



Shopify® Integration Guide





Welcome to Lulu Direct, the world's first print-on-demand book App for Shopify®!

With the Lulu Direct App, you'll enjoy the high-quality, low-cost printing and shipping services Lulu has offered for over 15 years coupled with the powerful ecommerce capabilities of Shopify®.

You can create a store, populate it with your books (and any other products you sell!) and start selling from a single dashboard. With this guide, we'll walk you through the process from creating your Shopify® Account to installing Lulu Direct and adding your book to your storefront.



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Where You Begin

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Important Terms
.....

If you've gotten this far, you probably have a piece of content you want to sell. Whether that content is a novel, textbook, guide, manual, coloring book, or any of a hundred different kinds of books, you have something you want to share with the world and produce some income while doing it.

With the Lulu Direct App you'll have more control over your book and your brand than ever before. While listing your book on Amazon is always a smart move, more and more consumers are indicating they would prefer to shop directly with creators.

Important Terms

Product – The Product is what appears on your store. The book, sneakers, t-shirt, or whatever you're selling is a Product. At the most basic level, Shopify® allows you to sell Products.

Variant – The Variant defines specifics about your Product. Let's say you want to sell your book as a paperback and 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.

Mapping – When working in Shopify® with Lulu Direct, you will need to 'map' the shipping options Lulu offers to those Shopify® offers. Lulu Direct will automatically map shipping options, but you can manually assign what methods to use as well.

Connect – While using Shopify® and Lulu Direct, you're going to be doing a lot of connecting. The term is used interchangeably in a number of screens during the process. It's important to understand one connection in particular: the Shopify® Product and the Lulu Direct Book (which we'll cover in detail throughout this guide).



Your Shopify® Account

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Account Creation

Building a Store

Setting up Products

.....



Account Creation

First things first, you'll need to navigate over to Shopify® and register an Email Address, enter a Password, and Name your Store.

With your account created, Shopify® will ask a few preliminary questions to get you started, along with capturing some basic personal info like your name and address for payments. Give Shopify® a moment or two and your account will be complete! The first screen is a basic home screen, with the main navigation to the left and an account/profile link to the upper right.

Shopify offers a trial period to begin using their service. Once the trial ends, you'll need to select a paid plan to continue.



Shopify® Plans

Along with these three basic plans, Shopify® offers their *Shopify® Lite* (at \$9.00/month) and *Shopify® Plus* (for business) plans. The *Lite* plan is great for selling through an existing website or just using social media as your platform.

All the options provide you full access to the Lulu Direct App, so just look for the plan that fits your needs and budget.

Basic Shopify All the basics for starting a new business	Shopify Everything you need for a growing business	Advanced Shopify Advanced features for scaling your business
USD \$ 29 /mo	USD \$ 79 /mo	USD \$ 299 /mo



Building a Store

With an account created, you'll now need to build your store page(s).

Click the 'Online Store' link in your dashboard. Build out your webstore with a common drag and drop layout using customizable themes and elements like the page title, navigation, images, and links.

Note: Check out our Resources on [Page 38](#) to learn more.

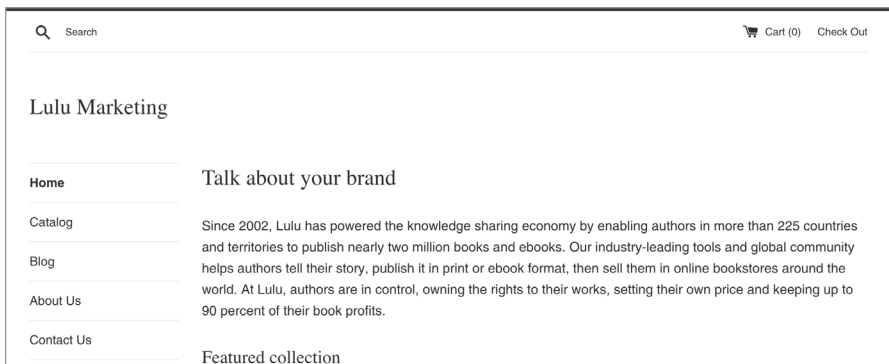
Page Design

While the Shopify® builder is simple to use with a drag and drop design, knowing how to design your pages and what to put on those pages is a bit more challenging. To begin, stick to a simple and standard page hierarchy:

Homepage

- a. Products page(s)
- b. Blog
- c. About
- d. Contact

You can easily see how this might look in practice by navigating to any common website. Here's an example from one of our Shopify® test stores:



The top level header is a simple search bar and check out, while the main navigation is located on the left sidebar.

A simple page navigation is employed, with a link to each important page (Products, a Blog, About, and Contact) and the persistent link back to the home page. All of this can be achieved in Shopify® with their drag and drop site building tools.

Note: You can find additional information about building a site in our Resources on [Page 38](#).

Why a Blog?

