



Grow Your Brand and
Bank Account With
Direct Sales!





Company Profile

A little about us to get started...

Lu•lu /'lu:lu:/ - a remarkable person, object or idea.

Founded in 2002 by Bob Young

Free to use publishing platform

Over 53 million books printed

Over \$143,319,762 earned in author revenues

Our Mission

Lulu is dedicated to making the world a better place, one book at a time, through sustainable practices, innovative print-on-demand products and a commitment to excellent service

A Little More About Us

Certified

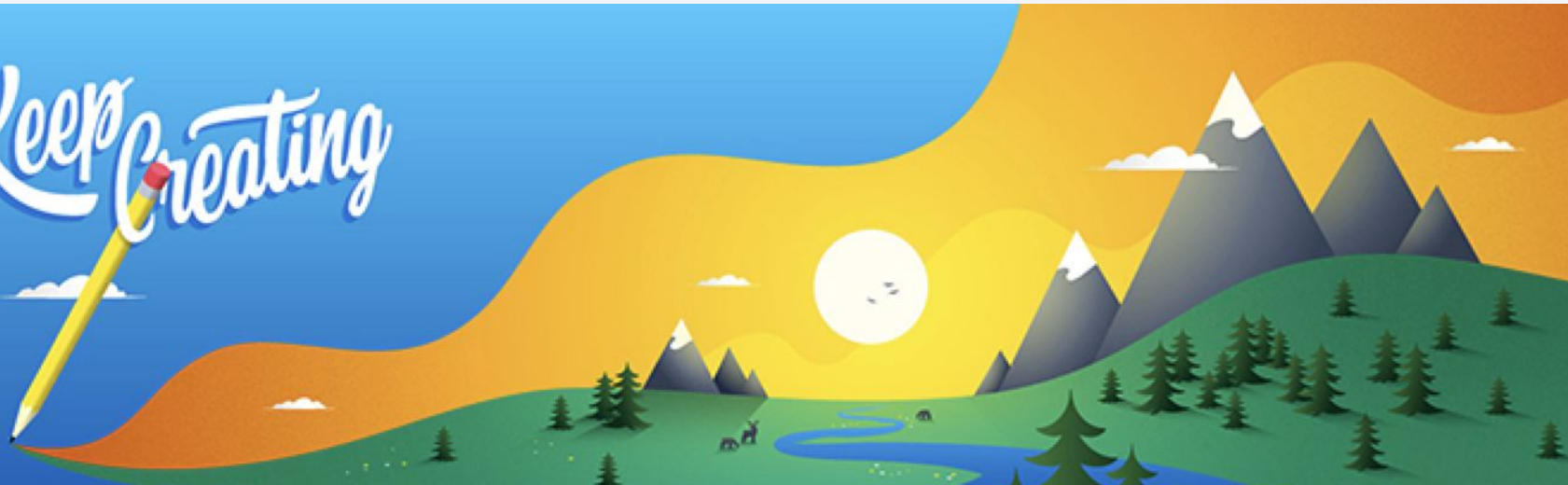


Corporation

B Corps are for-profit companies certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency.

Today, there is a growing community of more than 2,100 Certified B Corps working together toward 1 unifying goal: to redefine success in business.

Keep Creating





Chelsea Bennett

Education and Community Manager

What's DTC?

Direct-to-consumer is when a brand sells their product directly to the customer, bypassing any third-party retailers, wholesalers, or other middlemen.



Why Should an Author Use Direct Sales?

Benefits:

- Brand Control
- More Revenue
- Faster Payout
- Transparency around Sustainability
- Own the Customer Data and Market Smarter
- White Label Solutions
- Play the Long Game

Why Direct-to-Consumer?

