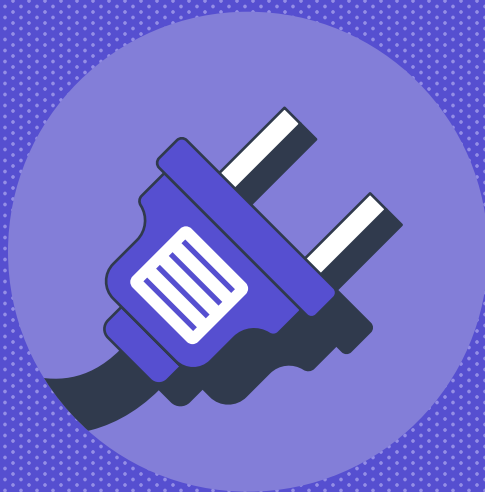




Integration Guide





Welcome to Lulu Direct!

Our direct-to-consumer solution allows you to sell printed content from your own storefront, while we handle printing and fulfillment behind the scenes.

With this guide, we'll walk you through the process of installing Lulu Direct and adding your book to your Shopify, Wix, or WooCommerce storefront.

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Getting Started

Before you build your ecommerce empire, you will need to take care of a few simple steps. First, head to lulu.com to create your free account. From there, you can choose to upload your print projects if they are ready to go, or if you are just starting to get your content together, you can visit our [Pricing Calculator](#) to build your project and get custom templates.

Once you have your templates, we recommend reviewing our [Book Creation Guide](#) to ensure your files are created correctly and will upload without a hitch.

Important Terms

Let's start by defining a few important terms.

API

An API is an Application Programming Interface. This is a set of rules and protocols that allow different software programs to communicate with each other. Lulu's Print APIs allow you to connect your web hosting platform to our global print and fulfillment network.

Bundles

A Bundle allows you to sell multiple items together as a single product listing in your store.

Fulfillment Fee

A Fulfillment Fee is applied to all orders placed via Lulu Direct or our Print API. This fee helps ensure the upkeep and maintenance of our direct integration platforms. The fee will appear as a line item in your order, and we suggest adding it to your checkout through your ecommerce store settings to pass the fee to your buyers.

Order Import Tool

The Order Import Tool allows you to dropship multiple orders at once to customers all over the world by uploading a single CSV file.

Pricing Calculator

Use [Lulu's Pricing Calculator](#) to find printing and shipping costs for your book. You can use the calculator to gather information before completing the account setup. To use Lulu's Pricing Calculator, you will need to know the specifications of your book, including:

- Book Size & Page Count
- Binding Type
- Interior Color
- Paper Type
- Cover Finish



Note: Even if you are unsure of the final specifications of your project, you can still use Lulu's Pricing Calculator to get a good estimate of the per-unit cost of your project.

Product

The Product is what appears on your store. The book, sneakers, t-shirt, or whatever you're selling is a Product.

Project

A Project is the print product you create on Lulu.

Variant

The Variant defines specifics about your Product. Let's say you want to sell your book as a paperback and a hardcover. You might have a Product defined as My Awesome Book. Each format constitutes a Variant. Likewise, you might have two different paperback sizes. Now, each binding and size combination is a Variant.

White-label

White-label is the process of selling products under your branding rather than Lulu's. When utilizing our white-label capabilities, your customers will see your branding on the packing slip of their orders.

Direct Sales With Lulu

Lulu offers two additional ways to sell directly to your customers. Each offers its own unique benefits and capabilities, so be sure to do your research to decide which is best for your brand, products, and budget.

- [Lulu Print API](#) – Our APIs allow you to connect directly to our print network and offer custom or personalized books to order.
- [Bulk Order Import](#) – Using our Order Import tool, you can batch process orders all at once.

Features	Lulu Bookstore	Lulu Direct	Print API	Order Import Tool
Product Setup	● Simple via Lulu	● Simple via Lulu	● Dev Work Required	● Simple via Lulu
Hands-Off Selling	● Yes	● Yes <i>(Once Set Up)</i>	● Yes <i>(Once Set Up)</i>	● No
Order Fulfillment	● Automated	● Automated	● Automated	● Automated
Inventory Management	● None Needed	● None Needed	● None Needed	● None Needed
Payout Timing	● Delayed	● Immediate	● Immediate	● Immediate
Profit	● 80/20 Split with Lulu	● Keep 100%	● Keep 100%	● Keep 100%
Customer Data Access	● No	● Yes	● Yes	● Yes
Packaging	● Lulu-Branded	● White-Labeled	● White-Labeled	● White-Labeled
Checkout Experience	● Handled by Lulu	● External to Lulu	● External to Lulu	● External to Lulu
Tech Required	● None Needed	● Ecommerce Platform & Integration Setup	● Developer Required	● Manual CSV Uploads

Your Shopify Account



Account Creation

First things first: navigate to [Shopify](#) and register an email address, enter a password, and name your store.

Shopify offers a trial period to begin using its service. Once the trial ends, you'll need to [select a paid plan to continue](#).

Building a Store

With an account created, you'll now need to build your store. Keep in mind that you will want your store to be easy to navigate and aesthetically pleasing, but the rest is up to you.

Here's some information from Shopify on creating your store:

- [Ecommerce Basics: How To Set Up Your Online Store](#)
- [Essential Website Design Tips for Ecommerce Stores](#)
- [Shopify Support](#)

Connecting Lulu Direct

1. Log in to your Lulu account
2. Click "My Stores" from the top menu
3. Select "Shopify" from the dropdown menu, then click "Connect"
4. Follow the prompts in the pop-up window to log in to your Shopify account and allow Lulu Direct access to your store
5. Confirm the connection by logging into your Shopify account and confirming Lulu Direct appears in your installed apps

Connecting Products



Watch:

[Adding a Lulu Product to Your Store](#)



Note: Before you can set up a product in your store, you will need to have the project completed and published in your Lulu account. See our [Book Creation Guide](#) for information on creating print products on Lulu.

Once you have your projects published in your Lulu account, go to “My Stores” at the top right-hand corner of the page. Within your Lulu Direct Dashboard, locate your connected store and open it.

In the store dashboard, scroll down to the “Store Products” section and click “Add a Product”. In the pop-up window, select “Create a New Product”. Select the Lulu product you want to connect from the drop-down menu. From there:

1. Enter the product title



Note: Product titles must be less than 80 characters in length.

2. Create a product description
3. Set the list price of your product
4. Click “Add Product”
5. Confirm your product has been successfully connected by checking the “Store Products” section in your Lulu Direct Dashboard

Creating Product Variants & Bundles

Variants allow you to create variations of your book. For example, imagine you have these versions of your book:

- Black & White, 6 x 9 in, Paperback
- Color, 8.5 x 11 in, Paperback
- Black & White, 6 x 9 in, Hardcover

Instead of creating a separate listing for each option, you can list several options on one product page for your customers to choose from. However, it is up to you how many variants to include per product.

Creating Variants



Watch:

[How to Add Variants to Lulu Direct Products](#)

To add a Variant to a new product:

1. Log in to your Lulu account
2. Go to "My Stores"
3. From your Lulu Direct Dashboard, select "Your Store"
4. Locate the product that you would like to add variants to
5. Click on the product to open product details, then click "Add Product Variant"
6. Enter the option name and the option values



Note: Option name refers to the variation you are offering, like binding types, cover finish, color, etc. Option values refer to the choices available, such as hardcover, paperback, matte cover, etc.

7. When you're finished adding options and values, click "Save"
8. Next, choose the variant you want to use for the selected Lulu product, then click "Save"
9. Continue mapping variants for each product, then set a list price for each and click "Save"



Note: Allow 20-30 minutes for each variant to process.

10. Go to the products page on your site to ensure variants display correctly

Creating Bundles

Bundles allow you to sell multiple products in one listing. For example, if you have a workbook with an accompanying planner, you can list these items as one product in your store so customers can easily purchase them together.



Note: Bundles cannot be connected to a product with a variant.