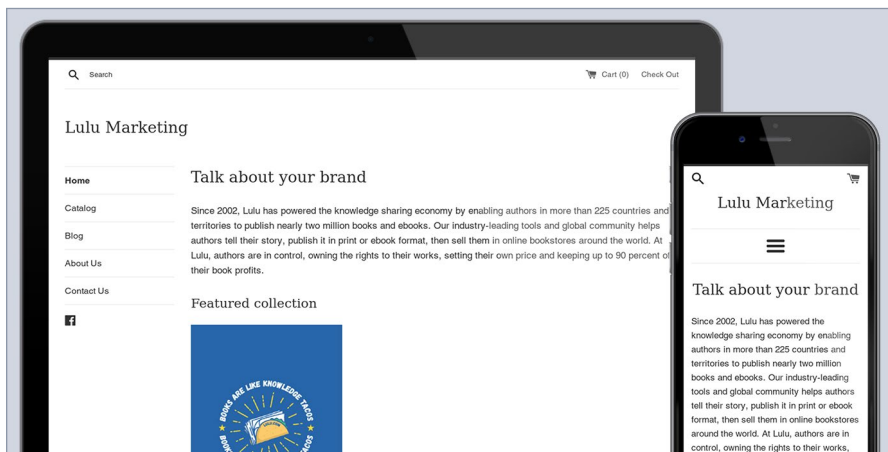
If you're a writer, hosting a blog is the perfect way to create easily shared and consistent new content. If the idea of starting a blog overwhelms you, don't let it! Your blog can simply be short updates, interesting takes on current events, or teasers for a new book.

The important thing is to have a place to put content that doesn't require editing your actual website. Somewhere you can add new written content, pictures, and videos, with ease. You are a content creator after all.

Keep it Simple

Aside from your blog, the majority of your website will be static—meaning there won't be any major updates or changes to the contents.

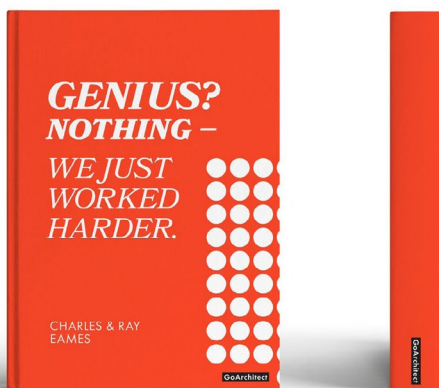
Most people who navigate to your page are going to find it because you referred them there; from an email or social media post or by physically giving them the URL. Meet their expectations with a clean, simple interface that explains who you are, what you do, and points them to your books (and other products).



Test for Mobile

Customers will come to your site from a variety of devices; Desktop, laptop, phone, ipad, etc. It's important to make sure each device size provides the same great experience. And more than that, all research points to mobile devices being the preferred shopping tool for consumers. You have to make sure the experience a mobile user has meets or exceeds the standard desktop user.

There's a toggle at the top of the page to switch to a mobile view. Use it! Also take the time once the page is live to look at it on your own smartphone. Mobile viewing is the most popular way to shop, so be sure to optimize your page for mobile users.



Remember that your web store serves two main purposes: to help readers buy your book and to capture their information so you can stay in touch with them for future releases. Think about how you can make that experience better on mobile.

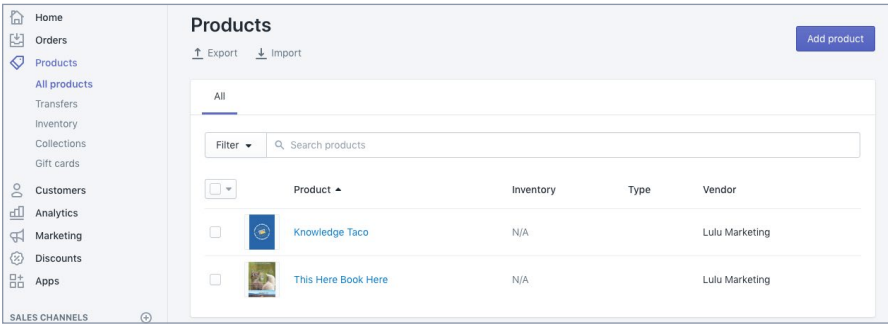
Setting up Products

The relationships within Shopify® can be complicated, but once you become acclimated it makes for a very clean and easy shopping experience.

There are two major actions you'll take to get your book on your new Shopify® store:

- 1. Create Products with Variants
- 2. Connect your Book files to your Product Variants

Creating a Product and Variants



Click the **Products** button on Shopify's® dashboard and **Add product**. The product creation screen is going to ask you to create a title and description for your book. You'll also be able to upload an image. Make sure you add the front cover thumbnail, but you can upload multiple images (such as a shot of the back cover).

Next up, you'll set a sale price for your book. This is the retail **Price** customers pay you (plus shipping) when they order a copy of your book. Note that this is not the price to print the book, which is what you'll pay to Lulu when an order is placed. The option to **Compare at...** allows you to set a higher price and display the pricing comparison on your product page.

We'll cover pricing more in the next section.

Selecting **Charge taxes on this product** will trigger a Shopify® service to collect taxes where applicable on sales of this product. You can review Shopify's® help material regarding Sales Tax for more information.

The **Inventory** box allows you to enter a SKU, ISBN, or other tracking information to follow sales and inventory of your Product. This is optional and will not be required to sell your book using Lulu Direct and Shopify®.