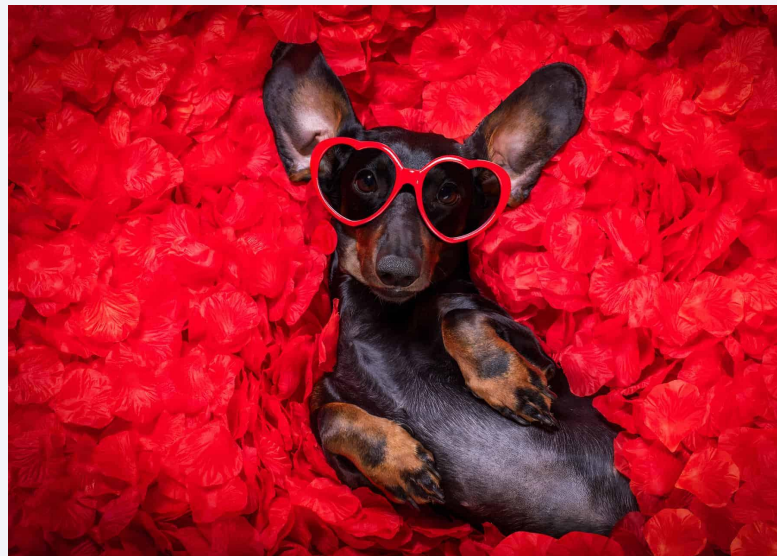


How Can You Incorporate Direct Sales?

- In-person events
- Hand-fulfill online orders
- Integrate with Lulu Direct or Lulu's Print API

Why?

- Retain more revenue per sale
- Get paid quickly
- Collect customer data
- Keep your brand front and center
- Automation



How Can You Grow Your Brand With Direct Sales?

- Direct sales = Direct connections!
- Direct sales allow you to create relationships instead of just transactions
- Own the customer journey
- Collect customer data
- Build your email list
- Keep your brand front and center
 - Suggest other books/products
 - Targeted remarketing
 - White-label shipping
- Faster payout = better cashflow for your business



How Can You Grow Your Bank Account With Direct Sales?

- No middleman = more revenue per sale
- Access funds within 24-48 hours
- Email marketing
- No inventory management
- POD = low overhead
- Subscription opportunities



Invest in the Long Game

- Nurture your email list
- Provide great customer service
- Collect and review data
- Use analytics to drive marketing decisions
- Ask for feedback - and listen to it!
- Subscribe to industry newsletters



Direct Sales with Lulu

- Sell your book through your own website!
- Keep 100% of your profits
- Collect customer data
- Automate print and fulfillment
- White-label drop shipping
- Global print network
- Get paid faster
- Integrate with Shopify, WooCommerce for WordPress, or our Print API.

Sell Your Book on Your Website

Sell your books from your website using Lulu Direct. Know your customers, profit with your book, and get the best white-label drop shipping.



Woo **COMMERCE**



shopify



lulu *api*



Use Shopify if:

- You want 24/7 support and things like hosting and security taken care of for you
- You want your website up and running as quickly as possible and have limited technical knowledge
- You want clean and stylish templates that are easy to use

