

# Episode 188

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## SUMMARY KEYWORDS

kobo, books, author, reader, devices, working, cool, audio books, audiobook, read, reading, publishing, paperbacks, bit, side, tara, experience, expanded, digital, sales

## SPEAKERS

Tara Cremin, Carissa Andrews

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Carissa Andrews 00:03

The indie author revolution has been around for more than a decade, the Wii indies continue to push the boundaries of what we're capable of. From getting over initial prejudices, to staring down perfectionism and author impostor syndrome. We've become a force to reckon with. Now after years of hustling, grind, we indies are rebelling again. Gone are the days of publishing a book a month until we drop, and in its place, we're sowing the seeds of a better way away with more ease, abundance and flow. Get ready to learn about in the authorship from a whole new perspective. We're about to cover everything from releasing your poverty mentality to manifesting your millionaire author destiny. I'm Carissa Andrews, and this is the Author Revolution Podcast. Well, Hey there everyone. Welcome back to the Author Revolution Podcast, who, here we go, guys, I can't believe it's already been a week since getting back from Icarus con, like, where did this week go? It's just been insanity. So this week, I get to finally share with you an interview I had with the amazing Tara Cremin from Kobo. Now, we talked earlier in the year it was actually in March. And we were talking about this new shift with Kobo plus going into the US markets, which was really cool. So I got to find out about this quite a while ago. But it's been interesting to see how that's expanded. Now, from the different conferences I've gone to, since then, you know, selling direct has really become a thing that authors should be paying attention to. And the more that I even look at that, the more I start to mentally play around with the idea of going wide or going, you know, completely direct like where that's my main store option. The more I think, how much Kobo is just such a unique reading experience, like, you'll find out in this episode that I obviously love my paperbacks. And part of the reason for that is we're building a library like an actual physical library in her house, so that we have a lot of books, and it's going to look really cool when we sell our house. But also because we love books, obviously. So I've been buying a lot of paperback books lately. But I do love the idea of having like an e reader device that can be customizable. And you know, where you can write in the margins. And you'll find that there are a number of Kobo devices that actually do this now. And so it's been interesting to me, as I'm, you know, thinking about the future of what I'm going to do as an author and the future of myself as a reader. It's like I was playing with both at the same time when talking to Tara, because I am both I'm obviously entrenched in both worlds. I love my reading. And I love my writing. And so Kobo has this really unique perspective of like how to make the reading experience more, more perfect for the reader. And so that's really cool. And from the author perspective, they're trying to make it as seamless and as easy as

possible, as well. And so it's just, it's, I love the ethos of Kobo, and I love the way that they, you know, they're tailoring everything that they do to both the reader and the writer is just such a wonderful company. And obviously, Tara is just amazing. And so, when you're listening to this episode, I hope you get as excited as I am when it comes to like the future of what's going to happen with publishing with reading with everything that we're doing. Because the doors are opening, like there are some new and wonderful things on the horizon. And I just feel like we have as indie authors, so many more opportunities, even now than we did 10 years ago, right? Obviously, there were things that weren't in existence 10 years ago. And so things shifted, and it grew and things expanded and, and things were refined, but it's still happening. It's still ongoing, finding a way to be able to integrate, you know, marketing systems and different platforms like Kobo into your marketing systems, and how you're delivering your books and distributing to your readers. It just really matters it like the experience. As a reader matters, the experience as a writer matters. But there's this blurred line between the two of them where, you know, you can deliver that to your readers as a writer and just really be able to enjoy the experience of it. Kobo does a fantastic job of making that magic happen. So without further ado, let's bring on the interview with Tara. You're gonna love what she has to say about all the new things that Kobo is up to. And yeah, let's get to it. Well, hi, Tara. It's been a little while since you've been on the author Revolution Podcast. I'm so excited that you're here. Thanks for obviously coming back to the show. So I hear that there are some new things happening over at Kobo, would you want to fill us in on what's all been going on over in your world?

