

Self-publishing with



[Lulu.com](https://lulu.com)

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Welcome to self-publishing

- This slideshow will go over the steps for self-publishing a book with *Lulu.com*
- The service offers print and ebook self-publishing options. You can try out the different options and find out which settings you prefer based on your specific needs

Reasons to go with self-publishing?

- You have a specialized book that might not resonate with mainstream publishers
- Just want something for friends and family
- Increasingly, people selling their books online (especially ebooks) don't see the value of a publisher like they used to – this is a chance to cut out the middleman

Worth the investment?

- Print-on-demand became prevalent in the 1990s, allowing people to self-publish without having to commit to a minimum order of books; this means the upfront costs are much lower
- Relatively low cost if you learn the process to self-publish with a service like Lulu – the cost to you is just a few dollars (plus shipping) for a paperback book in black and white

Worth the investment?

- The main cost is the time you spend writing the book (this can be a lot!)
- Also, the time it takes to format the book (depends on your familiarity with Word or other word processing programs, but will only get easier with more experience)
- Hire an editor? Trust your friends/family for helpful feedback?

What are your goals?

- Personal satisfaction – this is a good route
- Gifts for friends/family (document family history, a family event, etc.)
- Being creative can provide you with pleasure that you can't get any other way
- If you never see your book on bookstore shelves will that be ok? (brick and mortar stores generally don't stock print-on-demand books, but they can usually special order them)

“Self-Publishing Packages” and “Vanity Press”

- Different from what we are talking about today (Lulu, KDP, and similar distributors are often referred to as “self-service interfaces”)
- Packages can cost hundreds or even thousands of dollars
- May require a minimum number of copies per order and/or charge extra for set-up fees or each new proof
- May include editing and formatting services; designers can make a cover for you

Self-Publishing Packages/Vanity Press

- Some of these services can be helpful, but many places that offer them have predatory pricing and try to upsell you things that might not actually benefit you; they are trying to profit off the creation of your book, not the sales
- Whichever service you choose, make sure to read the fine print; some publishing services have exclusivity clauses in their terms (which means if your book does find success, you might not be able to sell that book where you want, when you want)

Self-publishing with



[Lulu.com](https://lulu.com)

Self-Publishing with Lulu

- The following pages are the step by step process used to self-publish through Lulu.com
- The screenshots walk you through the process of uploading a completed manuscript and getting it ready for online publishing/printing
- Self-published titles can be in both eBook and physical book formats, but this tutorial focuses on the creation of a physical book

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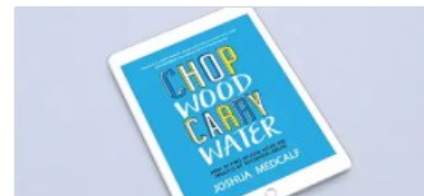
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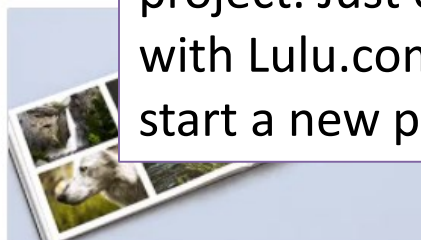
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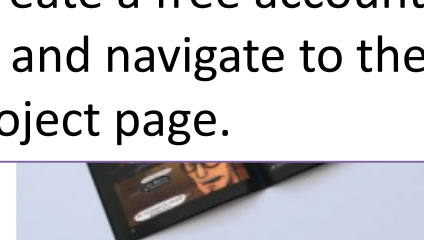
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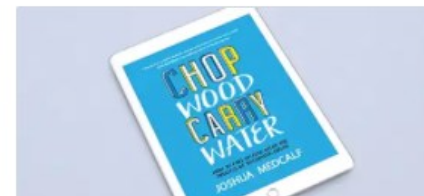
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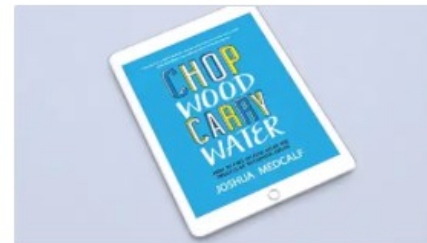
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The “product type” makes it easy to find a format that will fit your work. Make sure to play around with the different options in order to find a balance of cost and quality that meets your needs. You can also make comparisons between different self-service publishers (Lulu vs KDP, etc.)

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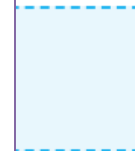


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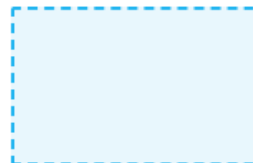
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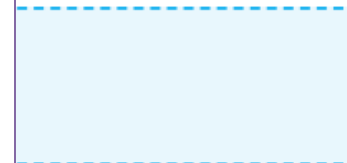


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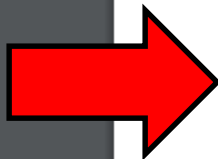
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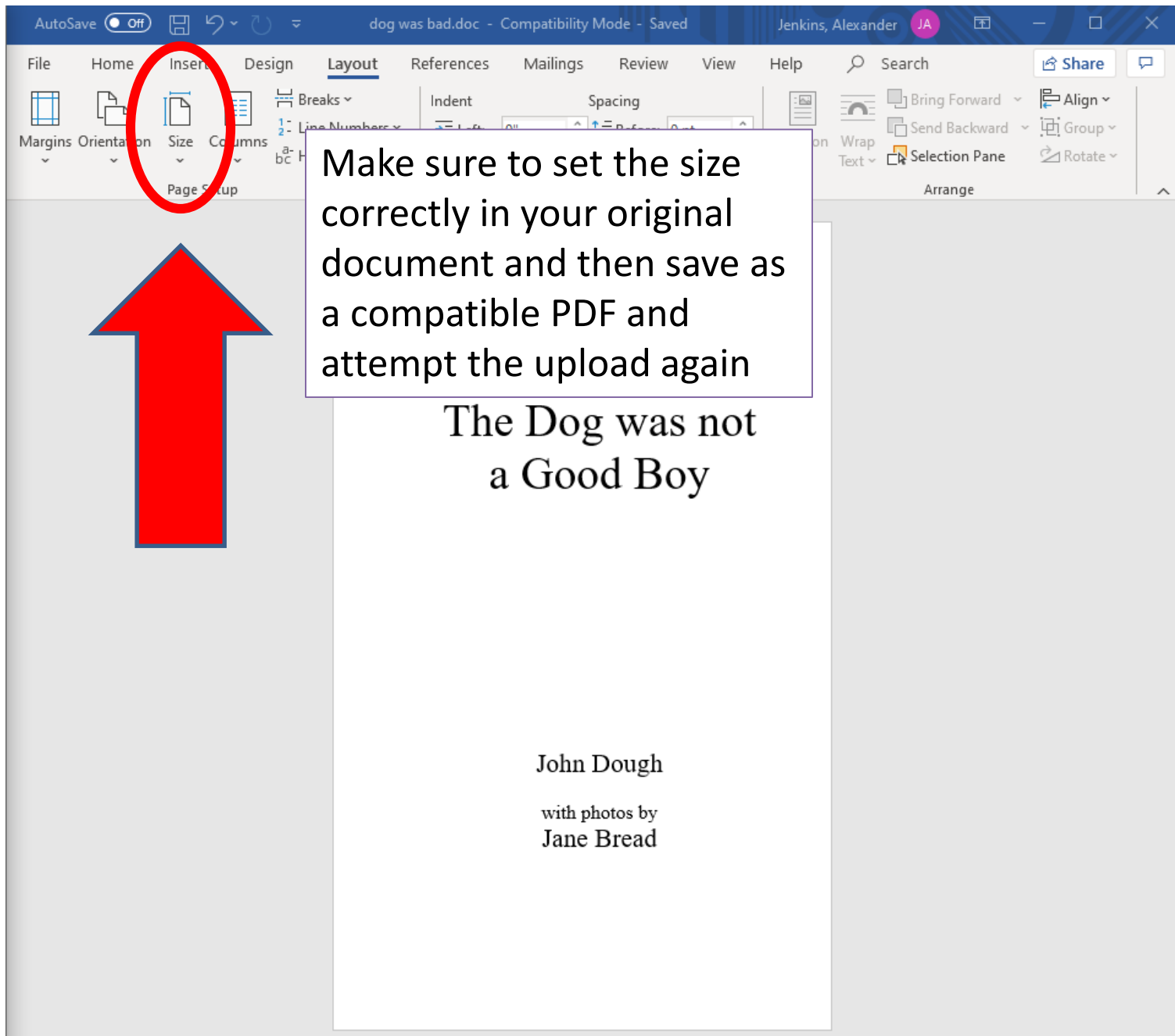
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Crown Quarto	7.44 in x 9.68 in 189 mm x 246 mm	7.44 in x 9.68 in 189 mm x 246 mm	7.69 in x 9.93 in 195 mm x 252 mm
Small Square	7.5 in x 7.5 in 191 mm x 191 mm	7.5 in x 7.5 in 191 mm x 191 mm	7.75 in x 7.75 in 197 mm x 197 mm
A4	8.27 in x 11.69 in 210 mm x 297 mm	8.27 in x 11.69 in 210 mm x 297 mm	8.52 in x 11.94 in 216 mm x 303 mm
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US Letter	8.5 in x 11 in 216 mm x 279 mm	8.5 in x 11 in 216 mm x 279 mm	8.75 in x 11.25 in 222 mm x 286 mm
Small Landscape	9 in x 7 in 229 mm x 178 mm	9 in x 7 in 229 mm x 178 mm	9.25 in x 7.25 in 235 mm x 184 mm
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Digest	5.5 in x 8.5 in 140 mm x 216 mm	5.5 in x 8.5 in 140 mm x 216 mm	5.75 in x 8.75 in 146 mm x 222 mm
	5.83 in x 8.37 in	5.83 in x 8.37 in	6.08 in x 8.53 in

