

Alliance of  
Independent  
Authors

# Self-Publishing Service Guides for Indie Authors

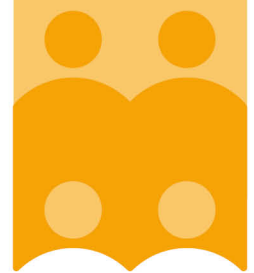
## A Guide to Producing & Marketing Books With Kobo

compiled by Kobo for members  
of the Alliance of Independent  
Authors

### WHAT'S INSIDE

- How to Get Set Up on Kobo
- Pricing Structure
- Tips & Tricks to Increase Visibility

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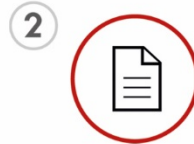
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## Everything You Need to Know About Kobo Writing Life

Hi! We're from Kobo Writing Life, Kobo's free self-publishing platform, and we'd love to help you reach millions of Kobo readers around the world. Our platform gives you a quick, easy way to upload your books on the Kobo site and reach our global retail partners. KWL was built by authors, for authors, and our author care team truly cares about your experience. This article will help you get set up and explain the KWL-specific features you don't want to miss!

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### How to get set up on Kobo

Getting your account set-up on Kobo Writing Life is simple. We have a 3 step sign-up process—it's that easy to get your book up and running.

#### Step 1: Create your author account

The first step is to actually create your author account. You can do so [here](#). Don't forget to confirm your registration—you'll receive an email from us with an activation link. You need to click this link to activate your account so you can move on to the next step.

#### Step 2: Set up your banking details

As part of your account set-up, we require your banking details. Why? So we can send out your royalties! We recommend checking with your bank to make sure you have the correct details on file so you don't miss out on any payments. Click [here](#) for a detailed explanation of how to set up your banking information. Here is how payment information entry will look for an author based in Canada (this screen may look slightly different depending on where you live).

## PAYMENT INFORMATION

ACCOUNT DETAILS

Choose your bank's location.

Country


Currency

Enter your bank branch details.

Transit number

Institution number

**i** Look at the bottom of a cheque to find your transit number and institution number.



**A** Transit number  
**B** Institution number  
**C** Account number

Save changes

Cancel

If you have any questions, please feel free to reach out to our team by emailing us at [writinglife@kobo.com](mailto:writinglife@kobo.com) – we'd be happy to help you out.

Some other articles that may interest you:

[How do and when do I get paid?](#)

### Step 3: Upload your content

So, your account is set up. You're ready to put your book up on site and share it with Kobo readers all over the world! Our upload process is fast and user-friendly. You can see a full step by step breakdown [here](#), but we'll give you a quick summary as well.

First, we'll ask you to enter all the information about your book (title, series name, publisher name, synopsis). If you're entering series information, make sure your series name matches exactly across your entire series, and add your series numbers accurately. Our authors love that our eBook set-up is the easiest in the industry to use.

eBook title

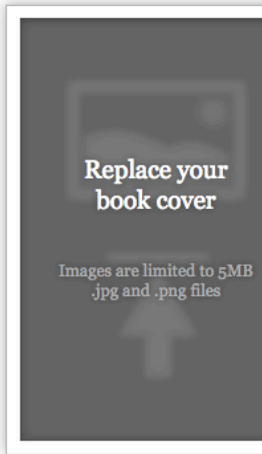
eBook sub-title

Series name

Volume number

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

Publisher name



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**What about prices?** Publishing directly with Kobo Writing Life allows you to maintain full control of your prices and your rights. You can price free anytime, no strings attached. We pay 70% for titles priced \$2.99 and above (with no cap), and 45% for titles priced below \$2.99. For a full breakdown of royalties by country, see this link - [What will my royalties be?](#) - or check out our Terms of Service anytime.

You can set different prices for each currency, and we highly recommend manually adjusting your prices in each country instead of setting a price in one geo and letting the others convert manually. We help you out by recommending custom prices, for example:

Your default list price:  USD 70% royalty rate: \$4.19 USD

Custom prices (set by you)

Currency	Royalty	Custom price	Currency	Royalty	Custom price
Australian dollars* AUD (\$)	70%	<input type="text" value="7.99"/>	British pounds* GBP (£)	70%	<input type="text" value="4.49"/>
Brazilian reals BRL (R\$)	70%	<input type="text" value="18,99"/>			

Converted prices (based on exchange rates)

