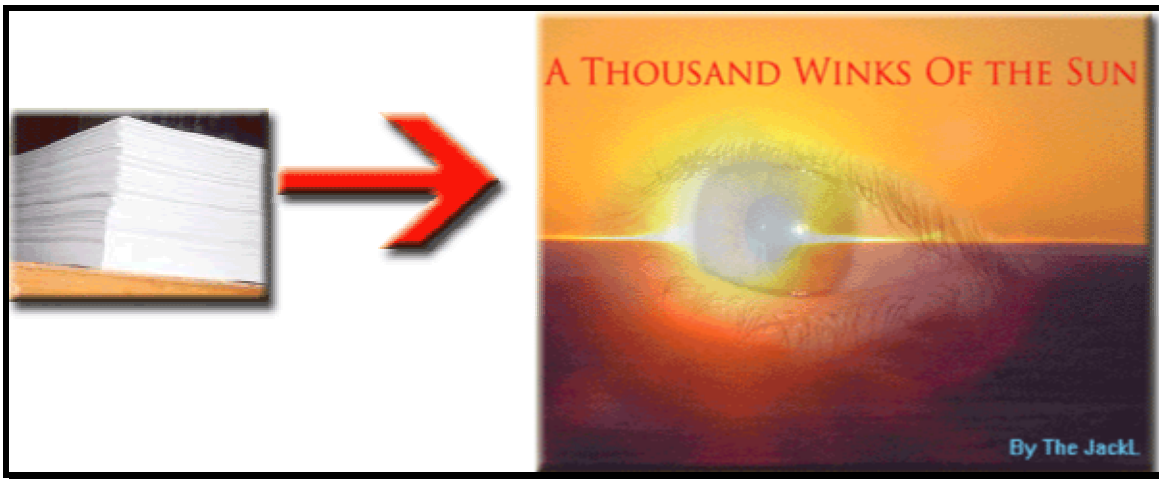# Publish Yourself for Free!

With LuLu.com…right now!

By: Curtis Lotito

*I am not affiliated with, nor do I receive any compensation from, LuLu.com for this

guide. I merely offer LuLu.com instructions because it is

A.) What I know

and

B.) A place where I had a good experience.

I was recently asked..."How did you get published?" Well, you could ask me and I'd require a small fee…or you could do it yourself completely free...

I realized there are a great many people out there who do not realize just how easily one can be published these days. I am sure there are hundreds or thousands of people right now who do not even know that they too can be published from home, right now, for FREE!

I am going to briefly go over the steps I took to be published to help as many others as I possibly can. You can see my published work at:

- http://stores.lulu.com/thejackl or you can skip over to

- http://www.curtislotito.com/tws.htm for a free e-book.
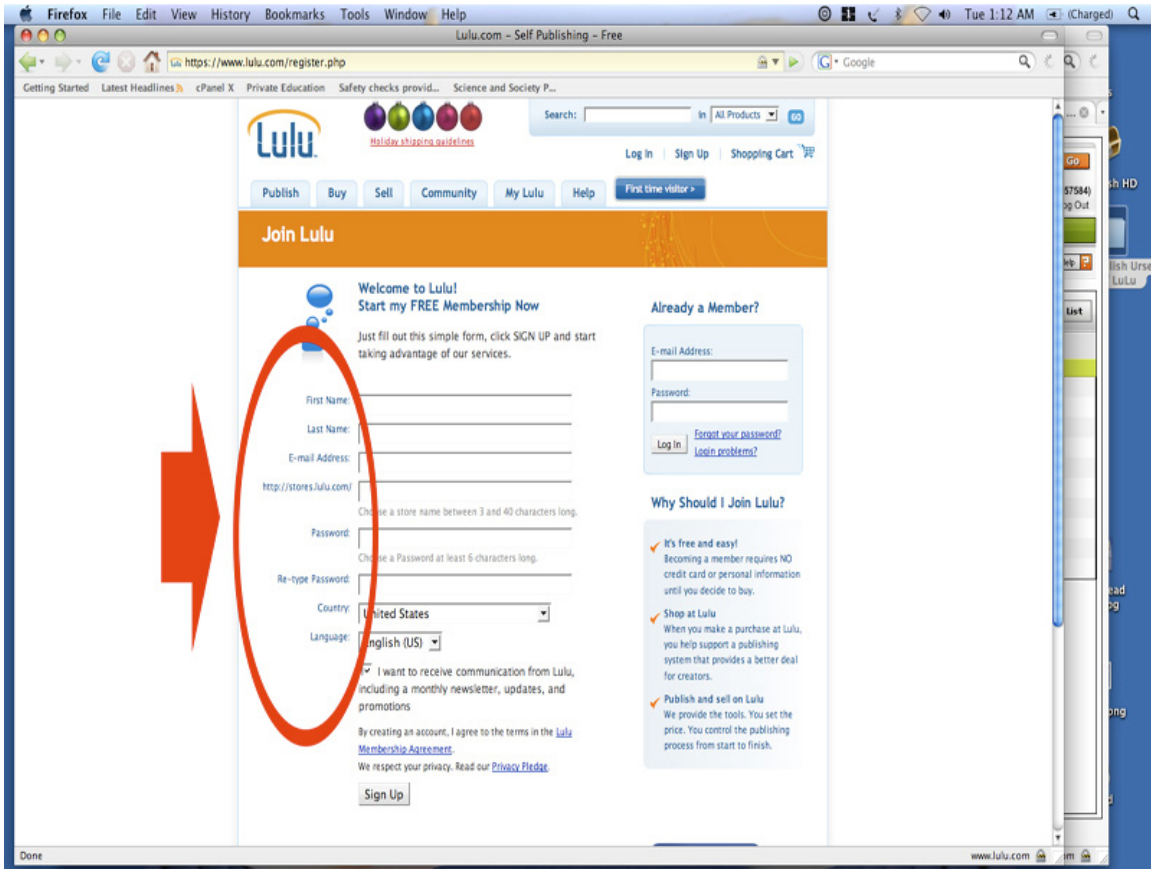
A brief overview first:

1. Compile your manuscript

2. Edit, edit, EDIT

3. Navigate to Lulu.com on your favorite web browser and create a free account.

4. Pick a book size.

5. Upload your manuscript in .DOC or .PDF form

6. Choose from the pre-made covers or upload/create your own cover.

7. Set prices.

8. SELL by any means necessary.

First thing I did was write my manuscript...obviously. I sat and wrote and wrote and wrote taking occasional breaks, but not going back on what I had written no matter how "bad", it was or how much I "hated" it, that is for later. This is PARAMOUNT. You must not go back no matter what. You will have the urge to change and delete a lot, but you must ignore it for now because it is natural to dislike what you write at first, but you need to get away from it for a little while to give yourself time to think and digest.
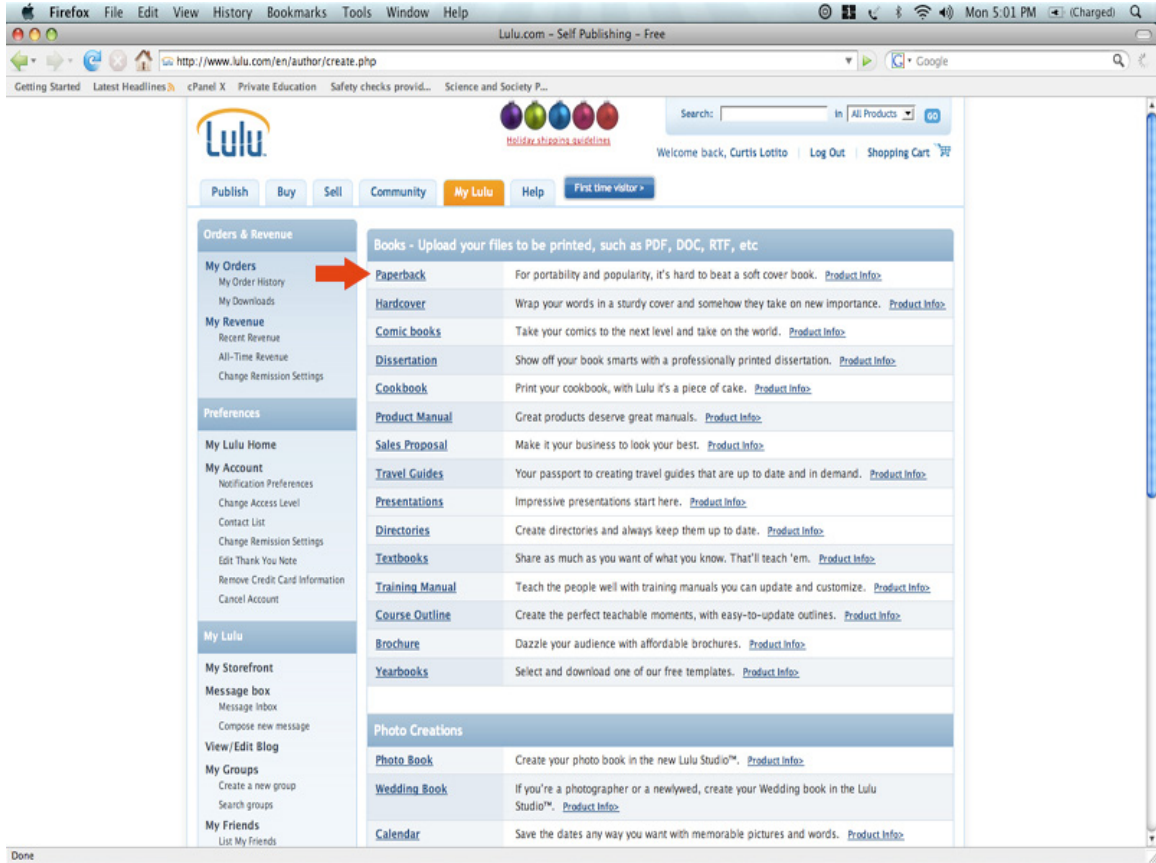
