lulu

Getting Started with Lulu

Contents

How Many Lulus?

One company, multiple solutions. No matter where you are in your publishing journey, Lulu has the tools and solutions you need to succeed. In this section, we'll outline Lulu's business lines and how to use them.

lulu

It makes sense to begin with the one that started it all, right? Founded in 2002, Lulu is a self-publishing print-on-demand platform that is completely free to use. You only pay when you want to purchase print copies of your books. Use Lulu.com to print your book or publish your work to sell through the Lulu Bookstore or our Retail Distribution partners that include Amazon, Ingram, Barnes & Noble, and more.

Highlights	Perfect For
• No minimum orders • Sell via Lulu Bookstore and/or via retail distribution • Retain 80% of gross profits per sale for print books; 90% for ebooks • Free to use	• Printing your book or publishing your work for sale through the Lulu Bookstore and other Retail Distribution partners that include Amazon, Ingram, Barnes & Noble, and more • Publishing projects without ISBNs • Publishing a project that has multiple payees • Publishing ebooks only • Printing copies of books to use for purposes other than retail sales

lulu *direct*

Sell your books directly through your own website with Lulu Direct for Shopify, Wix, or WooCommerce. Lulu Direct connects your ecommerce site to the best print-on-demand for global order fulfillment.

Highlights	Perfect For
• Free to use • Customer data retained by you • No inventory management • Keep 100% of profits (no revenue sharing) • White label shipping	• Anyone who wants to sell directly through their own website • Authors that want to set up their own publishing imprint • Publishers that want to set clients up with their own web store so they can sell directly to their readers • Authors with multiple titles • Anyone tired of sharing their income with Amazon

For more information on how to get started with Lulu Direct, please visit our site, or email us directly at integrations@lulu.com.

lulu api

Scale your business with our Print API! Using our API, your developers can integrate print-on-demand into your existing website. Once you've connected to our API, printing and fulfillment can be fully automated to save you time and money.

Highlights	Perfect For
• Free to use • Customer data retained by you • No inventory management • Keep 100% of profits • Ability to white label	• Publishers or businesses that want to sell directly through their own website • Publishers with their own imprint who want to white-label fulfillment • Businesses with regular print needs

For more information on how to get started with our Print API, please visit our site, or email us directly at integrations@lulu.com.

Exploring Lulu's Platform

Creating Your Lulu Account

Start by [registering for a free account](#).

Fill in all the required information to create your Lulu account. We'll email you a verification, and once you follow that link, you'll be signed in and ready to go!

Navigating Your Lulu account

Your Lulu account contains all your projects, personal payment information, and order history. Let's quickly review the pages and navigation for your account.

My Account

My Account includes your order history and account settings.

- **Order History** – A list of all orders placed using this account.

> **Note:** These are just orders placed using your Lulu account, it does not include sales of your books.

- **Account Settings** – Manage your personal information and email preferences.

My Projects

My Projects includes all the projects you've created with Lulu as well as sales and payment information for all your payees.

- **Projects Overview** - A searchable list of all print and ebook projects, including drafts and retired projects as well as those currently ready for sale and printing.
- **Promote My Projects** - Highlight your books and your social channels with a unique author spotlight page on the Lulu Bookstore.
- **Sales & Payments** - Track sales information from Lulu and our Global Distribution service. Also displays pending and past payments. All the data can be exported to CSV for your records.
- **Create a Project** - Click to create a new project!

Shipping Information

All print products created by Lulu are printed and bound on-demand. That means books are not printed until an order is received. Not only is print-on-demand better for the environment, but it also saves a ton in material and storage costs.

We provide expected fulfillment times (which includes printing and shipping) in the cart for each user during their checkout. You can also find these times listed in our Pricing Calculator.

> **Note:** Shipping times are always subject to change based on updates provided by our carriers.

In the event of production or shipping delays, Lulu will post notifications for users in their shopping cart. Delivery ranges in the cart and calculator will update to reflect delays as well.

Shipping information for trackable orders can be viewed from your Order History Page.

Production Times

We generally estimate 3-5 business days from the time of ordering to print, bind, and package a paperback order. Hardcovers typically take closer to 5 days to fulfill. The vast majority of orders are ready to ship in less than 3 days, but it is important to assume the longest production time when planning for an order.

Bulk Ordering

If you're looking to stock up on books for an event, sale, or just to have on hand for rush orders, our bulk specialist can help ensure you get the best price. Bulk orders start at 500 copies, with automatic volume discounts added for orders of 100-499 copies.