Ok, I am going to use the pocketbook size. Therefore, I need to make sure the document is formatted to 4.25 inches by 6.875 inches

Executive	7 in x 10 in 178 mm x 254 mm	7 in x 10 in 178 mm x 254 mm	7.25 in x 10.25 in 184 mm x 260 mm
Crown Quarto	7.44 in x 9.68 in 189 mm x 246 mm	7.44 in x 9.68 in 189 mm x 246 mm	7.69 in x 9.93 in 195 mm x 252 mm
Small Square	7.5 in x 7.5 in 191 mm x 191 mm	7.5 in x 7.5 in 191 mm x 191 mm	7.75 in x 7.75 in 197 mm x 197 mm
A4	8.27 in x 11.69 in 210 mm x 297 mm	8.27 in x 11.69 in 210 mm x 297 mm	8.52 in x 11.94 in 216 mm x 303 mm
Square	8.5 in x 8.5 in 216 mm x 216 mm	8.5 in x 8.5 in 216 mm x 216 mm	8.75 in x 8.75 in 222 mm x 222 mm
US Letter	8.5 in x 11 in 216 mm x 279 mm	8.5 in x 11 in 216 mm x 279 mm	8.75 in x 11.25 in 222 mm x 286 mm
Small Landscape	9 in x 7 in 229 mm x 178 mm	9 in x 7 in 229 mm x 178 mm	9.25 in x 7.25 in 235 mm x 184 mm
US Letter Landscape	11 in x 8.5 in 279 mm x 216 mm	11 in x 8.5 in 279 mm x 216 mm	11.25 in x 8.75 in 235 mm x 184 mm





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The Dog was not a Good Boy.pdf
283 Pages



Your Book file was successfully uploaded! Please continue designing your Book below.



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Requirements:

File Type: PDF

Page Count: 2-800

Fonts: Embedded

Layers: Flattened

Book Specifications

Select the color and paper for your interior, and the binding and finish for your cover. Note that if an option is unavailable



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It worked! You might not encounter any of these problems (or you might encounter different ones), but it is good to see an example of how the process is completed. This formatting is probably the hardest part of the self-publishing process (other than writing your book!). Once this part is done, the rest is fun stuff!


Book Specifications

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Book Specifications



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1

Book Size

BOOK SIZE

Pocket Book

This symbol shows that your book can be sold through major online retailers (Amazon, Barnes and Noble, etc.). This is determined by the print size – strange/custom sized self-published books are generally not sold through major retailers. Most of the option through Lulu are considered standard sizes.

le you upload. To

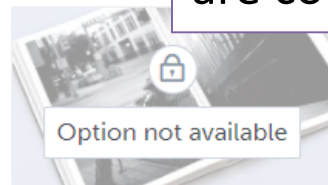
PAGE COUNT

283



Interior Color

hited graphics, while
CS.



☐ Black & White Premium



☐ Black & White Standard




☐ Color Premium



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Select the color and paper for your interior, and the binding and finish for your cover. Note that if an option is unavailable for your Book size, it will not be available in this step.

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1

Book Size and Page Count

The Book Size and Page Count are based on the interior file you upload. To change these, please upload a revised PDF interior file.

BOOK SIZE

Pocket Book (4.25 x 6.875 in / 108 x 175 mm)



PAGE COUNT

283

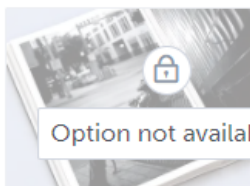


2

Interior Color

Based on the size of the book, and the size of your document, Lulu will now tell you how many pages your book will be

limited graphics, while
ics.



☐ Black & White Premium



☐ Black & White Standard

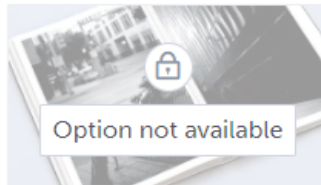


☐ Color Premium



Interior Color

Standard ink is recommended for Books using text and limited graphics, while Premium is ideal for rich colors and more complex graphics.



☐ Black & White Premium



☒ Black & White Standard



☐ Color Premium



☐ Color Standard

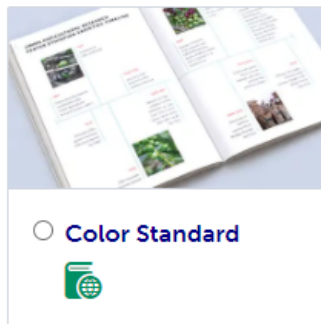
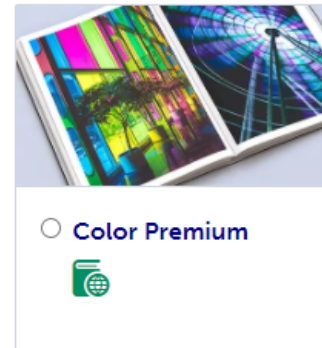
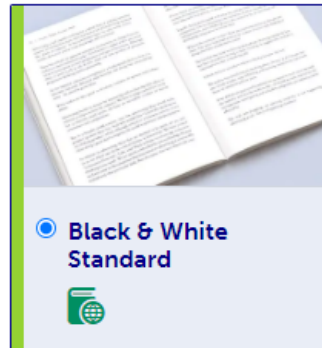
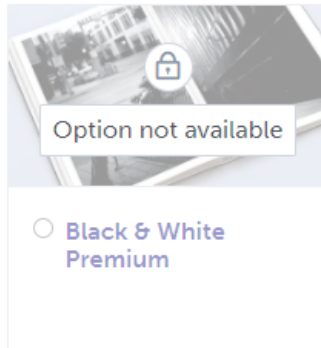


Paper Type

For Premium ink, we suggest the heavier 80# paper. For more economical options, use Standard ink and the 60# paper weight.

Interior Color

Standard ink is recommended for Books using text and limited graphics, while Premium is ideal for rich colors and more complex graphics.



This is where you select the type of printing. Books with color ink are quite a bit more expensive than books that are just black and white. Make sure to consider that before you decide to add some color photos or other elements.

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For Premium ink, we suggest the heavier 80# paper. For more economical options, use Standard ink and the 60# paper weight.

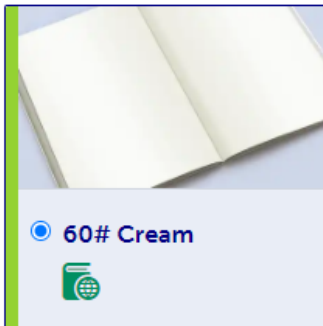
☐ Color Standard



3

Paper Type

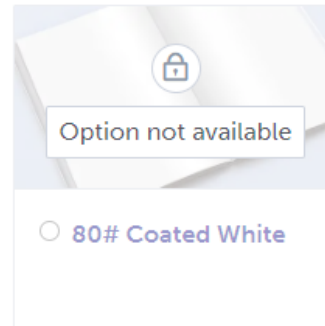
For Premium ink, we suggest the heavier 80# paper. For more economical options, use Standard ink and the 60# paper weight.