To Create a Bundle:



Watch:

[How to Create a Book Bundle with Lulu](#)

1. Log in to your Lulu account, and click "My Stores"
2. Click your store to open it
3. Click "Create a Bundle" to begin
4. Enter a name for the bundle
5. Choose a product from the dropdown menu to include in your bundle
6. Select at least two products to include in your bundle. You can add up to 10 by clicking + Add Another Project
7. The primary marketing image will default to the first book you selected. To change this, hover over the cover of the product you would like to make the primary marketing image and click "Make Primary"



Note: You can upload a custom image by clicking "Upload Your Image File" or by dragging and dropping your image into the upload box.

8. Click "Review your Bundle" to review and confirm bundle details
9. If everything is correct, click "Confirm and Publish"
10. Once your bundle is published, you can add it to your Lulu Direct store by clicking "Add to Store"
11. If you have not already created a bundle product in your store, click "Create a New Product"
12. Enter the title, description, and price and click "Add Product"

Your bundle will now be listed in your Lulu Direct Store products, and a bundle product listing will appear in your store. Your published bundle will appear in your "My Projects" list with all of your other projects. You can edit it by clicking "Revise".

Shipping Configuration

You can choose to set up your shipping rates manually or use Lulu's live shipping rates. Manual rates are decided by you and won't change regardless of what Lulu charges you to ship your orders. You decide what customers pay, while Lulu charges you the actual shipping cost on the backend.

Live shipping rates mean Lulu automatically calculates and displays real-time shipping costs at checkout based on the order details and destination. This requires Shopify's third-party calculated shipping feature but removes the need to manually set up and maintain your shipping rates.

Manually Setting Up Shipping Rates

By default, all orders are automatically shipped via the least expensive trackable shipping method. If you manually set up shipping rates, this is the rate you'll charge the customer, regardless of the cost to ship that Lulu charges you. If you set the rate for shipping to \$5 and it costs us \$6 to ship, you will pay the difference.

You can verify shipping rates using our [Pricing Calculator](#).

Product Creation and Product Weight

When you create the product in Shopify, we recommend setting the weight of the product to 1 lb. Since we handle the shipping, the weight of your product in your Shopify store will not matter. This is an important step for later when setting up shipping for different quantities.

Create a Shipping Profile

The next step is to create a shipping profile with all of your Lulu Direct products.

1. In your Shopify account, go to Settings, then Shipping and Delivery
2. Within the Shipping and Delivery settings page, click "Create New Profile"



Note: Name your profile something easily identifiable, like "Lulu Direct Products".

3. Click "Add Products" and select all of your Lulu Direct products

If you need more help with creating a Shipping Profile, you can find more information on [Shopify's support page](#).

Create Shipping Zones

Learn about creating shipping zones on [Shopify's support page](#).

Determine which countries and regions you wish to service with your store. For example, if you believe your main customer base will be in the US, but you also believe you will have some customers in Canada and the UK, then you will set up a shipping zone for the US, Canada, and the UK. Finally, you can create a "Rest of the World" zone to cover all the other countries and regions you wish to service.



Note: The Shipping From address does not matter. Shipping rates will be manually entered, so the location within Shopify does not affect the shipping rates.

Lulu Direct Shipping Rates

All of our shipping rates can be found on our Pricing Calculator. We recommend opening this page in a new browser window or tab for easy access. First, configure your product within the calculator, then enter the number of copies and select a country. It will then list all available methods and their shipping rate.

Determine how much you are going to charge for shipping based on the rates provided to you through the [Pricing Calculator](#).

Shipping Rates

For each shipping zone you created, you will need to add at least 1 rate. These are the rates your customers will see during checkout. Because orders are automatically shipped via the least expensive trackable shipping method, you will need to create rates based on that lowest tracked option.

1. Click Add Rate to begin
2. Select Use Flat Rate
3. Use the dropdown menu for Shipping Rate and select Custom
4. Enter the Custom Rate Name. For example, "Mail"
5. Enter the Price you wish to charge your customers. Refer back to the [Lulu Pricing Calculator](#) if you plan on using our exact rates



Note: If you don't want to set up shipping based on quantity and would rather use a single price no matter how many products are ordered, skip these next steps and click **Done**.

6. Click Add Conditional Pricing
7. Select Based on item weight

8. Enter Minimum and Maximum weight based on the number of items this shipping rate is for. For example, if a rate is for 1 product, the minimum will be 1 lb and maximum will be 1 lb



Note: We recommend setting up rates based on quantity groups, as it can be very tedious to set up rates for each quantity. For example, set up rates for 1 copy, 2 to 5 copies, 6 to 10 copies, 11 to 20 copies, and so on. That means for 2 to 5 copies set the Minimum Weight to 2 lbs and Maximum Weight to 5 lbs.

9. Click Done

Example:

Add rate [Close]

Rate type
Use flat rate

Shipping rate
Custom

Custom rate name
Mail

Custom delivery description (optional)

Price
\$ 5.69

[Remove conditional pricing](#)

Based on item weight
 Based on order price

Minimum weight: 0 lb Maximum weight: 1 lb

Checkout preview

Mail \$5.69

Cancel Done

Repeat

Add rates for each zone, shipping method, and quantity. Be sure to click Save when you are finished.



Note: This process can take a while, so it is best to do it when you have time to research prices.

Using Lulu's Live Shipping Rates

With Shopify, there is an option to use Lulu's Live Shipping Rates. If you choose to use Lulu's Live Shipping Rates, this will display our calculated shipping rates to your customers in your cart.



Note: Lulu does not charge to use our Live Shipping Rates, however, using Live Shipping Rates requires an additional fee from Shopify.

To enable Lulu's Live Shipping rates, do the following:

1. Log in to your Lulu Account
2. Navigate to the Lulu Direct Dashboard. It can be found by clicking on My Stores from the Top-Menu
3. On the Lulu Direct Dashboard, locate your store and click it to open it
4. Next, click on Store Settings
5. Scroll down to the Live Rates section, and click the Use Live Shipping Rates button to enable live rates

Shipping

Lulu Direct automatically applies the shipping method your customer selected to the cheapest trackable method we offer. If you manually pay for orders, the shipping methods can be adjusted while paying for an order.

If you choose to use Lulu's Live Shipping Rates, this will display our calculated shipping rates to your customers upon checkout. Learn more about [Live Shipping Rates](#).

Depending on your Shopify Plan, your options for shipping may vary. Learn more about [Shopify's plans and shipping options](#) they offer.

Use our [Pricing Calculator](#) to see estimated shipping rates and options.

Live Shipping Rate Status: **Disabled**

[Use Live Shipping Rates](#)

- Next, you will have the option to use Live Rates with only trackable shipping methods or all shipping methods

Shipping

Lulu Direct automatically applies the shipping method your customer selected to the cheapest trackable method we offer. If you manually pay for orders, the shipping methods can be adjusted while paying for an order.

If you choose to use Lulu's Live Shipping Rates, this will display our calculated shipping rates to your customers upon checkout. Learn more about [Live Shipping Rates](#).

Depending on your Shopify Plan, your options for shipping may vary. Learn more about [Shopify's plans and shipping options](#) they offer.

Use our [Pricing Calculator](#) to see estimated shipping rates and options.

Live Shipping Rate Status: [Use all shipping methods, including non-trackable](#)

Use only trackable shipping methods

Use all shipping methods, including non-trackable

[Disable Live Shipping Rates](#)

After you have enabled Live Rates in your Lulu Direct Store Settings, you need to set up a corresponding shipping profile in your Shopify Store.

- In your Shopify account, go to Settings, then Shipping and Delivery
- Within the Shipping and Delivery settings page, click "Create New Profile"



Note: Name your profile something easily identifiable, like "Lulu Direct Products".

- Click "Add Products" and select all of your Lulu Direct products

Add rate ✕

Set up your own rates

Use carrier or app to calculate rates

Live Lulu Shipping (Rates provided by app) ↕

SERVICES

Rates are based on your customer's address and the weight and dimensions of their order.

[Cancel](#) [Done](#)

If you have any custom shipping rates set up in the Lulu Direct shipping profile, they will display in the cart upon checkout, even if you are using our Live Rates.

If you need more help with creating a Shipping Profile, you can find more information on [Shopify's support page](#).