Our Products

At Lulu, we organize our book creation options into Product Types. This helps authors and creators find the best specifications for the kind of book they want to create. You can always find all available book options by selecting Print Book under the Create tab on the homepage.

Some of the specifications Lulu offers are not available from our distribution partners, so be sure to note the 🔵 icon indicating distribution-eligible options.

> **Note:** Some options are restricted to specific product types, such as the calendar wire-o binding.

Product Types
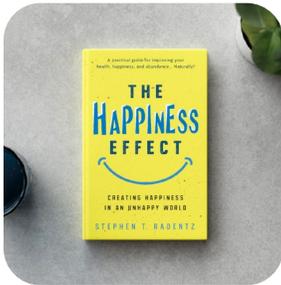
Print Books

Calendars
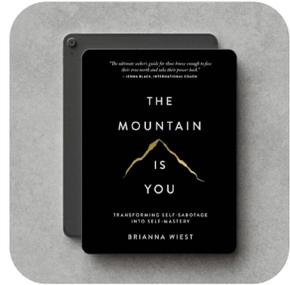
Ebooks

Popular Print Formats

Photo Books

Notebooks
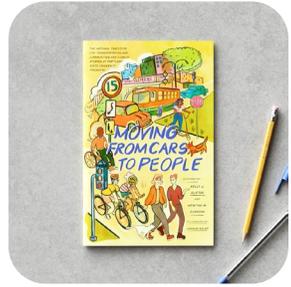
Comic Books

Magazines

Cookbooks
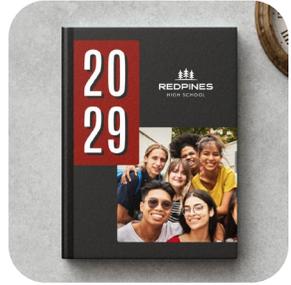
Yearbooks

Educational Books


Children's Books

Booklets

Book Sizes

Pocket Book

4.25 x 6.875 in
108 x 175 mm
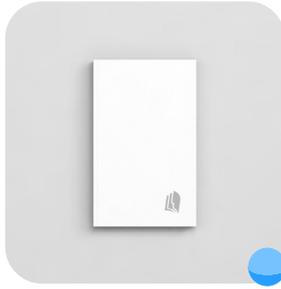
Novella

5 x 8 in
127 x 203 mm

Digest

5.5 x 8.5 in
140 x 216 mm

A5

5.83 x 8.27 in
148 x 210 mm

US Trade

6 x 9 in
152 x 229 mm

Royal

6.14 x 9.21 in
156 x 234 mm

Comic Book

6.63 x 10.25 in
168 x 260 mm

Executive

7 x 10 in
178 x 254 mm

Crown Quarto

7.44 x 9.68 in
189 x 246 mm

Small Square

7.5 x 7.5 in
190 x 190 mm

A4

8.27 x 11.69 in
210 x 297 mm

Square

8.5 x 8.5 in
216 x 216 mm

US Letter

8.5 x 11 in
216 x 279 mm

Small Landscape

9 x 7 in
229 x 178 mm

US Letter Landscape

11 x 8.5 in
279 x 216 mm

A4 Landscape

11.69 x 8.27 in
297 x 210 mm

Calendar

11 x 8.5 in
279 x 216 mm

Book Bindings

Paperback Perfect Bound

The industry term for traditional paperback binding, Perfect Bound is the most cost-efficient and popular way to bind on-demand products. The pages are aligned, cut together and glued. A strong, flexible layer of 10 pt. cover stock holds the book together. Cover finish is available in Gloss or Matte lamination.

Min/Max page count: 32-800

Paperback Coil Bound

A flexible, black plastic coil bound through punched holes along the entire length of the spine allows the book to lie flat when open. Front and back covers are full-color prints on 10 pt. cover stock. Coil bound is great for music books, notebooks, agendas, and any other project that needs to open flat for display. Cover finish is available in Gloss or Matte lamination.

Min/Max page count: 2-470

Paperback Saddle Stitch

Interior pages are folded and inserted between the cover, then stapled along the "spine" edge with 100#, 270gsm cover stock. Saddle stitch binding is designed for supplementary materials, coloring books, magazines, comic books, and other smaller page-count projects. Cover finish is available in Gloss or Matte lamination.

Min/Max page count: 4-48 pages (in multiples of 4*)

Note: Lulu will add white pages to the interior file if the page count is not divisible by four.