Note: Since your book orders will be printed on-demand, select the option for Shopify® not to track inventory.

Books printed by Lulu Direct are always physical products and will require shipping. **Manual** is the default option and **MUST** be selected. Manual shipping does not mean you'll handle the shipping. Selecting this option indicates that Lulu Direct will package, handle, and ship the book for you as part of our fulfillment.

We'll look more at mapping shipping methods in the next section.

Variants, the last piece of Product creation, 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

You'll have two options for handling your books on Shopify®. The first involves using a single Variant for each Product, the second uses multiple Variants for each Product.

One Variant per Product

Creating a Product for each version of your book is a great way to keep track of individual book sales and will allow you to populate a Product Page on your author website with multiple thumbnails (one for each version). This can be helpful too if you plan to market one version to a specific market, since you can link them directly to a Product Page for just that version of the book.

Products

Export





Import

Add product

All

Filter

Search products

	Product	Inventory	Type	Vendor
<input type="checkbox"/>	 Black & White, 6x9, Hardcover	N/A		Lulu Marketing
<input type="checkbox"/>	 Black & White, 6x9, Paperback	0 in stock		Lulu Marketing
<input type="checkbox"/>	 Color, 8.5x11, Paperback	0 in stock		Lulu Marketing
<input type="checkbox"/>	 Knowledge Taco	N/A		Lulu Marketing

Multiple Variants per Product

Alternatively, you can create one Product with up to three Variants. When connecting your Product to Lulu Direct, you will be prompted to select the Product and then the Variant you wish to connect.

Products

Export



Import

Add product

All

Filter

Search products

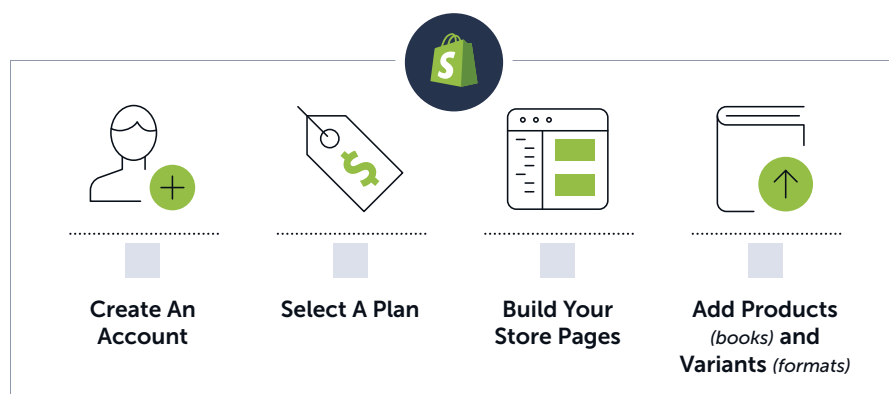
	Product	Inventory	Type	Vendor
<input type="checkbox"/>	 Book	0 in stock for 3 variants		Lulu Marketing
<input type="checkbox"/>	 Knowledge Taco	N/A		Lulu Marketing



Using Variants to make multiple versions of the same book means you can have a single product page for the book and allow your readers to choose which format they prefer while shopping using a simple dropdown menu. Note that Shopify® does not know to apply your specifications to a Variant name. So if you create a 'Hardcover' Variant, you'll have to be certain you select Hardcover options while creating your book in the Lulu Direct App.

How you decide to handle Products and Variants is ultimately about preference. Using a unique Product for each book version can be a simple way to help you stay organized and track your book sales. And using Variants can be very beneficial if you have multiple books with multiple versions of each.

Shopify® To-Do List





Installing The Lulu Direct App

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Installing the App

Complete Account Setup

Connecting a Product

.....

Installing the App

From your Shopify® dashboard, click the App link and search “Lulu Direct” in the App Store. Or you can find the App directly at [this address](#).

Once you click **Get** you will be redirected back to your Shopify® Account Dashboard and prompted to **Install App** to begin using Lulu Direct.

With the App installed, you’ll be prompted to register an account. If you’ve worked with Lulu in the past, and you already have an account, attempting to register will prompt you to log in.

This is not a login for your Shopify® account. Instead, you are registering through Lulu Direct to create an account that our system can use to store your project information.

Once you’re logged in, you’ll see the Lulu Direct Welcome Page in your Shopify® Dashboard.

The Welcome Page includes two steps to begin using the App.

1. **Complete Account Setup**

Provide your shipping and payment information.

Note: You can add a payment method now or when paying for your first order. When you pay for the first order, you will have the option to create an Automatic Payment. With Automatic Payments enabled, Lulu Direct will charge you printing and shipping costs at the time of the order and begin fulfillment of your orders immediately.

2. **Connect your Shopify® Products with Lulu Direct Books**

Shopify® considers any item you sell with their ecommerce platform a “Product.” To sell your books, you will first make a **Product**, then connect that Product to Lulu Direct to link the Product with our print-on-demand services.

A Note About Pricing

There are two prices you'll see for your book. The Product price is what you'll charge buyers shopping your store. The print or production price is what Lulu will charge you for printing and fulfilling your order. Note also that you'll set a shipping cost through Shopify that should match or exceed the shipping cost Lulu charges to fulfill your order.