Note: If you have multiple shipping profiles for different products, when naming shipping rates, use non-specific titles (such as Mail) to prevent any confusion for your customers during checkout.

Pricing

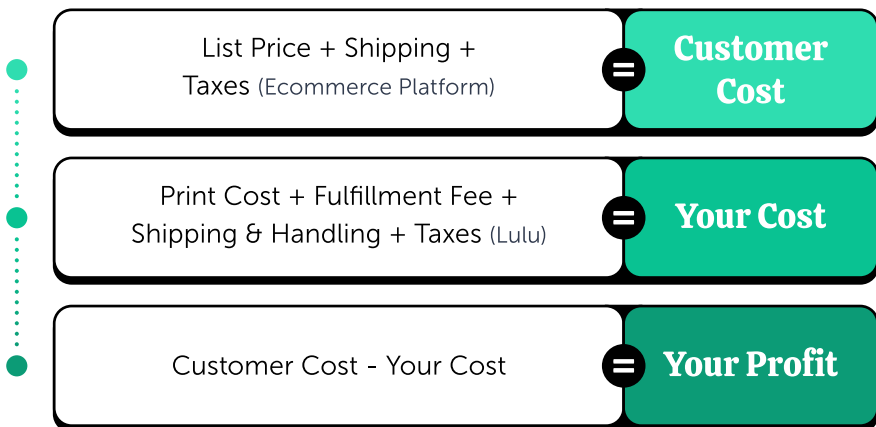
There are five separate pricing elements that contribute to the cost of your book:

1. **List Price (Ecommerce platform)** – This is the price you set during the creation of the Product. The List Price is what you will charge customers to buy the book.
2. **Shipping (Ecommerce platform)** – Because the printed book needs to be shipped, your reader will be required to select a shipping method and pay the associated costs for that method. Review the shipping section above for more information.
3. **Print Cost (Lulu)** – Lulu Direct prints your book, and this cost covers the printing and binding. The print cost will vary based on a variety of product options, such as paper weight and ink color.
4. **Fulfillment Fee (Lulu)** – The Fulfillment Fee for Lulu Direct is a fixed charge added to each order, varying by currency:
 - **USD:** 1.75
 - **GBP:** 1.55
 - **EUR:** 1.75
 - **AUD:** 2.75
 - **CAD:** 2.45

This fee supports platform maintenance and appears as a line item during checkout. It's advisable to include it in your ecommerce store settings.

5. **Taxes (Lulu)** – We add all applicable taxes to each order based on the regional requirements.
6. **Shipping and Handling (Lulu)** – Lulu Direct handles both the printing and fulfillment of your print-on-demand books, making for a completely automated process. Our shipping methods include the following options:
 - Mail
 - Priority Mail
 - Ground
 - Expedited (2 Day)
 - Express (1 Day)

To set your pricing, here is a formula to help determine your desired margin:



Note: Print cost, fulfillment fee, shipping and handling, and taxes charged by Lulu should be reviewed prior to setting the list price of your book.

Orders

Creating a Test Order

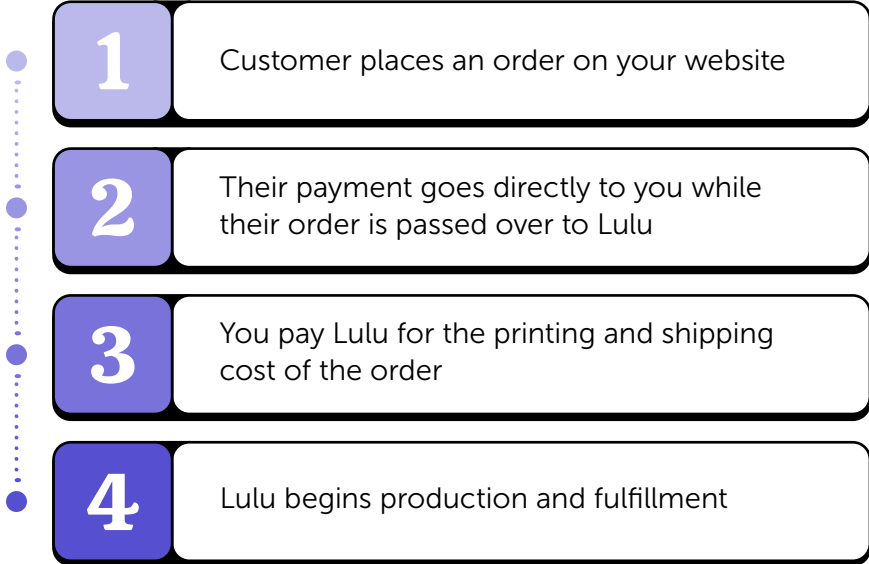


Watch:

[Creating a Lulu Direct Test Order in Shopify](#)

1. Navigate to the Shopify orders dashboard located on the side menu
2. Click "Create order"
3. Click the search box under "Search or create a customer"
4. Click "Create a new customer"
5. Enter your shipping details or any address you choose
6. Click "Save customer"
7. Search for the product you would like to order by using the search bar or click "Browse" and select the product from there
8. Click "Add"
9. Choose a shipping option by clicking "Add shipping or delivery" under Payment
10. Click "Apply"
11. Click the dropdown next to "Collect payment" and choose "Mark as paid"
12. Click "Create order"
13. Next, click back into the Lulu Direct app and click "Orders" in the top right hand corner. The order you just created should now show a status of "Unpaid"
If the order arrives in the app as "Invalid", go over these steps once more and ensure everything is connected properly
14. From here, you can either pay for the order in the Lulu Direct app and let it print and ship to you as a test copy of your book (recommended if you have not ordered a proof) or you can cancel it

Order Flow



Your Wix Account

The Wix logo is centered in the lower half of the image. It consists of the word "WIX" in a bold, white, sans-serif font, set against a solid black circular background. The entire logo is centered within a larger, dark gray circular area that has a fine, repeating dot pattern.

WIX

Account Creation

[Create an account on Wix](#) to get started. From there, you can customize your experience and build your site for free, [choosing a pricing plan](#) when you're ready to start selling.

Building a Store

With an account created, you'll now need to build your store. Keep in mind that you will want your store to be easy to navigate and aesthetically pleasing, but the rest is up to you.

Here's some information from Wix on creating your store:

- [How to create a website from scratch in 10 steps \(for beginners\)](#)
- [Website design ideas, examples, and inspiration](#)
- [Wix Help Center](#)

Connecting Lulu Direct

1. Log in to your Lulu account
2. Click "My Stores" from the top menu
3. Select "Wix" from the dropdown menu, then click "Connect"
4. Follow the prompts in the pop-up window to log in to your Wix account and allow Lulu Direct access to your store
5. Confirm the connection by logging into your Wix website and seeing if Lulu Direct appears in your installed apps

Connecting Products



Watch:

[Adding a Lulu Product to Your Store](#)



Note: Before you can set up a product in your store, you will need to have the project completed and published in your Lulu account. See our [Book Creation Guide](#) for information on creating print products on Lulu.

Once you have your projects published in your Lulu account, go to “My Stores” at the top right-hand corner of the page. Within your Lulu Direct Dashboard, locate your connected store and open it.

In the store dashboard, scroll down to the “Store Products” section and click “Add a Product”. In the pop-up window, select “Create a New Product”. Select the Lulu product you want to connect from the drop-down menu. From there:

1. Enter the product title



Note: Product titles must be less than 80 characters in length.

2. Create a product description
3. Set the list price of your product
4. Click “Add Product”
5. Confirm your product has been successfully connected by checking the “Store Products” section in your Lulu Direct Dashboard

Creating Product Variants & Bundles

Variants allow you to create variations of your book. For example, imagine you have these versions of your book:

- Black & White, 6 x 9 in, Paperback
- Color, 8.5 x 11 in, Paperback
- Black & White, 6 x 9 in, Hardcover

Instead of creating a separate listing for each option, you can list several options on one product page for your customers to choose from. However, it is up to you how many variants to include per product.

