Like it gets a little bit wet in the autumn. But no, the it's like the temperature differences are significant. I had never experienced that cold. Because no, it never really gets that cold in Ireland. It's just consistently damp, you know?



Carissa Andrews 10:44

Gotcha. Okay. Well, so in your opinion, I'm very curious about Kobo, because I'm, I'm relatively new ish to working in the back end of it. I've been published through Kobo on and off throughout my years as I'm trying to find my way in the wide spectrum. But what is it about Kobo that makes it different from other self publishing platforms in Kobo writing life? Like, how is it? How is it different in your opinion?



Tara Cremin 11:09

Um, I think like the Kobo writing life platform, kind of ties in with Kobos ethos in general, which is just wanting to make the reading experience the best. That's possible. Kobo only sells books, you know, we're not trying to get you into our ecosystem to then sell you something else. Like from a, like a customer perspective, like, we really spend a like all of our effort is spent on making digital reading really good, making it better, like what's wrong? How can we improve? So I think with Kobo writing life, it's it's that ethos really is front and center as well. And that so with the authors, we take that and, you know, we want you to put your books in front of these readers, however they want to read them. So I really think that that's sort of like, the main difference is that, you know, we're going to encourage you to publish in as many platforms, we're going to try and help you get into different kinds of types of digital

reading, whether it's an audio book or Google Plus or to libraries. And yeah, I think that that really is the the main difference that we're just trying to trying to get your books in front of there. And we just genuinely care about making reading better.



Carissa Andrews 12:10

Absolutely. I know that that's definitely something that like, even before I've talked to you and before I talked to Mark, I have a dear friend Liza Street, who is just she's, she sings your praises all the time, all the time. She was she was one of those women who were like, Okay, I don't care how you publish wide, but just make sure you go to Kobo directly. And I was like, Okay, that sounds interesting. But alright, let's try it. And she was the one that talked to me about how some of the benefits that happen when you do publish directly. And so I was just wondering if you could tell my audience a little bit more about what that might be, and why they should maybe consider doing that? Oh, absolutely.



Tara Cremin 12:47

I think you know, the first part is you will earn more money if you publish direct and, and I think that that is important to authors, you know, this is your livelihood. And especially as wide authors, you're in multiple platforms. So it's good to get as many pennies as possible, and no dollars and many dollars. But so I think that that would be the main thing. So we're not taking an aggregator fee, you're gonna earn more on each sale there. And then the other part is that we have a lot of stuff that's available, just to Kobo writing life author. So for instance, it's our promotions tab is exclusive to our authors, purely because we built this whole team that are there to just service the authors and try and, you know, promote the books within Kobo and outside of Kobo as much as possible. So, there's this little tab that kind of goes through and has areas where authors can pay to be involved in different promotions. And these are really, really key spots throughout our site. And they're included in different emails, you know, all of our emails are targeted and genre specific. So again, really trying to like get the readers the books that they want in front of them. So if you want to be featured into areas like this, you kind of just have to come direct, it's, you know, it's just a little bit of a of a things kind of reward. I love them. Yeah. But I think also the ease what we hear, honestly, is that what our platform is one of the easier ones to use. So I would say go to your kind of main retailers direct if you can, if you have the time and then use the aggregators for to get into like multiple other places that might be a little bit harder to set up an account. So we try and make it as easy as possible so that it really isn't a like a question of your time. Like you know, you should publish your book and that should be up really quickly and then then you get to focus on writing the next one and then like also selling those books.



Carissa Andrews 14:35

And I can say for from my own experience, how fast it is going through Kobo direct I mean I I published two books this past week, actually, through Kobo direct and both of them are up within 24 hours. I mean, it was incredible how quickly they went up. One of them being like we were talking the last time the my nonfiction book the right frame of mind, finally up on Kobo, I did it yesterday or two days ago. I don't know what it was. This week is a blur but it It's finally up there. I'm blunt. So now I need to pick your brain about these promotion tab things. Is there a trick to getting selected? Is there something like? Like, is there a selection process where people behind the scenes are looking at it? Because I know that you guys do actually take a look at these things. And it's a person behind here is not just like a, an algorithm picking it. It's what does that look like? Is there a trick to being able to be chosen?



