

kobo™

writing life 



OVERVIEW

- 1st: Overview of KOBO
- 2nd: A look at KOBO WRITING LIFE
 - Our approach, philosophy, goals, etc
 - Program highlights/details
 - Walk thru of setting up a title
- 3rd: KWL social & Promotion Opps/Strategies
- Q&A



- OPEN
- SOCIAL
- COLLABORATIVE





By Authors For Authors



REASONS for creating Kobo Writing Life:

- *To meet Author demand – tighter control/access/reporting*
- *A tool for authors and smaller publishers (with no IT dept)*
- *Another way to engage w/ community – authors are readers*



By Authors For Authors



HOW did we create Kobo Writing Life:

- *We hired authors (starting with Mark) – empathy, understanding*
- *We actually published on existing platforms / understand what is out there, ask what works, what we'd like to have*
- *We hung out in writer spaces (live and virtual) asked questions - listened*



KWL Terms/Highlights

- *Use ePub (ind standard, other readers - exchangeable except one)*
- *BYO ISBN or use internally generated “dummy”*
- *We pay in currency of author’s choice – electronic/WIRE*
- *Standard 70% for \$1.99 to \$12.99 in IPP territories (all else 45%)*
- *Payment is 45 days after end of period where \$100 is reached (not 90 days)*
 - *Also, twice annual “purge” (Next: Feb 15, 2013)*
- *No taxes withheld – authors treated same as publishers and invoices are created that we pay against*
- *Easy flexibility on hybrid titles (sold rights in Territory A, still maintain in Territory B)*



By Authors For Authors



- *QUESTIONS: What is important to you? What do you need to be successful? What do you desire?*
- **Overwhelming response:** “I want to know how and where my books are selling.” (Thus DASHBOARD)



Dashboard

DASHBOARD

SALES AT A GLANCE

STATS FOR OCTOBER 2012

ALL TIME

0 titles published this month

97 eBooks sold

26572 eBooks sold

10 countries purchased in

\$191.⁷⁶ estimated earnings

\$42417.⁴³ estimated earnings

TOP SELLERS THIS MONTH

Title	Units Sold	Est. Earnings
1. <i>The Sickroom</i>	45	\$91.23
2. <i>The Playhouse: A Short Story</i>	18	\$24.31
3. <i>Regan</i>	16	\$33.36
4. <i>Hide and Seek: A Short Story</i>	10	\$14.77
5. <i>Home</i>	8	\$28.09
	97	\$191.76

PURCHASE ACTIVITY BY DAY



TOP SELLERS OF ALL TIME

Title	Units Sold	Est. Earnings

HIGH

3322 sold
Mon, August 6

LOW

1 sold
Fri, June 8

DAILY AVERAGE

27 eBooks sold



Global Snapshot of Sales

PURCHASE ACTIVITY BY REGION





Simple Four Step Process

THIS TIME AROUND

DESCRIBE THE eBook

eBook title

eBook sub-title

Series name

Author(s)
 [Add another author](#)

Publisher name

Imprint

Publication date

eISBN

Primary Print ISBN

eBook language

Categories

- 1 Sci Fi & Fantasy | Fantasy | Contemporary
- 2 Sci Fi & Fantasy | Horror
- 3 Mystery & Suspense | Thrillers

[Edit categories](#)

Describe your eBook

- Add eBook content
- Choose content rights
- Set the price

Publish your eBook

[Save and next](#)

[Save and stop editing](#)

[Discard changes](#) [De-list eBook](#)

Synopsis

This is where you tempt and inform your potential readers. The synopsis is featured prominently on the Kobo site, and partner retail sites.

B I U [List] [Link] [Image] [Table]

Being a werewolf isn't all about howling at the moon with your pack and running carelessly through endless fields feeling the wind in your fur.

For Michael Andrews, a Canadian living in Manhattan and afflicted with lycanthropy, there are odd side effects to being a werewolf in the middle of a bustling metropolis.

Such as waking up naked in Battery Park with absolutely no memory of the night before as a wolf and trying to figure out why there is a bullet hole in his leg.

Just another day in the life of a man living with the odd side affect of his werewolf affliction.