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Tara Cremin 04:56

Sure. Thanks for having me back. Always happy to chat. At Yeah, always lots going on with Kobo, we have new devices as always and on like the indie author side, our focus has been a lot of about Kobo plus, which is our subscription model. And that has been around for quite some time. Now we started in Belgium and the Netherlands in 2017. And I should caveat our non exclusive subscription model. But the biggest news, I think, is that we I guess, by the time this goes out, have expanded into the US and the UK market as well to offer Kobo plus in audio and ebooks for customers there. So in the authors can access this skid really easily in with their books through Kobo writing life, it's just one like sort of button that you have to press, you can remove your books at any time, you can even select the geos as well, if you perhaps wanted to just try out the Netherlands first, we sort of built it out with the authors in mind and try to give as much control as possible. So with the launch of the US in the UK, that's really hitting up all of our core English geos, which is Canada, Australia, New Zealand, the UK, the US, and then there's also available in hope we get all of this right, Belgium, the Netherlands, France, Italy and Portugal. So that brings us to 10 geos.



Carissa Andrews 06:12

That is amazing. Okay, that's super cool. Okay, so, Ken, for those of us who might be new, I mean, I'm not overly new, but I would like to learn more. So what what does Kobo plus do? Like? Can you give us a quick rundown on how it works?

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Tara Cremin 06:26

Sure. So from like, say, if you're a reader from a reader perspective, it would be like you pay a

monthly subscription. And depending on your geo, they're all a little bit different, because we Kobo always take what I like to call like a globally local view of book selling. So our couple plus markets are all slightly different depending on that book market. But so most of the time it is you can either pay a subscription for Kobo plus read, Kobo plus Listen, or Kobo plus read and listen, which allows you to, you know, for X amount a month, you can access all of the ebooks, audiobooks, or both that you would like. So that's kind of on the customer side. And then on the indie author side, you can make your books available to be in this kind of pool of books that can be read. And then how it works is that it is a subscription based model. It's like a revenue share model. So it's very similar to a lot of how the other subscription models work. One of the main differences is that we actually calculate the reads by the minutes that your book has been read. So I know it can be kind of maybe common to see like page reads, or size of book or anything like that. But we use minutes read, which allows us to treat eBooks and audiobooks exactly the same. And it really reduces the the incidences of gamification because we're timing, you know how long a book is open. And you know, there's we have a lot of kind of checks and balances in place for when like, offline reading, and then it gets uploaded after the fact and all of that. So So how it works is that basically, in each geo, there is the number of subscribers and their subscription. So that is our main pool of revenue. And then we divide that by all of the minutes that books have been read, and that gives us the value per minute. So this will differ each month, and it'll different each geo as well, it doesn't really like differ all that much. And then you'll get paid out, we use the value per minute multiplied by the amount of minutes that your book was read. And then 60% of that is the author's take home. So it seems a little complicated. But once you see kind of written down, it's like pretty straightforward, but just I feel like now I'm just like saying numbers.



Carissa Andrews 08:28

No, that totally made sense. Yeah, no, I totally understand that. I think it's pretty, pretty similar to like, like I said, the other subscription models and just in the fact that it's minutes instead of page reads. And so it's a lot easier to just like I said, Keep it keep track of it in a way that's not gamified or being abused in some way, shape, or form. So I think that's really cool. The way that that's done. And I love that you have that capability of having both the ebook version and the audiobook version separately, or if you wanted to have them both combined, because I know a lot of us have, you know, both subscriptions or something from other places. And so having that combined, it's like, oh, that's a really appealing, I like that a lot.



Tara Cremin 09:09

And I really think that the non exclusive piece just sort of shows as well that what we've seen is that it doesn't if you're like publishing widely, and you're publishing globally, to me it just like it's a no brainer to opt your books in because it's just this other audience. And what we've seen is that like, there isn't really too much of a like a negative in terms of like your ala carte sales that we've just sort of seen authors report like an increase in revenue overall from the subscription reads. So there for sure, like if this was a Venn diagram, like there's definitely overlaps between people that are like buying ala carte and subscribing. But for the most part, like it's different books, it's sorry, it's like a different type of audience that are wanting to consume books in that way. And it's definitely even when I look at like what's trending on the

Kobo plus list, it's not always the same that's trending on the ala carte so it just it just definitely shows that You're reaching like a new audience of readers that perhaps you hadn't seen before through Kobo?