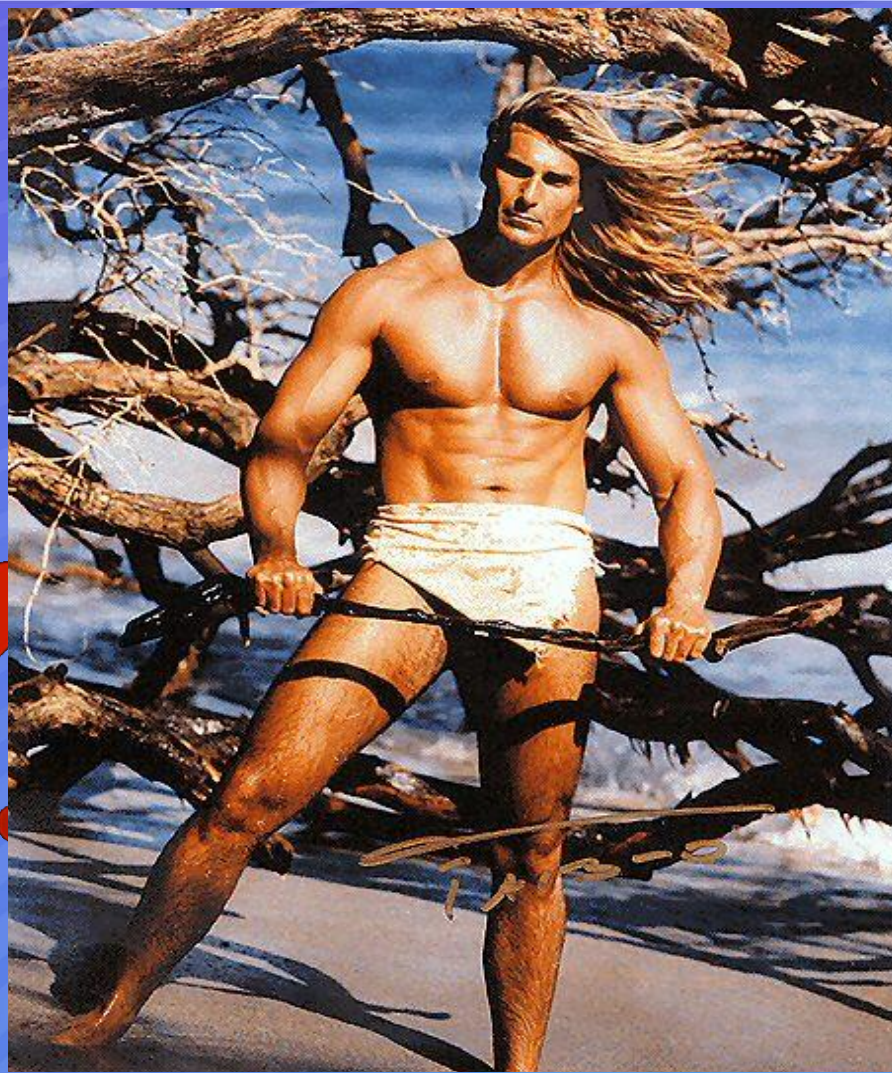


Use WooCommerce if:

- You want to set up a passion project where personalization is key
- You want to build a large online store with scalability
- You are tech savvy and want greater control over your site's design and function

Lulu Users In The Wild

PUBLISH. PRINT. PROSPER.



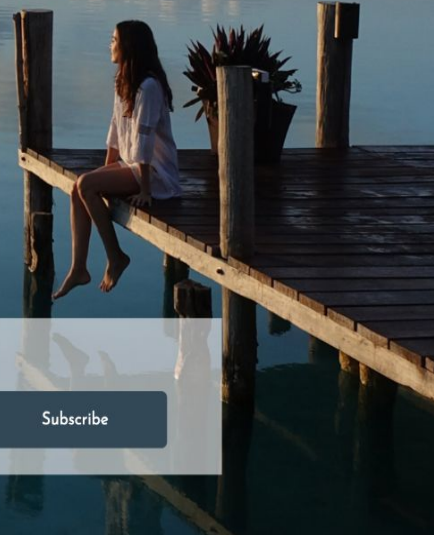


SHOP ABOUT BLOG PRESS

Phoebe Garnsworthy

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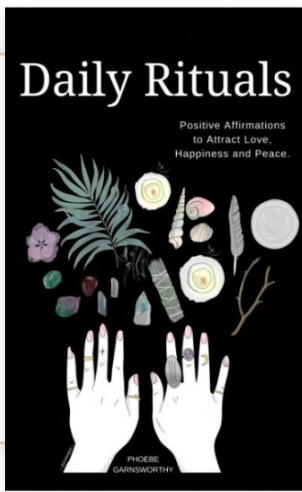


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Email

PUBLISH. PRINT. PROSPER.



