

Welcome to the Writer's Word Newsletter!

July 15, 2004

Dear Creators:

Hear ye, hear ye! I would like to call this edition of LuluBOOKS to session. Ladies and gentlemen, it has certainly been an amazing summer. I consider it a thrill and a luxury to stand tiptoed on the banks of publishing revolution. The landscape is constantly changing and, though we are only halfway through July, nearly 700 books have been published.

In this edition, variety is the central motif. We begin this installment with a glut of information regarding "What's New" and what's "On the Horizon" here at Lulu. Then, for your viewing pleasure, Dirk Gerritt takes us on a composed trip through the publication of his novel [STING OF JUSTICE](#) and to the Lulu.com offices.

Dirk Gerrit Visits Lulu World Headquarters

Authors in the News

We are very proud of all our creators. They are and will forever be what makes us tick. Imagine the smiles we garner when realize the waves they're making around the world!

Lulu's very own [Ariana Cherry](#) has had an interview at [Working in PJ's](#). She's posted in the Poetry Corner, and I'm excerpting some of what she's said here:

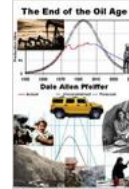
I had my first "web interview" online at www.workinginpjs.com about me and my book! Click on the "INTERVIEW" link on the left side of the page to check it out!

Also, I had a press release released on the web at: <http://www.pweb.com/releases/2004/6/prweb131406.php>

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Featured Books:



By [Dale Allen Pfeiffer](#).

It's no secret that oil and other energy resources are becoming a scarce and expensive commodity. Dale Allen Pfeiffer explores resource depletion and the ultimate consequences in [The End of the Oil Age](#).

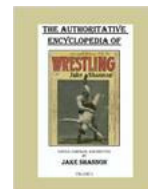
!i [Read more about Dale Allen Pfeiffer](#)



By [Stephan Zimmermann](#).

In what were tense times during the Cold War, Stephan Zimmermann brings worlds together in [The Sonja Factor](#).

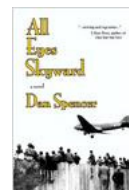
!i [Interview with Stephan Zimmermann](#)



By [Jake Shannon](#).

It's time for a "Rumble". Jake Shannon explores the history of half-nelsons and such in [The Authoritative Encyclopedia of Scientific Wrestling](#). Bring your "A" game, because this one's a rough one.

!i [Interview with Jake Shannon](#)



By [Dan Spencer](#).

Everyone needs a little love, danger, and deception. Dan Spencer's fresh eye tackles these motifs with the Berlin Airlift as background in [All Eyes Skyward](#)

!i [Interview with Dan Spencer](#)

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

[Matt Basham](#) has had several articles written about his upcoming CISCO textbook.

"SPC tech professor gives his textbooks for free" St. Petersburg Times - St. Petersburg, FL, USA ... Basham's books will be available through Young's newest enterprise, www.lulu.com, an Internet publisher that allows free downloads and low-cost print-on-demand ...

<http://www.sptimes.com>

Also on Zdnet.com:
"Professor gives Cisco manual away for free"
<http://zdnet.com.com>

Andru McIntosh's book [Fate & Transport](#) has a very good review at the [Dark Moon Rising](#) webzine.

Reading the story is only half of the value of it. The other half is sitting and thinking about the implications, about the sparks of imagination McIntosh is sure to strike in the reader's brain.

Dan Howland has an article in the Portland Business Journal about his book, the [Journal of Ride Theory Omnibus](#). You can read this article [here](#)

While the book amplifies Howland's obsession, it also symbolizes how print-on-demand publishing, or the printing of small book runs, could one day rock the traditional offset publishing world.

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](#)

Tips from the Lulu Masters

Some of Lulu's most experienced staff members and users have put together a few tips for you to review this month.

Are you an international author? Well, believe it not, Lulu will work for you. [Tanya Stockton](#) offers a bit of information regarding the tax obligations of international creators:

In regards to international authors and royalties, Only US citizens are responsible for US taxers. If you are an international author, please notify us via support@lulu.com and we will enter a special administrative code in the social security field that will designate you as an international user.

So you purchased an ISBN Plus and your book is listed on Amazon's site, but wonder why the cover is missing. This is the information for you!

Once you have approved your ISBN Plus, your book will typically be listed on Amazon and Barnes and Noble's online bookstore within eight weeks, which is fantastic! Unfortunately, your book cover and description (which help make your book appealing to buyers) may not get added to the listing. The good news is that you can contact Amazon and B&N directly about updating your book listing.

[Read more about uploading your cover](#)

Perhaps the biggest obstacle for a writer to conquer is grammar. Whether plagued by passive voice or agreement issues, the art of grammar can often handicap the art of writing. Fellow creator [Jennifer Stires](#) offers her advice in the following:

First, turn off the grammar check and just write. If you shut off your monitor, it might help, because then you're just focusing on your story/poem/whatever and not the grammatical aspect.

Closing Thoughts

Say it isn't so. Is this installment at its conclusion? Is court adjourned? Yes, it is time to close this chapter of the LuluBOOKS newsletter. It has truly been a pleasure. Every month, I am blessed with the opportunity to spread the good news. And let's be quite honest, everyone loves the harbinger of good messages.

That said, keep your ears to ground. There are certainly more new and exciting changes percolating in the shadows. We here at Lulu.com are constantly searching for tools to make you life as a writer easier and more rewarding.

And don't forget to let us know how you are doing with the publishing process. Let us know at annie@lulu.com



Annie
Lulu Staff

[Lulu.com](https://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.