There are four separate pricing elements we'll need to review:

1. **Price (Shopify®)** – This is the price you set during the creation of the Product. The Price is what you will charge someone to buy the book.
2. **Shipping (Shopify®)** – 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.

From your Shopify® Dashboard, you'll click the Settings button (lower left) and go to the Shipping section. Now select your shipping zone (the country or region) and create shipping methods and the associated costs. Note that you can opt for a method (such as Mail) to be listed free.

3. **Print Cost (Lulu)** – Lulu Direct prints your book and this cost covers that printing and binding. The printing cost will vary based on a variety of product options, such as paper weight and ink color.
4. **Shipping (Lulu)** – Lulu Direct handles both the printing and fulfillment of your print-on-demand books, making for a completely automated process. Our shipping methods are set and include the following options:
 - a. Mail
 - b. Priority Mail
 - c. Ground
 - d. Expedited (2 Day)
 - e. Express (1 Day)



To set your pricing, use the formula above to determine your desired margin.

The Pricing Calculator

When you first install the App, it's a good idea to use Lulu's Pricing Calculator to find printing and shipping costs from Lulu Direct for your book. You can use the calculator to gather information before completing the account setup.

Complete Account Setup

We only need a little information to connect your print-on-demand books to your new Shopify® store.

This includes three items:

1. **Contact Information** – An email address and phone number to use when contacting you about an order. Note that you can include a different email address than the one you used for your account setup. Thanks to the way Shopify® provides an easy and automated shopping experience, we'll be able to use a customer's contact info for shipping

information, but it is important to include your own contact information as well, in the event that the buyer doesn't include a contact number or the information they provide is inaccurate.

2. **Billing Address** – Standard requirement for billing your printing and shipping costs.
3. **Mapping Shipping Methods** – You can select to manually apply shipping methods or use Lulu's live rates to automatically calculate shipping.

To set your own shipping rates, go to the Shipping Options page (**Settings > Shipping** from the Shopify® dashboard) and set up each shipping option you'd like to make available to your customers. Then you'll map the shipping methods your customers see to the methods Lulu Direct uses. We offer an automated system that will price match shipping for you and use the method in our system that most closely matches the price for shipping you've set.

Lulu's live shipping rates apply our shipping rate to the methods in your cart, ensuring you never have to pay for shipping. Note that live rates are only available with some Shopify plans.

Note: Using automated shipping will always attempt to match a shipping method at an equal or lower cost than you set, to ensure you are not overcharged for shipping.

We recommend setting up the Contact, Billing, and Shipping information immediately, but you can always add this information later under **More Actions > Settings** from the Lulu Direct App. Your address, contact, and shipping information can always be edited at any time as well.

Payments

When an order is placed, Shopify® will notify you if someone has purchased a product. 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.

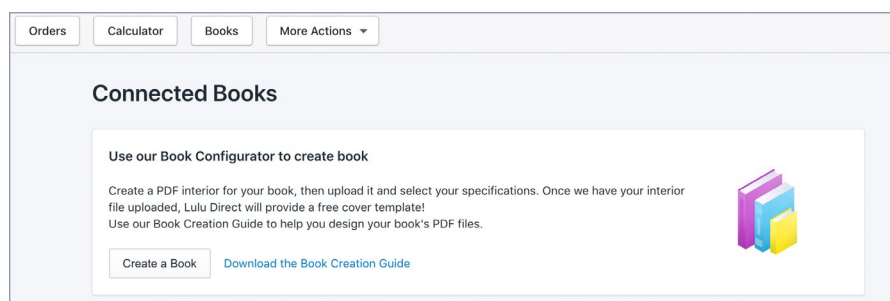
When you get your first sale (Yah!), you'll be able to save the payment method you use and authorize automatic payments for future orders. The payment will trigger one hour after the order is received.

You'll always be able to edit and remove the saved payment information from **More Actions > Settings** in the Lulu Direct App.

Connecting a Product

We're almost there!

Now that your Shopify® store is set up, you've got Products created for your books, and you've linked the shipping options to the Lulu Direct App, all that's left is to upload your book files!



In the Lulu Direct App, go to 'Books' and select the Create a Book option.

Note: You can also connect a book from the Products page by selecting **Product > More Actions > Connect** with Lulu Direct.

The book designer will require two files: a PDF for your book's interior and a PDF for your book's cover. Before you can upload your book, be sure to format and prepare these two files to meet our specifications.



Creating Your Book Files

File Preparation

Cover Layout

Formatting Your Book

File Preparation

This chapter includes all the specifications you'll need to prepare your PDF files for optimal printing. Lulu Direct's book creation platform and Shopify® App all work best with fully formatted and prepared PDFs. For more details about creating print-ready files, please see our [Book Creation Guide](#).



Adobe PDF Creation

When creating a PDF with Adobe Acrobat Pro, use Lulu's Adobe Job Options included in the template bundles. There are separate Job Options files for the interior and cover. Install them in your Adobe Acrobat Pro products or load as PDF export presets in Adobe InDesign.

