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For self-published authors, it's the marketing plan. There are several things you can do as a self-published and independent author to promote your work. With Lulu's Marketing Toolbox, you'll find the software you need to successfully market your books.

Publishing & Marketing Services - Lulu.com

Lulu does offer as Kevin said links that can be listed privately for whatever purpose. Overall I think Lulu does give us much more opportunity to sell books. If you wish to get people to come here to buy your book, perhaps start a youtube channel and show off your books. Leave a link to your books there on Youtube below your video.

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Research well in advance how much your book marketing plan will cost, so you can budget accordingly ahead of time. Lead Times. One of the quickest ways for your book marketing plan to fall apart is to neglect lead times. Many of the most effective book marketing activities are in high demand, as are the services of talented freelancers.

Lulu Marketing Your Book For

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Lulu will take your book files and sell your book without paying you any royalties. Avoid them like the plague. Note – update: you can find Lulu's response at the bottom of this post. For the first time self-published authors, there is no end to pitfalls, scams, and abusers who prey on the inexperienced.

Online Self Publishing Book & eBook Company – Lulu

You can do it all yourself for free but if you want professional assistance publishing and marketing your print-on-demand book Lulu offers paid services. From editing your book to cover design to social media marketing, we've got you covered. See our list of Publishing and Marketing Book Services.

The Lulu Self-Publishing Toolkit

The bottom line is to practice selling your books one by one. Author and publisher Michael Wiese has been writing and marketing books successfully for over three decades. He tells all his forty-plus authors "Sell one book at a time." Instead of trying to sell your book to faceless thousands, find one person who needs and wants your book.

Marketing Services – Lulu.com

Marketing your self-published book is a time consuming and difficult job, but there are some tricks you can use to make it easier. Literary agents reject the vast majority of submissions for an array of reasons, from market presence to content quality.

How to map your book marketing plan | Lulu Blog

Lulu: Marketing Your Book for Increased Sales 7 Know where your audience shops In the book business, figuring out where people shop and how to get books to those places is called a distribution strategy.

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

The beauty of publishing your book with Lulu is that you also get access to resources, expert guidance and professional services to help you market your book. Book marketing is more like a marathon than a sprint. The key is to have a plan, stay focused, seek support and enjoy the journey. Discover Self-Publishing With Lulu

Lulu FAQ – Lulu Community

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15 DIY Book Promotion Tools You Need to Know ...

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SCAM ALERT! Stay Away From Lulu: How to Self-Publish a ...

Paul is the Senior Copywriter at Lulu, writing weekly blog posts and helping guide content for the company's marketing. When he's not deeply entrenched in the publishing and print-on-demand world, he likes to hike the scenic North Carolina landscape, read, sample the fanciest micro-brewed beer, and collect fountain pens.

Marketing Toolbox: Your Book Marketing Plan | Lulu Blog

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You wrote and published a book. Congratulations! Now what? Well, now you have to market your book! Now it is the time to think about the business of marketing and selling it. The most important challenge you face after publication is getting your book in front of people who want to buy it.

Lulu vs. Amazon? – Lulu Community

Lulu lets you publish your work without going through a publisher, but that means that the burden of selling and marketing your book falls to you. There are ways to do this and the Web makes self-marketing easier than it has ever been.

SecretsTo Publishing and Marketing Your Book by ... – Lulu.com

Planning out your marketing efforts is crucial to having a successful book launch. In this episode, we'll lay out an example of a marketing timeline to give you an idea of how to prepare for the...

Market Your Book: Knowing, finding, and selling to Your ...

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