☒ 60# Cream



☐ 60# White

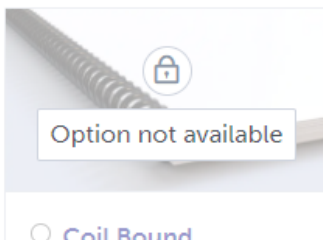


☐ 80# Coated White

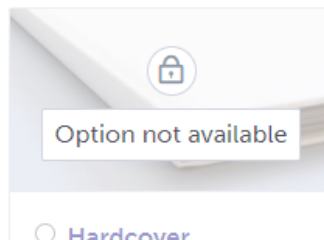
4

Book Binding

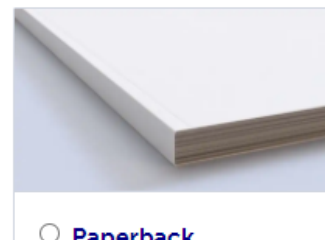
Pick a binding option for your Book.



☐ Coil Bound



☐ Hardcover



☐ Paperback

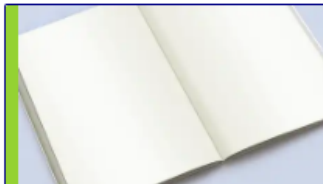
☐ Color Standard



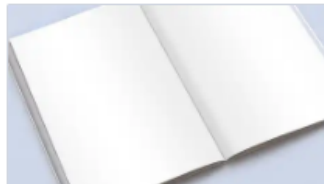
3

Paper Type

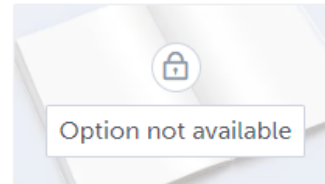
For Premium ink, we suggest the heavier 80# paper. For more economical options, use Standard ink and the 60# paper weight.



☒ 60# Cream



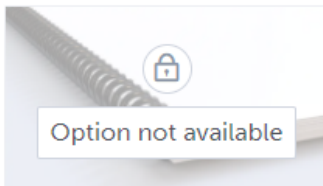
☐ 60# White



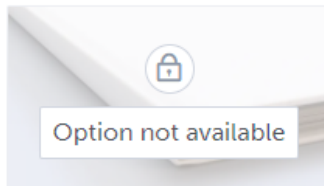
This is where you select the type of paper. *Cream* is off-white while *white* is pure white. This is up to your personal preference. Some options may or may not be available based on the size of your book.

Book Binding

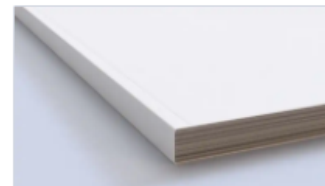
Pick a binding



☐ Coil Bound



☐ Hardcover



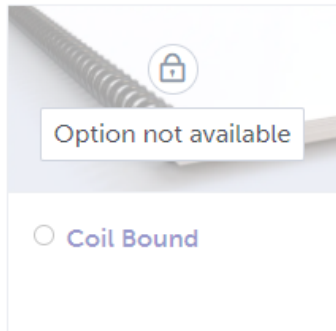
☐ Paperback



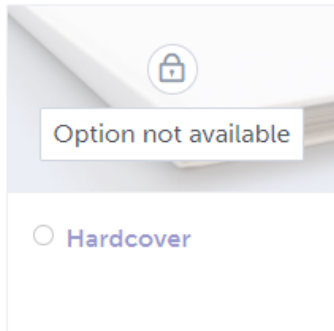
4

Book Binding

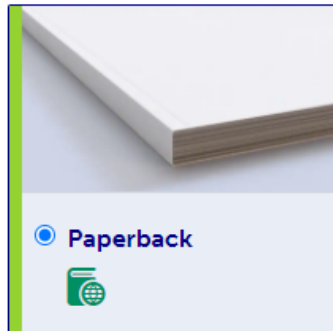
Pick a binding option for your Book.



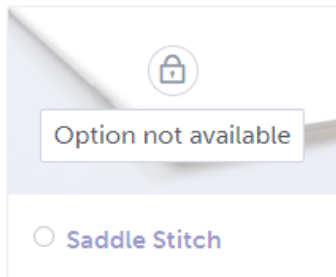
☐ Coil Bound



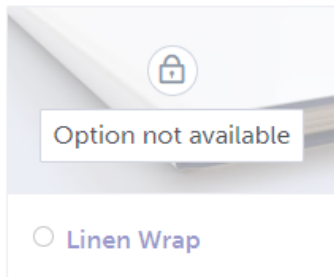
☐ Hardcover



☒ Paperback



☐ Saddle Stitch

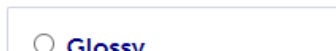


☐ Linen Wrap

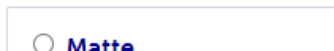
5

Cover Finish

Select the cover finish for your Book.



☐ Glossy



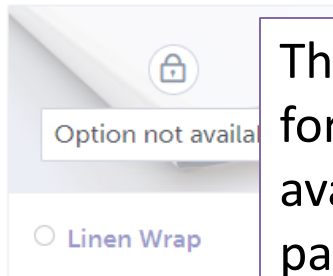
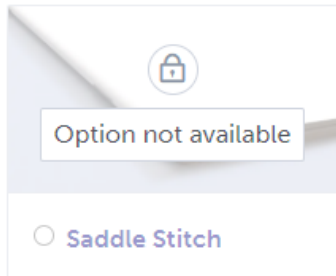
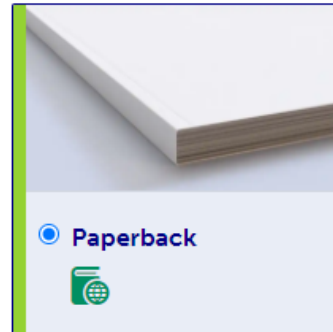
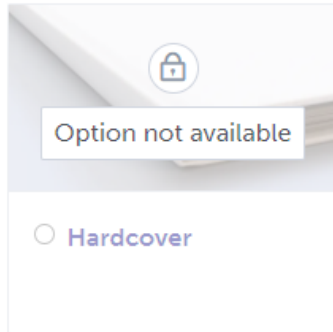
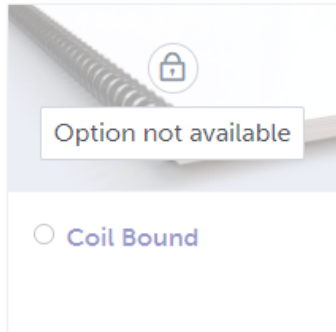
☐ Matte



4

Book Binding

Pick a binding option for your Book.

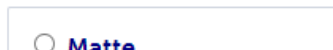
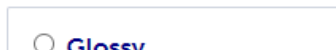


This is where you select the binding for your book. Different options are available depending on the size and page count/thickness of your book.

5

Cover Finish

Select the cover finish for your Book.



Option not available

☐ Saddle Stitch

Option not available

☐ Linen Wrap

5

Cover Finish

Select the cover finish for your Book.

☐ Glossy



☒ Matte



Print Cost

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Use our cover templates to design a cover for your Book.



Option not available

Option not available

☐ Saddle Stitch

☐ Linen Wrap

5

Cover Finish

Select the cover finish for your Book.