Carissa Andrews 10:04

Yeah, that's really cool. And the fact that it's not exclusive, then it also gives you that opportunity to be technically, in both of those. I mean, honestly, because you could be hitting that audience who loves the subscription based model. And then you got the people who obviously, just like, I'm kind of both it's like, I love both. And so to me, it doesn't matter. As long as I love the author, I will just follow them anywhere. But I think it's really cool that there's opportunities in all of that. And so like you said, there's no downside to subscribing to it and being a part of Kobo plus, I mean, it just, it just seems like a no brainer, especially if you are wired and and you're doing all these opportunities to try to get your books out there. So you answer the question of whether or not it needs to be exclusive. But do you have to sign up for a couple of directly like to be in the back dashboard of Kobo? Or can you still get access to plus by going through like an aggregator like drafted digital or published drive or anything like that?



Tara Cremin 10:59

Yeah, you can definitely get into Kobo plus going through an aggregator. The difference, I think that our controls are slightly different from my understanding is that you have to sort of opt in everywhere, whereas we offer the Select geos, if you wanted. And then there's also as with coming direct with Kobo kind of for anything is that there's like merchandising opportunities that wouldn't necessarily be available just because the Kobo writing life team is available to you. And that's something that's really exciting with Kobo plus as well is that we want to see what we can do in terms of like, really highlighting our authors and spotlighting them, they already sort of organically get filtered to the top of a lot of the reads in these lists. But we want to try and be a bit more thoughtful with that. So if you're already going through an aggregator you can definitely reach out to them and see, and I believe they should be opting in, and it shouldn't be a problem. So yeah, it's up to the author's preference. Really?



Carissa Andrews 11:49

That's really cool. Yeah, it was gonna ask if there were better promos or marketing opportunities than if you went direct through Kobo, instead of going through a distributor? Could you explain those a little bit more?



Tara Cremin 11:58

Sure. So when you're coming direct with Kobo writing life, so that kind of means that you're coming to [koat.com/writing](https://koat.com/writing) LIVE, to create an account, there's a promotions tab that we have available, if you don't see it in your account, you can just send the team an email at [writinglive@cobo.com](mailto:writinglive@cobo.com). And we'll enable that for you. And that's just sort of coming direct to us. So I think the main thing is, is that you're not foregoing the aggregator fee. So you're, you're earning more money each time, you're kind of coming direct. And we have built out these

promotional opportunities that are available. There's a lot of different types of ones. We have audio books, we have library promotions, as well, all of kind of access to these different things. But I think the main part as well as that you do get access to the team, we're very hands on, we're you know, my team are this really dedicated book selling team that just love the indie community, and we sort of live and breathe this stuff. So you do really get that hands on kind of like, we're going to take the time and like look at your books, and really give you advice and what we see. So that's sort of like the difference between coming direct versus going. And I know sometimes it makes sense that you're, you're happy to forgo the extra 10%. Because when you're wide, it is a lot to have to publish on four or five, six different platforms. But we do anecdotally hear that our platform is probably one of the easiest to publish to. And we do try and make make a lot of improvements throughout to try and give as much information as possible. For example, one of the things we've been working on a lot, which I hope will will be expanded to the broader KWL community is the new sales dashboard that we have. So we've integrated audiobook sales and ebook sales in one place and sort of also added some new features where you can get your pre order numbers, there's just different graphs like a lot more insights, you can download the data, so you don't have to wait for the sales report potentially. And we're working on also integrating the Kobo plus data as part of this. So we want to be able to like show the authors, you know, your promo is working, like putting your books in is working. We want to show you that as quickly as we can. So that's something that you have access to that you might not get if you're going through an aggregator, but again, it's totally down to whatever the author preference is, and what makes the most sense to them.



Carissa Andrews 14:00

Gotcha. Does Kobo help, like organically if you're a part of plus, like, is there any kind of thing that kind of happens in the back side of things, not necessarily a promo, but where they're like, Hey, let's feature some of these authors who are in Kobo. Plus, like, Does that ever happen?



Tara Cremin 14:14

Yeah, absolutely. We do sometimes have like a Kobo, plus author of the month, that was one of our authors. I've lost the name of the top of my head, but one of our others was featured last month. And sometimes if we're doing different promotions, or we do different backless sales and stuff. So if you're also in Kobo plus will likely try and double the features that are available there. And yeah, there's a lot more stuff he just sort of is helpful for us to know and I do think that it helps with your your ranking on Kobo as well because our like ranking is not strictly just based on sales. So when you see here's sort of how you're charging on on our site, it differs per geo differs, you know, in all the different spaces, but it also being in Kabul plus affects what we call like the temperature of your book. So it's it's not just sales, it's like how often your book is being searched for and clicked on and promotions that you're part of and everything, they all are kind of taken into increase the temperature, which then helps with the rankings. So definitely being part of Kobo Plus, like, helps with that.