(This 10,000 word short story is based upon the character Michael Andrews from the forthcoming Mark Leslie Novel: A Canadian Werewolf in New York Story)



Simple Four Step Process

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Supported file types: .epub, .doc, .docx, .mobi, .odt

Last updated: 11/12/2012 08:50:59 GMT-0500



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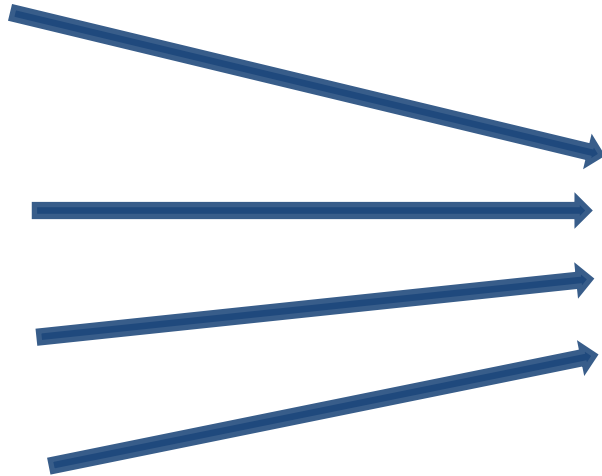
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Describe your eBook



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Choose content rights

Set the price



Publish your eBook



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THIS TIME AROUND

SET THE PRICE

Pricing is complicated!
When pricing your eBook, you need to take into account your opportunities for sales in other currencies, and the royalty rates at different list price points. *Find what you need to know in our user guide.*

	CURRENCY	LIST PRICE	VERRIDE PRICE		ESTIMATED ROYALTY
Your currency	CAD - Canadian dollar	<input type="text" value="2.99"/>			70% 2.09
	AUD - Australian dollar	2.89	<input type="text" value="2.99"/> <input checked="" type="checkbox"/>		70% 2.09
	EUR - Euro	2.15	<input type="text" value="1.99"/> <input checked="" type="checkbox"/>		70% 1.39
	GBP - British Pound	1.89	<input type="text" value="1.50"/> <input checked="" type="checkbox"/>		45% 0.56
	JPY - Japanese Yen	251	<input type="text" value=""/> <input checked="" type="checkbox"/>		70% 176
	HKD - Hong Kong Dollar	24.16	<input type="text" value=""/> <input checked="" type="checkbox"/>		70% 16.91
	NZD - New Zealand Dollar	3.91	<input type="text" value="3.99"/> <input checked="" type="checkbox"/>		70% 2.79
	USD - US Dollar	3.11	<input type="text" value="2.99"/> <input checked="" type="checkbox"/>		70% 2.09

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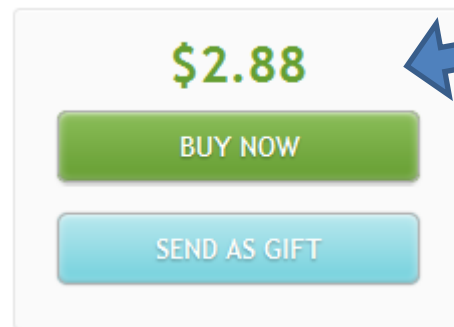
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- All else = 45%
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- FREE at any time (it's YOUR book, therefore YOU choose when and how long if you want to employ a strategy of FREE)



PRICING STRATEGY

- KWL Blog:
 - Nathan Maharaj: Power Pricing
<http://kobowritinglife.com/2012/12/11/power-pricing-how-should-i-price-my-ebooks/>
 - PRICE DELIBERATELY – have a plan and measure your results
 - PRICE RESPONSIVELY – be prepared to react to your market/to different markets differently
 - PRICE OFTEN – be aware of opportunities and take advantage of ability to change prices quickly
 - Stop giving away money
 - FREE sometimes works for particular promotions/feeding a funnel/discoverability
 - Be careful not to DEVALUE your work
 - Don't leave change on the table



US Price of \$2.99
converted into Cdn
automatically



Simple Four Step Process

THIS TIME AROUND

PUBLISH eBook

✓ *Published!*

Your eBook is in the Kobo store! [Click here to see your eBook!](#)

List date

Tuesday, January 29 2013



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Add eBook content



Choose content rights



Set the price



Publish your eBook



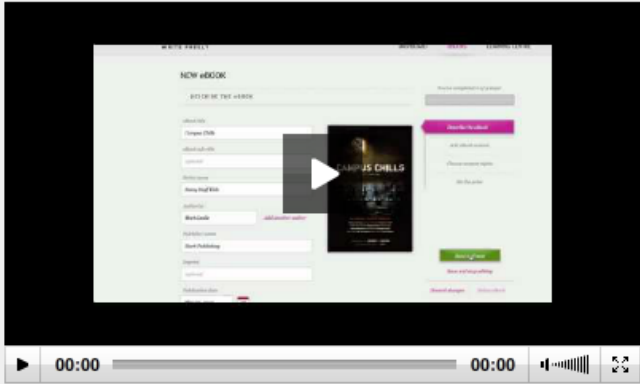
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DASHBOARD eBOOKS **LEARNING CENTRE**

KOBO LEARNING CENTRE

CREATING A NEW eBOOK



Frequently Asked Questions


You'll find the questions that are asked the most in this [Writing Life FAQ](#)

You'll find the most comprehensive information about being a publisher with Kobo Inc. and using Kobo Writing Life in this [Writing Life User Guide](#).


