



Lulu



The background image shows a person's hands writing on a notepad. The person is wearing a white t-shirt with a bicycle graphic and the text 'The Old Company'. The notepad has some handwritten text, including 'The Old Company' and 'The Old Company'. A geometric pattern of overlapping triangles in various shades of gray is overlaid on the image.

Author's Guide to Success

A Complete Plan for Publishing and Selling Your Book

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01

Becoming Bess Sellers

It was a cold winter's morning when we stumbled across Bess Sellers in the coffee shop across the street from the Lulu office. She was a part-time barista and full-time novelist, hoping to finish her book and find an audience - a big audience; she wanted to live up to her name.

"You focus on finishing your book," we told her, "and we'll find that audience for you." In return, we asked for very little—perhaps she could sneak a few cups of java across the street from time to time, just a little something to perk us up on those chillier mornings.

"It's a deal," she said. Bess went back to work and so did we. We knew we had a lot to offer Bess—print-on-demand hardcover and paperback editions of her work, ebooks, and a wide range of services to help her reach the finish line and get her work seen. She wanted a big audience and that meant wide distribution. But which format? And what sort of distribution? Then, like a shot of espresso, it hit us.

In a caffeinated fit of inspiration, we ran back across the street (checking for traffic first, of course).

"Bess! Bess!" we called over the hiss of the cappuccino machine. "We have the perfect book selling strategy for you!" "Super!" said Bess, slurping foam from a mug the size of an elephant's foot. "Which format should I choose?"

"All of them," we told her. "We're pulling out all the stops."

And the rest is history.

Lulu authors who offer multiple formats of their books sell 400% more books than authors with only a single format.

02

Pulling Out All the Stops

This no-stone-unturned strategy might not be for everyone, but it's exactly what Bess needed: free ebook for reviewers, standard edition paperbacks, collector's edition hardcovers, and more... a version of her exceptional book for virtually every audience imaginable. And Lulu offers complete distribution to every e-retailer out there, so we were able to put Bess' book in more online bookstores than she'd ever thought possible.

We love all stories at Lulu—it's why we do what we do—but success stories like Bess' hold a special place in our heart.

If you're looking to make your own success story, read on. Remember, the more book options you offer your readers, the more books you'll sell—up to 4 times more than what you'd sell by sticking with a single format. And with Lulu's distribution to all major online booksellers, your book will be available to an enormous readership. What's more, Lulu's Publishing Wizard makes it easy to produce and manage every option and every level of distribution at no cost.

These are the book options that can help you become just like Ms. Sellers.

Print!

Second only to the aroma of the steaming cups of coffee Bess delivers, we love the smell of books. We love everything about them—the feel of them, the satisfaction of piling them up and filling our shelves. We read a lot on our computers these days, but there’s still nothing quite like a good old fashioned printed book. It goes without saying that readers—Bess’ readers and yours—agree.

So let’s take a moment to review all of the print book options Lulu has to offer. (Have a look at the table on the next page.) Keep in mind only specific formats are eligible for retail distribution—options not eligible for retail distribution can only be sold in the Lulu Bookstore.

We told Bess, “Why not offer your book in both hardcover and softcover?” She had important images in her manuscript (mostly photos of her protagonists’ homemade artisanal cupcakes). “So, why not create both a cost-efficient black & white print edition as well as a captivating full-color print edition!” She was excited to say the least—she even rounded up a few extra photos to include.

Bess logged into her Lulu.com account and got started on the new project after just a few questions. We suspect you might be looking for some of the same answers, so let’s run through them:

BESS: Will these projects require an ISBN? How do I get one?

LULU: Every format—hardcover, softcover, ebook—will be a separate project in your Lulu account. Each will require its own ISBN. You can assign those easily in Lulu’s Publishing Wizard. For free!

BESS: For free? Super! Will I always need an ISBN for every book I write?

LULU: No. You need an ISBN only for projects you submit for retail distribution. Keep in mind that adding an ISBN to print books will automatically add a retail markup; therefore, an ISBN should not be added without careful consideration!

BESS: Can I make the print versions of my book different sizes?