After I completed this stage, I was ready to begin my editing. I printed out my manuscript and began pouring over it searching out each and every error. Then I repeated the process. I did this three or four times, before I asked a few of my peers to read this through and make any corrections they felt necessary.

In regards to the editing process, it is a general rule that you do not share your first draft with anyone. Now this is not etched in stone, but it is usually for the best since the first draft is usually not your best work. I find my first drafts to be mostly an attempt to get my story out and the succeeding drafts are the part where my story really gets its life. In addition, it is usual practice to have at least three drafts before you judge it done this way you can have several chances to correct errors. Finally it is not super important that you get a peer to read it, it can be helpful, but if you do not have anyone, do not worry about it.
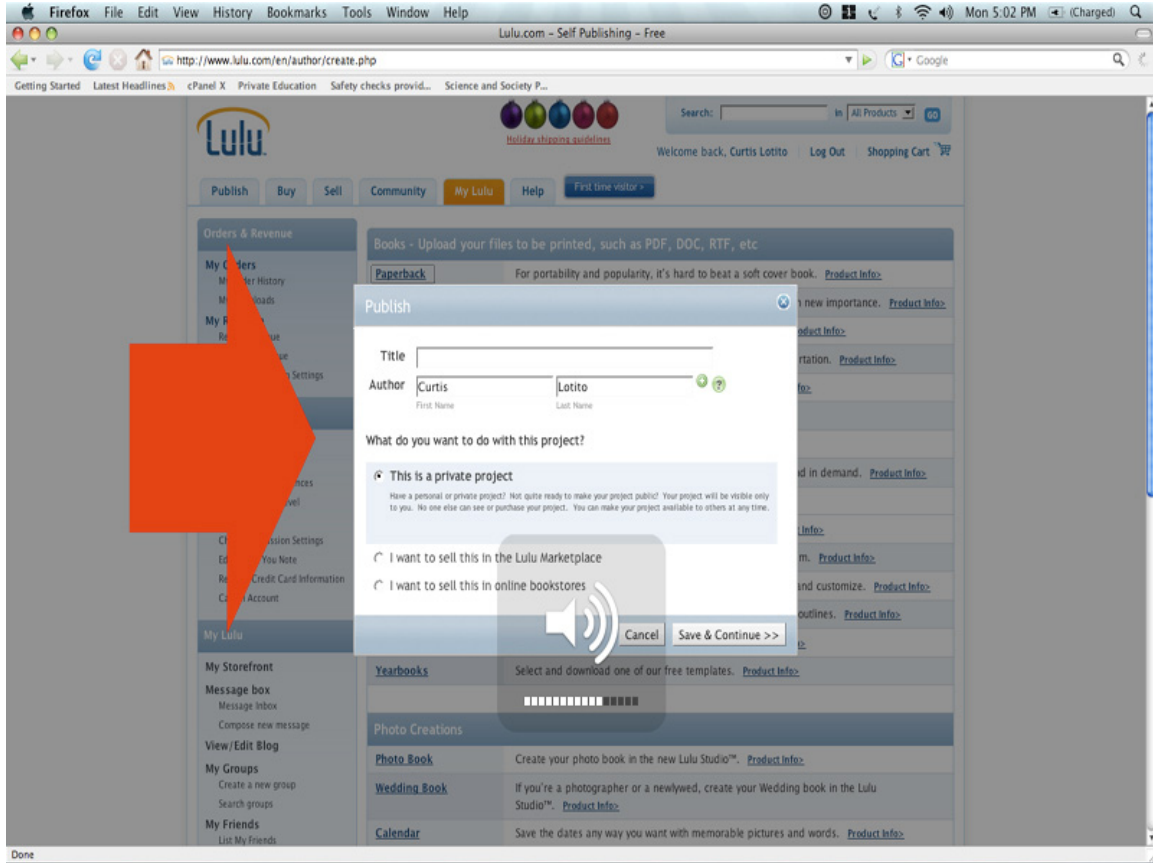
Step three in this process is to **create a free account** with LuLu.com. This