Tara Cremin 15:26

Yeah, I guess to kind of explain a little bit better, it might be good to just say with Cobos merchandising in general, we tend to balance algorithmic merchandising, so kind of like the computers behind the scene like generating what they think the next book is, with humans that are actually curating them. So we have content sales teams throughout, you know, our key territories, we like to take what we call like a, a globally local view of these things, right. So we know that selling a book in Canada is not quite the same as selling a book in France, there's, there's a real finesse and difference to those things, which is why we have like teams on the ground to kind of work on that, you know, we have a Kobo writing life team in France, in the Netherlands in Italy, to to help with those things. So we definitely have humans that are kind of going through it. They're using the the algorithms, because it's tremendously helpful. And it lets us to go through books much quicker. But there still is a person sort of going through these things. So I think a bit of advice for kind of getting seen within the promotions tab is, depending on the promotion that you're going for, I think really think about the one you're going to try and find the promotion that really suits the book win, have a reason for going for it, not just because there's a promotion there. But a lot of them have empty like a textbox. So you can tell us a little bit about your book. So I'd really encourage you to use that whether or not you know, you've gotten a BookBub and you're looking to kind of just latch on to that promotion. Like that's really important for us to know, because we want to help your book succeed. If you're already getting a lot of external eyes on it, like we want to, like spotlight that on Kobo, or maybe you've read on the cover, maybe you've completely read on a book that had been published five years ago, and, and you rebranded revamped, like, that's cool for us to know as well. And what we're noticing kind of more and more in these days is authors that had been publishing solely on Amazon are now kind of putting their they're dipping their toe in the water.



Carissa Andrews 17:22

I don't know what you mean, about.



Tara Cremin 17:26

But you know, people that are going wide for the first time, that's really good for us to know, like if you're trying to build this wide series, because you know, that lets us know that you're not brand new to this game, you kind of understand selling your books, we just want to help you sell your books on Kobo. So stuff like that, I would say would be kind of key. And also, don't be afraid to reach out if you have questions. It's all kind of about building those relationships and letting us letting us know how we can can best help. And don't be dismayed rejections, there's a lot of volume, a lot of the time it's sheer volume. So I like to say the worst case scenario, your books are being put in front of the right eyes, like so just keep applying.



Carissa Andrews 18:06

I love that. That was one of the things that Mark and I talked about too, was that concept of building those relationships. It's so different. Like, if you are an Amazon only author, you think it's like it's this big conglomerate thing. And it's like, so nebulous and good luck talking to anybody, where, you know, with Kobo, with some of the smaller retailers, I don't know if small is the right word, but smaller than Amazon. It's, it's so such a breath of fresh air to be able to know that there's an actual person that you can communicate with and you can have that relationship with and start to, you know, develop more of a one on one kind of aspect. You know, I mean, it just, it feels so much. I don't know, it feels so much nicer as an indie who's, you know, for the most part solopreneur doing the all the stuff and having that that capability. I love that.



Tara Cremin 18:51



Oh, well, we learn a lot also from Indies. You know, sometimes I think we get we're so focused on Kobo and our partners and, and things like that, that, you know, the indie world moves very quickly. So it's always really helpful for us to like, have suggestions for promotions or, you know, even if it's a new type of genre that we maybe not been on our radar that is, like, just really popular right now. Like, I know, some one of the biggest promotions that we run that's really popular was a suggestion by an author. She was just like, hey, I want to get all these authors together, and we're gonna do this giant promotion, like, Can you do it? And we're like, okay, yeah, we'll figure it out. And it's been really successful. And we sort of run those regularly. So we're definitely open to listen, because, like I said, you guys know how to sell your own books. It's just trying to find like our readers like the Kobo readers.