There are as many ways to use Lulu as there are ways to print and distribute your book.

| If you want to... | Choose this option... |
|---|-------------------------------|
| Print an inexpensive copy of your book to proof | Standard Paperback |
| Go BLING! | Premium Hardcover |
| Print/bind your dissertation | Paperback or Hardcover |
| Give a great gift | Premium Hardcover |
| Save your customers money | Standard Paperback |
| Maximize your distribution | Premium Paperback |
| Have a CV or portfolio that stands out | Premium Paperback |
| Put together a family heirloom | Premium Hardcover |
| Have all your recipes bound | Standard Paperback |
| Make a great decorative coffee table book | Premium Hardcover |

LULU: Well, we guess you can. But it will be simpler and quicker if you stick with a single size—that way you can re-use the same interior file. For example, if you create a 6"x 9" book, you can use the same manuscript file to create a perfect-bound softcover edition in both black & white and full color as well as a hardcover (case wrap or dust jacket) in black and white. And if you apply the free ISBN we were just talking about, all of these options would be available for sale in the Lulu bookstore and online bookstores around the world through Lulu's free distribution service.

BESS: What exactly do you mean by distribution? Can't I sell my book myself?

LULU: Well, sure, you can sell anything yourself... on your website or from your favorite coffee shop. But I doubt either of them gets the kind of traffic that every major online book retailer combined gets—and that's what Lulu's distribution service offers you. And, not only is it free, but you can also manage the level of access readers have to the different versions of your book.

BESS: That sounds amazing, but I want to know more about the different editions I can produce. I have a special someone that I'd like to make an extra nice copy for. Is that possible?

LULU: Possible? It's so easy we ought to make it mandatory! You can create exquisite, archival quality collectibles for VIPs, family... and yes, special someones. These editions don't need an ISBN. You can sell them exclusively in the Lulu Bookstore or keep them in what we call "direct access" so that only specific people you choose can purchase a copy. You can also offer a standard print edition exclusively in Lulu's Bookstore. This version should not have an ISBN applied since this would add a retail markup to the book. An ISBN is not needed to sell your book in Lulu's Bookstore; an ISBN is only needed for books intended for retail distribution. This means that you can significantly lower the listing price for your book in the Lulu Bookstore and receive more revenue, or you can pass the savings on to your customer. Entirely your call!

BESS: More revenue sounds good to me! Which reminds me... do you offer bulk discounts? I might order a bunch of copies of my full color book for this adorable little indie store on my block.

LULU: Absolutely! If you want to try consignment sales in brick and mortar stores, just have a look at our bulk purchase discounts for your book. Discounts start at 15 copies.

BESS: You mentioned different types of access to my book. I don't quite get that. Can you tell me more?

LULU: Certainly. The three different settings in the Publishing Wizard allow you more control over who can see or buy your book. You can sell your content in the Lulu Bookstore, through distribution channels, or both! Here are the settings you can choose (these settings do not affect any retail listings outside of Lulu.com):

- **Private access:** Only you can view or buy the project on Lulu.
- **Direct access:** Provides a method to sell your work to specific individuals only. No one can search or view the project in Lulu's Bookstore. You receive a web URL (<http://www.lulu.com/content/abcde>) at the end of the publishing process. Send the link to the people who you want to see and purchase your work.
- **General access:** Readers can search for and buy your book in the Lulu Bookstore.

To manage your access settings, click on the "My Projects" link to view your Project List. Click on the title of the project in need of attention. You'll be directed to a page of editable info about your project, including its access settings. Simply choose the option right for your project.

Making a revision of a project and/or changing your distribution channels can potentially reset

this selection, so it never hurts to double check your access settings.

You can start creating your book right now using Lulu's Book Builder at www.lulu.com/publish/books.

Ebooks!

Once Bess was in print, it was time for her to jump book-first into a digital version of her project. Without an ebook, she'd miss out on a growing percentage of readers, reviewers and distributors.

As with print, she had several options when generating an ebook and there are advantages to each. But the real beauty of the ebook is that you can produce it (and distribute it, if you choose) free of charge. No printing costs, no shipping costs. It just appears like magic—created by Lulu's Publishing Wizard. Get it? Magic? Wizard?

Because there are no printing or shipping costs associated with ebooks, you can charge less for your project and still make money from royalties. Retail distributors will get a cut of the profits as their commission for allowing you to sell your book in their store, but because you can sell ebooks at a significantly lower cost than print books, more readers are likely to bite. This is a growing demographic that distribution-minded writers like Bess can't afford to ignore.

