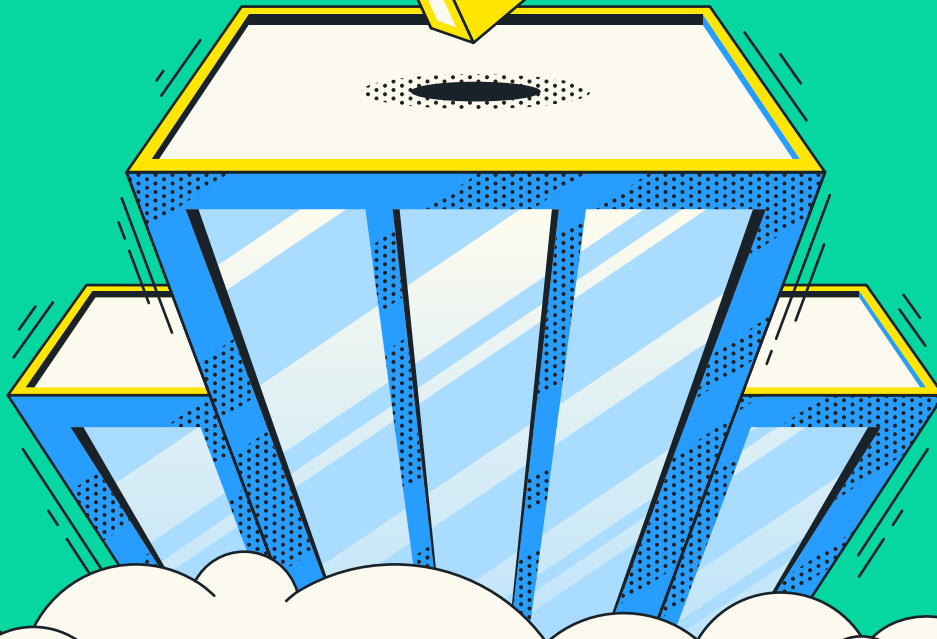




# Your Guide to Building an Online Bookstore with Shopify and Lulu



## Step 1: Get Setup with Shopify

Create a Shopify account & pick your plan

[Pick your domain](#)

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

Review 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
- ISBNs are not required for direct sales

## Step 3: Connect Your Shopify 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

Add the Lulu Direct App in the Shopify App Store and follow the prompts

## 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 brand new product.

In your Lulu Direct dashboard, click your Shopify 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]").

[Video Tutorial] [How to set up Live Shipping Rates for Shopify](#)

[Video Tutorial] [How to set up Shipping Rates Manually in Shopify](#)

Review Shopify's checkout settings

Check the box to [require phone numbers](#) with each order

Offer multiple payment options

Check Shopify for available apps that can manage sales tax and compliance for you.

- You should always consult with a tax professional in your area
- Lulu Direct allows you to collect tax from your customers as you see fit. When Lulu Direct fulfills an order, we must charge applicable taxes for printing and shipping costs, as required by law.

### 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

## Review Your Lulu Direct Store Settings

### Create a Custom Packing Slip

[Customize your packing slip](#) with your brand logo, return address, and a personal message for your reader

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 → Select Pay on the Order Details page.

Enter your payment information and check the box beside “save this information for future orders.” Once paid, the card information will be stored for future use.

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 your customer

Review your Shopify store & Lulu Direct dashboard settings

Launch store once you receive your first test order

## BONUS: Fulfilling 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.

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

### Questions?

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