Carissa Andrews 15:16

That's really cool. I like that a lot. I think it makes a lot of sense to because it's just one more added benefit to being a part of that subscription and being able to, like tell people, hey, like, I'm a part of this thing. It's really awesome. Go check it out. So how many I think you're

different, right? So how many audio books or ebooks can a subscriber to couple plus, take like, is it capped at any point? Or can they just? Well, however many books I can read?

 Tara Cremin 15:40


I believe it's however many. I think it's unlimited. As far as I know. I mean, yeah, I believe so. But I would need to double check that, but I believe it is unlimited.

 Carissa Andrews 15:51

That's really cool. That definitely differentiates you, too, because then there's not a limit of how many books to get your library for a bit. It's helpful. I know, for me, I like to read a lot of books, and then I forget to return them. It sounds like so yeah, I'm like, Oh, I like that. That idea a lot. Huh? Every time we talk, you're like pushing me over closer, closer and closer to Kobo.

 Tara Cremin 16:13


Awesome. That's, that's my job. Like, literally is my job. Right?

 Carissa Andrews 16:17

I love it. I mean, I'm obviously there. And I can take off the anecdotal part work for me. Yes, the platform is super simple, and easy to use. And it's, it's even so simple that I can be like, hey, to my PA, Jenny, can you go ahead and take down all of my audio books right now from find a way books on Kobo and then put them directly go when she's doing it herself like that, I don't have to be a part of it, I can look it over if I wanted to, at the end of it. But at the same time, she knows what she's doing. Because it's so simple to use. And it makes it like it walks you through everything. It's just so so yeah,

 Tara Cremin 16:50

Am, with the audiobook piece as well. That's another thing that you just have to enable for you. So if there's someone that's listening, and they're like, I don't see the audio books in my account, just send us an email again, [writinglife@kobo.com](mailto:writinglife@kobo.com), because we just have to switch that on. But it's a very simple process. And we do all of the processing in house. So it means that the audio books get published within 24 hours more often than not, it's within a matter of hours, which for audiobooks, considering the file size is very, very quick. So really quick publishing and the way that the team built the the upload process I really like it's like you drag and drop the audio files, and you can rename them and listen to them to make sure you have the chapters in the right order and everything. So yeah, it's really, really easy. And then you can opt in to Kobo plus just with the one button again with audio.

 Carissa Andrews 17:35

So how does Kobo plus for audio differ then from the ebooks? Is it based off of the listening minutes, then?

 Tara Cremin 17:41


It's exactly the same. So it's exactly as how many minutes your your book is listened to. That's all in the what the overall pool of minutes.

 Carissa Andrews 17:49

So if I talk really fast on my audiobook, I'm screwing myself.

 Tara Cremin 17:54


We did We did a lot of tests about like, because I know there's sometimes the question about like slow readers versus fast readers or things like that. But we did a lot of kind of studies before we sort of moved into this especially because you know, we have had this launch since 2017. And like, for lack of a better phrase, it kind of all comes out in the wash that the slow readers are balanced with the fast readers and things like that. And we just don't see it affecting it didn't we broke it down by genre, and like really investigated each one. And there wasn't that much of a difference between things. So yeah, I wouldn't be too concerned.

 Carissa Andrews 18:24

Well, that's good. I suppose you could always like increase the speed to and you're trying to listen to something. So there's always that too, right? That's actually what I do with when I'm learning something new. I'll I'll listen. And if the people are really slow at talking, I'll actually speed it up. So I can listen to it faster.

 Tara Cremin 18:37

So I only do that when I'm I did that yesterday, because I had a book club and I had not read the book. So I had to listen to it all on double speed, which was like, maybe not the most enjoyable listening experience. But it got the job done.

