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How do I enable my Amazon Marketplace and set the retail price?

When you purchase the Basic Distribution Service for paperback books, you will receive one year of placement in the Amazon Marketplace at no extra charge. This service will be added to your shopping cart along with the Basic service. The Amazon Marketplace listing is not currently available for hardcover books. Follow these instructions to enable your paperback's Amazon Marketplace placement:

1. Go to your Project List and click the Revise icon to edit the pricing of your Basic Distribution book.

2. On the project details page, click the Revise icon in the Lulu Pricing & Royalties section.

* You will see a line in the calculator called Royalty for Outside Sales. This tells you what your royalty will be for a purchase through the Amazon Marketplace.

* 25% of the total price will go to Amazon for royalties and shipping. The remainder is left for production costs, Lulu's commission, and author royalty. To calculate your Amazon royalty, multiply the total price by 75%, subtract production costs, then multiply the remainder by 80%.

3. Click on the Enable Distribution button. This will queue up your content for uploading to the Amazon Marketplace. It will take about 1-2 weeks for your content to upload. After it does, your book will be available for purchase on Amazon Marketplace.

4. Sales through the Amazon Marketplace will show up on your royalties' page, marked as such.

PLEASE NOTE: Lulu does not upload cover images to Amazon Marketplace. If you would like your cover image to display on your Amazon Marketplace listing, you may upload it by clicking "Share your own customer images" on your book's Amazon Marketplace listing and following Amazon's directions.

Lulu retail book pricing calculator, free download <http://www.lulu.com/content/229225>

2

How do I set the retail price of my book for global distribution?

After you receive your book and are happy with it, go to your Project List and click Approve/Deny Book next to the title. This displays the Approve Book page. In the Retail Pricing & Royalty section, click Edit to set the retail price. The Retail Pricing & Royalty section has a real-time calculator to help you work through the retail price and royalty combinations.

When it is first displayed, the amount in the Retail Print field is the minimum retail price for the book. At a minimum, the wholesale price (retail price / 2) must be enough to cover the production cost of publishing the book, your royalty, and the Lulu commission:

$$\text{Minimum wholesale price} = \text{Production cost} + \text{Royalty} + \text{Lulu commission}$$

It is probably easiest to set the retail price and let Lulu calculate your maximum royalty. Using our \$20 retail price, the wholesale is automatically \$10. \$10 minus production costs = what's left over for your royalty and the Lulu commission. The calculator maximizes this.

You can

- * Enter a Retail Print price and Lulu calculates your royalty and the Lulu commission.
- * Enter a royalty amount and Lulu calculates the retail price and the Lulu commission.
- * Enter \$0 in the Your Royalty field to reset the price back to the minimum.

IMPORTANT: The retail price is a suggested retail price. You have the option of pricing your book even higher, which will allow for greater profits, greater royalties and steeper discounts. However, if the book is overpriced or "priced out of market," it may not sell as many copies as it would at a lower price.

3

Now we need to prepare your book image & description for submission

Go to your Lulu storefront and click on your book cover and pull up the large thumbnail. Right click on the image and save picture as your ISBN, 1411600000. Save it in a folder named (My Book Image) next you need to pull your image up in a Photo editing program like Irfanview to make it comply with online bookstores guidelines. Go to image and then to Resize/Resample and change it to 108% of the original size. You can download a free copy here at <http://www.irfanview.com/>. We will set our image to Amazon's specifications. Your Lulu image is 300 DPI and 477 pixels on the longest side. We will change these to 72 DPI and 500 + pixels on the longest side. Save your book cover image as a JPG file.

Amazon Cover Art Specifications

For artwork to look its best on our Web site, images must be saved in a specific format, as detailed below.

- TIFF or JPEG format
- 72 dots per inch resolution preferred
- A minimum of 500 pixels on the longest side
- sRGB color mode
- 8 bits per channel
- PC or Macintosh format
- File names must consist of the 10-digit ISBN (no dashes needed), e.g., "6004435678.tif" or "1254545332.jpg"
- Image should be a full front view of the cover, with no borders

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Send e-mail to Amazon requesting an FTP user name & password

To: image-fix@amazon.com

From: davidris1@yahoo.com

Subject: FTP user name and password

Would you please send me the current FTP user name and password, so I can upload my book cover image.

Response from Amazon: it can take as long as a week to receive a response.

Thank you for writing to Amazon.com. We would be happy to enhance your detail page by posting new or updated art.