website requires **no** credit card information, and **no** experience. All you have to be able

to supply them with is an **e-mail address and your name**. I found that through

experience you could also use a pen name, although I am not sure they would much like
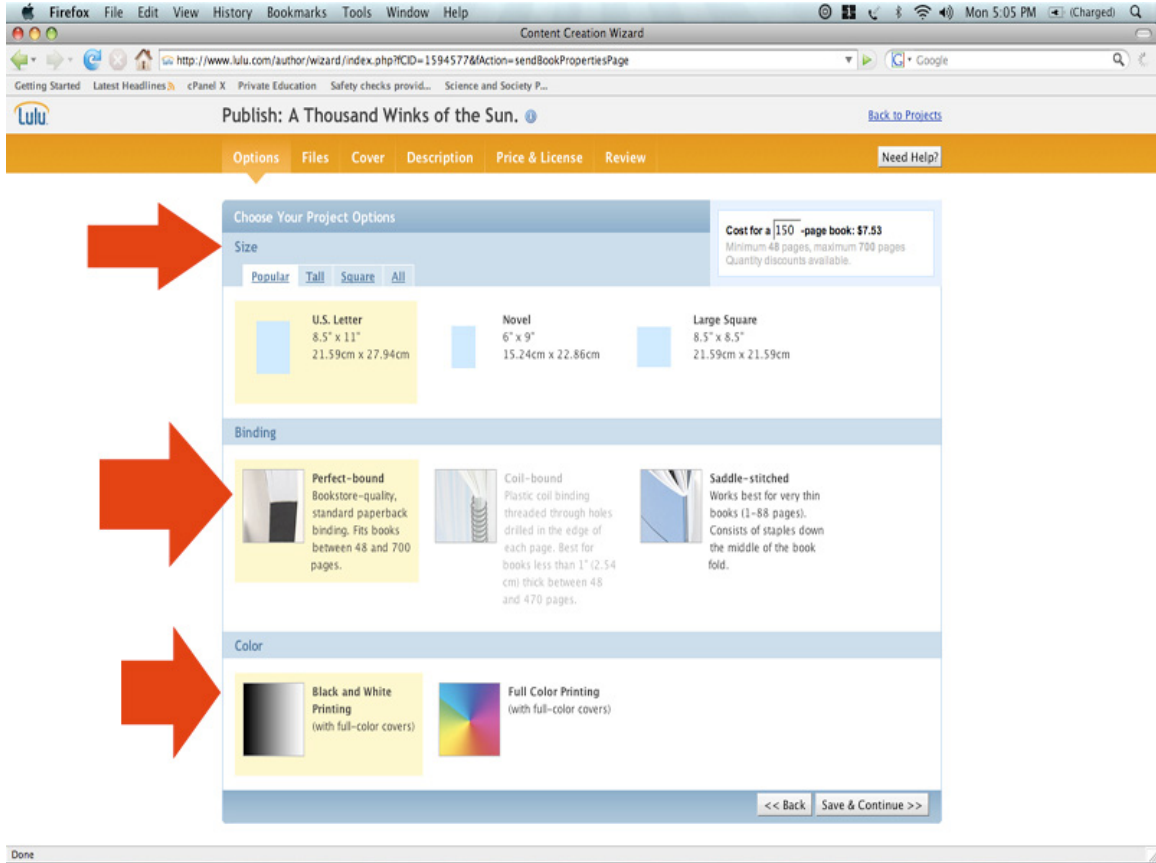
you to do that.