 Carissa Andrews 18:50

Right, you downloaded that information really quickly. I can understand that one. There's, there's definitely times where you're like I need to get this thing done. And it's just yeah, sometimes the speakers are going a little bit slow. And I get why they do it too. They're trying to make sure it's it's understandable. So okay, there's a free period free trial period for Kobo Plus on the reader side. So how does that then affect the other side? Like does it affect the

authors do do cause like, I think about Amazon's Kindle Vella, where it's like, you know, they had all these first few chapters, or first few segments where they're free. And so authors don't get paid for that. Is it the same type of situation? Or does it not matter?

 Tara Cremin 19:29

It is the author's don't get paid for the free trial period, which is something to consider when you're opting in. But what we kind of see it as is that it's very similar to an author offering sort of like a free first in series. It sort of balances with the marketing efforts that we're doing on our side like actually, we just started again in Canada. We have a huge media campaign going on at the moment where there's ads and like you know, we're all over bus stops and stuff like that. It's actually really creative is really tongue in cheek, it's sort of like, you know, who says there's anything wrong with exorcisms in the morning. You know, it's sort of that kind of thing with the tagline as kind of saying, you know, be a reader, not a follower, you know. So just kind of saying that, like, you know, you can read whatever you want and Kobo plus, it's great. But yeah, so it's to sort of counter out like the marketing efforts there. So that would be something to keep in mind. But honestly, it's it doesn't seem to be that big of an issue for authors.

 Carissa Andrews 20:22

Awesome. So do you do a lot of marketing like that for specific genres? Or is it for Kobo as a whole?

 Tara Cremin 20:28

For Kobo plus, we looked at the genres, we did a lot of romance we did the kind of looked at, like, what was being read and like, just played off of that, like, that's cool. There's an ad, the ad is on YouTube, actually, where it's kind of like, just tongue in cheek about a woman's trying to say the name of a title. And it's like, I can't even think of it now. But yeah, I'll tease it. I'll send you the link. So you can add it in here afterwards to see the to see the ad. But it's cool to see those campaigns going on around the place to kind of get generate buzz.

 Carissa Andrews 20:56

That's really cool. I like I like that a lot. And I like that your tongue in cheek about things that for me, it's I don't know what it is about, like tongue in cheek or when things are ironic. You're just like, you just got a chuckle at it. I think it's fun.

 Tara Cremin 21:08

Like genre fiction is so popular. Like why why don't we lean into that more? You know what I mean? Like, there's no shame in anything you're reading, if you're reading this great, like, read whatever you want.





Carissa Andrews 21:17

Thank you. Yeah. And when you can make it fun, it's even all the better you know it because people can identify with it better. And it makes it more fun. It makes it more enjoyable, enjoyable. I love to have fun. It's like you got to have a little bit fun and just poke fun at it a little bit of goofiness. Oh, my gosh. So is there anything else anything new that's going on, then I kind of alluded to it a little bit in the beginning with Kobo. And what's happening on your side of things, anything that we as authors should look forward to or maybe start checking out right now. I mean, I think that



Tara Cremin 21:49

The new geos for Kobo Plus is probably like the biggest thing there. And we're definitely expanding to if there's Kobo plus GIOS, that don't have audio yet, I would expect that probably soon. So I think that's really, really fun. There's new devices coming out. I can't really talk about the new device just yet. But I will be out actually, by the time this is where I'm but I'm always kind of leaning on on more stuff. So what I like to kind of tell people or remind them with Kobo writing life is that you're sort of hitting up the four types of, as I see it, the four types of digital reader that exist. So there's like your, your standard person that is buying a book probably owns an e reader and you know, follows their authors and does that. And then you have your subscription readers who probably consume very similar book follow authors for sure, but will just kind of keep consuming everything. Now you have your audiobook listeners who sort of overlap with your Kobo plus, but are a bit separate. So some people are very strict to just audio books, the demographics are a little bit different there, which is always interesting. And then the last thing is that you have your library, your kind of loners or lenders, I guess you're kind of reaching the library audience as well. So it's, I think it's just really interesting that you can hit up all of those four types of readers just in one place. And then you think about the devices that we're kind of releasing and putting out we're very much trying to, to lean into that as well, a lot of our devices now, sort of the newer ones have a stylus included. So you can actually mark up your books and take notes and everything. There's audiobook integration with the devices, so you can connect to like either like a Bluetooth speaker or Bluetooth headphones. And then you can loan from overdrive directly from your device, which is, I think, kind of really beneficial because librarians are just the best booksellers. And it doesn't seem to be slowing down at all in terms of digital library is kind of doing well with everyone. And yeah, and then there's also Kobo plus is available in the devices too. So it's we're trying to just, you know, our focus is always just on the digital reading experience, and just trying to make that as seamless as possible. And just, we don't want to interrupt any reading time, we just want you to be kind of reading and keep reading. And that's always been our ethos.