Carissa Andrews 19:41

That's really cool. So what would be the best way for an author then to get a suggestion over to you? Is it through the promotions tab? Or would it be like an email,



Tara Cremin 19:48

An email, probably, I might get lost in the promotions tab. So an email is always good to have have your receipt. But yeah, you could email the team at [writinglife@cobo.com](mailto:writinglife@cobo.com) It's very small team. So like we're all in there and Don't be discouraged that if it's just kind of a generic email or anything, I'm in there everywhere. Everyone is in there. So, yeah, there's a handful of us that are looking at that.



Carissa Andrews 20:08

Sure. That's awesome. So, in specific, do you have any tips or tricks on what others can do to make Kobo work better for them? Like if they're new ish, kind of like me? Maybe it's for me, maybe it's for other people? How can we get Kobo to work? The best it can for us as Indies? Like, is it through the promotions tab and emailing you? Or is it just trial and error? What What would you suggest?



Tara Cremin 20:32

I think that it's good to think about Kobo on a global sense to kind of think outside of North America or kind of like the key regions. So you know, there are 16 currencies available for you to set your price. And and there's a reason that we have those 16 is that, you know, we do have readers all over the world. So I think that might be the biggest thing to just kind of shift that mindset. And just kind of Yeah, make sure that you're optimizing your pricing and optimizing your, your metadata, and things like that. And definitely using the promo tool, I think is key to kind of get a foothold in and Yeah, feel free to email us and build those relations as well. No, have me on your podcast. It's good,



Carissa Andrews 21:13

I guess. Talk to you on Kobo writing life. Love it. Oh, my goodness. Okay, so I have to ask you about the audiobook side of things. Because this is an area I have not tiptoed over into just yet because I'm using find a way currently for my audio books. But do you recommend using because I know I've got the the audio tab in Kobo writing life as well. Do you recommend same kind of situation to go direct for audio books in Kobo, too.





 Tara Cremin 21:42


I do for the same reasons. But I would say that find a way are wonderful. And they have distribution in so many places. So it, you know, can sometimes be easier to just have the one person that plays especially with the audiobook side. But if you have the means to come direct, and you know, you're not too bothered about kind of uploading the audio file or anything, I definitely would recommend it. And you'll find that it will be published as quickly as an ebook because we do everything in house. So we process all our audio files and things like that directly. And then we do also do audiobook promotions, we've been doing quite a lot of them this year actually was we were really ramping up our audio promotions. They're not available in the promotions tool yet, but we hope to have that in the future. But there's just an external mailing list where my colleagues been sort of organizing me. So it's a good opportunity to be able to do different promotional, different promotions for the audio books,

 Carissa Andrews 22:35

but that's super cool. Okay, so that that's something that I'll be adding to my list of things to do. It's like a never ending list you find so find out these cool new things. And now all of a sudden, it's like, Okay, one more thing I got to try out and test. Love. Yeah, absolutely. So I was one of the questions I have on here, but you kind of answered it already. So but maybe there's more. So are there any new developments happening in Kobo writing life or in the platform itself? I know, we've talked about the readers, but is there anything that you guys are working on for authors on the back end that we should be aware of?

 Tara Cremin 23:06

Yeah, yeah. We're always always working on tons of stuff, but it just whether or not it's visible, you know, there's always a lot of backend work going on. I think right now a lot of our focus is on Kobo plus, which is the subscription program. So we have this available. So it's very similar to Kindle Unlimited with the big caveat being that it's non exclusive. So we really encourage people if you're wide to also publish with Kobo plus, it's available just in a couple of really key territories being Belgium, the Netherlands, Portugal and Canada. So it's kind of exceeded our expectations with how it's going in Canada so far. And I would say to like, we will go to other regions before the end of this year. Hopefully, fingers crossed. And this is recording me right, I should be more careful. So yeah, I would say to keep an eye on just different areas where that'll be available. And then from the author side, what we're the team is working on right now, which I'm really excited for us to roll it out to more people is really fine tuning our author dashboard. Indies love information, you want the data, you want it right now. And we want to make sure that we're giving as much live information as possible. So the first step to this is that we're integrating like audiobook sales and kind of making fancy graphs and just giving you access into like your pre order data, your free downloads in one nice space. And then we'll be adding kind of like your Kobo plus stats, your library stats and things like that as we go on. So that's probably that's the biggest thing that's in beta right now. We have a few authors that are have access and we hope to roll it out more and more. So if anyone is interested in getting access. If you have audiobooks on Kobo, yeah, send us an email, we can definitely enable this for you. It's buggy, so just Just bear with us. It's gonna look beautiful when we're when it's ready.