You can find details on our image requirements and other information regarding content at:

For books - <http://www.amazon.com/publishers>

Once you receive your user name and password you will need FTP software to upload your cover image to Amazon

Get a free copy of SmartFTP here, <http://www.download.com/3000-2160-10028635.html>
[SmartFTP tutorials](#), go to tutorials and then to connect and then upload.

And you will need this information to access our FTP server:

For books - host name: <ftp.amazon.com>

User name: catalog

Password: N3ikmJ4r

Passwords are case sensitive.

By submitting materials to us, you agree to the terms of the Limited License Grant including but not limited to the warranty that you have full authority to grant the licenses for the submitted materials. A copy of the Limited License Grant can be found at:

<http://www.amazon.com/exec/obidos/subst/partners/publishers/appendixb> .html All images submitted to our FTP server will be processed on a regular basis. If the cover art is formatted according to our specifications, it will appear online within 3-5 days. If the cover art does not appear online within this timeframe, you will need to ensure your cover art meets the specifications and resubmit it. Please be aware that we are unable to process images which are sent as an email attachment. We look forward to receiving your images. Thanks for your interest in Amazon.com. Warmest regards,

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Now we will send our description to Amazon

Go to [Amazon](#) and to books, scroll down to the bottom of the page. Near the bottom of the page on the right side you will see **Publisher Resources**, click on [Publishers' Guide](#) and then go to add descriptive content and then to Book Content Update Form.

Fill out the form and list Lulu Press Inc. as the publisher, the rest of the content info can be yours, contact name, email, address and phone, you can use Lulu's contact info if you want to.

Lulu Press Inc.

Contact: Liz Ellison

Contact e-mail: orders@lulu.com

Address: 860 Aviation Parkway, Suite 300, Morrisville NC 27560

Phone: Your number

Then enter your ISBN and continue. The next page will have several areas you can fill out. You can add your description, a note from the author and you can also add reviews that you might have received on Lulu.

The system will give you a chance to review your info before you submit it, if you don't like how your description lined up you can go back and edit before submitting.

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Sending your book cover image and description to Barnes & Noble

Go to [Barnes & Noble](#) then to home and scroll down to the bottom of the page second column to [Publishers & Author Guidelines](#) and then to [How To Submit Content](#), scroll down to Email. Send your info to titles@bn.com

In the subject line enter, content and image cover for ISBN 1411600000
Send your image as an attachment and in the body of the message include your name, tile, ISBN again and your description.

It can take anywhere from a week to a month before your info is updated on their site. I seem to get quicker results when I send the emails between 10 AM and 2 PM EST
If your info doesn't show up after one week, I would politely resubmit twice a week.

Sending your book cover image and description to Books A Million

Go to [Books A Million](#) scroll down to the bottom of the page to the next to the last line on the far Right side to [For Publishers](#) and then to corrections. You can email your info to, content@booksamillion.com they show other option, but I would just go the email route.

In the subject line enter, content and image cover for ISBN 1411600000
Send your image as an attachment and in the body of the message include your name, tile, ISBN again and your description.

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Sending your book cover image and description to Book Sense

Go to [Book Sense](#) and click on contact at the top far right of the page and it will send you straight to an email prompt. Send your info to them just like you did with Barnes & Noble.

In the subject line enter, content and image cover for ISBN 1411600000
Send your image as an attachment and in the body of the message include your name, title, ISBN again and your description.

It can take anywhere from a week to a month before your info is updated on their site.
I seem to get quicker results when I send the emails between 10 AM and 2 PM EST
If your info doesn't show up after one week, I would politely resubmit twice a week.

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Sending your description to Buy.com

Read this

Go to [Buy.com](#) and to books, pull up your book title and then go to the bottom of the page to the [Suggestion Box](#), you can enter your description here and then click on the submit button.
I haven't figured out how to get the book cover image up on Buy.com yet.

9

Submitting corrections to online bookstores

For [Amazon](#) go to the site and pull up your book and then scroll down to the suggestion box to; Product information is incorrect. Propose corrections using our [Online Catalog Update Form](#)

For [Barnes & Noble](#) go to the site to Home and then scroll doe to the bottom of the page to Publisher & Author Guidelines and then to How To Submit Content and then to Making Changes via Email, send to corrections@barnesandnoble.com be sure to include your ISBN.

For [Books A Million](#) and [Book Sense](#) send corrections to the same email you sent your description and book cover image to. Put corrections and your ISBN on the subject line.

For [Buy.com](#) go to the site and pull up your book and then scroll down to the suggestion box and type in the corrections that needs to be made, be sure. Include your ISBN.

The End

**I hope we don't have
information overload!**

Happy Selling

You can pick up a free copy of the class notes at, <http://lulu.com/davidr>