Carissa Andrews 23:56

Right and then enjoying it as you're doing it too. I love the idea of being able to write the notes and stuff on the side, too. That's really cool. That's neat. So is that has that always been the case?



Tara Cremin 24:07

So we launched I don't know where it is actually. But we launched the Kobo Elipsa was our first

device that was actually our largest device, it was like a 10 inch screen. And that had our sort of big note taking capabilities. And it's integrated with Dropbox. So you can actually sort of like share your stuff back and forth really, really kind of seamless integration there. And the fact that you could mark up the posts themselves, I think was sort of a unique feature. I use it a lot for taking notes at work. And especially you know, if you're as you know, well prepping for like a podcast guest or something, you know, as you're reading and you want to take notes. I like I think books should look like they're read I often just kind of scribbling in the margins of physical books. So I do like that you can now scribble on digital ones as well. And it captures your doodles. That's just something that was a bonus for me. Yeah, and it also does the handwriting to text you know, so if you wanted to export it as perhaps a more readable thing. The Kobo Elipsa and then the Kobo Sage. And then we're kind of expanding upon that as well now so there's kind of more and more devices there.



Carissa Andrews 25:06

I love it. It seems like you guys really have this like pulse on being able to be like the the bibliophile said, we all are, like us authors. I think most of us started as bibliophiles until we love our books, and we love to take care of them in whatever way shape or form. And so having that capability to do some of those things in a digital format is just really appealing to me. I don't know why. I don't know why that is. It just it's really appealing. I love that.



Tara Cremin 25:29

Yeah. I mean, it's one of the things that I enjoy most about working in kind of this role and at Kobo was that, because we do design the devices, like there's a team that is working on this. And, you know, when we were like permanently in the office, you could just go upstairs and talk to like the architects of the latest device and be like, Okay, explain this to me, like, why are we doing this or, you know, get into a really in depth discussion about E Ink that you wouldn't think would be interesting, but it actually really is because E Ink is evolving quite a lot lately. And you know, why a comfort light is better reading experience than the blue light and like why we put that in our devices as well. So like all this different stuff. So it's it's very much like our focus is kind of trying to very much lean on on like, what new technology we can work on and trust, try and improve digital reading. I think some people still think of them as like, you know, iteration one e readers where it's so much more than that now.



Carissa Andrews 26:20

Right? I think I even had the the idea that sometimes we could have gotten so used to just reading really fast on my phone and not really being on a reader itself. Like I have.



Tara Cremin 26:30

I can't read I can't read on my phone. Like I just find it. Notifications and like I just don't have the the strong willpower to not leave the book.



Carissa Andrews 26:43

I think that's why I order all the paperbacks.



Tara Cremin 26:45

That's true, too.



Carissa Andrews 26:48

I have like a huge stack of paperbacks on my side. My husband's always like this stack just ever seems to be going down. Are you sure you're reading these things in the morning? I'm like, yes. I'm reading them. They just go over on that shelf over there. But the new ones since keep the stack right there.



Tara Cremin 27:02

Like look at the notes in the margin. I definitely.



Carissa Andrews 27:05

Right. I totally read that. But I got more that okay. I love books. They're so fun. Oh, you can't start working in a bookstore at 14 without loving books? I don't think so. Nice. Yeah. Oh, my goodness. Well, once again, where should my audience go if they want to either find out more about Kobo plus from the reader side if they happen to just like, be wanting to obviously join us reader or if they're wanting to learn more about how to do it as an author, how do they go about finding everything.