Creating Variants



Watch:

[How to Add Variants to Lulu Direct Products](#)

To add a Variant to a new product:

1. Log in to your Lulu account
2. Go to "My Stores"
3. From your Lulu Direct Dashboard, select "Your Store"
4. Locate the product that you would like to add variants to
5. Click on the product to open product details, then click "Add Product Variant"
6. Enter the option name and the option values



Note: Option name refers to the variation you are offering, like binding types, cover finish, color, etc. Option values refer to the choices available, such as hardcover, paperback, matte cover, etc.

7. When you're finished adding options and values, click "Save"
8. Next, choose the variant you want to use for the selected Lulu product, then click "Save"
9. Continue mapping variants for each product, then set a list price for each and click "Save"



Note: Allow 20-30 minutes for each variant to process.

10. Go to the products page on your site to ensure variants display correctly

Creating Bundles

Bundles allow you to sell multiple products in one listing. For example, if you have a workbook with an accompanying planner, or a book series, you can list these items as one product in your store so customers can easily purchase them together.



Note: Bundles cannot be connected to a product with a variant.

To Create a Bundle:



Watch:

[How to Create a Book Bundle with Lulu](#)

1. Log in to your Lulu account, and click "My Stores"
2. Click your store to open it
3. Click "Create a Bundle" to begin
4. Enter a name for the bundle
5. Choose a product from the dropdown menu to include in your bundle
6. Select at least two products to include in your bundle. You can add up to 10 by clicking + Add Another Project
7. The primary marketing image will default to the first book you selected. To change this, hover over the cover of the product you would like to make the primary marketing image and click "Make Primary"



Note: You can upload a custom image by clicking "Upload Your Image File" or by dragging and dropping your image into the upload box.

8. Click "Review your Bundle" to review and confirm bundle details
9. If everything is correct, click "Confirm and Publish"
10. Once your bundle is published, you can add it to your Lulu Direct store by clicking "Add to Store"
11. If you have not already created a bundle product in your store, click "Create a New Product"
12. Enter the title, description, and price and click "Add Product"

Your bundle will now be listed in your Lulu Direct Store products, and a bundle product listing will appear in your store. Your published bundle will appear in your "My Projects" list with all of your other projects. You can edit it by clicking "Revise".

Shipping Configuration

Now that you have your products configured and ready to go, let's move on to the logistics of how they will actually get to your customers.

Wix Shipping Setup

By default, all orders are automatically shipped via the lowest trackable shipping method, and there are no settings you need to adjust on Lulu. Our shipping cost is determined by the project specifications, shipping destination, shipping method, and quantity.

Shipping by Product Weight

These shipping instructions will affect your entire store. If you are only fulfilling Lulu products, then this is our recommended solution for setting up shipping.

One determining factor we use to calculate the shipping cost is the quantity. Wix does not have a quantity-based shipping option; however, it does have Weight by Rate. Therefore, we can determine the quantity of an order if we set the weight of each product to 1 lb.

For example, if an order has 5 lbs of books, we can determine there are 5 books in the order.

First, navigate to the product page in Wix. Next, scroll down to Inventory and Shipping and set the weight to 1 lb.

Inventory and shipping

Track inventory ⓘ

Status: In stock ▾

SKU ⓘ


Shipping weight ⓘ: 1 lb

Be sure to do this for each product.

Next, go to the Wix settings page and select Shipping & Fulfillment.

You must set up shipping for each Region to which you will be fulfilling orders. For this example, we will focus on setting up shipping for the US.

To find the estimated shipping and handling cost you will be charged, open a new browser window or tab and navigate to the [Lulu Pricing Calculator](#). After you enter your project specifications, click Quantity & Shipping Estimates. Select a Destination Country, then select the lowest trackable method. The Shipping & Handling cost for that specific shipping method (excluding taxes) will be listed. You will need to keep this window/tab open for reference when setting your shipping price.



The screenshot shows a form titled "Shipping & Handling Estimate" with three main sections:

- Number of Copies:** A text input field containing the number "1".
- Destination Country:** A dropdown menu with a flag icon, currently set to "United States of America".
- Shipping Method:** A dropdown menu currently set to "Mail | Trackable".

Return to your Wix settings page, click Add Region, and select United States. Under Select how shipping is calculated, select Rate by Weight. Enter a Shipping Option name. For this example, I'll use Mail as it is the cheapest trackable shipping option within the United States.

Each book weighs 1 lb. Therefore, you will set up the Weight Range for 1 book between 0 and 1 lb. Enter the cost of shipping for 1 book based on what we give you in the pricing calculator. Repeat this process for each weight by clicking Add Range and adjusting the weight range accordingly.



Note: We recommend setting up rates based on quantity groups, as it can be a time-consuming process to set up rates for each quantity. For example, set up rates for 1 copy, 2 copies, 3 to 5 copies, 6 to 10 copies, 11 to 20 copies, and so on. That means for 3 to 5 copies, set the Weight Range for 3 to 5 lbs.

Example:

Shipping 1

Apply shipping rates to this region.

Select how shipping is calculated:

Rate by Weight

Shipping option name

Mail

Est. delivery time (optio...
e.g., 3 - 5 business d.

Weight range	Rate
0 lb 1 lb	\$ 5.69
1 lb 2 lb	\$ 6.94
2 lb 5 lb	\$ 9.69
5 lb 10 lb	\$ 13.44
10 lb And up	\$ 0

+ Add Range

The last rate will be for any number of books above a specific weight. We recommend setting up shipping rate ranges until the quantity exceeds what you believe anyone would order. If you are concerned about someone ordering a very large quantity of your books, you can set the shipping rate to a high price.

You'll need to repeat this process for each Region to which we will be shipping your orders.



Note: You can group countries together to make larger shipping regions. We recommend looking at the shipping cost for each country you plan on including in a group and charging shipping rates based on the highest rate.

Pricing

There are six separate elements that contribute to the cost of your book:

1. **List Price (Ecommerce platform)** – This is the price you set during the creation of the Product. The Price is what you will charge customers to buy the book.
2. **Shipping (Ecommerce platform)** – Because the printed book needs to be shipped, your reader will be required to select a shipping method and pay the associated costs for that method. Review the shipping section above for more information.
3. **Print Cost (Lulu)** – Lulu Direct prints your book, and this cost covers the printing and binding. The printing cost will vary based on a variety of product options, such as paperweight and ink color.
4. **Fulfillment Fee (Lulu)** – The Fulfillment Fee for Lulu Direct is a fixed charge added to each order, varying by currency:
 - **USD:** 1.75
 - **GBP:** 1.55
 - **EUR:** 1.75
 - **AUD:** 2.75
 - **CAD:** 2.45

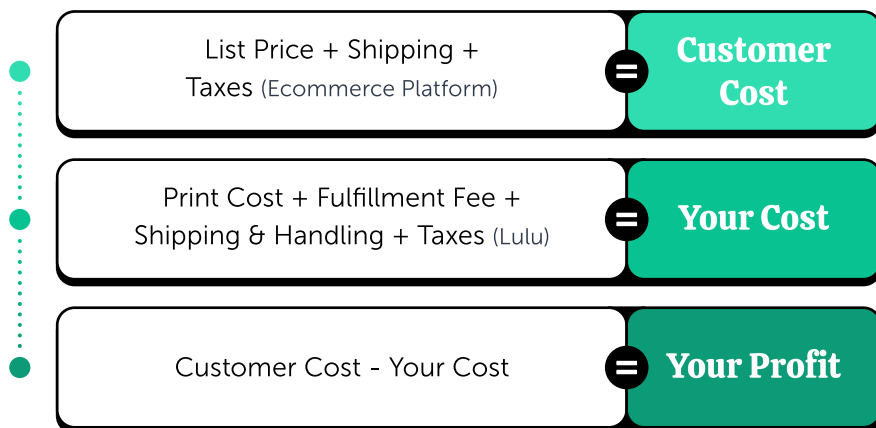
This fee supports platform maintenance and appears as a line item during checkout. It's advisable to include it in your ecommerce store settings.

5. **Taxes (Lulu)** – We add all applicable taxes to each order based on the regional requirements.

6. **Shipping and Handling (Lulu)** – Lulu Direct handles both the printing and fulfillment of your print-on-demand books, making for a completely automated process. Our shipping methods include the following options:

- Mail
- Priority Mail
- Ground
- Expedited (2 Day)
- Express (1 Day)

To set your pricing, here is a formula to help determine your desired margin:



Note: Print cost, fulfillment fee, shipping and handling, and taxes charged by Lulu should be reviewed prior to setting the list price of your book.