Currency	Was: 7.98	Suggested: 7.99	Currency	Royalty	Conversion
Canadian dollars CAD (\$)	70%	<input type="text"/>	New Taiwan dollars* TWD (NT\$)	70%	<input type="text" value="182"/>
Euros* EUR (€)	70%	<input type="text" value="5.60"/>	New Zealand dollars* NZD (\$)	70%	<input type="text" value="8.56"/>
Hong Kong dollars* HKD (\$)	70%	<input type="text" value="46.55"/>	Philippine pesos PHP (₱)	70%	<input type="text" value="300.58"/>
Indian rupees INR (₹)	70%	<input type="text" value="388.52"/>	South African rand* ZAR (R)	70%	<input type="text" value="80.41"/>
Japanese yen* JPY (¥)	70%	<input type="text" value="667"/>	Swiss francs* CHF (CHF)	70%	<input type="text" value="5.99"/>
Mexican pesos MXN (\$)	70%	<input type="text" value="112.81"/>	Turkish liras* TRY (TL)	70%	<input type="text" value="21,84"/>

You can even schedule promotional prices for a certain period, in advance, with our awesome price scheduling tool.

You can also choose which territories your book will be available in. Don't forget to take advantage of Kobo's global reach! We have partnerships with retailers all over the world, so you can reach new readers worldwide.

After publishing your eBook, please allow 24-72 hours for your book to be published on-site. Once it's been published, you're welcome to make changes to it at any point.

As always if you have any questions, you can reach out to us by email at [writinglife@kobo.com](mailto:writinglife@kobo.com) and one of our Publisher Operations team members will be happy to help you out!

So, your book is all published and onsite. What are the next steps you should take to become a superstar Kobo author?

**We recommend taking advantage of every Kobo Writing Life opportunity.** These tips and tricks will help you increase visibility on the Kobo site and reach new readers.

- 1) **Our promotions tab-** One of the perks of the Kobo Writing Life dashboard is the promotions tab. The tab on your dashboard lists all of our promotional opportunities available for KWL authors. You'll have the chance to submit your titles to be part of onsite sales and email promotions like price drops, buy more save mores, category page features, free eBook promotions, daily deals, and double daily deals. We have a lot of promotions to choose from, and want to help you get your books in front of readers! You can learn more [here](#). Please note that this tool is still in beta mode – simply send us an email and we'll get it added to your dashboard! At this time, the promotions tool is only for English language titles, and we are not able to promote erotica.

DASHBOARD eBOOKS **PROMOTIONS** AUTHOR SERVICES HELP

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## PROMOTIONS

MY PROMOTIONS




Let readers know about your eBook with a promotion

ALL PROMOTIONS

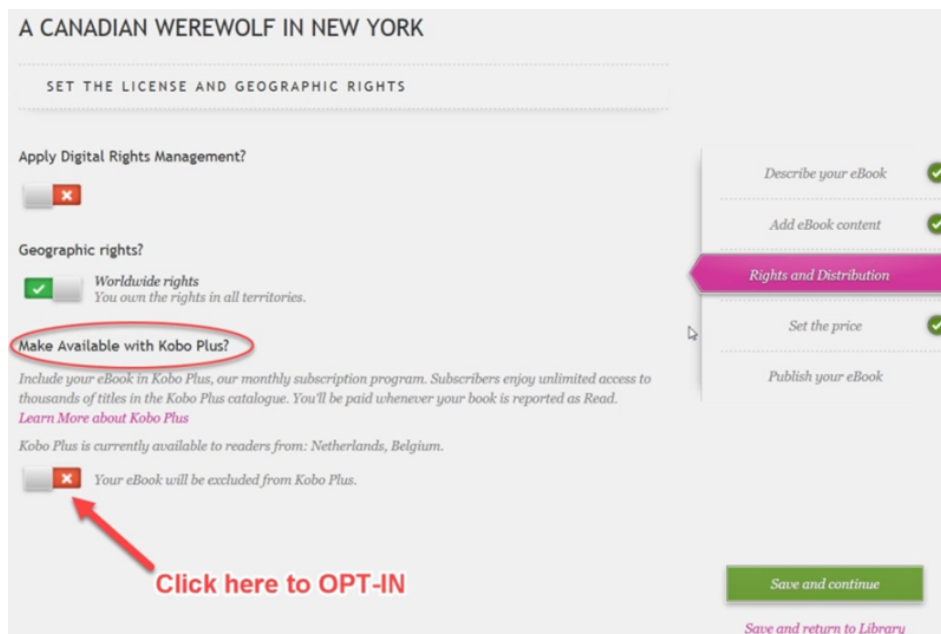
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Available times	Description
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Apr 23 2018 - Apr 29 2018 \$10.00 USD	

- 2) **OverDrive**- Did you know that Kobo Writing Life authors can directly reach library readers by distributing via the dashboard to [OverDrive](#)? Kobo and Overdrive are sister companies, both owned by Rakuten, and we've worked together to give KWL authors a simple way to get your titles to library readers. By opting your titles in to OverDrive's library marketplace through Kobo Writing Life directly, you have better terms than you would with a third-party aggregator. You'll get 50% royalties (the highest of any platform) and you won't have to pay an aggregator fee.