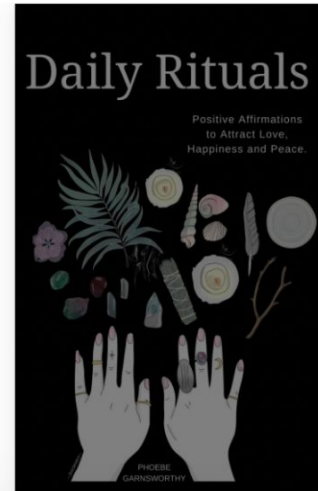
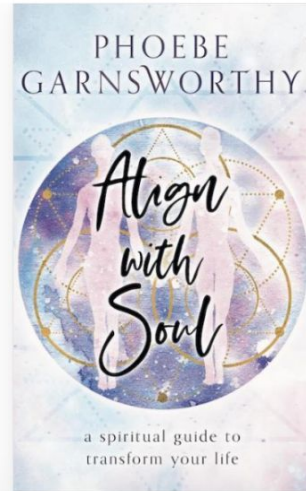
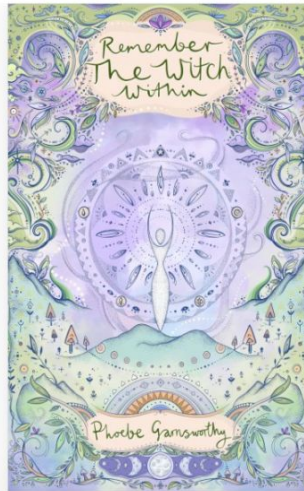
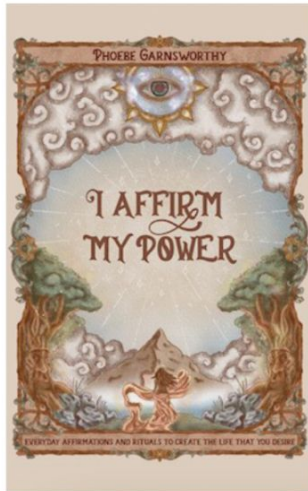
Daily Rituals

Would you like to attract more abundance? More love, more happiness and more peace? It is possible and available to you right now, if you believe it to be true. Everything in existence is vibrating energy. Whatever you want can be yours - if you learn how to emit that vibrational frequency. And from this place, ...

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KELLY OLIVER

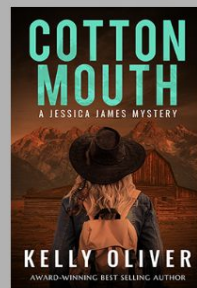
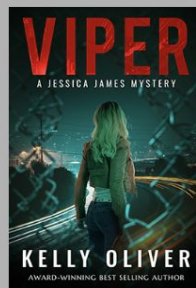
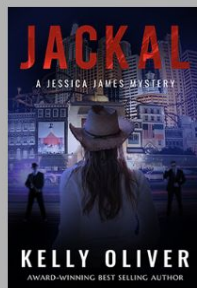
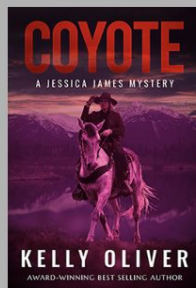
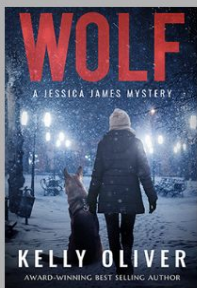
Award-winning mystery novelist, philosophy professor, and loyal servant to three cats: Mischief, Mayhem and Flan

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The Jessica James Mystery Series

Jessica James: like Nancy Drew if she drank Jack Daniels



"Crackles with energy... Jessica remains an instantly likable protagonist... fast-paced and engaging!"

—*Kirkus Reviews*

[Read more](#)

Wolf

Book #1

She wants her degree. But she just became a suspect of first-degree murder...

