

Welcome to the Writer's Word Newsletter!

June 16, 2004

I love my job. Ok, so I know the LuluBOOKS Newsletter isn't supposed to be my personal diary, but (seriously) I love my job. I get to spend a lot of time reading books and talking to new and exciting authors. The things that I learn from all of you every day could fill a hundred newsletters. One of the reoccurring questions that you keep asking is "How can I let more people know about my book?" and all I can tell you is "Marketing."

This newsletter is dedicated to teaching you about selling your books. Don't worry, we will still let you know about all the new things happening at Lulu (like lower color printing costs, Super Saver shipping, and our road trip to Heroes Con), but we are also going to spend some time finding out how to let the world know about your book.

Our Quip of the Day comes from Mark Twain:

"There are three infallible ways of pleasing an author, and the three form a rising scale of compliment: 1. To tell him you have read one of his books; 2. To tell him you have read all of his books; 3. To ask him to let you read the manuscripts of his forthcoming book. No. 1 admits you to his respect; No. 2 admits you to his admiration; No. 3 carries you clear into his heart."

[Visit the LuluBOOKS home page!](#)

What's New?

â€¢ Supersaver Shipping: Starting June 1st and going at least through the end of the month, any order over \$25 dollars gets free shipping inside the US. Now you can buy even more books, in case you are the sort of person that would do something wild and crazy like that.

[Read more about Supersaver Shipping](#)

â€¢ New Lower Price for Color Printing: Some of the lowest color printing prices in the land! Isn't the new printer grand?

[Read more about lower color prices](#)

â€¢ New Free Covers available from Lulu - Images Gallery: Leah has just added 40 new free covers to the images gallery. You have more choices than ever before.

Tips from the Lulu Masters

Some of Lulu's most experienced authors, our Power Posters and Lulu Masters, have put together a resource page filled with expert advice and tips. You can read and find tons of helpful documents for free at www.lulu.com/pp-lm and get the most out of your formatting and publishing.

A good review of your book is one of the best ways to stir up interest in your work. [Gregory Banks](#) knows how to get it done.

Getting reviewed by a qualified reviewer is hard, especially for POD books. But there are a number of sources out there that will review your POD book...

[Read more of Gregory Banks's tip](#)

Publishing your first book can be a daunting task, but [tinhorn](#) can put you at ease with a step-by-step guide.

Let's create a simple book and run through the whole publishing process. This will allow us to become acquainted with the inner workings of the site, and gives us a project that we don't have to worry about messing up...

[Read more of tinhorn's tip](#)

We announced last month that [Lulu has a great new printer](#) which can produce better and sharper images for your books. After doing a series of tests, [Jacqueline Druga-Marchetti](#) now can tell you how to find the perfect DPI for your images.

In a nutshell, our printer's digital capabilities when it comes to reproducing images are outstanding. Even at a low DPI, it is very impressive. I have compiled a list of helpful hints...

[Read more of Jacqueline Druga-Marchetti's tip](#)

A few simple marketing ideas can make all the difference, and [Jennifer Stires](#) has collected some great ones for you.

In This Issue:

- â€¢ [What's New?](#)
- â€¢ [Tips from the Lulu Masters](#)
- â€¢ [Guide to Selling Books on eBay](#)
- â€¢ [Lulu Puts on Capes and Tights](#)
- â€¢ [Free Guide to Marketing Your Book](#)
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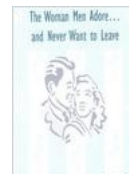
Featured Books:



By [Steve Gelder](#).

Ever been struck by how ridiculous life can be? Steve Gelder has and he tells us all about it in [Somewhere Between Amused and Annoyed](#).

[Read more about Steve Gelder](#)



By [Bob Grant, L.P.C.](#)
By [Bob Grant](#).

Professional counselor Bob Grant reveals how your relationship can be made to last in [The Woman Men Adore... And Never Want to Leave](#).

[Interview with Bob Grant](#)



By [Travis Monday](#).

[W.F. Matthews: Lost Battalion Survivor](#) by Travis Monday is the true story of a WWII POW's brave struggle.

[Interview with Travis Monday](#)

Lulu Tips

[Buy Now Buttons Make Selling Easy!](#)

Do you have your own web site? At Lulu, we provide free "Buy Now" buttons that you can use to market your Lulu content from other Web sites, like your personal Web site or in email marketing and newsletters.

When buyers click a Buy Now button, they will be taken to your Lulu storefront, where they can purchase your content. Here are some examples:



You can also edit the sample HTML to point to pages other than your storefront, for example, to go to the content page for a title. This cuts down on the number of clicks your customers have to do to get to your title...

[Read more about Buy Now Buttons](#)

[Get your Buy Now Button](#)

Writing your book seems easy compared with the self-promotion aspect. There are so many readers, how do you know the ways to promote your book? The answer is: It depends on the author. There are hundreds of different ways to promote your book...

↳ [Read more of Jennifer Stires's tip](#)

A Guide to Selling Books on eBay

[Yoel Natan](#) offers up a slew of tips for placing and marketing your books on eBay:

Authors can aim to make money selling their books on eBay, or just sell the books at cost for the promotional effect, or split the difference and do both. How do you know what price to charge? First make sure to cover your costs. Then if books sell briskly, up the price a dollar. If they sell slowly, lower the price a dollar, and go from there.

↳ [Read more about Selling Books on eBay](#)

Lulu Puts on Our Capes and Tights

Leah, David, Joe, and I brought Lulu to the world of comics by attending the **Heroes Con** in Charlotte, NC this past weekend. See more about our trip at www.lulu.com/comics and check out our new forum for comic creators and avid comic readers: [Comics/Graphic Novels](#).

Free Guide to Marketing Your Book

You've finally made it. After all the blood, sweat, tears, and ink-stained fingers, you have published your book at last. Well, now what do you do? Getting the word out about your masterpiece can be daunting to even the most accomplished author. Heck, the very word "marketing" makes me turn a little green.

Rachel Toor and the Lulu staff have put together a short guide on marketing your own self-published book. [Now For the Hard Part: Marketing Your Book](#) is now available for free download.

Closing Thoughts

Don't forget all the great marketing tips that we have covered in the past. Greg Banks's article on writing a press release has just been added to the resources database of [Speculative Literature](#). This is good stuff!

You just have to be willing to self-promote and get your name out into the world, and many of our authors are doing just that.

How are you meeting today's publishing challenges? Let us know at annie@lulu.com



Annie
Lulu Staff

[Lulu.com](#), the marketplace for digital content, allows the creators of content to deliver what they create--books, songs, or images--directly to consumers. At Lulu, we're not the publisher. You are.

Close Window