☐ Glossy



☒ Matte



Print Cost

USD 7.20

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Design Your Cover

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SUBTITLE (OPTIONAL)

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CONTRIBUTOR 1 (ON SPINE AND COVER)

10/100

John Dough

CONTRIBUTOR 2 (COVER)

10/100

Jane Bread

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1

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CONTRIBUTOR

John Dough

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CONTRIBUTOR 2 (COVER)

Jane Bread

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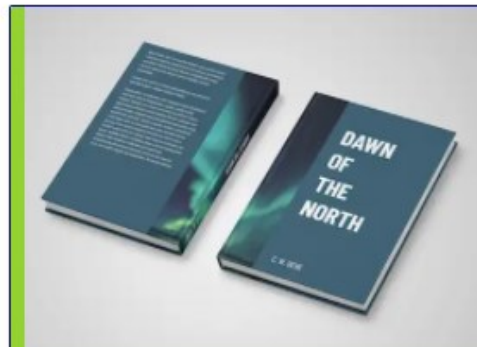
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☐ Front cover image



☐ Centered title

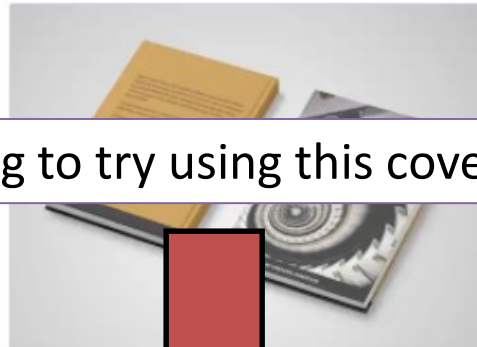


☒ Spine image

Choose a template



☐ Two-color with image



☐ Front cover image



☐ Centered title



☒ Spine image

☐ Centered title

☒ Spine image

3

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Review your Cover

Select a Color Theme



A wagging tale of a very bad dog. The mob has ruffed up Chuck Spaniel one too many times, but seeing as the police have a bone to pick with him, rolling over and playing dead might just be his last trick... but the arrival of a fetching young blonde has him digging for clues all over the yard.

The Dog was not a G

The Dog
was not
a Good

☐ Centered title

☒ Spine image

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Review your Cover

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The Dog was not a Good

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a Good

Review your Cover

Select a Color Theme



A wagging tale of a very bad dog. The mob has ruffed up Chuck Spaniel one too many times, but seeing as the police have a bone to pick with him, rolling over and playing dead might just be his last trick... but the arrival of a fetching young blonde has him digging for clues all over the yard.