Upon completing this you should be taken to the New Project Screen,

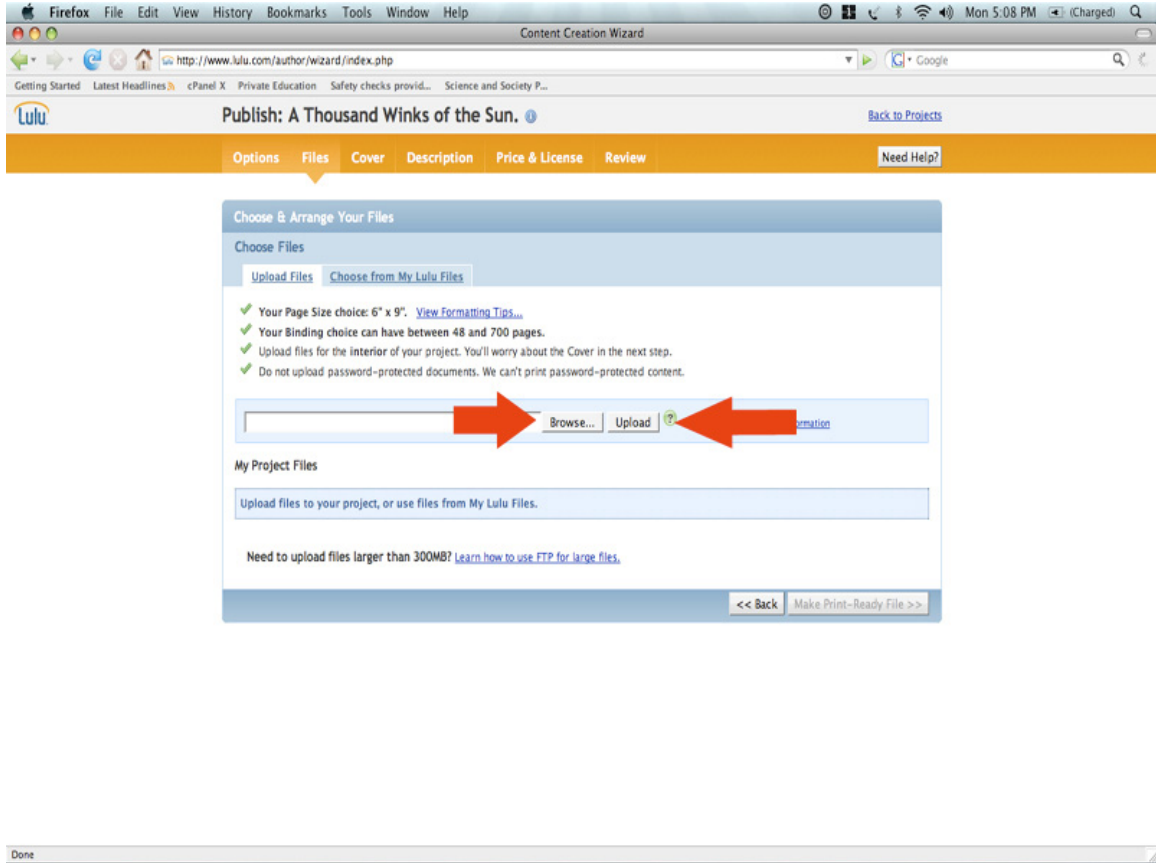otherwise click the New Project link at the right.