Interior File Specifications

When creating your book with Lulu, you must provide a single page PDF containing all interior elements. This includes the title and copyright pages, as well as any blank pages you wish to include.

- Single page, portrait oriented layout
- Embedded images are 300 PPI resolution minimum, not exceeding 600 PPI resolution
- Vector images are rasterized
- All fonts are properly embedded
- Transparent layers and vector objects are flattened
- Pages sized to match intended book size—include bleed dimensions (0.125 in) with your PDF page size:

Example: 6 x 9 in book requires a PDF with pages sized 6.25 x 9.25 in to meet Full Bleed print requirements

- Allow a minimum 0.50 in Safety Margin for all content
- Allow a minimum 0.20 in Gutter Margin for inner edge of all pages
- Do NOT include trim, bleed, or margin lines
- Do NOT use any security / password file protection

Cover File Specifications

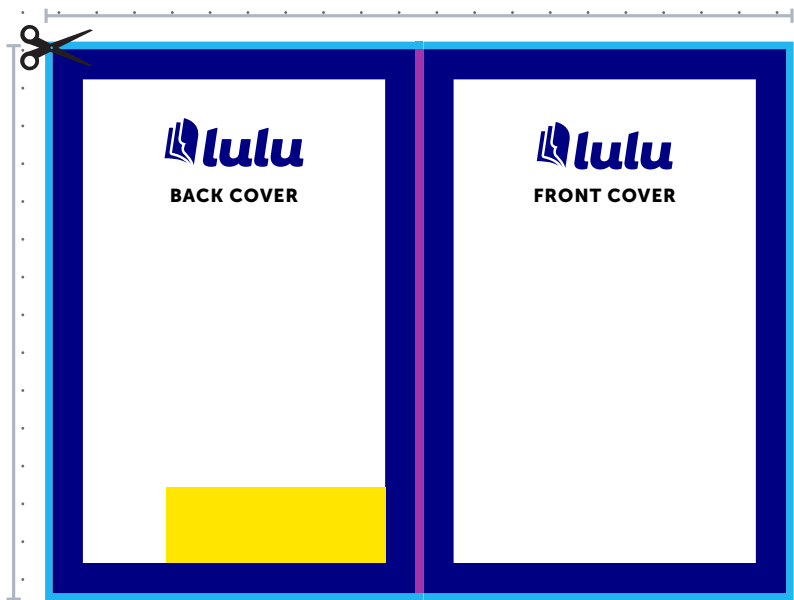
Your cover must be a single page integrated spread PDF (back cover, spine and front cover) that includes all cover content. Lulu will provide a cover template with exact spine dimensions included after you upload your interior PDF. We strongly recommend utilizing this template to ensure your cover PDF prints and trims correctly.

- Embedded images are 300 PPI resolution minimum, not exceeding 600 PPI resolution
- Vector images are rasterized
- All fonts are properly embedded
- Transparent layers and vector objects are flattened
- Pages sized to match intended book size—*see page 28 for spine width calculation*
- Include bleed dimensions (0.125 in) with your PDF page size
- Allow a 0.5 in Safety Margin for all content
- Do NOT include trim, bleed, or margin lines
- Do NOT use any security / password file protection

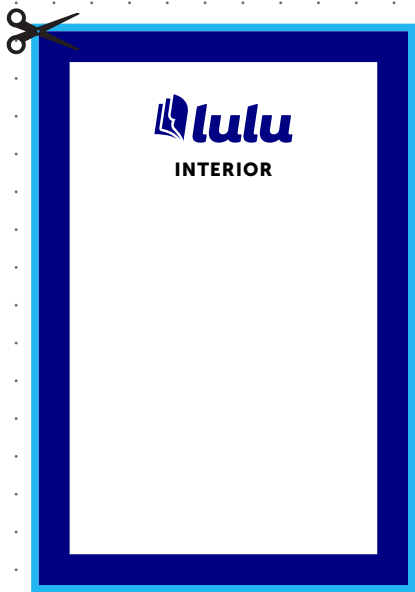
Magazine and Comic Book Covers

If you are creating a Magazine or Comic Book product, you will have the option to print on the inside front and back cover. This printing requires a two-page cover file. Please refer to the Magazine and Comic Book cover template for more information.

Anatomy of a Book



Book Cover



Book Interior

Formatting Terms

Total Document Size

The total dimensions of the file with bleed included.

Spine Area

The spine width varies based on the number of pages included in your book. Use the appropriate formula or table to determine spine width for Paperback and Hardcover books. Coil Bound and Saddle Stitch books are not glued at the spine, so do not require special calculations.

Safety Margin

We recommend maintaining a border between the trimmed edge and important content (e.g. text, images, pages numbers) to prevent unintended trimming.

Bleed Area

A border is trimmed from the printed book pages during manufacturing. Images, text, or other elements that are intended to extend to the edge of the page must fill the bleed area. If a file is uploaded without a bleed margin, Lulu must add a 0.125 in margin on all sides to allow proper trimming and binding.