The Dog was not a Good Boy

John Dough

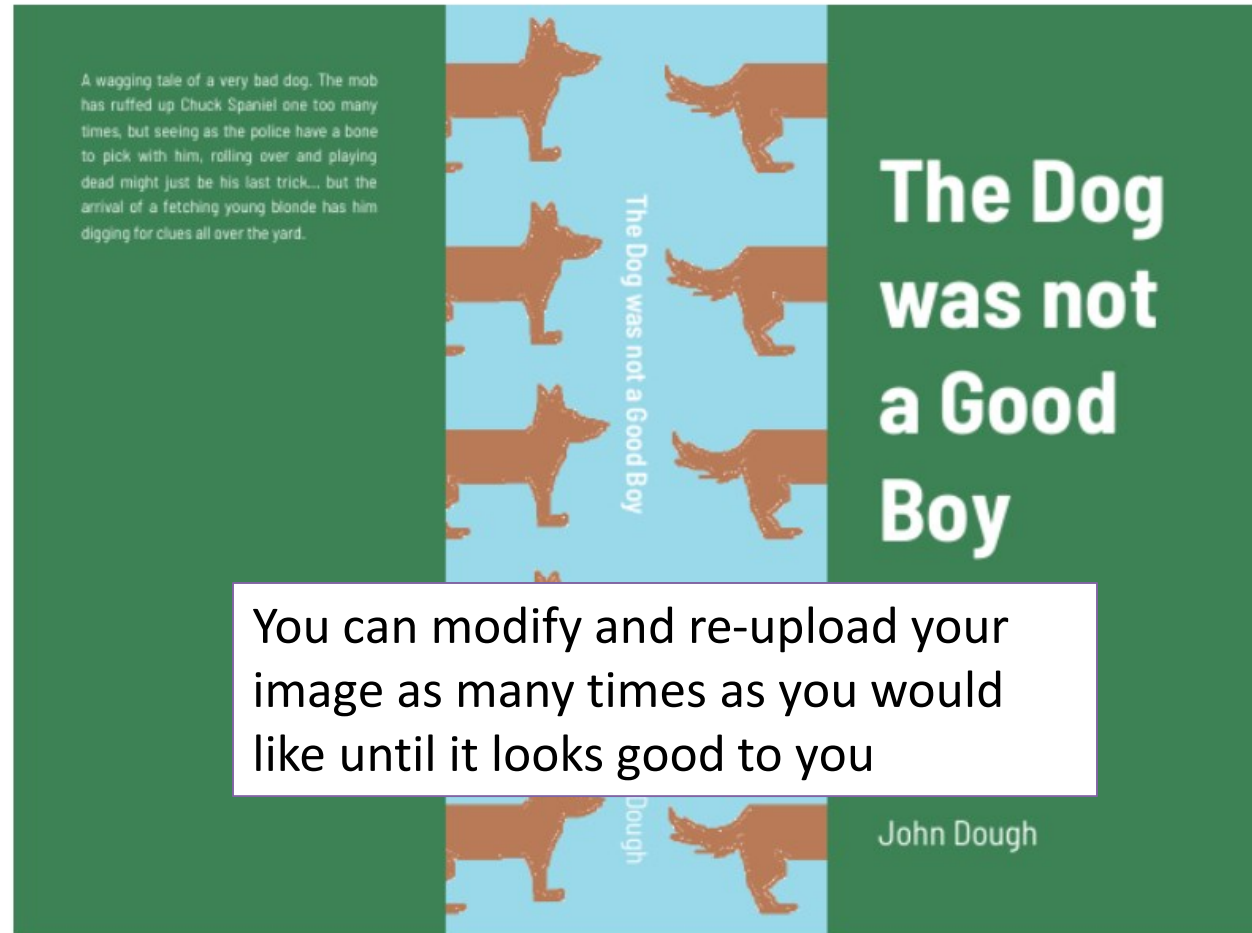
The Dog was not a Good Boy

John Dough

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Margin **ON**



Trim

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The Dog was not a Good Boy

John Dough

The Dog was not a Good Boy

John Dough

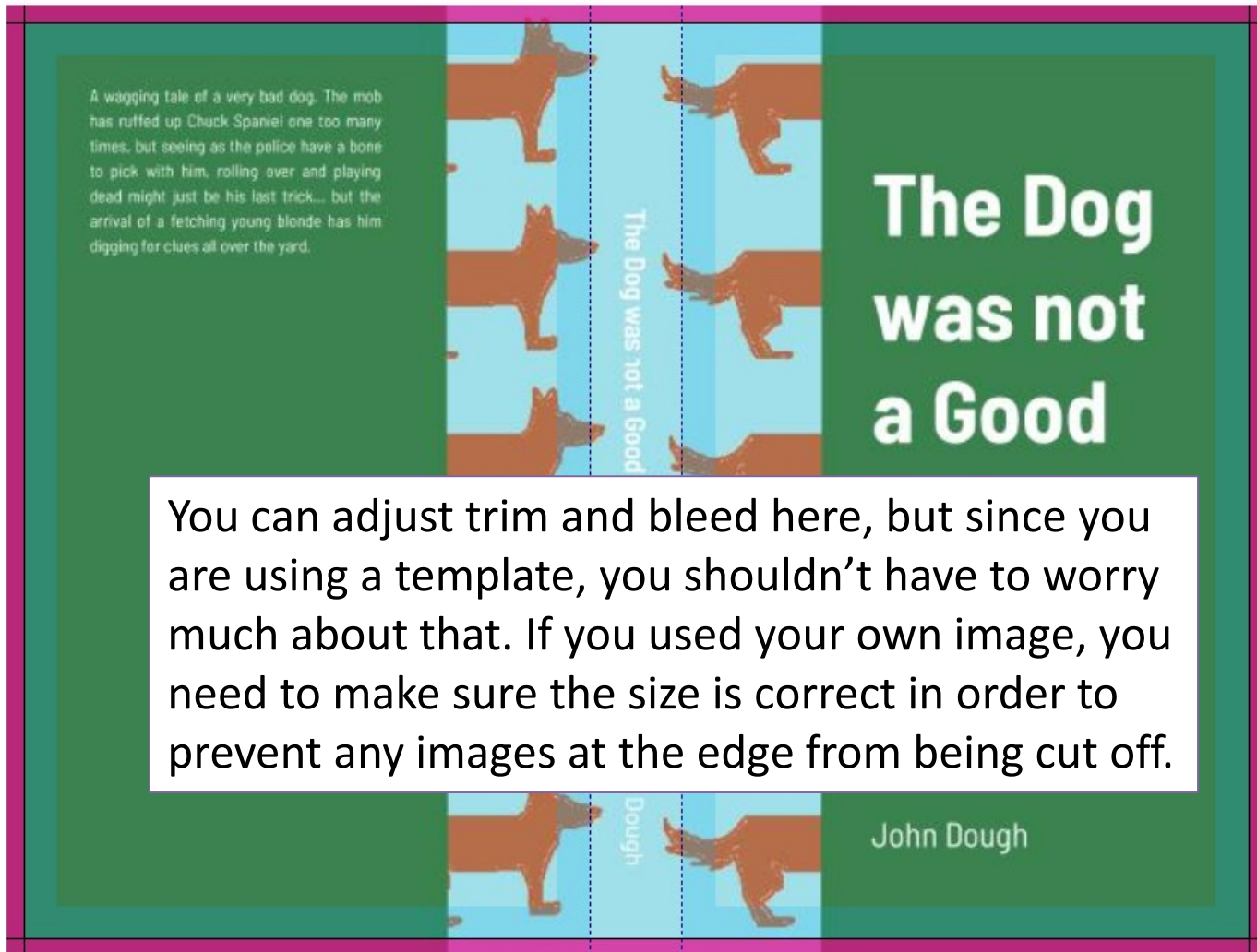




Margin **ON**



Trim

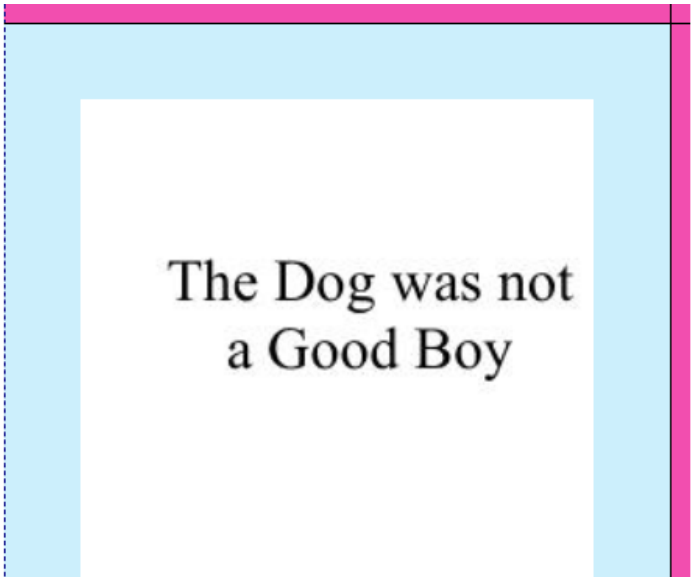


The Dog was not a Good Boy

John Dough

with photos by
Jane Bread





The Dog was not
a Good Boy

Once everything is uploaded, you can flip through the pages of your book! It will show what it is going to look like when it is printed. The blue area shows the parts where nothing is printed, and the pink is where it will be trimmed (they will not show up that color in reality!). These settings can be changed if you want, but for now the book looks just fine.

Chapter One

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Chapter One

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The Dog was not a Good Boy

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DESCRIPTION

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A wagging tale of a very bad dog. The mob has ruffed up Chuck Spaniel one too many times, but seeing as the police have a bone to pick with him, rolling over and playing dead might just be his last trick... but the arrival of a fetching young blonde has him digging for clues all over the yard.

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TABLE OF CONTENTS (OPTIONAL)

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Add a Table of Contents for your Book using a comma separated list. The Table of Contents entered here assists



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A wagging tale of a very bad dog. The mob has ruffed up Chuck Spaniel one too many times, but seeing as the police have a bone to pick with him, rolling over and playing dead might just be his last trick... but the arrival of a fetching young blonde has him digging for clues all over the yard.

CONTRIBUTOR NOTES (OPTIONAL)

Add information about your Book cover, notable achievements to help readers find out if your book will appear with some online retailers or if your book appear in search results.

500

This is where you add a description of your book. It will show up in online stores and will help people find out if your book is one they want to read.

TABLE OF CONTENTS (OPTIONAL)

0 / 2500

Add a Table of Contents for your Book using a comma separated list. The Table of Contents entered here assists

Categories and Keywords

LULU BOOKSTORE CATEGORY

Fiction - Mystery and Crime



[LEARN MORE ABOUT BISAC](#)

BISAC MAIN CATEGORY

FICTION / Mystery & Detective / Cozy / Cats & Dogs



BISAC CATEGORY 2 (RECOMMENDED)

Start typing to find matching categories

BISAC CATEGORY 3 (RECOMMENDED)

Start typing to find matching categories

KEYWORDS

0 / 50

Add keywords...

SEPARATE KEYWORDS WITH A COMMA



Please add at least one Keyword

Categories and Keywords

LULU BOOKSTORE CATEGORY

Fiction - Mystery and Crime

LEARN MORE ABOUT BISAC BISAC MAIN CATEGORY

FICTION / Mystery & Detective / Cozy / Cats & Dogs

BISAC CATEGORY 2 ()

Start typing to

BISAC CATEGORY 3 ()

Start typing to

KEYWORDS

Add keywords

SEPARATE KEYWORDS WITH



Please add at least

Choosing relevant categories will make it easier for potential readers to find your title. Lulu has its own categories for its online store, and you will also choose BISAC categories. These are standardized categories that are used across several retailers and cataloging systems. To learn more about them you can access a list of the categories and search for those that best describe your book.

0 / 50

FICTION / MOVIE / TV / SEE MEDIA / TV / M

FIC022000	FICTION / Mystery & Detective / General
	FICTION / Mystery & Detective / African American <i>see</i> African American / Mystery & Detective
FIC022100	FICTION / Mystery & Detective / Amateur Sleuth
FIC022050	FICTION / Mystery & Detective / Collections & Anthologies
FIC022070	FICTION / Mystery & Detective / Cozy / General
FIC022110	FICTION / Mystery & Detective / Cozy / Cats & Dogs
FIC022120	FICTION / Mystery & Detective / Cozy / Crafts
FIC022130	FICTION / Mystery & Detective / Cozy / Culinary
FIC022010	FICTION / Mystery & Detective / Hard-Boiled
FIC022060	FICTION / Mystery & Detective / Historical
FIC022080	FICTION / Mystery & Detective / International Crime & Mystery
FIC022020	FICTION / Mystery & Detective / Police Procedural
FIC022090	FICTION / Mystery & Detective / Private Investigators
FIC022030	FICTION / Mystery & Detective / Traditional
FIC022040	FICTION / Mystery & Detective / Women Sleuths
	FICTION / Mythology <i>see</i> Fairy Tales, Folk Tales, Legends & Mythology
FIC059000	FICTION / Native American & Aboriginal
FIC077000	FICTION / Nature & the Environment *
FIC062000	FICTION / Noir
FIC024000	FICTION / Occult & Supernatural
FIC037000	FICTION / Religion

	FICTION / MOVIE / TV / SEE MEDIA / TV / M
FIC022000	FICTION / Mystery & Detective / General
	FICTION / Mystery & Detective / African American <i>see</i> African American / Mystery & Detective
FIC022100	FICTION / Mystery & Detective / Amateur Sleuth
FIC022050	FICTION / Mystery & Detective / Collections & Anthologies
FIC022070	FICTION / Mystery & Detective / Cozy / General
FIC022110	FICTION / Mystery & Detective / Cozy / Cats & Dogs
FIC022120	FICTION / Mystery & Detective / Cozy / Crafts
FIC022130	FICTION / Mystery & Detective / Cozy / Culinary
FIC022010	FICTION / Mystery & Detective / Hardboiled
FIC022060	FICTION / Mystery & Detective / Historical
FIC022080	FICTION / Mystery & Detective / International
FIC022020	FICTION / Mystery & Detective / Police
FIC022090	FICTION / Mystery & Detective / Private
FIC022030	FICTION / Mystery & Detective / Thriller
FIC022040	FICTION / Mystery & Detective / Western
	FICTION / Mythology <i>see</i> Fairy Tales
FIC059000	FICTION / Native American & Aboriginal
FIC077000	FICTION / Nature & the Environment *
FIC062000	FICTION / Noir
FIC024000	FICTION / Occult & Supernatural
FIC037000	FICTION / Religious

For example, this category fits the demonstration title well. You can just plug in the FIC022110 code from this sheet into the BISAC category field on Lulu and it will automatically fill in the rest of the description information for that category.

