



Getting Started: Lulu Print on Demand

Step 1: Create a user profile

- Go to lulu.com and click on “SignUp” in the upper right-hand corner of the homepage
- Enter your information, choose a username and password. Click “Sign Up.”

Step 2: Use Lulu’s publishing wizard to self-publish

- Select the button for paperback or hardcover.
- Start a new project by entering the working title and author name. Click “Save & Continue.”
Note: Here you can also select whether you want your book to be (1) private and accessible only to you, (2) to make it public in the Lulu Marketplace if you want to sell, or (3) make public to sell AND assign an ISBN in order to sell in online bookstores like Amazon. See attached handout for detailed ISBN information.
- Choose your project options. Click “Save & Continue.”
- Choose an ISBN option (if applicable).
Note: You will need to create a copyright page for your book and include your ISBN on the page. The barcode is automatically added to your cover if you use a Lulu template; if you upload your own cover, you will have to add it yourself to the back.
- Add your files. If your file exceeds 300MB, you will have to break it up into parts. Be sure that that words “Part 1” and “Part 2” is in each file so that Lulu knows the order to piece them together. Once your file/s has been uploaded, click “Make Print-Ready File.”
Note: Click “find out more about creating your PDF” for specific instructions.
- A dialogue box will appear with any errors. Correct errors and click “Save & Continue.”
- You will be taken to the Lulu Cover Wizard. If you have designed your own cover, click “One-Piece Cover (advanced)” to upload your image. When you are satisfied with the look, click “Save & Continue.”

Step 3: Finalize your project

- Fill in the boxes to describe your project. This helps customers find you. Click “Save & Continue.”
- Set your project price for print. Set your project price for download if you choose to make download available. Click “Review Project.”
- Review the choices you’ve made in the wizard and change them if desired. Preview the final book before publishing. Click “Save & Finish” when you’re ready to publish your book.
Note: Be careful before clicking to publish the book. Any changes to the content (including very minor copy changes) are considered a new edition and require a new ISBN.

Lulu Distribution & ISBN Registration

In order to offer your book on sites other than Lulu, you will need an ISBN and a Distribution package.

Distribution

Distribution is a service that gets your book out to the world. Lulu makes your book available through bibliographic databases, online marketplaces and distribution catalogs.

If you published your book through Lulu and are interested in making it available to a wider audience, you will want to take advantage of Lulu's distribution offerings. All books published through Lulu are available for purchase on Lulu.com (unless you specify otherwise). If you want your book to appear on *other* retail websites, you will need to read through the distribution options carefully and determine which package is right for you.

- **MarketReach - \$25** - Lulu's MarketReach service lists your work on the U.S. Amazon.com as a marketplace listing. Go to your Project List to add distribution to an eligible book.
 - All books and calendars are eligible for marketREACH
 - eBooks, CDs, and DVDs are NOT eligible for marketREACH
 - ISBN books and Hardcover books cannot be listed on the Amazon.com Marketplace
 - marketREACH channels may remove your listing if it violates their policies (Ex: Do not include URLs or upsells in your description.)
- **ExtendedReach - Free** - Lulu's ExtendedReach service lists your title and ISBN in major bibliographic databases and makes your work available on Amazon.com. Your book will appear as a regular listing on Amazon and will be eligible for Amazon's discounts and shipping rates. Go to your Project List to add distribution to an eligible book. If you bring your own ISBN you **will not** be eligible for **ExtendedReach Distribution**.
- **GlobalReach - \$75** - Lulu's GlobalReach service lists your title in major bibliographic databases and makes your title available to online retailers worldwide such as Amazon.com, Baker & Taylor, and Barnes & Noble. Brick and mortar book-stores, NACSCORP, and the Espresso Book Machine will also be able to order and stock your title if they desire. Go to your Project List to add distribution to an eligible book. **This is the only option available if you bring your own ISBN or purchase an ISBN from Lulu.**

	marketREACH	extendedREACH	globalREACH
Requires ISBN		√	√
Amazon.com		√	√
Ingram and BarnesandNoble.com			√
Supports Hardcover Books	√		√
Offline Bookstores Can Order Copies			√
Amazon.com Marketplace	√		

ISBN Registration

An ISBN (International Standard Book Number) is a controlled, 10- or 13-digit identification number allowing publishers, libraries, and book dealers to locate books. If you received an ISBN from Lulu the ISBN will include Lulu's prefix and Lulu will be listed as the publisher of record. If you assigned an ISBN that you own to the project, your publisher info will be listed. For more information on the history and purpose of ISBNs, see <http://www.isbn.org>.

An ISBN is not needed to publish on Lulu. An ISBN is needed to have a book distributed outside of Lulu and entered into the book industry commerce chain. *Each version of a book — paperback, hardcover, second edition — must have a different ISBN.*

Lulu-owned ISBN

You can get an ISBN from Lulu for free in the Lulu Publishing Wizard.

Bring Your Own ISBN

Assign an ISBN you already own to your title. The imprint (publisher name and information) attached to your ISBN will remain the same and Lulu.com will not be listed as the publisher. You must be the owner of the ISBN and may not use this ISBN with any other distributor.

yourISBN

Lulu obtains an ISBN for you from the US ISBN agency using your registered details as a publisher. After you receive your ISBN, you may assign it to a project as a Bring your own ISBN.