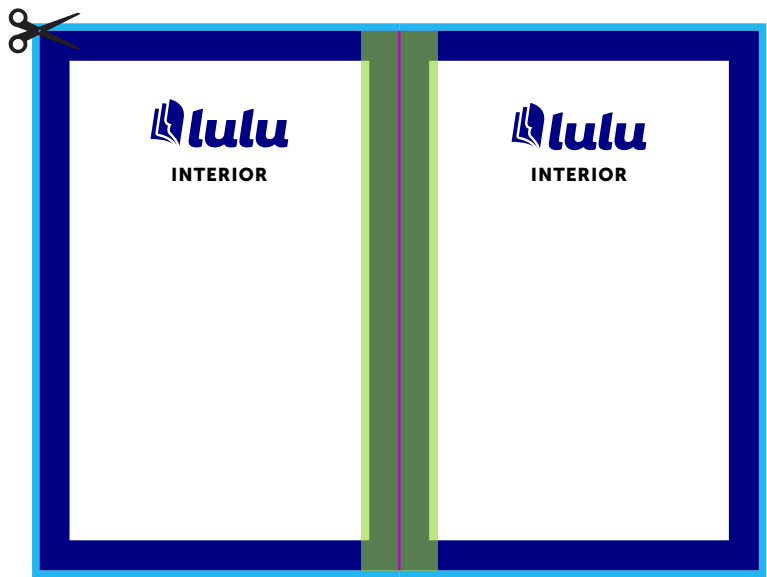
Barcode Area *(Optional)*

The recommended area in which your ISBN is placed. Books not intended for Global Distribution do not require a barcode or ISBN. *Lulu does not generate or insert your barcode or ISBN for you.*

Gutter Area *(Shown on page 27)*

Inner margin for interior pages, allowing for the curve of the page. See “Gutter Additions” section (page 27).

Gutter Area



Gutter Additions

This refers to an extra bit of space on the binding side of facing pages to account for the portion of the page inserted and glued into the book binding. Coil Bound books do not require a gutter. If your book includes more than 150 pages, we recommend adding a gutter Margin to your work. If you are creating a Paperback or Hardcover, reference the gutter additions table:

Page Count	Add to Interior Margin	Recommended Interior Margin	Recommended Interior Margin (Full Bleed)
Less than 60	0 in or 0 mm	0.5 in or 13 mm	0.625 in or 16 mm
61 to 150	0.125 in or 3 mm	0.625 in or 16 mm	0.75 in or 19 mm
151 to 400	0.5 in or 13 mm	1 in or 25 mm	1.125 in or 29 mm
400 to 600	0.625 in or 16 mm	1.125 in or 29 mm	1.25 in or 32 mm
Over 600	0.75 in or 19 mm	1.25 in or 32 mm	1.375 in or 35 mm

Cover Layout

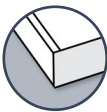
Once you have uploaded your interior file, we will generate a cover template you can download that is custom crafted to your book’s specifications. By creating your own cover, you have full control over the content.

Spine Width Guide

Your cover spine width is determined by the type of book you make and the total page count. Paperback covers require a minimum of 32 interior pages and use a formula to find the spine width. Hardcover books require a minimum of 24 interior pages and use a table with page ranges.

Note: Lulu provides a cover template after uploading your interior PDF with the spine size included.

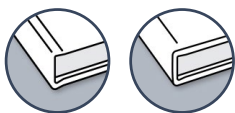
Spine Width Calculations



Paperback Covers

Use the formula to calculate the spine width dimension in inches or millimeters.

IMPERIAL	$\text{Spine Width in Inches} = (\# \text{ of Interior Pages} / 444) + 0.06 \text{ in}$
METRIC	$\text{Spine Width in Millimeters} = (\# \text{ of Interior Pages} / 17.48) + 1.524 \text{ mm}$



Hardcover Covers

Use the table to determine the spine width dimension.

Page Count	Spine Width (inches)	Spine Width (mm)
0-23	N/A	N/A
*24-84	0.25 in	6 mm
85-140	0.5 in	13 mm
141-168	0.625 in	16 mm
169-194	0.688 in	17 mm
195-222	0.75 in	19 mm
223-250	0.813 in	21 mm
251-278	0.875 in	22 mm
279-306	0.938 in	24 mm
307-334	1 in	25 mm
335-360	1.063 in	27 mm
361-388	1.125 in	29 mm
389-416	1.188 in	30 mm
417-444	1.25 in	32 mm
445-472	1.313 in	33 mm
473-500	1.375 in	35 mm
501-528	1.438 in	37 mm
529-556	1.5 in	38 mm
557-582	1.563 in	40 mm
583-610	1.625 in	41 mm
611-638	1.688 in	43 mm
639-666	1.75 in	44 mm
667-694	1.813 in	46 mm
695-722	1.875 in	48 mm
723-750	1.938 in	49 mm
751-778	2 in	51 mm
779-799	2.063 in	52 mm
800	2.125 in	54 mm

Adjusting the Spine Width

Lulu offers templates in different formats that allow cover creation in the software you're most comfortable with. Below is a brief description on how to adjust the spine width using Adobe InDesign or Adobe Photoshop. The templates are available in PDF and PNG formats as well. Every cover template spine guide is preset to the minimum width dimension. Keep this in mind when adjusting your spine.