Contact us. We're here to help.

Kobo Writing Life Team
writinglife@kobo.com


LOOKING FOR INSPIRATION OR GUIDANCE?



The Shetless Book: The Complete Digital Author
Bob Mayer and Jen Talty
[View on kobobooks.com](#)



Write Good or Die
Scott Nicholson
[View on kobobooks.com](#)



Telling Your Tale: A Beginner's Guide to Novel Writing
Matthew Iden
[View on kobobooks.com](#)



Global Reach

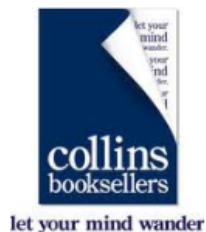
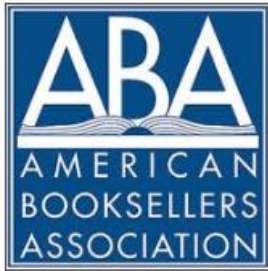


- Kobo is available in over 190 countries
- Localized Ranking & Bestseller lists – each territory’s view is unique
- Kobo Writing Life Language Options: Platform now available in English, German, French, Spanish, Italian and Dutch (with more coming)
- Payment in currency of choice



Partnership & Collaboration

- “Kobo announces partnership with . . .”
- Collaborating and playing on each other’s strengths
- Authors titles are on www.kobo.com but also in retail partner catalogs





Authors Are Business Partners

- Different authors / Different needs / Different Reasons
 - Beginning Writers, Mid-List Authors, Established “Names”
 - One author can have multiple types/uses (hybrid approach)
 - Small Publishers – easier to use KWL than ONIX, ftp, etc
- Author maintains control and copyright at all times – Kobo is a retailer, not a publisher
- Kobo recognizes & respects the importance of an author’s need to be available for customers of ALL retailers



Authors Are Business Partners

“I can be as creative as I want and reach my readers in a whole new way.”

— Jen Talty



“Self-publishing can be a daunting task but when you work with Kobo you aren't alone.”

— Phyllis Smallman



“From day one, the team at Kobo took me seriously, cared about me as an author and made me feel welcome.”

— Tina Folsom



“What I love about Kobo is their personal touch.”

— David H. Burton



“Self-publishing is the best thing that ever happened to me as a writer and I love working with Kobo.”

— Bella Andre





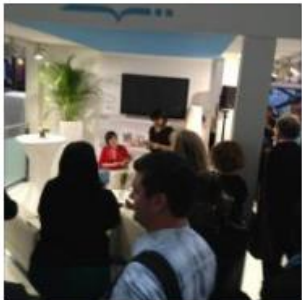
Social


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Pinterest 

facebook



 **Kobo Writing Life**
Liked · Monday

Nathan Maharaj, Director of Merchandising (Kobo),
Bestselling Author Hugh Howey & Ashleigh Gardner,
Director of Content (Kobo) at Digital Book World
(NY), January 2013

Check out Hugh's books here:
<http://www.kobobooks.com/search/search.html?q=hugh+howey>



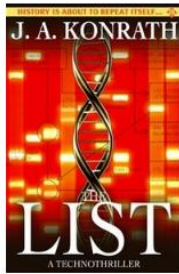
Kobo Writing Life Like

Kobo Writing Life lets authors and publishers self-publish digital content in 160+ countries. Check out some of our bestselling self-published eBooks.



Edit Board

2,644 followers, 22 pins



The List By: Jack Kilborn, J.A. Konrath - A newcomer to this week's KWL bestseller list!

1 like 1 repin

Kobo from kobobooks.com



Amaury's Hellion (Soanguards Vampires #2) - Tina Folsom is no stranger to the KWL bestseller list. Check out this title, currently #20 on the list.

1 like 3 repins

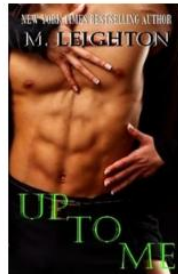
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Abandon By: Blake Crouch - eBook - In 11th place on this week's KWL bestseller list!