Categories and Keywords

LULU BOOKSTORE CATEGORY

Fiction - Mystery and Crime

LEARN MORE ABOUT BISAC BISAC MAIN CATEGORY

FICTION / Mystery & Detective / Cozy / Cats & Dogs

BISAC CATEGORY 2 (RECOMMENDED)

Start typing to find matching categories

BISAC CATEGORY 3 (RECOMMENDED)

Start typing to find matching categories

KEYWORDS

Add keywords...

SEPARATE KEYWORDS WITH A COMMA



Please add at least one Keyword

You can have multiple BISAC categories, but make sure they are all relevant to your title. Some online retailers will take books that don't match their stated categories and push them far down in the search results – this results in people not being able to find your title.

BISAC CATEGORY 3 (RECOMMENDED)

Start typing to find matching categories

KEYWORDS

2 / 50

dog x

detective x

x

SEPARATE KEYWORDS WITH A COMMA

Audience

Help readers find your Book by assigning an Audience.

AUDIENCE

General/trade - For a non-specialist adult audience

▼



This Book contains Explicit Content

[Learn more about Explicit Content](#)

▼

Add Pricing and Payees

BISAC CATEGORY 3 (RECOMMENDED)

Start typing to find matching categories

KEYWORDS

2 / 50

dog x

detective x

x

SEPARATE KEYWORDS WITH A COMMA

The “audience” selection also helps online retailers target your book to the right people.

Audience

Help readers find your Book by assigning an Audience.

AUDIENCE

General/trade - For a non-specialist adult audience

▼



This Book contains Explicit Content

[Learn more about Explicit Content](#)

▼

Add Pricing and Payees


Pricing and Payees

Set a Retail Price

Set the price manually or select a revenue goal for each Book sale.

Set Price


SET PRICE BY

 Revenue Goal


▼

Revenue Goal

REVENUE GOAL

 0

CURRENCY

 USD

▼

List Price

USD

EUR

AUD

GBP

CAD

14.40

12.50

21.48

11.00

22.48

Minimum Price*

USD 14.40

EUR 12.50

AUD 21.48

GBP 11.00

CAD 22.48

* Minimum Price is determined by the print cost and distribution fees.
To ensure you earn revenue for sales, the list price cannot be less than the minimum price.

☒ Lulu Bookstore Revenue

^

USD

EUR

AUD

GBP

CAD


Pricing and Payees

Set a Retail Price

Set the price manually or select a revenue goal for each Book sale.

Set Price

SET PRICE BY

 Revenue Goal

▼

Revenue Goal

List Price

Minimum Price*

USD 14.40	EUR 12.50	AUD 21.48	GBP 11.00	CAD 22.48
-----------	-----------	-----------	-----------	-----------

☒ Lulu Bookstore Revenue

^

USD

EUR

AUD

GBP

CAD

There are several ways to choose your pricing on Lulu. You can start with a revenue goal and the program will work backwards to create a price that will get you there.

* Minimum Price is determined by the print cost and distribution fees.
To ensure you earn revenue for sales, the list price cannot be less than the minimum price.

sale.

Set Price

SET PRICE BY



Fixed List Price



List Price

USD

15.00

EUR

23.10

AUD

38.92

GBP

20.56

CAD

39.00

Minimum Price*

USD 14.40

EUR 12.50

AUD 21.48

GBP 11.00

CAD 22.48

* Minimum Price is determined by the print cost and distribution fees.

To ensure you earn revenue for sales, the list price cannot be less than the minimum price.

☒ Lulu Bookstore Revenue



	USD	EUR	AUD	GBP	CAD
List Price	15.00	23.10	38.92	20.56	39.00
- Print Cost	7.20	6.25	10.74	5.50	11.24
- Distribution Fees	0.00	0.00	0.00	0.00	0.00
= Gross Profit	7.80	16.85	28.18	15.06	27.76
- Lulu Share	1.56	3.37	5.64	3.01	5.55
Your Revenue	6.24	13.48	22.54	12.05	22.21

☒ Global Distribution Revenue



sale.

Set Price

SET PRICE BY



Fixed List Price



List Price

USD

15.00

EUR

23.10

AUD

38.92

GBP

20.56

CAD

39.00

Minimum Price*

USD 14.40

EUR 12.50

AUD 21.48

GBP 11.00

CAD 22.48

* Minimum Price is determined by the print cost and distribution fees.

To ensure you earn revenue for sales, the list price cannot be less than the minimum price.

Alternately, you can just plug in different price points and see what you think best fits for your own needs.

☒ Lulu Bookstore Revenue

	USD	EUR	AUD	GBP	CAD
List Price	15.00	23.10	38.92	20.56	39.00
- Print Cost	7.20	6.25	10.74	5.50	11.24
- Distribution Fees	0.00	0.00	0.00	0.00	0.00
= Gross Profit	7.80	16.85	28.18	15.06	27.76
- Lulu Share	1.56	3.37	5.64	3.01	5.55
Your Revenue	6.24	13.48	22.54	12.05	22.21

☒ Global Distribution Revenue



☒ Lulu Bookstore Revenue



	USD	EUR	AUD	GBP	CAD
List Price	15.00	23.10	38.92	20.56	39.00
- Print Cost	7.20	6.25	10.74	5.50	11.24
- Distribution Fees	0.00	0.00	0.00	0.00	0.00
= Gross Profit	7.80	16.85	28.18	15.06	27.76
- Lulu Share	1.56	3.37	5.64	3.01	5.55
Your Revenue	6.24	13.48	22.54	12.05	22.21

☒ Global Distribution Revenue



	USD	EUR	AUD	GBP	CAD
List Price	15.00	23.10	38.92	20.56	39.00
- Print Cost	7.20	6.25	10.74	5.50	11.24
- Distribution Fees	7.50	11.55	19.46	10.28	19.50
= Gross Profit	0.30	5.30	8.72	4.78	8.26
- Lulu Share	0.06	1.06	1.74	0.96	1.65
Your Revenue	0.24	4.24	6.98	3.82	6.61

☒ Lulu Bookstore Revenue

	USD	EUR	AUD	GBP	CAD
List Price	15.00	23.10	38.92	20.56	39.00
- Print Cost	7.20	6.25	10.74	5.50	11.24
- Distribution Fees	0.00	0.00	0.00	0.00	0.00
= Gross Profit	7.80	16.85	28.18	15.06	27.76
- Lulu Share	1.56	3.37	5.64	3.01	5.55
Your Revenue	6.24	13.48	22.54	12.05	22.21

☒ Global Distribution

List Price					
- Print Cost					
- Distribution Fees					
= Gross Profit					
- Lulu Share					
Your Revenue	0.24	4.24	6.98	3.82	6.61

If you are planning to sell books online, the difference in profits you make between selling at Lulu.com and other online retailers (Amazon, Barnes & Noble, etc.) is significant. Lulu, unlike some self-publishing services, does not require you to sell exclusively through their website. While directing people to Lulu.com can grant you the highest percentage of a sale, it does not prevent you from making a profit elsewhere simultaneously.

Set Payees

Designate who gets paid when your Book sells. Select from Payees already saved in your account or create new ones.

Select an Existing Payee

SELECT A PAYEE

Select a payee



Add a New Payee

Payees for your Book

MISSING MISSING

Share

100

%

Remove

Edit

Tax Form (optional)

No Submission

Download Tax Forms

A tax form is not required to complete your publication.

Lulu is required to withhold taxes on Creator Revenue Royalties. If an approved tax form is not on file, Lulu will use the default IRS withholding rates.

[Learn more about tax withholdings.](#)



[Upload Payee W-9 or W8-BEN tax form](#) or Drag & Drop it here

Set Payees

Designate who gets paid when your Book sells. Select from Payees already saved in your account or create new ones.

Select an Existing Payee

SELECT A PAYEE

Select a payee



Add a New Payee

Payees for your Book

MISSING MISSING

Share

100

%

Remove

Edit

Tax Form (optional)

No Submission

Download Tax Forms

A tax form is not required to complete your publication.

Lulu is required to withhold taxes on Copyright Revenue Royalties. If an approved tax form is not on file, Lulu will use the default IRS withholding rates.

[Learn more about tax withholdings.](#)

If you have multiple contributors, this section can help you organize payment to the various creators.



[Upload Payee W-9 or W8-BEN tax form](#) or Drag & Drop it here

Set Payees

Designate who gets paid when your Book sells. Select from Payees already saved in your account or create new ones.

