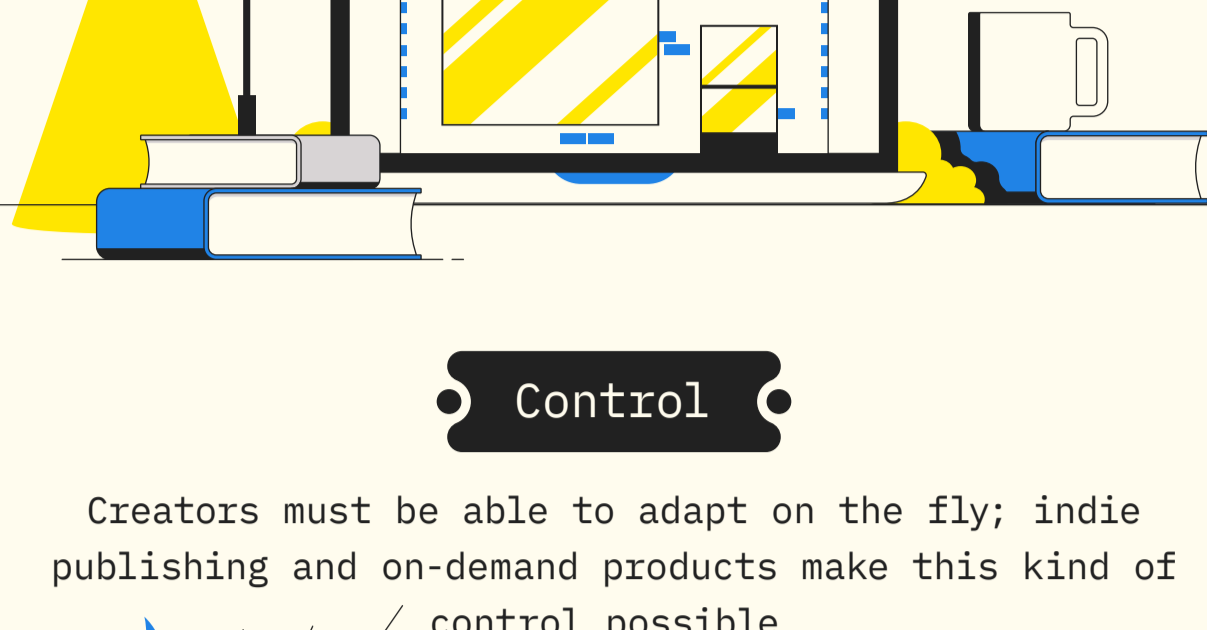


REASONS TO SELL YOUR BOOKS DIRECT

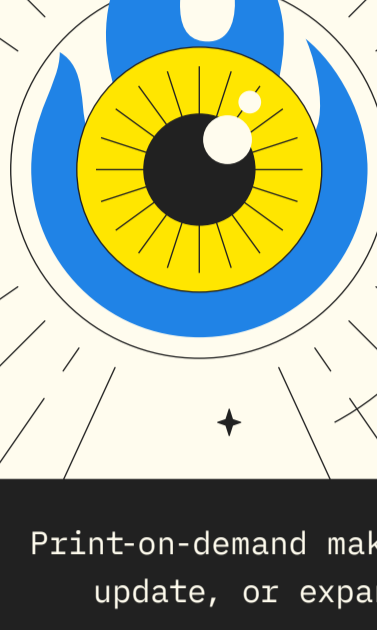
Among a variety of products and services creators offer to earn a living, creating and selling books is one of the most lucrative.

How are creators building an audience around their content? Through control and ownership. Building their own community of fans leads to opportunities beyond their book, helping creators earn a sustainable income.



Control

Creators must be able to adapt on the fly; indie publishing and on-demand products make this kind of control possible.



Creators who sell directly can white-label their products, keeping their brand front and center

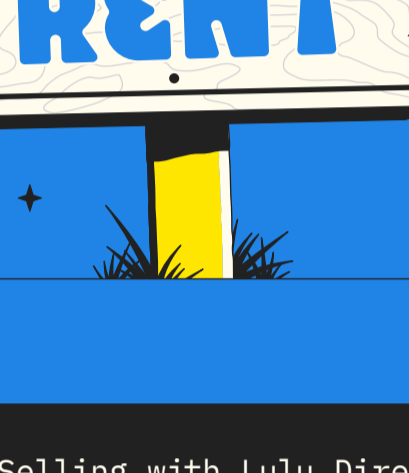
Print-on-demand makes it easy to revise, update, or expand on your content



4 of 5 creators say independence is critical for their business

Ownership

Successful authors and creators own their products, sales methods, and access to their audience. These direct connections build community and allow creators to earn more from their sales.

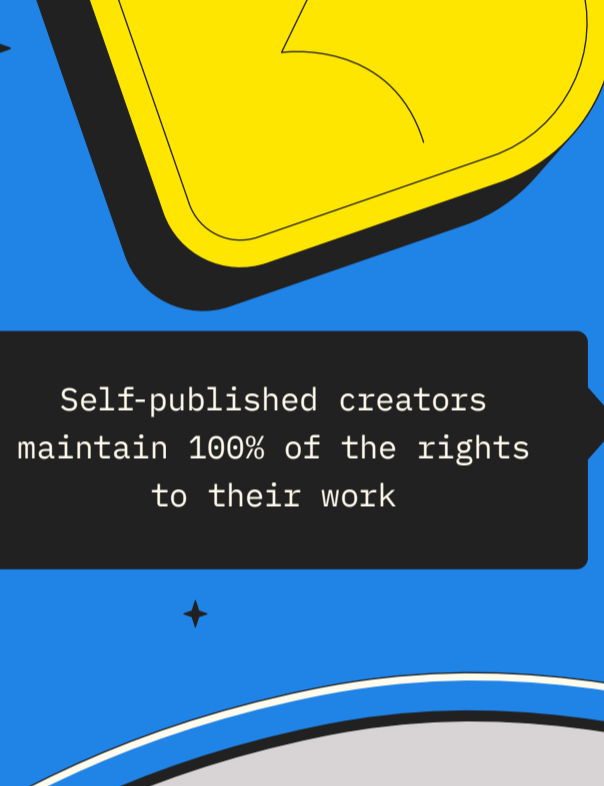


Creators avoid 'rented land' platforms that stand between them and their fans

Selling with Lulu Direct allows creators to retain 100% of their revenue



Creators with an average of 4,000 fans are able to earn a livable wage from their content business