Adobe InDesign

Use the page tool to adjust the spine page width.

1. Locate the **Page Tool** from the tools panel and select it.
2. In the pages panel, click on the spine page (page 2 of the spread). The page will appear highlighted in the pages panel. Specify the following settings in the Liquid Layout control panel (Window > Interactive > Liquid Layout):
 - ☒ Liquid Page Rule: **Object-based**
 - ☒ Object Constraints: Resize with Page: **Width**
3. After determining your spine dimensions by using the formula (Paperback) or the calculator table (Hardcover) found in this PDF, resize the page with the Height and Width widgets in the control bar. The entire cover should update automatically and is now ready for your artwork.

Note: The document must be setup with facing pages checked for the front cover page to automatically shuffle.



Adobe Photoshop

Adjust the canvas size, revise the spine width, and position the cover guides.

1. Subtract the existing minimum spine width dimension listed on the front cover from the spine dimension found by using the formula (Paperback) or the calculator table (Hardcover) in this PDF and add that value to the canvas size. Go to **Image > Canvas Size** and enter in the revised total width dimension.
2. Use the path selection tool to select the spine shape layer in the guides folder and enter the correct width dimension found using the formula or spine calculator table.
3. Center align the spine guide, right align the front cover guide, and left align the back cover guide to the document spread. Make sure guide layers are positioned correctly and there are no issues.

Designing For The Spine

Spine placement can shift slightly during production. To allow for small amounts of variance, we encourage authors to follow these guidelines when creating your cover and in particular when preparing your spine.

1. Do not include text that fills the entire width of the spine. Any shifting will cause text from the spine to run over onto the front or back cover. Leave at least 0.125 in between the spine text and the edge of the spine on both sides of the text.
2. Do not include text on projects of 80 pages or fewer. For books with a low page count, the slightest shift of spine placement will cause your spine text to run over on the front or back cover.
3. Omit any images or solid colors/stark contrast that run right up to and stop at the spine on either the front or back cover. Keep the spine the same color/graphic as the rest of the cover.
4. If your spine will be a different color from the rest of the cover, design the cover to intentionally include the spine color or graphic wrapping around the front and back covers.

Formatting Your Book

The Book Designer will require selecting a Product Variant to connect. Use the search bar to find the book you want to add files to. It's important to note that multiple Variants can use some of the same files.

For example, if you have a Black & White, 6 x 9 in book in Paperback and Hardcover, you can use the same interior file for each Variant. You would need a different cover, as the Paperback and Hardcover use slightly different sizes for the cover file.

Once a Product Variant is selected, upload the interior file and we'll run a check on the file. If we detect any potential issues (like pages with high ink coverage or page sizing that doesn't match any of our formats) we'll provide a message to help make corrections. You'll also see a link to our **File Setup FAQ** on this page, with more detailed information to guide you in creating a file.

After we verify the file, you'll need to make selections for the book's interior specifications, including:

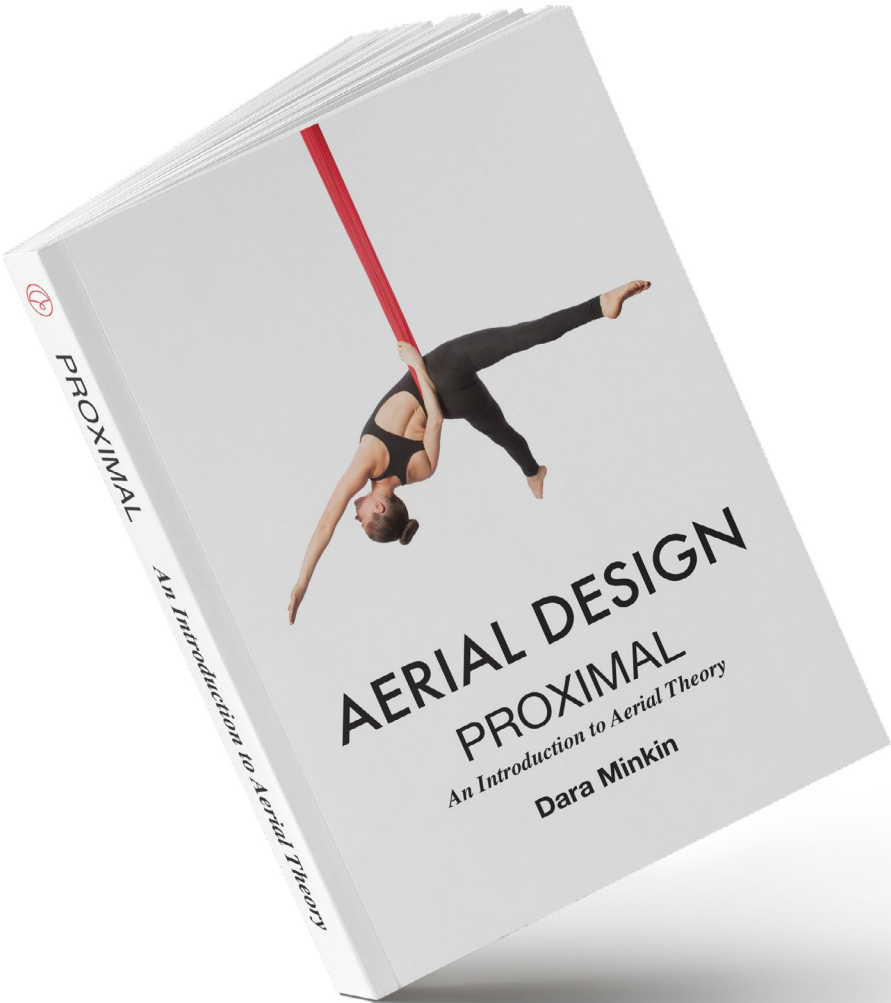
- Interior Color
- Paper Type
- Binding Type
- Cover Finish