Jessica James is broke and counting down the days until she can defend her philosophy thesis. Desperate to get out of her grubby attic digs, she and her friends break into her professor's office... only to find her adviser dead in the tub. Scoping the crime scene for clues, she leaves evidence that makes her both a suspect and a target.

Suspecting the school's Russian janitor of doing more than sweeping the floors, Jessica mounts an investigation to clear her name. And when her ragtag posse helps her uncover a related date drug scandal, repeated attempts on her drink make her fear she's the next on the killer's to-do list.

Can Jessica unmask the murderer before her degree gets buried six-feet-under?

Voted Number One Women's Mystery On Goodreads

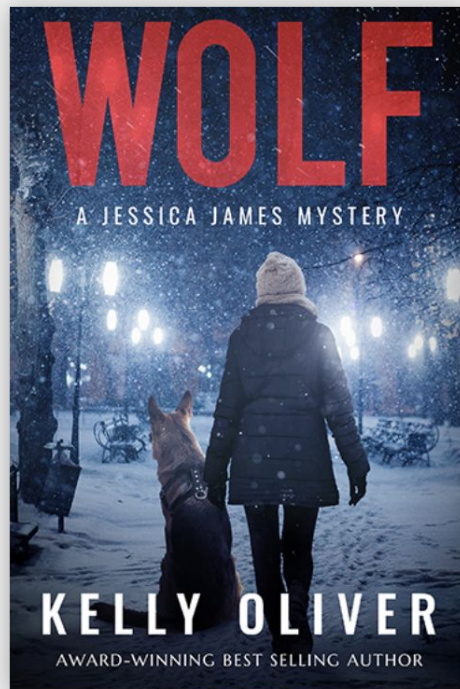
Forward Magazine Award Best Mystery Finalist

Ippy Award Gold Medalist, Best Mystery/Thriller

Choice Magazine Award Winning Author

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HONEYCOMB COLLECTIVE

Personal Astrological Almanac

Honeycomb almanacs and wall calendars are custom-made with planetary transit data specific to your unique natal chart, in addition to the mundane transits affecting us all. Choose your preferred start date, time zone, house system, artwork, and more!

Our almanacs contain astrological symbols without interpretations and are best enjoyed by professional, student, or enthusiast astrologers.

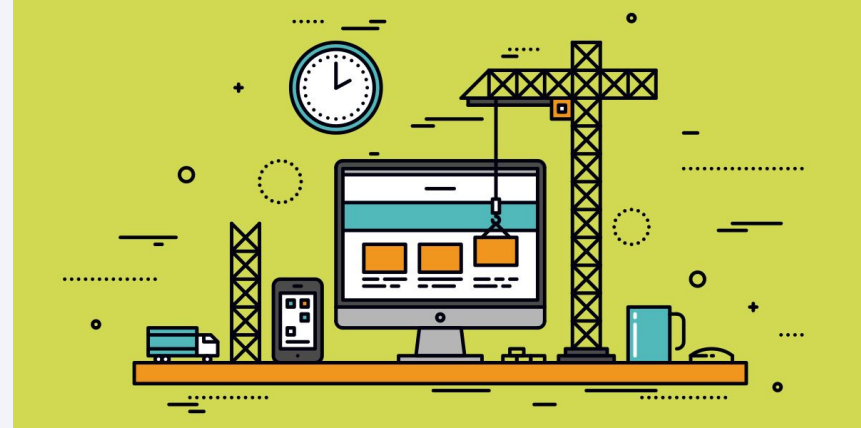
Available as printed notebooks or wall calendars that can be shipped worldwide or as digital PDFs delivered by email within 24 hours.

BUY NOW



How to Start Selling Direct?

1. Select Your Platform
2. Create an account on your ecommerce platform & Lulu.com
3. Upload your project
4. Map shipping options
5. Complete end-to-end testing
6. Go live!



FREEsources!

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Questions?



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