You can start creating your ebook right now at www.lulu.com/publish/ebooks.

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8 Simple Steps to Distribution

So, there are options aplenty on Lulu—and advantages to using them all. It might sound like a lot to manage, but if Bess Sellers can do it, so can you. We promise. Let's break it down into a few easy steps.

1. Finish Your Project

Before you start thinking about distribution, make sure your project is finished. In Bess' case, she overcame her writer's block and completed a novel—revisions, edits and all.

She also picked her cover art, wrote an author bio, a blurb for her back cover and the content description for her metadata. Sure, you can do some of this as you go through the Publishing Wizard, but being well prepared makes your time with the Wizard shorter and easier.

If you want to quickly and easily see how much your book will cost and how much money you can make selling it in the Lulu bookstore, Amazon.com and all major online retailers, visit www.lulu.com/sell.

When do you need an ISBN?

You're printing something for your personal use (not to sell or distribute)

No ISBN

You're selling your book on Lulu only

No ISBN

You're producing an ebook to give away to reviewers, friends or family

No ISBN

You want to distribute your ebook through retail channels

ISBN

You want to sell your print book through online retailers

ISBN

You're producing an ebook for marketing purposes; to give away or include in promotions (not to sell or distribute)

No ISBN

You want to sell your book on your own, through your website or in person, without using Lulu's distribution platform

No ISBN

2. Format Interior

Bess decided on 6" x 9" as the size for her print books, so she needed to format her manuscript file to 6" x 9" pages. She wasn't sure how to do this, but luckily Lulu provides a template. All she had to do was cut and paste her words into it. Almost too easy!

Just click on download template in the Book Builder. We walk you through it step by step.

Cost per page book: \$3.25
Min-Max: 32-740

[Download Template](#) [Make this book](#)

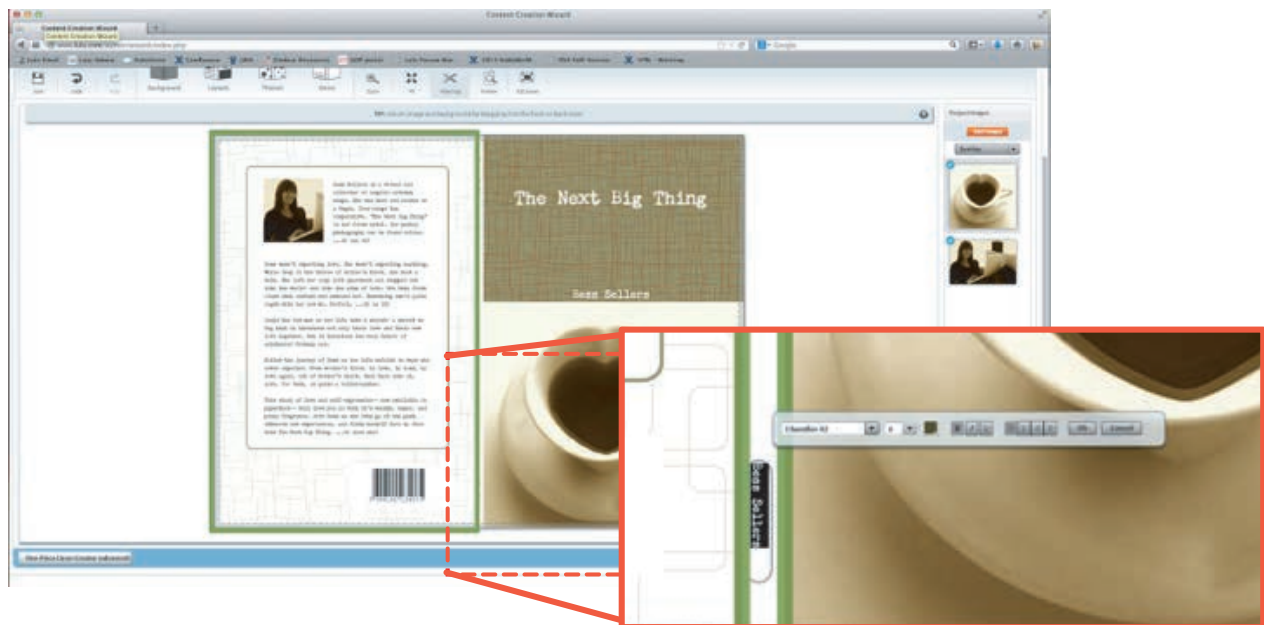
3. Create Projects:

I. Softcover Book for Retail Distribution

The Publishing Wizard will guide you through the process of uploading and converting your Word document into a print-ready book interior. But remember, you need to keep track of the versions you're creating. If you're cranking out several different formats of the same project, it's a good idea to create a master list of the versions with the title, project number, and the ISBN for each (some authors prefer to use an Excel spreadsheet, but Bess uses a gently used napkin from her favorite bakery).