The final step is uploading your cover file. Click **Download Spec Sheet** and we'll provide a custom spec sheet (in PDF format) with the necessary dimensions for your cover, including the spine placement and size, and the trim margins. Use the Spec Sheet to ensure your cover is sized correctly.

Once your cover is ready, upload it and **Save**.

We'll run the file check just like we did for your interior and provide any necessary notifications or warnings. Be sure that the cover PDF is a single page file.

That's it! Your book is ready to review. There's a live preview that allows you to flip through the book and see where the trim lines will fall. If everything looks good in your preview, click **Save** and your book is done.





Exploring Shopify® & Lulu Direct

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Explore Shopify®

Explore Lulu Direct
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Exploring Shopify®

Shopify® is quickly becoming the premiere ecommerce tool. They offer multiple tiers of access to bring ecommerce to anyone, from the newest start-up business to larger and well established webstores.

In simple terms, Shopify® offers a means to accept payment for goods and services. But what sets Shopify® apart is the pairing of ecommerce with broad web-building tools we've become accustomed too. Shopify® uses Add-ons to offer flexibility and depth to their site builder. Meaning you can leverage other designer's hardwork to make your site incredible.

To be a one-stop solution for your online business, Shopify® offers an impressive suite of tools. These include logo and form templates, profit calculators, image resizing, and so much more. They cover your bases for the kinds of things you'll need to run an effective business—all the things you might not be thinking about.



Exploring Lulu Direct

Using the App

Now that you've connected a Lulu Direct book to your Product, you can see all connected books in the Lulu Direct App. With at least one book connected to a Product, going to **Apps > Lulu Direct > Books** from the Shopify® Dashboard will display a list of the connected Products. Don't worry, the link to connect additional books to Shopify® Products is still there too!

On the Apps front page (**Apps > Lulu Direct**) you'll see a listing of pending, processing, and completed Orders, along with a notification about your Payment Settings.

You'll have options to make changes or remove connections for specific books on this page as well:

1. **Disconnect** – this removes the connection between this book and the Product (on Shopify). If you disconnect a Product and decide you want to connect again, you will need to go through the previously listed steps to Connect.
2. **Edit Configuration** – this option allows you to make changes within the Book Designer. Add a new interior or cover file, or change the print options without disconnecting.

Note: Editing the description, title, Variant pricing, and other Product related details must be done through the Products page (found on the Shopify® Dashboard).



Price Calculator

Lulu Direct includes a calculator to find the pricing and shipping costs for your book prior to uploading a file. This is the best way to prepare for the printing and shipping costs of a new book and to make educated decisions about how to set your retail price. It's also the perfect way to test some variables (like paper weight, size, or color) to find the right product for the pricing you want to charge.

Help & Feedback

Located under **More Actions** in the Lulu Direct App, you'll find a Help section that includes answers to a range of Frequently Asked Questions for both Lulu Direct and for Shopify®. It's important to note that we limit the answers in this FAQ to specific questions about using Lulu Direct. More general Shopify® related questions are best answered on the Shopify® help pages (found at help.shopify.com).

Thank You!

If you've read this far into the guide, we're confident you've got a jump on creating a Shopify® store, creating a Product, and connecting your book files with the Lulu Direct App. You've taken a huge step toward monetizing your content through your own author platform; one of the best ways to build your audience, get your work out there, and start earning money from your hard work.

We've witnessed time and again authors, entrepreneurs, and experts leverage a book to great success. In fact, that's what motivated us to create the Lulu Direct App. We wanted to make it easier and more profitable for you to follow your dreams.

Keep writing and we'll keep supporting your ability to share your work.





Appendix: Resources

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Shopify® Resources

Lulu Direct Resources
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Shopify® Resources

Guides & Tools

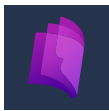
- [Shopify Business Guides](#)
- [Shopify Business Tools](#)
- [Shopify Business Encyclopedia](#)

Shopify® Community

- [Shopify Forums](#)
- [Shopify Blog](#)

Paid Services

- [Hire Shopify Experts](#)



Lulu Direct Resources

Video Tutorials

- [Getting Started](#)
- [Connecting Products](#)
- [Order Management](#)

Self-Publishing Guides & Tools

- [Book Creation Guide](#)
- [Guides and Templates](#)

Lulu Direct

- [Lulu Ecommerce FAQs](#)