Next, you will select what kind of book you will publish. This may seem daunting with so many options, but you can just click the very first one, Paperback. I wouldn't recommend a hardcover book because they make the price of the book much more than most people will be willing to pay for a first time author, save that for when you land your publishing contract.   I should mention here that LuLu.com supports itself by taking a small cut of your sale, and factoring in the cost of production into the price of each book, which will ultimately decide the price.
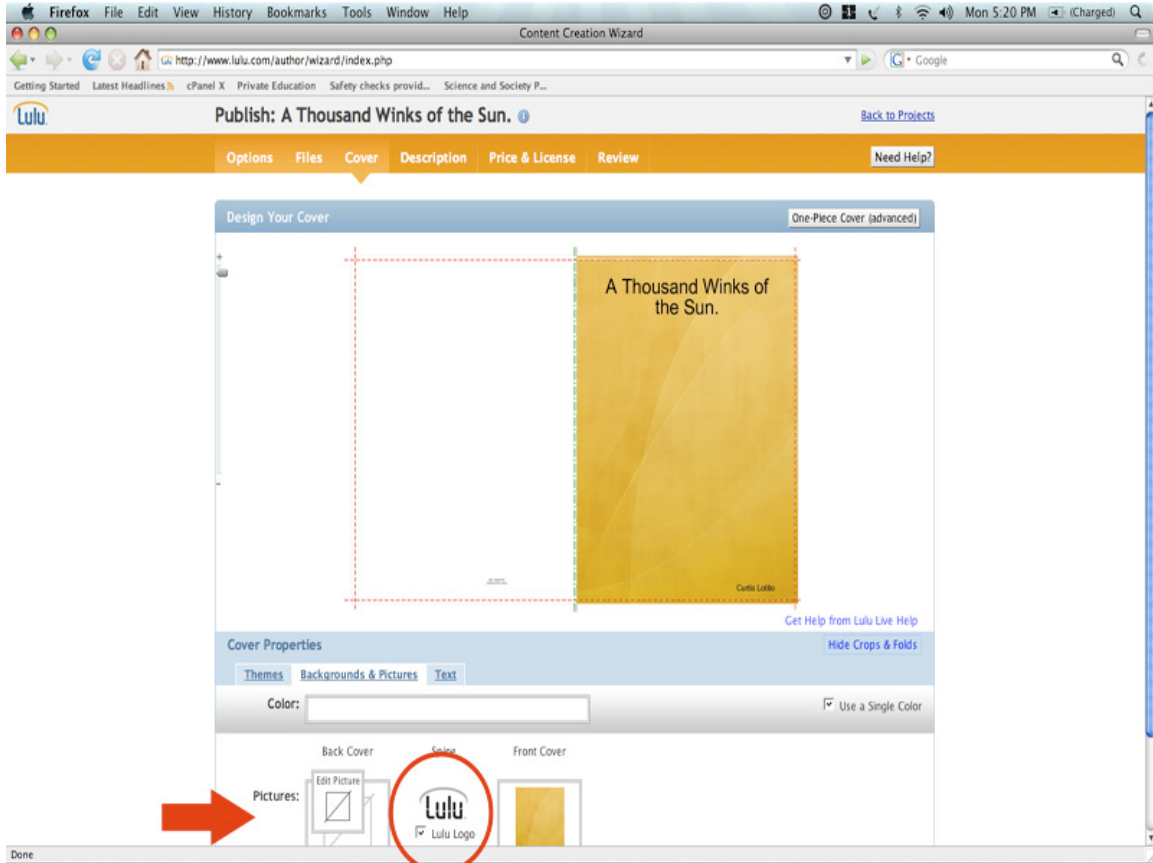
Once you click what type of book you would like a small window will pop up asking for your title and where you would like to distribute it. I am interested in publishing my book and marketing it through LuLu.com and other online retailers so I selected that option which is probably the best choice. You may also just want to choose to distribute your book through only the LuLu.com network. Click save and continue to move on.