Select an Existing Payee

SELECT A PAYEE

Select a payee



Add a new Payee

Payee Information

FIRST NAME


John

LAST NAME

Dough

☐ IS THIS PAYEE AN ORGANIZATION?

COUNTRY

 United States of America



STATE

CA

ADDRESS LINE 1

Set Payees

Designate who gets paid when your Book sells. Select from Payees already saved in your account or create new ones.

Select an Existing Payee

SELECT A PAYEE

Select a payee



Add a new Payee

Payee Information

FIRST NAME

John

LAST NAME

Dough



IS THIS PAYEE AN ORGANIZATION?

COUNTRY



United States of America



STATE

CA

ADDRESS LINE 1

You can set up profiles for each contributor and set the percentages of profit. That is something you should work out with all contributors (if there is anyone beside yourself) before you complete the publication process.

Payment Information

Paypal

- ☒ Add the Payee's PayPal Account email address and preferred currency. Please note that PayPal payments are monthly (30 days) with a minimum payment of \$5.00 USD or the equivalent.



PAYPAL ADDRESS

Check

- ☐ Confirm the Payee's address to receive payment by check in USD. Please note that Check payments are quarterly (90 days) with a minimum payment of \$20.00 USD or the equivalent.

Tax Related Information (Optional)

Lulu is located in the United States and is subject to US tax laws. When we make a payment, we may be required to withhold default US income taxes for certain eligible sales.

If your book is published with a free Lulu ISBN, US income taxes will be withheld on revenue earned from US sales unless a complete and valid tax form has been provided. Please consult a tax professional for any questions regarding your tax liability.

SSN

NON-US TAX ID NUMBER

[Download Tax Forms](#)

Payment Information

Paypal

- ☒ Add the Payee's PayPal Account email address and preferred currency. Please note that PayPal payments are monthly (30 days) with a minimum payment of \$5.00 USD or the equivalent.



PAYPAL ADDRESS

Check

- ☐ Confirm the Payee's address to receive payment by check in USD. Please note that Check payments are quarterly (90 days) with a minimum payment of \$20.00 USD or the equivalent.

Tax Related Information (Optional)

Lulu is located in the United States and is subject to US tax laws. When we make a payment, we may be required to withhold default US income taxes for certain eligible sales.

If your book is published with a free Lulu ISBN, US income taxes will be withheld on revenue earned from US sales unless a complete and valid tax form has been provided. Please consult a tax professional for any questions regarding your tax liability.

SSN

NON-US TAX ID NUMB

You can choose different methods for receiving your payments. You only have to make a profit of \$5 to get a payout through paypal, but you must reach the threshold of \$20 before they will send you a check in the mail. You can also investigate tax requirements if necessary (Lulu automatically withholds some money for taxes).

Payees already saved in your account or create new ones.

Select an Existing Payee

SELECT A PAYEE

Select a payee

Add a New Payee

Payees for your Book

John Dough
Paypal:

Share

100 %

Remove

Edit

Tax Form (optional)

No Submission

Download Tax Forms

A tax form is not required to complete your publication.
Lulu is required to withhold taxes on Creator Revenue Royalties. If an approved tax form is not on file, Lulu will use the default IRS withholding rates.
[Learn more about tax withholdings.](#)



[Upload Payee W-9 or W8-BEN tax form](#) or Drag & Drop it here



Some Steps Are Incomplete.

Before you can review your book, you must complete all steps in the publishing process. Click on the unlocked step(s) in the progress

Payees already saved in your account or create new ones.

Select an Existing Payee

SELECT A PAYEE

Select a payee

Add a New Payee

Payees for your Book

John Dough
Paypal:

Share

100 %

Remove

Edit

Tax Form (optional)

No Submission

Download Tax Forms

A tax form is not required to complete your publication.
Lulu is required to withhold taxes on Creator Revenue Royalties. If an approved tax form is not on file, Lulu will use the default IRS withholding rates.
[Learn more about tax withholdings.](#)



[Upload Payee W-](#)

This information is optional but can help you keep tax stuff organized if you end up making a significant profit.



Some Steps Are Incomplete.

Before you can review your book, you must complete all steps in the publishing process. Click on the unlocked step(s) in the progress

Payees for your Book

John Dough

Paypal:

Share

100

%

Remove

Edit

Tax Form (optional)

No Submission

Download Tax Forms

A tax form is not required to complete your publication.

Lulu is required to withhold taxes on Creator Revenue Royalties. If an approved tax form is not on file, Lulu will use the default IRS withholding rates.

[Learn more about tax withholdings.](#)



[Upload Pay](#)

Now proceed to the last step; the Final Review!

Final Review



Start



Copyright



Design



Details



Pricing & Payees

Review

Congratulations! Your Book is Nearly Complete!



The Dog was not a Good Boy

ID 5j8rer

[Revise](#)

Book Specifications

John Dough

ISBN 978-1-71662-877-1

Pocket Book (4.25 x 6.875 in / 108 x 175 mm), 283 Pages, Black & White Standard, 60# (90 GSM) Cream Paper, Paperback, Matte Cover

Print Cost: USD 7.20

[↓ Print Ready Files](#)[↓ Source Files](#)☐ Confirm Book Specifications and Files

Copyright and Title

[Revise Copyright Information](#)



Start



Copyright



Design



Details



Pricing & Payees

Review

Congratulations! Your Book is Nearly Complete!



The Dog was not a Good Boy

ID 5j8rer

[Revise](#)

Book Specifications

John Dough

ISBN 978-1-71662-877-1

Pocket
Standard
Print

Here you can review your book again, and if it's to your satisfaction, confirm by clicking the checkbox.

☐ Confirm Book Specifications and Files

Copyright and Title

[Revise Copyright Information](#)

[↓ Print Ready Files](#)[↓ Source Files](#)

☒ **Confirm Book Specifications and Files**

Copyright and Title

[Revise Copyright Information](#)

Title	The Dog was not a Good Boy
Subtitle	-
ISBN	978-1-71662-877-1
Imprint/Publisher	Lulu.com
Copyright License	
Copyright Holder	-
Copyright Year	-
Contributors	Text by John Dough Photographs by Jane Bread

☐ **Confirm Copyright and Book Details**

Book Details

[Revise Book Details](#)

Description	A wagging tale of a very bad dog. The mob has ruffed up Chuck Spaniel one too many times, but seeing as the police have a bone to pick with him, rolling over and playing dead
-------------	--

[Print Ready Files](#)[Source Files](#)

☒ Confirm Book Specifications and Files

Copyright and Title

[Revise Copyright Information](#)

Title	The Dog was not a Good Boy
Subtitle	-
ISBN	978-1-71662-877-1
Imprint/Publisher	Lulu.com
Copyright License	
Copyright Holder	-
Copyright Year	-
Contributors	Text by John Dough Photographs by Jane Bread

Double check to make sure that you have all the information correct.

☐ Confirm Copyright and Book Details

Book Details

[Revise Book Details](#)

Description	A wagging tale of a very bad dog. The mob has ruffed up Chuck Spaniel one too many times, but seeing as the police have a bone to pick with him, rolling over and playing dead
-------------	--

☒ Confirm Copyright and Book Details

Book Details

[Revise Book Details](#)

Description	A wagging tale of a very bad dog. The mob has ruffed up Chuck Spaniel one too many times, but seeing as the police have a bone to pick with him, rolling over and playing dead might just be his last trick... but the arrival of a fetching young blonde has him digging for clues all over the yard.
Biographical Notes	-
Table of Content	-

Categories And Keywords

BISAC Main Category	FICTION / Mystery & Detective / Cozy / Cats & Dogs
BISAC Category 2	
BISAC Category 3	
Keywords	dog, detective
Explicit Content?	No

☒ Confirm Book Details

Pricing and Pavees

[Revise Pricing and Pavees](#)

☒ Confirm Copyright and Book Details

Book Details

Revise Book Details

Description

A wagging tale of a very bad dog. The mob has ruffed up Chuck Spaniel one too many times, but seeing as the police have a bone to pick with him, rolling over and playing dead might just be his last trick... but the arrival of a fetching young blonde has him digging for clues all over the yard.

Biographical Notes

-

Table of Content

-

Categories And Keywords

BISAC Main Category

FICTION / Mystery & D

BISAC Category 2

BISAC Category 3

Keywords

dog, detective

Explicit Content?