 Carissa Andrews 24:51

So speaking of that, is there a specific you have not URL? Is there a specific web browser? There is the word I'm looking for? that works best for Cobo, like in order to upload and get everything organized and whatnot.

 Tara Cremin 25:05

Don't think so I think it like it's optimized to work on any browser and mobile optimized as well. I mean, personally, I default to Chrome because I use it the most. But I actually use Safari a lot as well, which people if they're like most hated browsers, and yeah, I think it's really optimized to work on all of them. Some of the work that we did earlier this year is, was around accessibility. So that was a lot of work on Kobo writing life that isn't necessarily seen by authors. But we have to make sure that our website was sort of compliant with accessibility. And we actually got like, they emailed us being like, really, really good job. This is this is the best website. So just to make sure that, you know, a screen reader can really easily read it, that we can allow access things we're not using colors that are, are kind of really difficult for people to kind of access or navigate. So because of that work, I would think that it would be kind of probably modified to work really well



Carissa Andrews 25:58

in all browsers. Okay, cool. That's very helpful. So I want to backtrack just a little bit to the subscription program. So can you talk to us a little bit about that, cuz I know I'm in it. But I'd love to learn a little bit more about how it works. I'm sure my audience would as well. What are the benefits of that? And like, why should authors join?



Tara Cremin 26:15

Yep. So it's Kobo plus being the subscription program. We launched it in Belgium in the Netherlands in 2017. Because there was a really big ask there, we sort of sold that area. As you know, there was readers that were reading but not necessarily like buying books like that. So we're kind of like, okay, subscription seems to be what they those readers specifically want. And it worked very well so far, especially in conjunction with ball.com, to launch there. And as we've expanded to different areas, we're kind of just seeing how, and as we all know, from spending two years at home that subscriptions, like I have subscriptions for everything. So that seems to be the way the way forward in media consumption. But so what makes Google plus a little bit different for on the author perspective is that we don't pay by kind of like any pages that are going through or any thresholds, were actually calculating the minutes that your book was read. So this is the amount of time that somebody is actually expending in your book. And, yeah, so this, it might kind of seem like a little sort of unusual, but it allows us to calculate eBooks and audiobooks and sort of treat them the same. And to generate payment, they're like the same way. And so as many minutes as your book is being read, we're sort of calculating that, and it's a revenue share models. So it's kind of all of our monthly subscribers, that revenue goes into a certain area. And with the minutes, we use that to calculate the value of your minute, and this fluctuates month by month, and it also fluctuates by Geo, because the number of subscribers are different in each Geo. And then we kind of multiply your minutes and you get 60% of that. And that kind of it. That's how we calculate the payout model. So maybe it's a little bit complicated to explain.



Carissa Andrews 28:01

No, I usually follow that. But okay, there's some new people that maybe were like, Whoa, but that's yeah, it'll make



