



Quick Start Checklist



Step 1: Get Set Up with Shopify, Wix, or WooCommerce

Create an account & pick your plan

Choose a website theme that fits your author brand

Build your key site pages (Homepage, Author Bio, Product Page, Contact)

- Showcase your book above the fold on your homepage
- Use clear calls-to-action
- Include high-quality, professional photos
- Stay consistent with your author brand
- Add an email sign-up form
- Include reviews & social proof
- Add a short FAQ & contact form on your contact page

Publish your site & test all links on desktop and mobile

Step 2: Publish Your Book

[Create a free account at lulu.com](#)

[Publish your book](#)

- Use the [Lulu Pricing Calculator](#) to plug in your book specs and download free interior and cover templates
- Before you publish, make sure you have finished your interior and cover files. If you're still writing, editing, or formatting, review our [Book Creation Guide](#) PDF first.
- ISBNs are not required for direct sales

Step 3: Connect Your Ecommerce Store to Lulu Direct

Connect Your Store

Go to the [Lulu Direct dashboard](#) → Click **Connect a Store**

Enter your Store URL in the pop-up → Click **Connect** → **Connect Shopify, Wix, or WooCommerce**

Update Your Billing Address

Go to the Lulu Direct dashboard → Click **Billing** in the top navigation → Click **Update Billing Address** → Enter your address and save

Step 4: Connect Your Books

Add a New Product

There are two ways to [connect your products](#). These steps will cover how to create a new product.

In your Lulu Direct dashboard, click your ecommerce store URL under **Your Stores**

Click **Add a Product** → **Create a New Product**

Choose your Lulu Project to connect to your store

Add or edit the Product Name, Description, and Retail Price → Click **Add Product**

Step 5: Review, Test, & Launch!

Set Up Shipping & Taxes

By default, your orders will be shipped using the least expensive traceable shipping method Lulu offers for the customer's shipping region.

Use [Lulu's Pricing Calculator](#) to determine shipping costs

Be descriptive when labeling your shipping options (e.g., "Mail [8-10 business days]")

Watch the appropriate video tutorial for shipping instructions:

 [Live Shipping Rates](#)

 [Manual Shipping Rates](#)

WIX [Shipping Setup](#)

WOO [Shipping Setup](#)

Review your store's checkout settings

Select the option to [require phone numbers](#) for Shopify and WooCommerce (Wix requires them by default)

Offer multiple payment options

Check your ecommerce platform for available apps to manage sales tax and compliance for you.

- You should always consult with a tax professional in your area

Review Your Lulu Direct Store Settings

Create a Custom Packing Slip

Customize your packing slip with your [brand logo and return address](#)

Use the **Personal Message** field to promote your other works and tell readers where they can connect with you

Add Store Contact Information

Go to Store Settings → Contact Information → Click **Update Contact Information** → enter your address and save

Set Up Automatic Payment/Fulfillment

By default, all orders must be manually accepted and paid for. This requirement can be overridden in your Store Settings.

Go to the [Lulu Direct Orders dashboard](#) and click on an unpaid order → click **Order Details** → click **Pay**

Enter your payment information and check the box to “save this information for future orders.”

Go to Store Settings and scroll to Automatic Payments → Click **Enable Automatic Payments** and Confirm

Go to Store Settings and scroll to Automatic Order Approval → Click **Enable Automatic Order Approval** and Confirm

Do End-to-End Testing

Place a test order as if you were a customer

Review your ecommerce store & Lulu Direct dashboard settings

Launch your store

Bulk Order Fulfillment for Pre-Orders or Crowdfunding Campaigns

Use the [Order Import](#) located in your Lulu Direct dashboard to upload a CSV of orders from your website, crowdfunding campaign, or in-person events. Lulu prints and ships each book directly to your readers—no inventory required.

[Learn how to fulfill orders with the Order Import Tool](#)

Questions?

Email integrations@lulu.com for support connecting your ecommerce store with Lulu Direct. Visit the [Lulu Blog](#), [Podcast](#), or [YouTube](#) for more tutorials and free resources.