For this particular version of your book, you'll need to:

- Choose a book from the Premium line that's eligible for distribution
- Apply an ISBN (if you don't have one, Lulu will provide one for free)
- Submit for distribution to Lulu's retail partners
- Set to private access on Lulu.com



Here's a sample paperback cover. The Publishing Wizard will generate the bar code based on your ISBN. Note the author bio/description on the left. Polish this prose carefully.

And mind the little stuff, like the title on the spine of the book. Choose typestyles that reflect the personality of your book and be consistent. Remember, readers do judge a book by its cover!

II. Hardcover Book for Distribution

The Publishing Wizard will help you again. The jacket of your hardcover can be a bit more elaborate than the one for your paperback, with more images/elements. This is a good thing! Take your time and really make it shine. And again:

- Choose a book from the Premium line that's eligible for distribution
- Apply an ISBN (if you don't have one, Lulu will provide one for free)
- Set to private access on Lulu.com so you can sell a Collector/VIP Edition on Lulu (see step V) and not confuse your buyers with two listings
- Submit for distribution to Lulu's retail partners

III. Ebook for Distribution

Remember, you shouldn't use the same template for the interior of your ebook that you used for the interior of your print books. E-books are a different animal, meant to be viewed on a computer or eReader; things like page numbers don't apply, because ebook font sizes can be adjusted by the person reading the ebook, thus altering the number of pages in your ebook from viewer to viewer.

There is plenty of help available for ebook creation. You can get Lulu free how-to manual on ebook creation at www.lulu.com/publish/ebooks/free. For this project:

- Apply an ISBN (if you don't have one, Lulu will provide one for free)
- Submit for distribution to Lulu's retail partners

IV. Standard Paperback Edition

Lots of people expect free content these days and this is a great way to build an audience. But you want to make some money from your books, so Lulu created a way for you have the best of both worlds! Our Standard line of print books lets you sell inexpensive, good quality versions of your work. Because promotion is the name of the game in publishing, you can offer a link to this low-price version of your work for fans and family alike.

- Select "Sell only in the Lulu Marketplace."
- Set to general access, and remember that Standard Paperback Editions are not eligible for retail distribution
- Share the Lulu link to your book page far and wide: in your email signature, across social media, in your blog, maybe some skywriting... though smoke is hard to click on

V. Collector/VIP Edition Hardcover

Lulu's Publishing Wizard lets you customize as you create. Things like foil stamp lettering can go a long way to making your work look Pulitzer-ready. And the folks who've supported your journey from rough draft to print will love seeing the fruits of your labor in all its premium quality glory.

- Choose a book from the Premium line
- Select "Sell only in the Lulu Marketplace."
- Customize your dust jacket, cover linen color, foil stamping color on the spine and paper option
- Set to general access on Lulu
- Order copies for your family and fan club

VI. PDF Ebook for Marketing

You can set this project to direct access and use it specifically for marketing purposes. You can use the same manuscript file used for your print editions to create the PDF ebook. When starting your project, select "Sell only in the Lulu Marketplace."

- After finishing your project, set it to direct access as described on page 5.
- Provide reviewers with a URL that will link them directly to your project.
- Set your price to FREE. (You'll want to include a disclaimer on the copyright page instructing reviewers not to distribute it. This is still your book.)
- Write an elevator pitch to accompany the URL you give out to reviewers.
- Remember, in between pushes to get reviewers and readers interested, change your access back to private—or you can set a price other than free. Once you've generated enough buzz, buyers will be willing to pay.

So there you go—an option for every possible kind of reader, made easy by Lulu. You and Bess have already done the hard part; you've written a book! That's huge! It's time for you—and your readers—to enjoy the fruits of your labor. Remember, if you ever want help from our publishing services team, you can browse a list of our offerings at www.lulu.com/services.

Grab a cup of coffee and get going!