1 like 4 repins

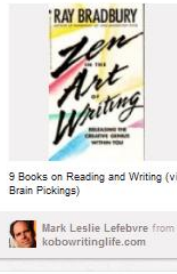
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Up to Me By: M. Leighton - eBook - Check out this raucy read which ranks 6th on this week's KWL bestseller list!

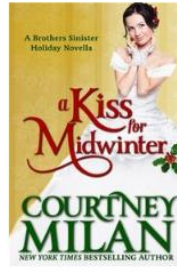
4 likes 8 repins

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9 Books on Reading and Writing (via Brain Pickings)

Mark Leslie Lefebvre from kobowritinglife.com



A Kiss for Midwinter by Courtney Milan. Buy this eBook on #Kobo: www.kobobooks.com...

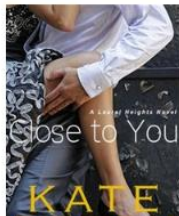
1 like



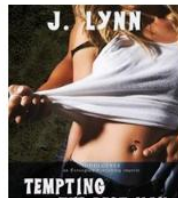
Do you think you can impress Jeffrey Archer with a 100 word short story? Take the challenge and win a chance to have your brilliance as a writer called out by this bestselling author and win some great prizes and opportunities for the spotlight.

1 repin

Mark Leslie Lefebvre from kobowritinglife.com



The Sock Wars by Maia Sepp. Buy



The infographic titled 'SELF PUBLISHING' provides a comprehensive overview of the self-publishing process. It is divided into several sections: 'INITIAL OUTLAY' showing a flowchart of the process; 'PRINTING & DISTRIBUTION COSTS' with a pie chart; 'PROFIT OR DISASTROUS CASE STUDY: HOW PROFIT?' with a bar chart; 'FROM THE NEW YORK TIMES BESTSELLING AUTHOR' featuring Colleen Hoover; and 'FAMOUS SELF-PUBLISHING AUTHORS' listing various authors. The infographic also includes a '55%' statistic and a '\$10,000' figure.



Social

- Resources and services for authors. www.kobowritinglife.com (blog)



- Shayna & Mark are looking for ways to connect/spotlight/highlight what KWL authors are doing, publishing, etc
 - Work with global merchandising team to find “local authors”
 - It all starts with a pro image: Author behaviour, cover, synopsis
 - YES, people judge you on that
- **Contests, promotions, opportunities** – What can we do for authors? What will authors benefit from? How can we celebrate authors?



Opportunities

You are here: [Home](#) / [Promotion/Event](#) / Enter the Jeffrey Archer Short Story Challenge!

Enter the Jeffrey Archer Short Story Challenge!

January 16, 2013 By [writinglife](#) 17 Comments

Are you in the process of writing a novel? If so, the Jeffrey Archer Short Story Challenge sponsored by Kobo and Curtis Brown Creative is the contest for you! One lucky winner will be awarded the grand prize of free enrolment in an upcoming Curtis Brown online novel writing course.



close-up)

How to Submit

Authors should submit a 100-word short. The short can consist of any genre of fiction, as long as it stays within the 100-word limit.

Submit Here

Submission deadline: February 15, 2013.

What Happens Next

The Kobo Team will select 20 semi-finalists whose submissions will be collected in a free anthology available on the Kobo site! (Author names and photos will be included here as well, so get ready for your

KOBO LINKS

- [Kobo Writing Life Bestsellers](#)
- [KWL Free list](#)
- [KWL Free First in Series](#)
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RECENT POSTS

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- [It's dangerous out there; don't go alone](#)
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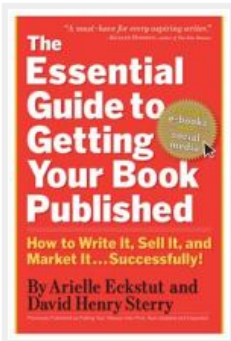


Opportunities



Enter the “Ask the Experts” Contest!

December 10, 2012 By [Kobo Writer](#) 2 Comments



Feeling a little lost in the sea of digital self-publishing?

Purchase *The Essential Guide to Getting Your Book Published* by January 15th and you could win a 1-hour consultation with The Book Doctors, a team of publishing experts who are dedicated to helping authors get their titles successfully written, published and marketed.

With years of experience in the industry behind them, The Book Doctors can help you with a wide array of essential tasks like creating an online marketing strategy, editing your manuscript, navigating social media, coming up with a great title and much more!