Hardcover Casewrap

Traditional hardcover binding with the cover image printed full color then wrapped around .088 Binders Board. Casewrap binding is most often used for textbooks and hardcover portfolios. Includes white endsheets inside the cover. Cover finish is available in Gloss or Matte lamination.

Min/Max page count: 24-800

Hardcover Linen with Dust Jacket

Hardcover book featuring polycotton blend fabric with an aqueous acrylic coating wrapped around .088 Binders Board, available in the following colors: Navy, Black, Red, Green, Tan, and Gray. Title and Author foil stamping available in Gold, Black, and White on the spine. Entire book is wrapped with a dust jacket cover, with interior cover folds. Includes white endsheets inside the cover. Suitable for special editions, memoirs, and gift books. Cover finish is available in Gloss or Matte lamination.

Min/Max page count: 24-800
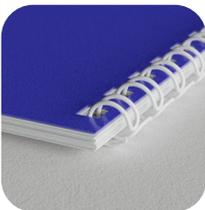
Calendar Wire-O

The Wire-O binding is used exclusively for calendars to create a durable calendar that can easily be flipped without scratching or twisting. Cover finish available in Gloss lamination.

Min/Max page count: 24-36

Interior Color Options

Standard Black & White

Standard grayscale print is the most cost-effective printing option. Textbooks with few graphics or formatted abstracts look great with this quality black & white monochrome print.

Premium Black & White

Premium grayscale print with cost-effective printing options. Quality black & white print best for books with multiple graphics, charts, and tables.

Standard Color

Standard color provides a cost-effective option for content that does not require high ink coverage or heavy color. Perfect if your work includes colored text, small highlighted areas, charts, or graphs.

Premium Color

Best print quality for all color products. Consider premium color for photo books, portfolios, and high-resolution images.

Paper Types

Coated vs Uncoated

Our coated papers are treated with a special type of clay to smooth the paper's texture.

60# Cream – Uncoated

Traditional cream paper is most frequently used for black & white novels and workbooks.

60# White – Uncoated

Versatile and economical white paper commonly found in a wide range of books.

80# White – Coated

Ultra-smooth, high-opacity bright white paper used for photo books, magazines, and comic books.

100# White – Coated (Calendar Only)

The heaviest available stock, used to create durable, vibrant calendars.

Cover Finish Options

Glossy

Stiff cover stock with a glossy coating finish. Glossy covers withstand wear and tear well while emphasizing the cover imagery. Most commonly used with gifts, textbooks, and art books.

Matte

Featuring a velvety, tactile finish with a more subdued appearance, matte cover finish gives your cover a more natural look. Used most often with novels and notebooks, matte finish withstands scratches and wear better than any other cover finish.

Hardcover Linen Wrap with Dust Jacket Options

Linen Color

- **Navy** – Most commonly used linen for a "standard" look
- **Black** – High contrast for a "professional" look
- **Gray** – Light colored linen for a "subdued" look
- **Red** – Bright, bold red for a "rich" look
- **Tan** – Muted, sandy beige for an "archival" look
- **Forest** – Rich, jewel tone for a "scholarly" look

Foil Stamp

The foil is text stamped onto the spine of the book.

- **Gold** – Bright, glossy text stamp for a "professional" look
- **Black** – Rich, glossy black text stamp for a "permanent" look
- **White** – Rich, glossy white text stamp for an "inviting" look
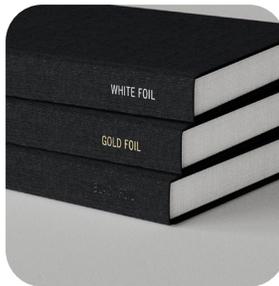
Retail Distribution

Retail Distribution Network

Lulu can connect your print and ebook products to retail sites like Amazon and to Ingram's network of 40,000 bookstores and libraries.

Ebooks can be distributed to Amazon, Apple, Barnes & Noble, Kobo, Scribd, Google, and Libri.

Distribution eligibility requires meeting specifications provided by the various channels. Part of this process includes purchasing and approving a printed proof of your book.

> **Note:** Not all of our formats are eligible for distribution. Distribution-eligible formats are denoted by the ● icon.

Be sure to review our distribution guides for more information.