Payments

When an order is placed, we'll queue that order, and after the printing and shipping costs are paid, we can begin printing the order.

When you get your first sale, you'll be able to save the payment method you use and authorize automatic payments for future orders. The payment will be captured once the Production Delay has ended, one hour after the order is received.

You'll always be able to edit and remove the saved payment information from the **Billing** page in the Lulu Direct dashboard.

For more information on Automatic Payments, see page 56.

Orders

Before you throw open your digital doors for business, be sure to place a test order to ensure the process is set up correctly and working as intended.

Creating a Test Order



Watch:

[Creating a Lulu Test Order in Wix](#)

1. From the main Wix dashboard, click "Sales" then "Orders" in the left menu
2. On the orders page, click "Add New Order"

3. On the New Order page, click "Add Item", then "Product"
4. Select a Lulu book from the popup list
5. Click "Add to Order"
6. In the "Customer info" section, click the dropdown menu. You can either search for an existing customer or click "Add new customer". When adding a new customer, please be sure to add all required information. If any information is missing or invalid, it may result in an order not processing correctly
7. When you have added all of the customer information, click the "Save" button at the bottom
8. Next, select "Add Delivery Method"
9. Choose "select from your shipping, delivery, or pickup options"
10. Select your shipping method from the dropdown menu
11. Click "Create Order" in the upper right-hand corner. When the order has been created, you will be taken to the Order Details page
12. Review the order information, then click "Collect Payment", "Mark as paid"
13. In the pop-up window, click "Mark as Paid"



Note: After the order processes the status will remain as "unfulfilled" until Lulu ships the order.

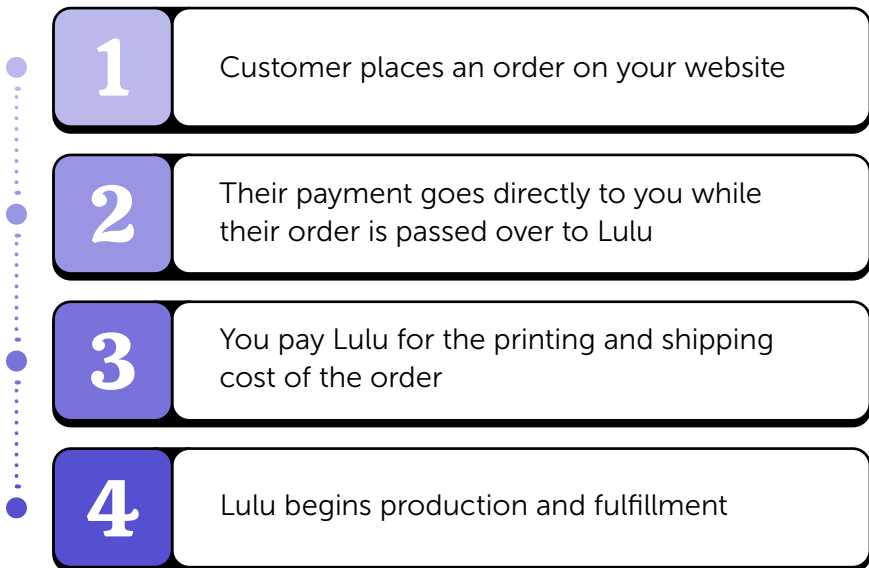
14. Next, the order will be sent from Wix to your Lulu Direct channel orders dashboard



Note: Orders may take up to 20 minutes to appear on the page.

15. In your Lulu account, click "My Stores" from the top menu, then click "Channel Orders". You should see your test order listed here. If you have Automatic Order Approval and Automatic Payments enabled in your Lulu Direct store settings (see page 55), the order will automatically be charged and sent into production after your set production delay is complete. If you do not have Automatic Order Approval or Automatic Payments enabled, the order will be marked "Action Required" until you manually approve and pay for the order
16. In the case of an unapproved order, click the order to open it, scroll to the bottom, and click "Accept". After the approval process, a payment button will appear. You can choose to pay for the order and let your product print and ship (recommended if you have not ordered a proof), or you can cancel the order by clicking "Cancel"

Order Flow



Your WooCommerce Account

The logo consists of the word "WOO" in a bold, white, sans-serif font, centered within a solid blue circle. This circle is set against a background of a light blue dotted pattern that covers the lower half of the page.

WOO

Account Creation

To use WooCommerce, you will need to select a web host first. WordPress is one of the most popular web hosts used with WooCommerce, but there are [additional options](#).

Once you have chosen your compatible web host and set up your account, you can search the host's available plugins to find WooCommerce to get started.

WooCommerce is free to use, so the only fees you will pay are for the hosting platform you chose and any other plugins you select to add features or functionality to your store.

Building a Store

With an account created, you'll now need to build your store. Keep in mind that you will want your store to be easy to navigate and aesthetically pleasing, but the rest is up to you.

Here's some information from Wix on creating your store:

- [How to build an online store on WooCommerce](#)
- [WooCommerce how-to videos](#)
- [WooCommerce Support](#)

Connecting Lulu Direct

Once the WooCommerce plugin is connected, follow these steps to connect your store to your Lulu Direct account:

1. Log in to your Lulu account and click “My Stores” in the top right-hand corner
2. From your Lulu Direct dashboard, scroll down to “Your Stores”
3. Choose “WooCommerce” from the drop-down menu
4. Click “Connect”
5. Follow the prompts in the pop-up window to log in to your WooCommerce account and allow Lulu Direct to access your store
6. Once your store has been successfully connected, a confirmation will appear on screen
7. Confirm the connection by logging into your WooCommerce account and checking to see if Lulu Direct appears in your installed apps
8. Once you see it listed, you’re good to start adding products

Connecting Products



Watch:

[Adding a Lulu Product to Your Store](#)



Note: Before you can set up a product in your store, you will need to have the project completed and published in your Lulu account. See below for information on creating print projects on Lulu.

Once you have your projects published in your Lulu account, go to “My Stores” at the top right-hand corner of the page. Within your Lulu Direct Dashboard, locate your connected store and open it.

In the store dashboard, scroll down to the “Store Products” section and click “Add a Product”. In the pop-up window, select “Create a New Product”. Select the Lulu project you want to connect from the drop-down menu. From there:

1. Enter the product title



Note: Product titles must be less than 80 characters in length.

2. Create a product description
3. Set the list price of your product
4. Click “Add Product”
5. Confirm your product has been successfully connected by checking the “Store Products” section in your Lulu Direct Dashboard

Creating Product Variants & Bundles

Variants allow you to create variations of your book. For example, imagine you have these versions of your book:

- Black & White, 6 x 9 in, Paperback
- Color, 8.5 x 11 in, Paperback
- Black & White, 6 x 9 in, Hardcover

Instead of creating a separate listing for each option, you can list several options on one product page for your customers to choose from. However, it is up to you how many variants to include per product.

Creating Variants



Watch:

[How to Add Variants to Lulu Direct Products](#)

To add a Variant to a new product:

1. Log in to your Lulu account
2. Go to "My Stores"
3. From your Lulu Direct Dashboard, select "Your Store"
4. Locate the product that you would like to add variants to
5. Click on the product to open product details, then click "Add Product Variant"
6. Enter the option name and the option values



Note: Option name refers to the variation you are offering, like binding types, cover finish, color, etc. Option values refer to the choices available, such as hardcover, paperback, matte cover, etc.

7. When you're finished adding options and values, click "Save"
8. Next, choose the variant you want to use for the selected Lulu product, then click "Save"
9. Continue mapping variants for each product, then set a list price for each and click "Save"



Note: Allow 20-30 minutes for each variant to process.

10. Go to the products page on your site to ensure variants display correctly

Creating Bundles

Bundles allow you to sell multiple products in one listing. For example, if you have a workbook with an accompanying planner, you can list these items as one product in your store so customers can easily purchase them together.



Note: Bundles cannot be connected to a product with a variant.