Tara Cremin 28:09

I always find it a bit easier when it's written down, or you have like a draft to sort of see. But yeah, it's it's been, we find it the fairest model. It's we haven't had kind of issues of gamification or anything like that, because it really is just like when somebody is reading and you know, we're tracking offline reading and syncing as well. So you know, you could get reads later, because somebody has just synced to their device. So yeah, we kind of find it the the fairest way there. And by what I would recommend about authors kind of curious about it is to just really try it, I wish we allowed as much as control as possible. So you can select the geo that you want to put your book in, in Kobo plus,

if you're not really, like, if you want to just try out Belgium in the Netherlands, maybe you've never sold a book there. And you're like, This is a way to get those readers, you can do that. I recommend putting all of them into all territories. Because how we've kind of found it in terms of readership is that it is a new audience. It's a new type of reader that isn't the person that's going to be buying these ala carte books. So even when we look at the stats of like, you know, total authors all the time, and I could show them like your your top sold books for you know, the first half of this year. And here's your top read on Kobo plus. And they're not the same books, which is always so interesting to me. And then the library, again, is slightly different too. So it's just all these different streams of readers. And so yeah, I like to think about them as like, yeah, the different type of reader, it's the subscriber, they just want everything



Carissa Andrews 29:37

that makes sense. And I think you're right. They're definitely different readers like for myself when I was not able to read a whole lot. So subscription model just wouldn't make sense for me because I'm just not using it. But now that I have deliberately forced myself that mornings, that's my reading time. That's it. I can't not have a subscription of some sort. You know what I mean? It just it wouldn't, it wouldn't work because I'm reading so much. all the time, and I love it. So exactly.



Tara Cremin 30:03

And we're being very particular, I'm kind of going back to like that globally local view that I was talking about. So when we launched in Belgium in the Netherlands, that was with bold.com, we launched in Canada, and we did it just kobo.com and Canada as our home base or strongest territory. And we're able to roll that out there. When when we went to Portugal, it was slightly different again, we actually partnered with a publisher there Laya, they wanted to make their digital books available. And we to kind of in a subscription model only and we lent like kind of have partnered together to bundle like their books and all of our books into this subscription model where readers in Portugal have have access to it. So it just sort of just goes back to book selling isn't necessarily just, you know, one thing fits everything. And we really try and kind of finesse in each geo that we're in



Carissa Andrews 30:51

That's really neat. I love that because like you said the different demographics and the way people consume books, they have to be so different in different countries and in different areas, because of the way that their lives are different and everything else. So that is really cool that you tailor the, the models to them as neat. I like that a lot. Okay, so for authors who want to learn more about you or learn more about Kobo, how do they get in touch with you? Or where should they go to get started with Kobo writing life.



Tara Cremin 31:21

Alright, to create an account kobo.com/writinglife, you're creating a brand new account, and you won't see the promotions tab because it's not automatically available on all accounts, just because it really is English only focused. So I would say reach out to us at writing life@kobo.com ask for access and kind of just reach out to the team at least then you have a have a person that you can talk to. But also we're on all the social platforms. So if you're like, if you know, Facebook, Instagram, YouTube is how you get your media, you could definitely check us out there. And then also there is the weekly Kobo writing life podcast, which we have lots and lots of guests, we talk to industry, people and writers, it kind of focuses a bit more on the craft of writing. But we do also like, follow different indie updates. And we use it to kind of give people updates on what's going on at Kobo as well and give you insights there. One, if I could recommend a single episode would be our CEO, Michael Tamblyn. And he did an episode A while back, and it

was just sort of, it's all about just like why indie writers are essential to Kobo, and why we value them so much. And he just talks about, like, you know, basically, this company was built around knowing the value of independent authors and like wanting to work with them. And yeah, it's, it's, you know, maybe it's a bit cheesy, I'm just a bit. I'm just like, it's nice to hear from you, the CEO of a company that you work for, it's sort of, um, you know, I find it a little inspiring to just know that it's, you know, the stuff I'm working on is so valued.



Carissa Andrews 33:00

Yeah, absolutely. And it, it means something to the the higher aspects of the organization. I think that's really critical. It's nice working with companies, whether it's a client that you're working with, or working with a company like Kobo, where you know, that those those people who are really, at the top value the people who are kind of making the whole thing happen, in a sense, you don't I mean, I love that that's such a neat, neat.