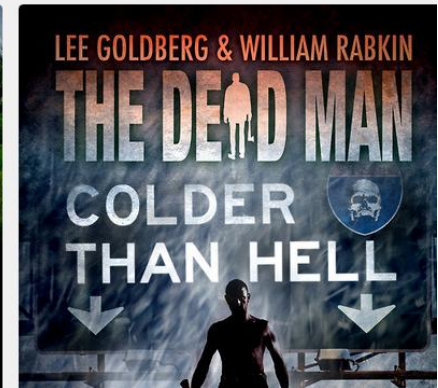
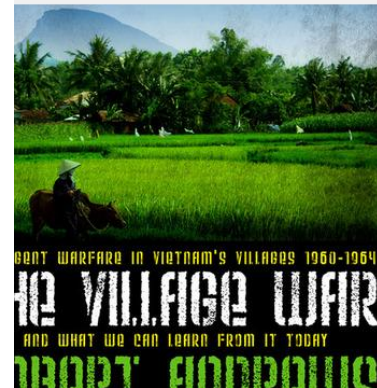
Find out more about The Book Doctors and their services [here](#).

Enter today!

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No Purchase Entry





Opportunities & Tips/Support

The Mighty Pen - The Benefits of Writing Longhand

December 7, 2012 By [kobowritinglife](#) 12 Comments (Edit)

The Mighty Pen

By [Julianne MacLean](#)



If you're a writer, you know the challenges facing you. You want to find a balance between your creative side and your discipline to write. You don't want to mention the distractions it can bring.

If you're having trouble with your storytelling, you need to pick up a pencil and notepad (the paper kind) and write.

Tips from a Pro: Kevin J. Anderson Shares Writing Advice

November 1, 2012 By [Kobo Writer](#) 13 Comments (Edit)

Kevin J. Anderson is an American science-fiction author who's had over forty books on the New York Times Bestseller list. Needless to say, he loves writing, and he wants to share that love with other writers, of all skill levels.

To celebrate National Novel Writer's Month (NaNoWriMo), Anderson is reposting to his blog some of the tips and tricks he's learned over the years to help boost productivity and give waning enthusiasm the swift kick it needs to get back on track.

Whether or not you're a NaNoWriMo participant yourself, you still may find the following tips helpful in your own writing endeavours:

Productivity Tip #1: **Shut up and write!**

"Writers are the only people in the world who would rather be cleaning the bathroom than doing their job. When you do get a spare moment to write, whether it be late at night, at lunch, or early in the morning, don't find excuses and waste time for just one little thing."





Opportunities & Tips/Support



[CLICK HERE TO GO TO KOBO WRITING LIFE](#)

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- THE BUSINESS OF WRITING
- MY WRITING LIFE
- WRITER READS
- RESOURCES
- KWL TECH TIPS**

You are here: [Home](#) / [Archives for Technical KWL Help \(Edit\)](#)

Linking to Kobo

September 1, 2012 By [kobowritinglife](#) [Leave a Comment \(Edit\)](#)

It is always useful to provide links to your books on various different retail sites. And linking to your books on [Kobo](#) via your website, your blog, on Twitter, etc. helps your fans who prefer [Kobo](#) to easily find and purchase it.

With that in mind, please note the following:

The best way to link to your eBook on Kobo is to use the following formula:

<http://www.kobobooks.com/search/search.html?q=eISBN>

(replace [eISBN] with the 13 digit ISBN of your eBook)

You might notice that, if you enter this exact URL into your web browser, it will automatically redirect to a much longer less human-readable URL. This is because [Kobo](#) is automatically redirecting to the most recent version of the ePub file you have loaded. If you link directly to the long URL and then you update your ePub file (ie, the content of the eBook itself), a fresh new URL will be generated and the old URL will be deactivated.

This ensures that customers can't purchase the old version of your text (however, [Kobo](#) needs to

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RECENT POSTS

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This is Just The Beginning

- Road Map: (6 to 8 week release cycles)
 - expansion of dashboard (further enhancements/customizability)
 - Download financial historical invoices
 - Tracking free downloads
 - Even more – 12 full months of dev work
 - Still listening – survey coming out in monthly newsletter
- Continue to engage with authors: LISTEN, ACKNOWLEDGE, RESPOND
- Partnerships with resource providers to get discounts for authors on professional services



Mark Lefebvre

Director, Self-Publishing & Author Relations

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@kobowritinglife