To Create a Bundle:



Watch:

[How to Create a Book Bundle with Lulu](#)

1. Log in to your Lulu account, and click “My Stores”
2. Click your store to open it
3. Click “Create a Bundle” to begin
4. Enter a name for the bundle
5. Choose a product from the dropdown menu to include in your bundle
6. Select at least two products to include in your bundle. You can add up to 10 by clicking + Add Another Project
7. The primary marketing image will default to the first book you selected. To change this, hover over the cover of the product you would like to make the primary marketing image and click “Make Primary”



Note: You can upload a custom image by clicking “Upload Your Image File” or by dragging and dropping your image into the upload box.

8. Click "Review your Bundle" to review and confirm bundle details
9. If everything is correct, click "Confirm and Publish"
10. Once your bundle is published, you can add it to your Lulu Direct store by clicking "Add to Store"
11. If you have not already created a bundle product in your store, click "Create a New Product"
12. Enter the title, description and price and click "Add Product"

Your bundle will now be listed in your Lulu Direct Store products, and a bundle product listing will appear in your store. Your published bundle will appear in your "My Projects" list with all of your other projects. You can edit it by clicking "Revise".

Shipping Configuration

Now that you have your products configured and ready to go, let's move on to the logistics of how they will actually get to your customers.

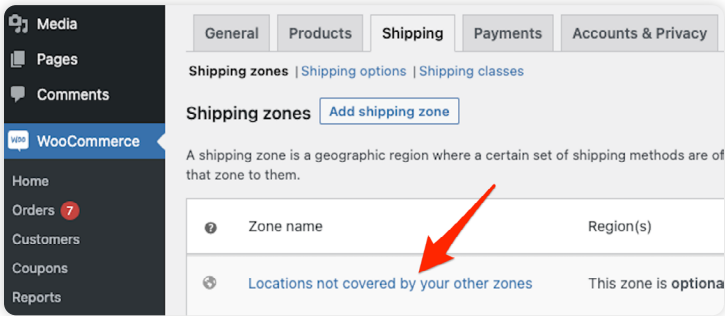
WooCommerce Shipping Setup

By default, all orders are automatically shipped via the lowest available tracked shipping method, and there are no settings you need to change on Lulu. If you want to see how much shipping will cost, we recommend using our Pricing Calculator. After you enter your product specifications, quantity, and shipping location, we will provide you with the shipping cost.

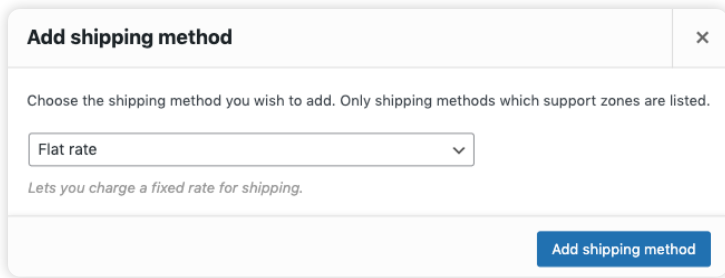
There are several ways to set up shipping, but the simplest way is to set up shipping based on a Single Flat Rate. This will charge customers the same cost for shipping, no matter where they are shipping their order. Alternatively, you can set up shipping based on Quantity or Zones.

Flat Rate

Flat Rate is the quickest and easiest method to set up. First, navigate to your WordPress Admin Dashboard, click WooCommerce, and select "Settings." Once you are on the WooCommerce settings page, select "Shipping," then click "Locations not covered by your other zones."



Next, click "Add Shipping Method." Select "Flat Rate" and then click the "Add Shipping Method" button again.



After adding the Flat Rate, click "Edit" under Flat Rate and enter the cost you wish to charge your customers for shipping, then select "Save Changes".

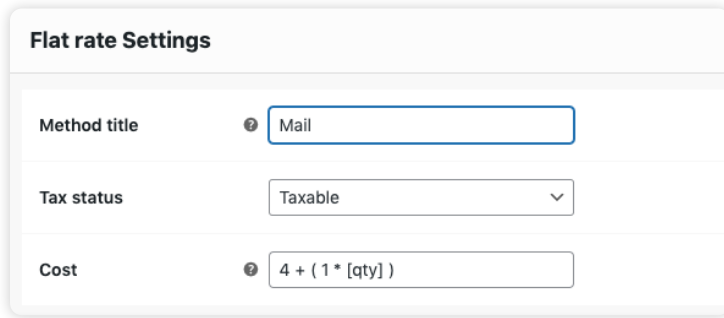
By Quantity

WooCommerce gives you the option to set the shipping rate based on the quantity of the cart by adding a formula to the cost field.

The formula is:

$$[\text{base cost}] + ([\text{fee}] \times [\text{qty}])$$

For example, if you want to charge \$5 for shipping one book and increase the cost by \$1 for each additional book, you can set the shipping rate by using this formula.



The image shows a screenshot of the 'Flat rate Settings' panel in WooCommerce. It contains three rows of settings:

- Method title:** A text input field containing the word 'Mail'.
- Tax status:** A dropdown menu with 'Taxable' selected.
- Cost:** A text input field containing the formula $4 + (1 * [\text{qty}])$.

With this formula, the base cost will be \$4, the fee is \$1, and [qty] is the placeholder to denote how many products are in the cart.

If 1 book is added to the cart, the equation will calculate to this:

$$4 + (1 \times 1) = 5$$

If 2 books are added to the cart, the equation will calculate to this:

$$4 + (1 \times 2) = 6$$

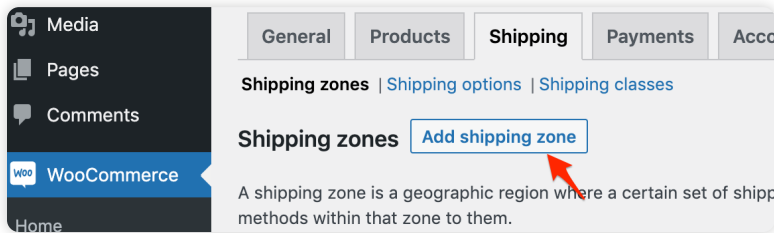
Therefore, you will charge \$5 for 1 book, \$6 for 2 books, \$7 for 3 books, etc.



Note: If you are using a bundling plugin, WooCommerce will calculate the cost of shipping as if it were a single item. For example, if you were using the formula above, regardless of how many products are in the bundle, the customer purchasing a bundle will only be charged \$5 for shipping.

Zones

If you wish to set up shipping based on Zones, the process is similar to adding a Single Flat Rate, but you will select Add Shipping Zone first.



Once there, enter the Zone Name, select the “Zone Regions,” and then click the “Add Shipping Method” button. Select Flat Rate, then click the “Add Shipping Method” button again. After adding the Flat Rate, click “Edit” under Flat Rate and enter the cost you wish to charge your customers for shipping, and select “Save Changes.”

After you have completed these steps, select “Save Changes” again to save the newly created Zone.

Repeat this process for each region you wish to fulfill orders to.

Pricing

There are six separate pricing elements that contribute to the cost of your book:

1. **List Price (Ecommerce platform)** – This is the price you set during the creation of the Product. The Price is what you will charge customers to buy the book.
2. **Shipping (Ecommerce platform)** – Because the printed book needs to be shipped, your reader will be required to select a shipping method and pay the associated costs for that method. Review the shipping section above for more information.
3. **Print Cost (Lulu)** – Lulu Direct prints your book, and this cost covers the printing and binding. The printing cost will vary based on a variety of product options, such as paperweight and ink color.
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 - **EUR:** 1.75
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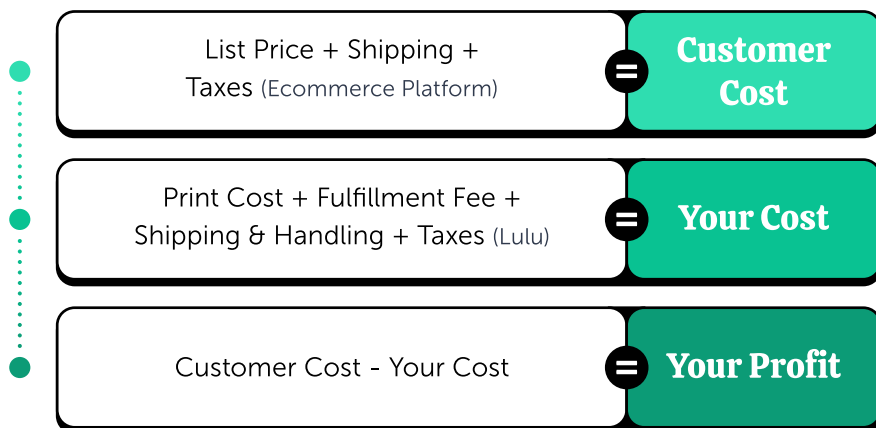
This fee supports platform maintenance and appears as a line item during checkout. It's advisable to include it in your ecommerce store settings.

