



...we moved a hand vaguely aloft into the greenish row
...round. North, east, south and west. Land or sea.
...able-bodied fellows fairly capable of
...tired of the humdrum life of
Adventures, Perry, ar

AUTHOR'S GUIDE TO SUCCESS:

A COMPLETE PLAN FOR PUBLISHING AND SELLING YOUR BOOK

The Lulu.com Author's Guide To Success:

A Complete Plan For Publishing And Selling Your Book

PART I: 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.com 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 we both did some brewing. 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 get her ready and get her work seen. She wanted a big audience, and that meant wide distribution. But which option? 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 option should I use?”

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

And the rest is history.



Fact

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

PART II: Pulling Out All the Stops

This no-stone-untaken strategy might not be right for everyone, but it's exactly what Bess needed: free eBooks for reviewers, value edition paperbacks, collector's edition hardcovers, and more... a version of her exceptional book for virtually every audience imaginable. And Lulu.com 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.com—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 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 option. And with Lulu.com's complete distribution to all major online booksellers, your book can reach an enormous readership. What's more, Lulu.com's Publishing Wizard makes it easy to produce and manage every option and every level of distribution for no cost.

These are the options we offered Bess 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.com has to offer. (Have a look at the table on the next page.) Keep in mind that only specific options are eligible for retail distribution—but options not eligible for retail distribution can still be sold on Lulu.com's 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,” we told her, “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 on to Lulu.com and jumped right in 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.com account. Each will require its own ISBN. You can assign those easily in Lulu.com’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 willy-nilly!

There are as many ways to use Lulu.com as there are reasons to print and distribute your work:

If You Want To...	Choose This Option...
print an inexpensive copy of your book to proof	Value edition
go bling!	Premium edition
print/bind your dissertation	Softcover or Hardcover
give a great gift	Premium edition
save your customers money	Value edition
maximize your distribution	Standard edition
have a CV or portfolio that stands out	Standard edition
put together a family heirloom	Premium edition
have all your recipes bound	Value edition
make a great decorative coffee table book	Premium edition

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

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 on Lulu.com and through Lulu.com’s free print book 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, from your favorite lemonade stand. But I doubt either of them gets the kind of traffic that every major online book retailer combined gets—and that’s what Lulu.com’s distribution service offers you. And not only is it free, but you’ll be able to carefully manage the level of access readers have to the different version 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 on the Lulu.com Bookstore or keep them in what we call "direct access" in the Publishing Wizard so that only specific people you choose can purchase a copy.

You can also offer a value edition exclusively on Lulu.com'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 on Lulu.com's Bookstore; an ISBN is only needed for products intended for retail distribution. This means that you can significantly lower the listing price for the book on Lulu.com's 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 indy 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. They 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 on the Lulu.com Bookstore, only 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.com.*
- **Direct access:** *Provides a method to sell your work to specific individuals only. No one can search or view the project on Lulu.com'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 will be able to search for and buy your book on the Lulu.com Bookstore.*

To manage your access settings, click on the "My Lulu" tab 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. **Note:** *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.com'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. As with print again, 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.com'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 do get a cut for providing a platform, 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.

PART III: 8 Simple Steps to Complete Distribution

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

1. Finish Your Project

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

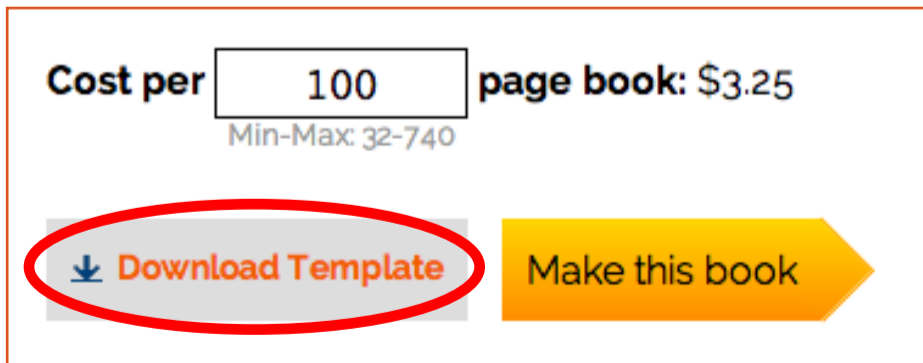
She also picked her cover art, wrote an author bio, a blurb for her back cover and the content description for her metadata. Sure, you can do some of this as you go through the Publishing Wizard, but being well prepared makes your time with the Wizard shorter and easier.

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

2. Format Interior

Bess decided on a 6" x 9" interior for her print books, so she needed to format her work to 6" x 9" pages. She wasn't sure how to do this, but luckily Lulu.com 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.