Tara Cremin 27:35

As a reader, if you go to kobo.com, if Kobo plus is available in your area, you'll you'll see it right away. It'll be there. If not, and you want to see kind of what the experience is like or the different things. A cool trick is that if you're on kobo.com, there's a little flag at the top of the screen. And that defaults to where you are. But if you click on that, you can actually browse through our different storefronts. So you can go to a geo where we do have Kobo plus and sort of see what that looks like. And then from an author perspective, if you're coming through Kobo writing life, it's part of when you're publishing a book. So it's in one of the steps in the rights and distribution. So just sort of as your publishing you can opt in, if you wanted to us to bulk opt in your books for you, you don't want to go through them one by one, we're happy to do that. Just send an email to writing life@cobo.com and the team will help there. And you can follow us on I think we're on like all of all of the socials that are out there and just search for Kobo writing life. And then we also have the Kobo writing life podcast that goes out every other week. And there's lots and lots of good tips and tricks there.





Carissa Andrews 28:34

Let's see amazing blog that you guys do as well.



Tara Cremin 28:36

Oh, yeah. Terrance is killing it on the blog these days. It's really, really good. And yeah, we have our newsletter that goes out every month as well, the KW Quills, so you can find all of that information is all on the blog, which is [kobowritinglife.com](http://kobowritinglife.com).



Carissa Andrews 28:48

That's awesome. Well, thank you, Tara. Thanks for being here and explain more about what's what's new and shakin in Kobo, and obviously, the new geos for everything that's going on for a couple plus, that's awesome. Congratulations, by the way. Thank you for being here. I'm so glad that we were able to connect again.



Tara Cremin 29:05

Me too. Thanks so much for having me.



Carissa Andrews 29:08

Do you see what I mean, guys? Holy cow. Kobo has so many cool things that they're in the process of doing all the time. Like, every time I talk to Tara, there is something new, like there's a new device, there's a new innovation that they're working on when it comes to you know, their, the devices that they're using, the way that they're creating an experience for readers or what they're adding to the dashboards for authors. It's just such a cool company. And I love that it's the kind of company where you could just email them, you know, just email and be like, hey, so here's this question I have and they'll get back to you. I mean, how cool is that? Right? So hopefully this episode was helpful. I know it was for me because it continues like I was telling Tara it continues to reinforce how much I love this company and how I want to start shifting to more of this type of an experience and why While I live in the United States, I have the, you know, the KU membership and the audible thing. I'm not overly committed to it, right. It's like I used it because it was easy and accessible to me. But the more I think about it, the more I think about the way I want to spend my money the way I want to spend my time as a reader, the more I feel like I need to shift and switch over to Kobo, like, especially now that Kobo plus is available in the United States. It's really making me rethink my reader habits. And when I'm reading from the digital side of things, I'm really considering getting one of those amazing Kobo plus devices, where you could write in the edges and doodle and do all the things because that just sounds like so much fun to me, I love it. And then I'm not, you know, marking up a book that I don't need to that perfectionist. Virgo side of me kind of freaks out about that. But I love the idea of it, right. And then there are digital books, where they're journals where you could write in there directly, that'd be so cool, too. So I'm just saying, but it to me, it just feels like the direction I want to go, I want to, I want to have more of that fun experience with my books. And from the digital side of things. I'm not a huge fan of reading from my phone, not because of what Tara was saying about all the notifications, like I'm pretty

good about hitting Do Not Disturb and just going from there. But I think just because I like the experience of reading a paperback and if there is a way to be able to get that experience through a digital device. I want to try it. So at any rate, these are my ramblings about what I want to do as a reader what I am feeling like as an author in the direction that I'm going, but hopefully it gave you some things to think about as well, like, are you going to start selling your books wide? Are you going to start, you know, sending people to Kobo, are you going to start, you know, trying out their promotions in their back dashboard? Are you going to put your audiobooks up there and see what happens? Like all the things that we have available are just more eggs and baskets, it's just more ways to be able to get our books into the hands of readers. And that's really what's important, right. All right, well, if you'd like to download today's transcript for the episode, and for the interview, head over to [authorrevolution.org/188](http://authorrevolution.org/188) And you can get it there. You can also click on some of the links that we talked about like I'll we'll have an email link to be able to contact Kobo directly if you'd like to do that. Or if you want to check out that really silly fun youtube video with a commercial that Tara was talking about as well. It's great. It was actually pretty funny. I even had to show my husband Colin because it was that cute. So definitely check that out as well. All right, guys. I am going to go back and continue writing all of my words. I'm in the process of getting midlife made out the door. And thankfully the words are flowing. It's been a good a good time of writing since I've gotten back from inkers con. So that's great. I hope you are getting all the words out as well. So go forth and start your author revolution.