5. **Taxes (Lulu)** - We add all applicable taxes to each order based on the regional requirements.

6. **Shipping and Handling (Lulu)** – Lulu Direct handles both the printing and fulfillment of your print-on-demand books, making for a completely automated process. Our shipping methods include the following options:

- Mail
- Priority Mail
- Ground
- Expedited (2 Day)
- Express (1 Day)

To set your pricing, here is a formula to help determine your desired margin:



Note: Print cost, fulfillment fee, shipping and handling and taxes charged by Lulu should be reviewed prior to setting the list price of your book.

Payments

When an order is placed, we'll queue that order, and after the printing and shipping costs are paid, we can begin printing the order.

Of course, we aim to make this easier with an automatic payment option.

When you get your first sale (Yah!), you'll be able to save the payment method you use and authorize automatic payments for future orders. The payment will be captured once the Production Delay has ended, one hour after the order is received.

You'll always be able to edit and remove the saved payment information from the **Billing** page in the Lulu Direct dashboard.

For more information on Automatic Payments, see page 56.

Orders

Before you throw open your digital doors for business, be sure to place a test order to ensure the process is set up correctly and working as intended.

Creating a Test Order



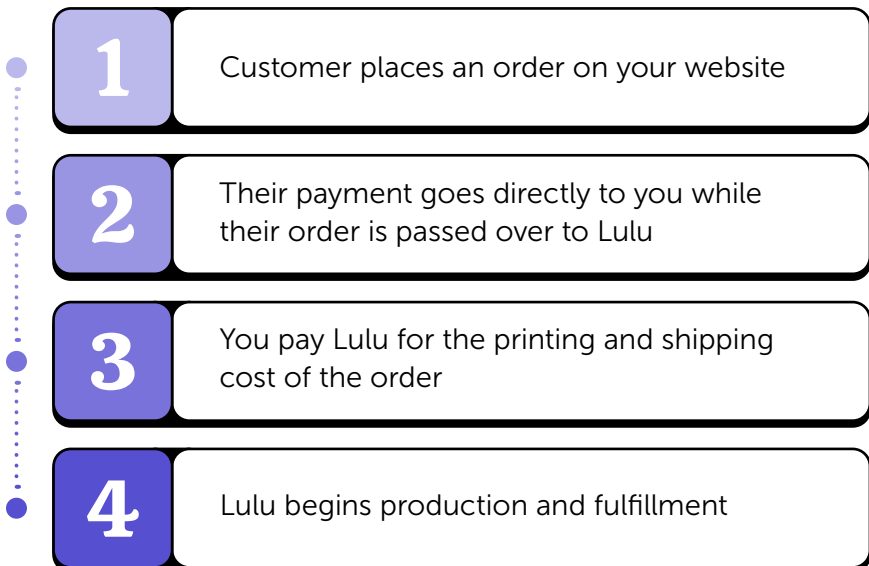
Watch:

[Creating a Test Order with Lulu Direct and WooCommerce](#)

1. Go to your Orders page in WooCommerce
2. Click "Add order"
3. Add your information to the billing and shipping address fields
4. Set the payment status to "Completed"
5. Click "Add items" then "Add products"

6. Search for your product, then click "Add"
7. Under "Order actions" click "Email invoice/order details to customer"
8. Click "Create"
9. Go to your Lulu Direct dashboard and click "Store Orders". You should see your order listed here. It may take a few minutes to appear. By default, you must manually approve your orders before they enter production. Automatic Order Approval can be enabled in your store settings (see page 55 for more information)
10. Click on the order. You can update the shipping address and shipping method on the next page
11. Click "Accept"
12. Enter your payment information to print and ship the order (recommended if you have not ordered a proof), or you can cancel the order by clicking "Cancel"

Order Flow





Settings & Tips



There are some settings within your Lulu Direct dashboard that you can configure based on your business goals to ensure you're getting the most out of your Lulu Direct experience.

Custom Packing Slips

Customizing your packing slips means full brand continuity from the time your customer places an order to the moment they rip open the box.

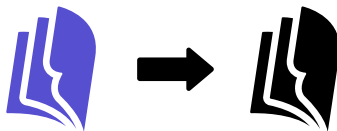
To customize your packing slip profile, go to your Store Settings page. This can be accessed by clicking My Stores > Store Settings. Scroll down to Packing Slip and select Update Packing Slip.



Note: By default, the billing address used for your orders will be used as the return address on your customers' packages. You can change this address in the fields provided.

Upload your PNG Logo, sized at 1.75" x 1.5" PNG with a minimum of 200 DPI, and then select Save Packing Slip.

If your logo is in color, it will be converted to black & white. We recommend using a white background for your PNG image. Images with transparent backgrounds can sometimes turn all black. This results in an obscured logo image when the packing slip is converted to a PDF and printed. Please see the image below for an example of an acceptable Lulu Direct packing slip logo.



Production Delay

A Production Delay gives you time to cancel an order if you notice any issues once it has been placed. A Production Delay is the amount of time before an order is sent into production after payment has been submitted. During this delay, you can cancel your order for any reason on the Lulu Direct Orders page. By default, the delay is set to 1 hour and can be increased up to 24 hours.

To increase the Production Delay, go to your Store Settings page. This can be accessed by navigating to your Stores page, selecting Manage Store, and Settings. Scroll down to Production Delay and select Update Production Delay.

Enter any number between 60 (minutes) and 1440 (minutes), then click Save Update.



Note: Once an order is past the production delay and the order has been sent into production, we can no longer cancel the order.

Order Automation

Automatic Order Approval

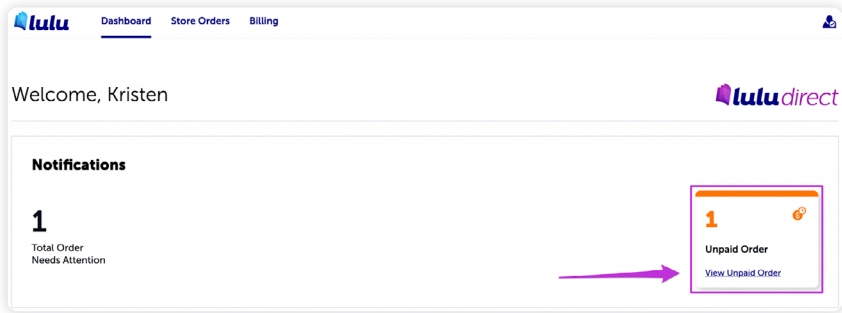
Enabling Automatic Order Approval replaces the need to manually approve orders as they come in throughout the day. Once enabled, setting up Automatic Payments is your final step to fully automating the order process.

Automatic Payments

With Automatic Payments, any orders that arrive in your Lulu Direct Orders Dashboard are automatically paid for using a card you save to your account. This replaces the need to manually approve orders as they come in throughout the day.

Setting Up Automatic Payments

To enable Automatic Payments, create an unpaid or test order. Then navigate to the Lulu Direct Dashboard and click View Unpaid Order.



Click on the order, and from the Order Details Page, select Pay.

Enter your payment information and check **Save this information for future orders**. After you submit your payment, the credit card information will be stored for future use.

Payment Method

CARD NUMBER

VERIFICATION NUMBER (CVC/CVV)

NAME ON CARD

EXPIRY MONTH **EXPIRY YEAR**

Save this information for future orders

Once you have saved a payment method, go to the Lulu Direct Dashboard and click on your active store's URL. From here, click Store Settings and scroll to Automatic Payments.

