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Social media can be a powerful tool when it comes to marketing efforts for your book if done well. Like all things, building a following on social media takes time. The easiest way to build your platforms from the ground up is to find other people in the same space as you, writing and publishing their books.

8 Tips for Marketing Your Self-Published Book | Lulu Blog

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Sell Self-Published Books on Lulu's Online Bookstore | Lulu

Mapping your book marketing plan is no easy task, but Chandler Bolt of Selfpublishingschool.com offers the outline you need to get started. *How to Grow Your Author Platform Chelsea@Lulu-May 15, 2019*·1 comment Your author platform is the key to building an audience online and offline.

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Professional Services to Format, Publish & Sell Books | Lulu

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Lulu Publishing Review: READ THIS Before You Use Them!

Tip #1 – Know Your Audience. The most important step towards marketing success for your product—whether it’s a book or a business or a lemonade stand—is understanding your audience. We knew this was true for Lulu.com as a business and wanted to see if this basic principle was also true for successful authors.

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7 Tips for Marketing Success | Selling more books to more ...

Your book is your content, plus front and back matter, plus a cover. You'll need to format and layout the work to make reading easy. Content. This is the meat of your book. The manuscript. The story you tell. The manual or guide you wrote to share your expertise. Whatever you're writing about, it's the content of your book.

How to: Format and Layout your Book like a Pro | Lulu Blog

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SCAM ALERT! Stay Away From Lulu: How to ... - ART + marketing

Publish. Print. Prosper. Lulu has the right tools for authors, publishers, and businesses to fulfill all your book printing needs.

Online Self-Publishing Book & Ebook Company | Lulu

The 'Marketing Your Book for Holiday Sales' eBook is a direct response to our customers' request for free, high-value marketing advice in an easy-to-use format." To provide insight from authors that have already realized their success, Lulu posed several marketing questions to a group of best selling authors.

Lulu Releases Free eBook "Marketing Your Book for Holiday ...

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Let's get into our checklist to help you earn the best holiday book sales you've ever had! 1. Test Your Site For Increased Traffic. If you run your own author website and use Lulu xPress for Shopify or the Lulu API to sell your books, now is the time to load test your site. What that means is testing the site to be sure it runs fast and smoothly with substantially more traffic.

9-Point Book Sales Checklist For Holiday | Lulu Blog

Lulu today released "Marketing Your Book for Holiday Sales," a free eBook designed to help independent authors better market their books and capitalize on the holiday sales season. Based on survey...

Lulu Releases Free eBook "Marketing Your Book for Holiday ...

It's pretty much a fact that everyone loves notebooks and planners. And now with Lulu's pre-made templates and easy-to-use tools, you can create your very own custom design! In 3 steps, you'll have a notebook or planner ready for personal use, gifting, or even retail sale! Get exclusive Publishing & Marketing tips to help you create and sell your books more effectively!

Create a Custom Notebook, Journal or Planner | Lulu

Photo Book. Preserve memories or create a lookbook of your work with a hardcover photo book. Featuring the highest quality paper and rich color ink, our photo books highlight the best of Lulu's print options.

Book Cost Calculator | Lulu

Lulu is a self-publishing power house. It provides print-on-demand services, as well a huge variety of marketing, editing, cover design, and other options. It is a US-based company,

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with the typical US customer service (which is definitely a bonus when something goes wrong) and you can cherry pick which of their services you use.

How to Self-Publish Your Book with Lulu | The Writer's ...

Download sized templates to design your book or calendar product. The interior file is uploaded as a single page print ready pdf with bleed while the cover file is uploaded as a one-piece print ready pdf spread (back cover, spine, and front cover) with bleed during the creation of your project.

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Lulu Marketing is a Toronto-based boutique advertising agency specializing in financial services marketing. We develop great creative to help brands get results.

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Best Self Publishing Websites in 2020. Below is a list of best self-publishing companies you need to check out. 1: MindStir Media Publishing. This self-publishing company tops the list because it is a full suite company offering publishing services such as book editing, custom book design, printing, ebook conversion, distribution, marketing, and publicity.

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