REQUIREMENTS
- Metadata in Latin-script language
- Public Domain Allowed
- 1x Publication Fee: 4.99 USD

REVENUE SPLIT
- 80% – 20%

DISTRIBUTION FEE
- Varies By Product & Page Count

REQUIREMENTS
- English Only
- EPUB Format Required
- Public Domain Not Allowed
- 1x Publication Fee: 4.99 USD

REVENUE SPLIT
- 90% – 10%

DISTRIBUTION PRICING
- Varies By Partner

COMMISSION
- Apple: 30%
- Other: 30-50%
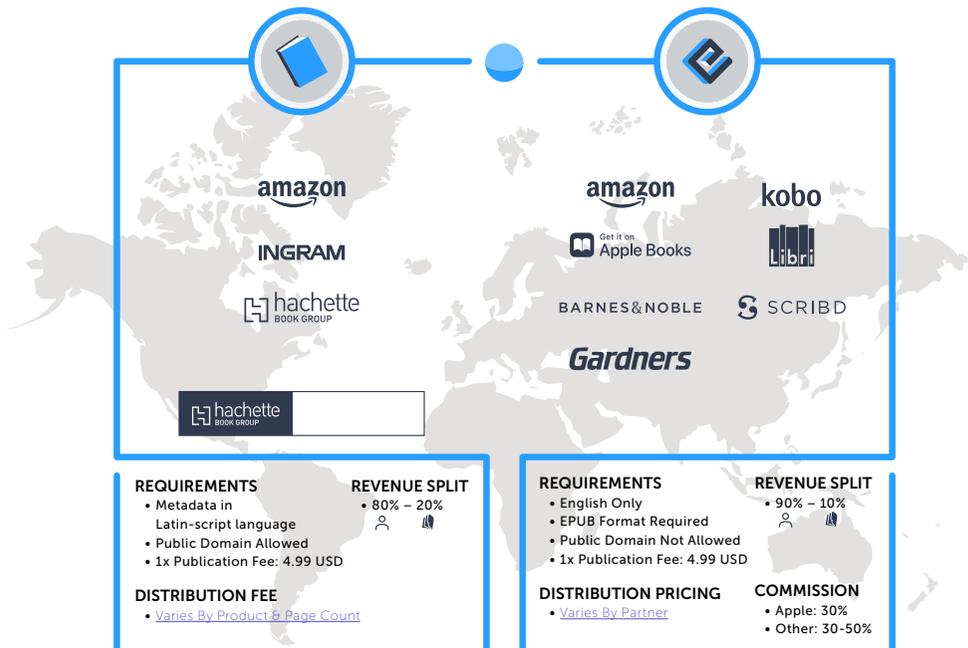
ISBNs

ISBNs are required for any projects submitted for retail distribution. Projects being sold through the Lulu.com bookstore, using a Lulu Direct integration, or our Print API, do not require ISBNs.

Lulu offers free ISBNs for your projects, or you can bring your own ISBN.

A Note About Imprints: If you are publishing multiple authors under your own imprint, please be advised that an imprint can only be used in one account. You can publish as many titles as you want under that imprint, but you cannot create multiple accounts and publish projects under the same imprint in multiple accounts.

Resources

Book Creation & Publishing

Lulu offers a variety of free resources to assist you in creating the required PDF files, including resolution, font embedding, flattening, and other important requirements.

Resources include guides, templates, pricing tools, recommended software for writing, editing, and designing your book, written and video tutorials, and more.

You can find everything we offer on our Resources Page.

Book Design Guide Bundles

You can find template bundles including page templates, cover templates, Adobe Job Options, and guides on our Products Page. You can also download a cover template after entering your project specs into the Pricing Calculator or during the book creation process.

Help Center

Lulu's help center includes knowledge base articles and contact information for our support team using email and live chat (during regular business hours). The help center is the best place to find detailed information about how to use Lulu's publishing platform, information about shipping and production, and details about revenue, selling, and distributing projects.

Lulu Knowledge Base

Visit our Knowledge Base for articles about using Lulu's platform, print-ready file specifications, and other information.

Damages, Refunds, & Returns

Unfortunately, print errors happen. Because each book is printed, bound, packed, and shipped individually, there is the potential for damages to occur. In the event of a customer reporting a damaged book, simply contact our support team.

We ask that a digital image of the damage be provided to help improve our print-on-demand processes.

At the discretion of our support team, we may offer a refund for damaged books, lost shipments, or unexpected events that cause a delay. But because Lulu creates books using a print-on-demand process, we do not accept returns.

Welcome to Lulu!

Thanks for reading this short guide and getting to know Lulu a little better. You've got everything you need to get started creating, publishing, and printing your first book.

Head over to your Lulu account now and start creating your first project!