No

Again, continue to go over the details and check the box to confirm that they are correct.

☒ Confirm Book Details

Pricing and Pavees

Revise Pricing and Pavees

Pricing

List Price	USD 15.00	EUR 23.10	AUD 38.92	GBP 20.56	CAD 39.00
Your Price	USD 14.40	EUR 12.50	AUD 21.48	GBP 11.00	CAD 22.48

Lulu Bookstore Revenue						▼
	USD	EUR	AUD	GBP	CAD	
Your Revenue	6.24	13.48	22.54	12.05	22.21	

Global Distribution Revenue						▼
	USD	EUR	AUD	GBP	CAD	
Your Revenue	0.24	4.24	6.98	3.82	6.61	

Payees added to this Project

Name	John Dough
Revenue Share	100%
Tax Form Status	No Submission

Confirm

Pricing

List Price	USD 15.00	EUR 23.10	AUD 38.92	GBP 20.56	CAD 39.00
Your Price	USD 14.40	EUR 12.50	AUD 21.48	GBP 11.00	CAD 22.48

Lulu Bookstore Revenue						▼
	USD	EUR	AUD	GBP	CAD	
Your Revenue	6.24	13.48	22.54	12.05	22.21	

Just a few more things to check...

Global Distribution Revenue						▼
	USD	EUR	AUD	GBP	CAD	
Your Revenue	0.24	4.24	6.98	3.82	6.61	

Payees added to this Project

Name	John Dough
Revenue Share	100%
Tax Form Status	No Submission

Retail Options

Review the retail options you've selected for your Book. For Books using Global Distribution, you will need to purchase a proof copy to review and approve. Books for sale in the Lulu Bookstore can be published immediately and will appear in the Bookstore within the hour.

Retail Distribution

Global Distribution

- ☒ After you approve your proof copy, Lulu's distribution partners (including Amazon, Barnes & Noble, and Ingram) will review your Book to ensure it meets their standards before making your Book available for sale on their sites.

Add Proof to Cart

Lulu Bookstore

☐ General Access

Available for sale on the Lulu Bookstore immediately.

☐ Direct Access

Available on the Lulu Bookstore for users with a Direct URL.

☒ Private Access

This Book will not appear for sale and can only be purchased from this account.

Order A Proof Copy

Retail Options

Review the retail options you've selected for your Book. For Books using Global Distribution, you will need to purchase a proof copy to review and approve. Books for sale in the Lulu Bookstore can be published immediately and will appear in the Bookstore within the hour.

Retail Distribution

Global Distribution

- ☒ After you approve your proof copy, Lulu's distribution partners (including Amazon, Barnes & Noble, and Ingram) will review your Book to ensure it meets their standards before making your Book available for sale on their sites.

Lulu Bookstore

☐ **General Availability**
Available for sale

☐ **Direct Access**
Available only to

☒ **Private Access**
This Book will be

Decide how visible you want your title to be in a retail capacity. Also, this is where you can order a proof of your book. A proof is a physical copy of your book that you can order prior to final publication. This lets you see how it looks, and allows you to make changes before sending it out to the online retailers or ordering multiple copies for yourself.

Add Proof to Cart

Order A Proof Copy



Shipping Payment

Express checkout

shop **Pay**

G Pay

PayPal

Contact Information

EMAIL

☐ Keep me up to date on news and exclusive offers

Shipping Address

FIRST NAME

First Name

LAST NAME

Last Name

COMPANY (OPTIONAL)

Company (optional)



1

The Dog was not a Good Boy
Paperback (self purchase)



\$7.20

DISCOUNT CODE

Discount code

Apply

Subtotal

\$7.20

Shipping

Calculated at next step

Total

\$7.20



Shipping Payment

Express checkout

shop Pay

G Pay

PayPal

Contact Information

EMAIL

☐ Keep me up to date on news and exclusive offers

Shipping Address

FIRST NAME

First Name

LAST NAME

Last Name

COMPANY (OPTIONAL)

Company (optional)

The rest is self explanatory. Just fill in the billing and shipping information like you would any other online shopping order, and you're done.



1

The Dog was not a Good Boy
Paperback (self purchase)



\$7.20

DISCOUNT CODE

Apply

\$7.20

Calculated at next step

\$7.20

That's it!

(well at least the technical part is done)

Quick tips for self-publishing

- Build an audience by publishing multiple titles in the same genre
- Self-published ebooks generally sell better than self-published print books
- study the techniques of other people who have had success in the area you're writing about (both self-published and indie/traditional publishing)

Quick tips for self-publishing

- Agents/Publicists – they'll see your sales online and come to you when you're at the level that one might be useful; and then you'll have to weigh whether they're worth it or not
- Traditional Publishers – same thing; after an ebook reaches a certain threshold on the bestseller charts, a traditional publisher may contact the author about making a physical version to sell in stores

Things to remember

- Bookstores generally do not carry self-published titles on their shelves
- Since anyone can make one, many people do
- There's just not enough time for brick and mortar booksellers to look through everything on offer (nor enough room on their shelves)

Things to remember

- With self-service platforms like Lulu, you can still have the book for sale through Barnes & Noble and other physical retailers, but it is automatically added to their special-order catalog instead of sitting on a shelf in the store
- Self-service programs like Lulu are considered distributors not publishers – they don't necessarily care about quality, and they don't control your property

More publishing information

- Launch sales are generally very slow for self-published titles
- Once you have a number of titles/sales/reviews, the algorithm can kick in and really help drive sales
- Don't be in a rush to publish your book – make sure it's good first; especially regarding editing and formatting

More publishing information

- The “algorithm” is the proprietary calculation that companies like Amazon and Google use to make some things more visible than others
- Each company’s algorithms are secret, and they change often
- While sales data heavily influences how an algorithm ranks titles, metadata is also taken into account

More publishing information

- Metadata basically means data about data – so in the case of books, it is the description of the book, the subject matter, search terms used to look for the title, and so on
- The subject you choose to categorize your book should match the subject matter
- Don't categorize a sad book as humor; the average reader will likely be disappointed, and bad reviews could drive the algorithm to rank the title lower

More publishing information

- Keywords you use should be ones that your readers will use
- Test out search terms online, see what comes up and if you like the results
- Check at the bottom of a Google search page for other, similar terms that might also work
- Be specific; “historical fiction” is probably too broad, while “American Civil War novel” is more exact

More publishing information

- The book marketplace is changing all the time
- ebooks saw a steep increase in popularity for a while, then it tapered off for normal titles (major authors). However, there was another ebook boom after a major shift to online purchasing as a result of stay at home/social distancing orders
- Popular areas include genres like romance; specific niches are where self-published authors thrive
- Experiment with price; cheap books lower the barrier to purchase, but may devalue your work in the long run

More publishing information

- Some authors get followers by interacting with readers on social media; other authors avoid the public and let the books speak for themselves
- Email newsletters are a popular method of letting fans know you have a new title coming out
- Providing free copies of ebooks to your readers ahead of release can help generate buzz and get reviews on websites like Amazon and Goodreads

More publishing information

- The more reviews a book has (especially positive reviews) the more visible that title will be on online platforms
- However, services that offer bulk reviews for a fee should not be used; they go against the terms of service of online marketplaces like Amazon and can result in your book being down-ranked or delisted/removed

More publishing information

- Research shows that your time is usually better spent creating more books rather than spending lots of time and money on marketing
- If you have several titles in the same subject out there, people who browse that category are more likely to see at least some of them
- Books in a series have people coming back for more

The library is a great resource

- There is a 24 episode *Great Courses* series called [Publishing Your Book](#) on Kanopy
- This series can be streamed for free online using your library card
- Focuses primarily on traditional publishing methods, but does include [information on self-publishing](#)
- Use the computers at the library when available – they're free, have all the software you need to complete your book, and there might be fewer distractions there

The library is a great resource

- Also, take advantage of reference staff here at the library
- Unfortunately, we can't edit your book *or* review it *or* market it
- But! - hopefully we can answer some quick questions about formatting, help with setting up an account, or problem solve some other [small] technical issues

Lastly

- The first time you go through this process might be hard, but if you make it through, the next time will be much easier
- And while coming up with more stories may take some work, the technical aspects of getting your self-published book ready for distribution will no longer hold you back

Thanks so much!



If you have questions or comments, feel free to reach out to librarian Alex Jenkins at ajenkins@newportbeachca.gov