Automatic Payments

Save time and streamline your store by enabling Automatic Payments during checkout. With Automatic Payments, we'll use a saved payment method to pay for printing and shipping costs immediately after the production delay.

Status: **Inactive**

[Enable Automatic Payments](#)

Click Enable Automatic Payments and Confirm.



Note: Automatic Payments and Automatic Order Approval are two different settings. Both must be enabled to automate orders.

For more help with Lulu Direct, [contact our support team](#) or view our [full list of FAQs](#).

Pro Tips

Order a Sample

Be sure to order sample copies of all of the printed products you are selling through your store.

Ordering a sample can be done by placing an order after you've published your project on Lulu. Navigate to your My Projects page, which can be accessed at the top right-hand side of the website, then scroll down to your project and click Add Version # to Cart. Click on the cart icon at the top of the page and begin the checkout process.

Once your store has been set up, we also recommend completing the order process before opening up to customers. Start at your homepage, navigate to the product page, add your products to the cart, and check out. This will give you an opportunity to spot any friction in the process and ensure a smooth checkout for your customers.

Require Phone Numbers

Lulu requires phone numbers for address validation. We recommend adding a phone number as a mandatory part of your order process. This will ensure that if issues arise, you will have a reliable way to reach out and easily communicate with customers. Many shipping providers also require a phone number in case there are issues with delivery, so asking for a phone number at the beginning of the order process can help smooth things out along the way.

Phone numbers are required by default for Wix websites. You can find information on updating your checkout settings to require phone numbers here:

- [Shopify](#)
- [WooCommerce](#)

Troubleshooting Order Issues

Here you can find some common order issues that might arise when you begin selling and how to solve them.

Common Issues With Orders

The order status notification is most commonly caused by the following:

- A problem with the shipping information itself.
- Information is missing that is required to fulfill the order.

If an order is created with incomplete, invalid, or missing shipping information, Lulu Direct will mark the order "Action Required."

All orders are required to have the following:

1. First & Last Name
2. Complete and valid Street Address, City, State/Province/Region, Zip Code, and Country
3. A Shipping Phone number
4. A valid Shipping Method

When troubleshooting an order with the Action Required status, please keep the following in mind:

1. Check that First and Last Name are present.
2. Ensure each address field contains fewer than 30 characters, spaces included. If an address is over 30 characters, split the address into the second address line, and abbreviate any words, if necessary.
3. Double-check the State/Province/Region field to ensure it is correct.
4. Check to make sure the address has a street number and a street name.
5. Ensure the address has a phone number.

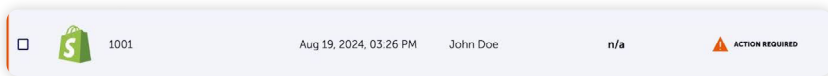
6. If the address is a PO box or military APO address, check to be sure either Mail or Priority Mail shipping was selected by your customer, as Ground, Expedited, and Express carriers cannot deliver to these addresses.



Note: Lulu's system validates addresses using Google's address validation method. If you are unsure if an address is valid or incomplete, be sure to check it on Google.

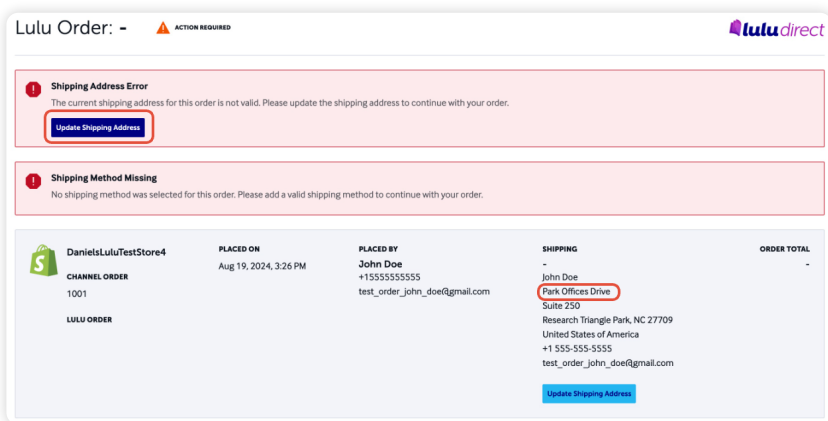
Resolving the Issue

1. Navigate to the Channel Orders Page, locate the affected order, and click the order to open it.



2. On the Order Details Page, there will be an Action Required notification, along with a button to update the order. Verify the address is complete and valid using the criteria above.

In the example below, the street address is missing the street number.





Note: If any part of the address is incorrect or missing, a shipping method will also not be added to the order by default.

3. Next, click “Update Shipping Address” button to update the order. Update the address, then click the “Update Shipping Address” button to save the update.

Update Shipping Address

COUNTRY
United States of America

ADDRESS LINE 1
700 Park Offices Drive

ADDRESS LINE 2 (OPTIONAL)
Suite 250

CITY
Research Triangle Park

STATE
North Carolina

POSTAL CODE
27709

PHONE
+1 555-555-5555

Cancel **Update Shipping Address**

When the address is corrected and there are no other issues preventing validation, the address will be accepted upon submission. After updating the address, the system may suggest a more complete or accurate version. It may also suggest an address if all of the required information is present, but there is a misspelling in the address.

Confirm Shipping Address
Review the recommended address.

Address Entered:

- 700 Park Offices Drive Suite 250, Research Triangle Park, NC 27709, US

Recommended Address:

- 700 Park Offices Dr Suite 250, Research Triangle Park, NC 27709, US

Update Address



Note: If the account is set up with Automatic Order Approval or Automatic Payments, this notification will not occur.

4. Select the "Update Address" button, then select which address you prefer in the next window. Click the "Update Address" button, again.

Confirm Shipping Address

Review the recommended changes

Address Entered

700 Park Offices Drive
Research Triangle Park, NC 27709

Recommended

700 Park Offices Dr Suite 250
Research Triangle Park, NC 27709

[Update Address](#) [Confirm](#)

5. When the address has been updated, a shipping method will need to be selected for the order. Click the Update Shipping Method button.

Shipping Method Missing

No shipping method was selected for this order. Please add a valid shipping method to continue with your order.


[Update Shipping Method](#)

- Verify the correct shipping method in your Shopify order, then select the correct shipping method in the next window, and click the Update Shipping Method button.

Update Shipping Method

<input checked="" type="radio"/>	Mail - Trackable Estimated arrival Sep 01 - Sep 04	5.69 USD
<input type="radio"/>	Ground Home - Trackable Estimated arrival Aug 28 - Sep 02	11.69 USD
<input type="radio"/>	Priority Mail - Trackable Estimated arrival Aug 28 - Sep 02	11.94 USD
<input type="radio"/>	Expedited Shipping - Trackable Estimated arrival Aug 25 - Aug 28	13.69 USD
<input type="radio"/>	Express Shipping - Trackable Estimated arrival Aug 22 - Aug 27	23.69 USD

Once the order has been updated to include a valid shipping method, you can then accept & pay for the order to send the book into production.

PRODUCT	UNIT PRICE	QUANTITY	SUBTOTAL	SALES TAX	ITEM TOTAL
 Lulu A5 Test Book (Linen Wrap) A5, Standard Black & White, 60# White, Linen Wrap, Matte Cover	21.82 USD	x 1	21.82 USD	1.64 USD	23.46 USD
Shipping & Handling: Mail <input type="button" value="Update Shipping Method"/>			5.69 USD	0.42 USD	6.11 USD
Fulfillment Fee			1.75 USD	0.13 USD	1.88 USD
Order Total:					31.45 USD

Lulu Direct Quick Start Checklist

Get Set Up with Shopify

Publish Your Book

Connect Your Ecommerce Store to Lulu Direct

- Connect Your Store
- Update Your Billing Address

Connect Your Books

- Add a New Product

Review, Test, & Launch!

- Set Up Shipping & Taxes

Review Your Lulu Direct Store Settings

Create a Custom Packing Slip

Add Store Contact Information

Set Up Automatic Payment/Fulfillment

Do End-to-End Testing