*Screenshot from the Lulu.com Book Builder at lulu.com/publish/books

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.com 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.com's distribution platform	No ISBN

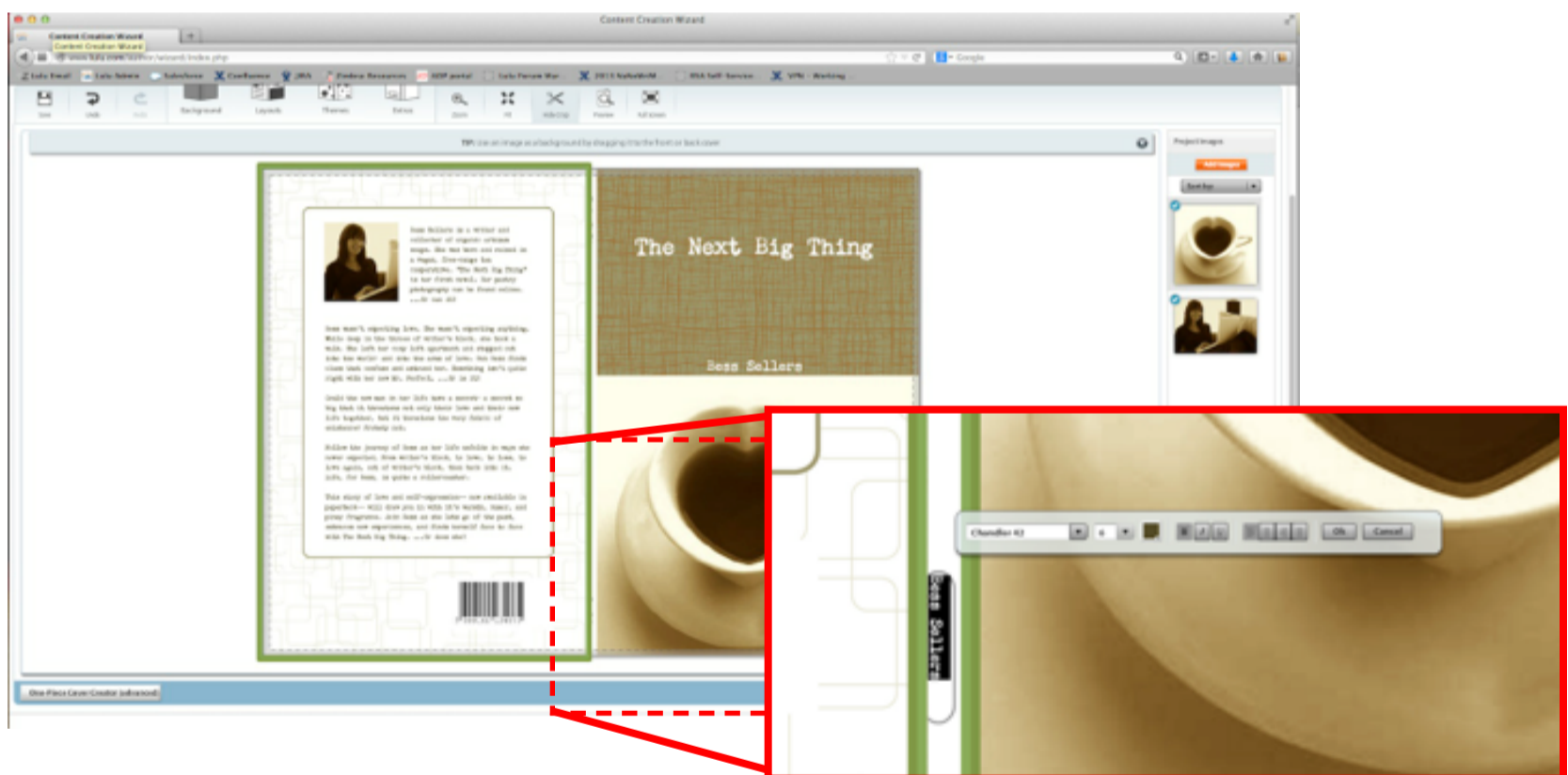
3. Create Projects:

I. SOFTCOVER BOOK FOR RETAIL DISTRIBUTION

The Publishing Wizard will guide you through the process of uploading and converting your Word document into a book interior. But remember, you'll need to keep track of what versions you're creating—since 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 number of 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 Standard line that's eligible for distribution*
- *Apply an ISBN (if you don't have one, Lulu.com will provide for free)*
- *Submit for distribution to Lulu.com'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 the 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.com will provide for free)*
- *Set to private access on Lulu.com so you can sell a Collector/VIP Edition on Lulu.com (see step V) and not confuse your buyers with two listings*
- *Submit for distribution to Lulu.com'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. Ebooks are a different animal, meant to be viewed on a computer or e-reader; things like page numbers don't apply, because eBook font sizes can be adjusted by individual readers, throwing off the amount of text on a given page and 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.com's 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.com will provide for free)*
- *Submit for distribution to Lulu.com's retail partners*

IV. VALUE 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.com created a way for you have the best of both worlds! Our Value 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 on the Lulu Marketplace."*
- *Set to general access, and remember that Value Paperback Editions are not eligible for retail distribution*
- *Publish the Lulu.com link to access your project 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.com's Publishing Wizard lets you customize a lot 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 that's eligible for distribution*
- *Select "Sell only on 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.com*
- *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 file from your print editions for the PDF eBook.

- *When starting your project, select "Sell only on 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.com. 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 professional services team, you can browse a list of our offerings at www.lulu.com/services.

Grab a cup of coffee and get going!