

Welcome to the Image Inspiration Newsletter!

August 3, 2004

Hello Sport Fans:

Thank you for joining us here today at cozy Lulu Park for today's game. This one's a big one ladies and gentlemen. The tides could turn in the publishing race after the conclusion of today's game. The fan favorite Lulu Dodgers are taking on the much hated big wheels from the publishing world, the Funky Diapers. It's a regular David versus Goliath.

This Lulu bunch is a confident team going into today's contest. Within the last month alone, over 1200 new images have been published via Lulu. Though the Funky Diapers may still boast a better record, they have to be a little scared. This is a feisty, strong willed Lulu group.

As the Diapers take the field, it's time to take you through the batting order. In the lead off spot, yours truly, who's been batting nearly 400 in the last ten games, will give you guys a taste of what's new at Lulu this month. In the second slot, my twin, Willie Mays Hutton, will let you guys know about what's in store for Lulu in the coming months. Rounding out the trifecta is Lulu's Leah Riley with some advice on image production.

The Diapers had better hope for a miracle, because Jennifer Stires is batting in the clean up spot. She definitely has the potential to go "yard" on the Diapers.

As if that wasn't enough, the line-up doesn't get any easier for the Diapers. The Lulus have quite a few featured Artists on tap to entertain the sold out crowd.

Sit back and enjoy sports fans. This one's going to be a dandy!!

But first, here is the intro:

Play Ball: Let's Play Alphabet Soup

[Jennifer Stires](#) owns the inside of the plate with this article. No sacrifice on this at bat. She explains the mystery behind some of those annoying file extensions:

"JPEG, GIF, PNG. You've heard the names being thrown around, you've seen stuff in them, but what exactly are they?"

[Read more Alphabet Soup](#)

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Featured Artists:



By [Tom Bosschaert](#).

Angle and lighting are paramount when taking photographs. The truly great photographers are quite inventive when it comes to these two considerations. Tom Bosschaert proves quite good at manipulating these attributes in "Industry Tower." Make sure you check out the rest of his collection.

[Interview with Tom Bosschaert](#)



By [Luke Bosomworth](#).

Catching the essence of a moment is an enigmatic task. Luke Bosomworth seems to have a knack for doing just that. In "Harbourside," he catches a glimpse of the beauty and interaction between land and water.

[Interview with Luke Bosomworth](#)



By [Mark Linnard](#).

Irony is a hard literary element to capture on film. Mark Linnard does so in his picture, "City Lights." Pictures are generally still moments of life. See if you can find the city beneath this chaos.

[Interview with Mark Linnard](#)



By [Linda Gojn](#).

Detail is the key word to this pastel by Linda Gojn. "Train" is a just a sample of quite a few interesting and thought-provoking pieces by this veteran of the art world.

[Interview with Linda Gojn](#)

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:



buy my
stuff @ **Lulu**

Lulu BUY
NOW

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...

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Closing Thoughts

Holy Comoly ladies and gentlemen, that was the game of the century. Those Lulus are one courageous bunch. I believe the Funky Diapers are going to need to regroup and rethink how to deal with this team. With a lineup like you saw today, and a plethora of other talent in the farm leagues, the Lulus are forcing us to reevaluate how we think about and play this game.

I am sure that the next encounter will be just as entertaining. This team is constantly thinking about ways to improve the publishing process. As the publishing world evolves, new game plans are constantly explored for your benefit. Ultimately, it is the fans that keep this game going. Without them, there would be no need for homeruns and groundballs.

Until next time, we bid you farewell. Remember to keep that lens focused with the hope of capturing a hall-of-fame moment.

Thank You very much for participating in the Lulu Community.

How are you meeting today's publishing challenges? Email us at henry@lulu.com.



Henry
Lulu Staff

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