Self-published creators maintain 100% of the rights to their work



Income

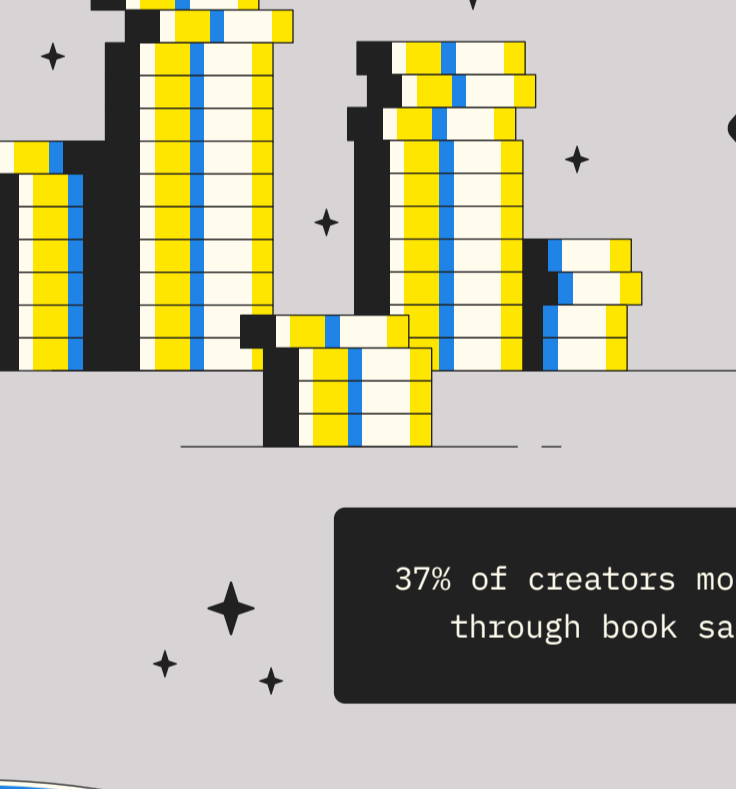
Creators and authors sell more than just books. Speaking, consulting, affiliates, and online courses help to monetize their content and knowledge.

Most creators leverage 4 content channels and monetize 2 of those

In 2023, creators will earn an average of **\$62,000** from their content business



Selling books directly earns creators more than selling on retail sites



37% of creators monetize through book sales



Opportunities

Speaking engagements, event hosting, and partnerships come from creators' direct connection with their audience.

Publishing builds credibility and authority, creating new opportunities for creators. Leveraging these opportunities allows authors to earn more income from the content they've already created.



About 70% of creators find profitable opportunities for consulting, speaking, and online courses in their communities built from direct sales

Selling direct gives creators access to build their email list and develop a relationship with their fans



Lulu by the Numbers

\$130 MIL

Creator Earnings



2.6 MIL

Print Books Published

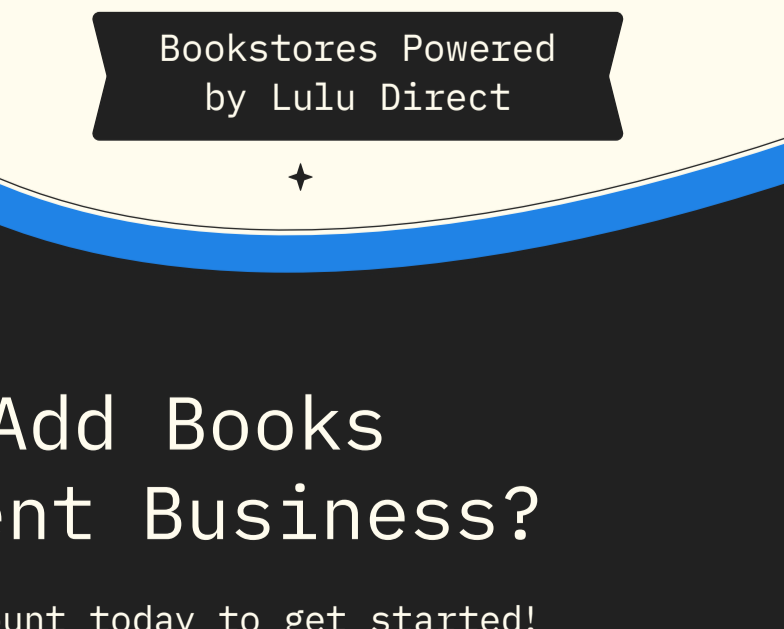


1.1 MIL

Ebooks Published

2.2 MIL

Indie Authors Using Lulu

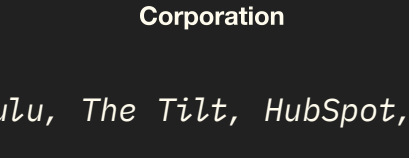


1,351

Bookstores Powered by Lulu Direct

Ready to Add Books to Your Content Business?

Create a free [Lulu.com](https://lulu.com) account today to get started!



Certified B Corporation

Sources: Lulu, The Tilt, HubSpot, ConvertKit