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- 3) **Kobo Plus**- [Kobo Plus](#) is Kobo's subscription service specifically in Belgium and the Netherlands. It's aimed at "all you can consume" readers, and has many English titles. It's a great opportunity to reach readers you may not otherwise. It's a collaboration with Kobo's partner in the Netherlands, BOL. You can opt your titles in through your dashboard easily in the rights and distribution section of your title. There's no exclusivity required, but do ask you to leave your titles in for 90 days to gain traction.



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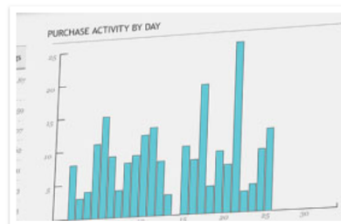
Save and continue  
[Save and return to Library](#)



- 4) **Global Reach**- At Kobo Writing Life we truly believe in selling to a global audience. Our pricing tool gives you the ability to set prices for over 16 currencies, and you can also choose which territories you'd like to sell your book in as well. Kobo has [retail partnerships](#) with stores all over the world, with stores like FNAC, Mondadori, and Indigo. Again, we recommend [optimizing your pricing](#) for each territory to take advantage of those partnerships.
- 5) **Sales Analytics**- On the Kobo Writing Life dashboard, we have all kinds of sales analytics to help authors track their sales. Our sales stats are updated in real time, and authors can look at their top titles and top-selling regions at a quick glance. We even track free downloads so you can see how many readers are downloading your free books. These stats will help you figure out where your books are selling quickly – and where you might need to ramp up your advertising.



**Quick Stats**  
An overview of your publishing activities at Kobo.

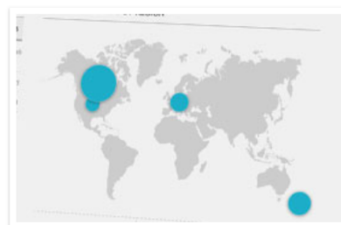


**Activity by day**  
Day-by-day sales of all your eBooks.

TOP SELLERS THIS MONTH

Title	Sold	Est. earnings
1. <i>Supreme Justice: A Court Story</i>	143	\$298.87
2. <i>A Time to Live</i>	51	\$106.59
3. <i>Worthless</i>	43	\$48.07
4. <i>Disput</i>		

**Top sellers**  
Unit sales for your top ten titles.



**Activity by region**  
An interactive map showing sales by location.

- 6) **Connect with Kobo Writing Life** – Make sure you follow us on our social channels and subscribe to our blog, podcast, and newsletter (listed below) so you don't miss any of our posts or articles. We're always asking top Kobo authors and industry experts to share tips and tricks to help you build your brand.

## **Connect with us**

We're a small hands-on team, so you can rest assured that you're getting help from people who work with your books every day! The best place to contact us is by email. We get back to all messages within 2 business days, but often much quicker than that. Our email is [writinglife@kobo.com](mailto:writinglife@kobo.com)

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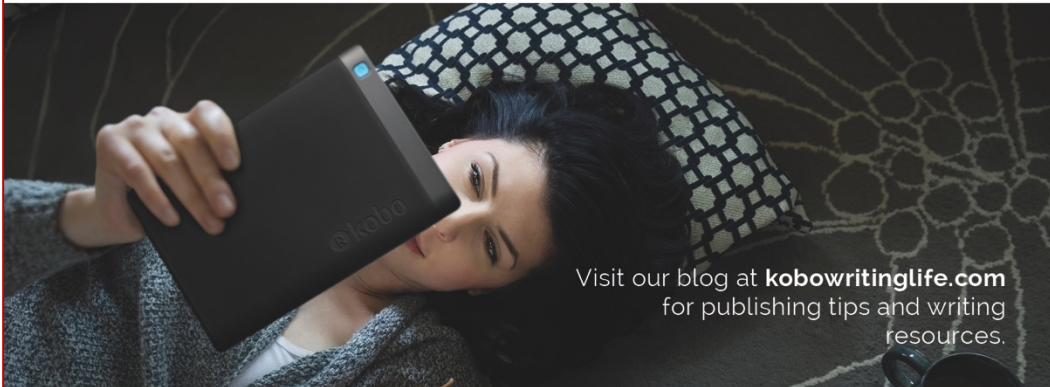
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