Tara Cremin 33:24

It's one of my favorite things about Kobo, honestly, is that it is a company just full of book lovers. Yeah, they're in the office, there was always just, you know, lots of books chat all the time. And that's, you know, still going on, excuse me on Slack. But it's kind of my favorite thing is that, yeah, you can have the, we do everything in the one company. So whether it's, you know, designing the, the devices, you know, I can kind of go and talk to somebody and be like, Okay, tell us what goes into like making this new device and learn about all the stuff about eating that I didn't think was interesting, but really is. So it's nice to just be able to have that all in one place. For it to go to that to go to digital marketing to the content sales to just get like, you know, what's the biggest book in Italy right now? And like, Should we be reading it?



Carissa Andrews 34:10

Right? Oh, is that like all of that sounds really cool. Sounds like a super cool company just to be in the back end of and be kind of have that access to it's just crazy.



Tara Cremin 34:20

Yeah, yeah, it's fun. It's it is I do miss that about the office about just being able to like, just wander around, ask questions.



Carissa Andrews 34:26

Are you all still separated right now?



Tara Cremin 34:28

We are our offices open, but I just had a limited limited capacity. I actually worked there on Wednesday, and yeah, it was pretty fun. I brought my dog he liked it. Yeah. But uh, yeah, it's just reduced capacity for a few people right now and then potentially open up next year, but who knows things are ever changing.



Carissa Andrews 34:47

Absolutely. It's been an interesting couple of years, that's for sure.



Tara Cremin 34:51

Yeah, absolutely. I love working from home though. I have to say it's really nice.



Carissa Andrews 34:54

I do too. It's regardless of who I'm working for, whether it's myself or I still have a handful of client's so it's it's so nice to just be home and be able to see the beautiful trees changing colors or the dogs goodness knows running around kids. Exactly. Absolutely. All right. Well, Tara, thank you so much for joining us on the author Revolution Podcast. I'm really appreciate you coming in and talking more about Kobo and sharing Kobo with our audience and more about what they're what you guys are all up to and doing, I think they are going to be amazed if they get involved and start doing this whole process and starting to work directly with you. I know for me, it was one of the best decisions that I did was to go direct. So I'm so happy that you guys are my number two seller, you really are. And so I I absolutely am thrilled with going directly with you. And like you were saying with some of the reporting, I'm even seeing some of the reports changing. And I like the way that you're doing it. And so for me, it's it's very cool to see how things are transforming. And I'm just I'm relatively new to the back end of this. It's only been a few months. And so for me, it's really neat to see that evolution happening in real time. So



Tara Cremin 36:04

Nice. I'll tell our team they always love the feedback. So because our our developers don't have the direct author kind of communication. So the feedback, I'll send this to them.



Carissa Andrews 36:16

Absolutely. That sounds great. Well, thank you so much. I appreciate you being here.



Tara Cremin 36:21

Oh, thanks for having me. This is really great.



Carissa Andrews 36:24

See what I mean? Tara is amazing. I love her to pieces. She is such a sweet woman. And I'm so glad that I had the privilege of speaking with her this week. So for those of you who are definitely interested in checking more out about Kobo and Kobo writing life and how to get involved with it, and that promotions tab and all of that good fun stuff, I will make sure to link to the email she gave us in this podcast episode as well as links over to Kobo writing life, so that you can get yourself signed up and involved there. And make sure that you just reach out to them start building that relationship, like we talked about in this podcast. I think that's super critical when it comes to being an indie author who's in it for the long haul someone who is trying to be a sustainable lifelong author, rather than just earning

that quick buck, like we've talked about. So definitely head over to [authorrevolution.org/104](http://authorrevolution.org/104) In order to get those links and get the email that I just talked about. Alright guys, I hope you have a wonderful week. We've just wrapped up the three day planner series challenge. So if you're joining me there, thank you so much. And now we're going to be getting ready to head into NaNoWriMo I mean, it's right around the corner guys. I am super excited to join that and I am raring and ready to go. So I will also include the link in the show notes to come buddy may be a friend on NaNoWriMo with me. Alright guys, enjoy the process. Get your prepping done. Get ready for NaNoWriMo and go forth and start your author revolution.