Next choose the measurements you would like for the book, and what kind of binding and whether you would like the book to be printed in color. I personally find Novel size 6"x9" to be best size, because it is pocketable, and to use perfect bound for the binding. Color is included for the cover, but is usually not necessary for the book interior, unless you actually have pictures, and it is more expensive.
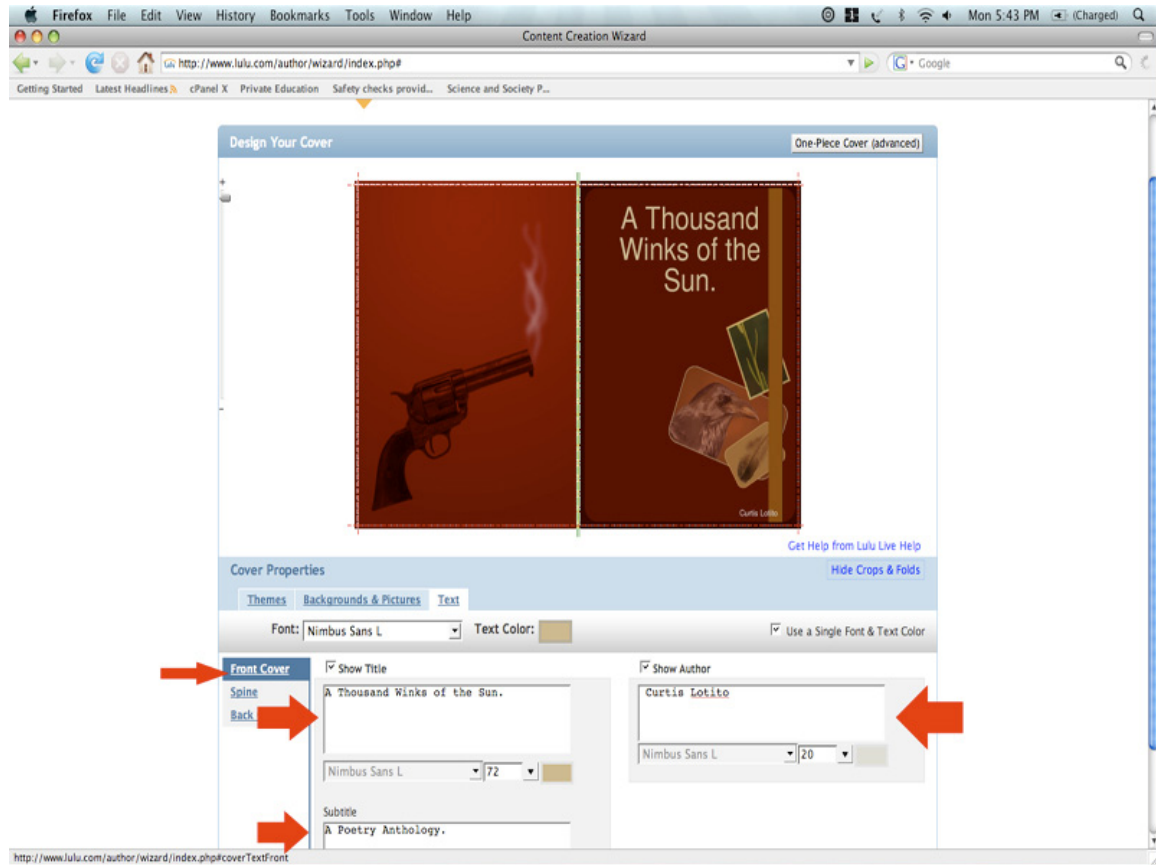
This is the part where you need to upload your manuscript in .PDF, .DOC, or .RTF. I recommend .DOC or possibly .PDF. DOC is the standard for Microsoft Word, and open office, and such. Navigate to the folder and select it, the select upload. Once your file is uploaded, you will click Make Print-Ready.   This will render your file to the correct proportions and generate the actual book. You can then check it to make sure it is the way you would like it to be. I definitely recommend that you check the book before accepting. Once you judge it good, click the Save and Continue button.
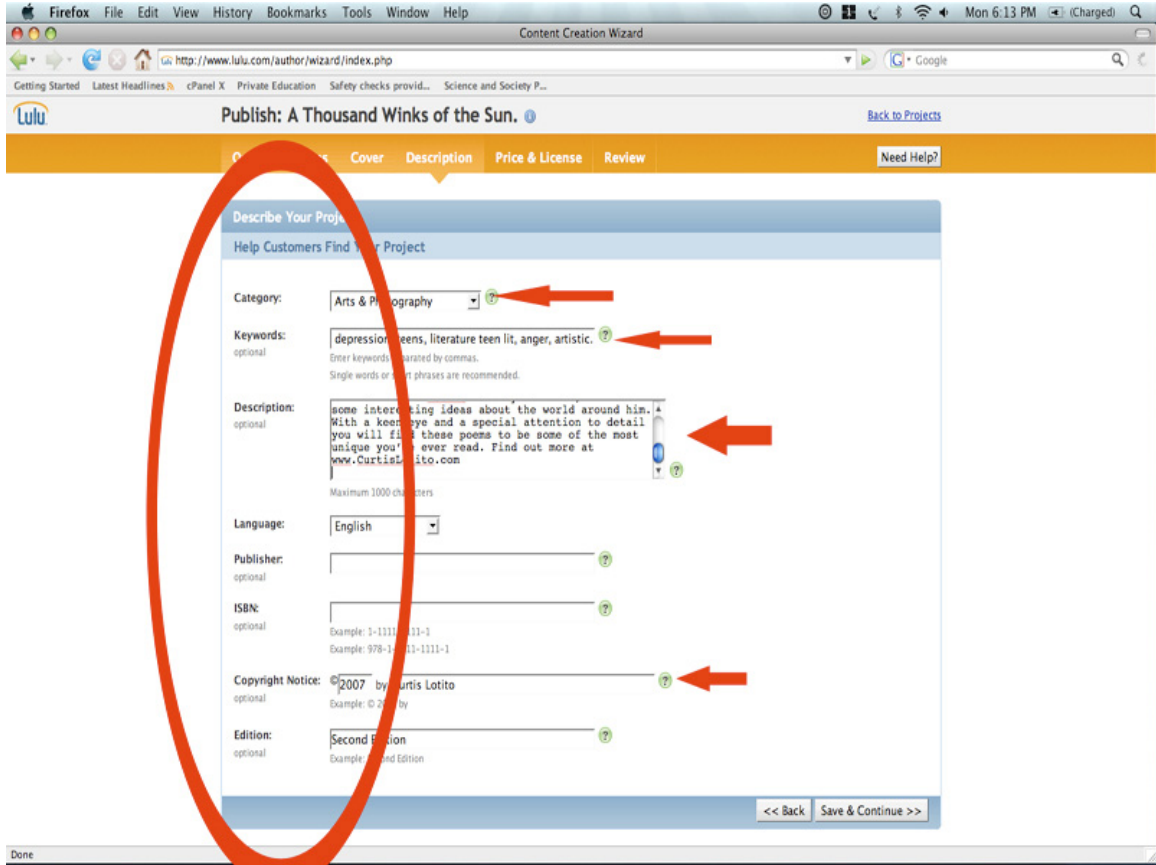
This next step is the artistic step...could be fun...could be disaster depends on who you are. For me...disaster. Nonetheless, you choose whether you would like a theme, or if you would like to design the aspects of your cover separately. If you select a theme then you are done with this step, however I find it more fun to choose the elements separately.

First, select a front and back cover by clicking the images on the bottom row. You have the option of uploading your own image if you have one, or choosing one made by LuLu.com. I chose a pre-made because I did not have any covers designed at this point.
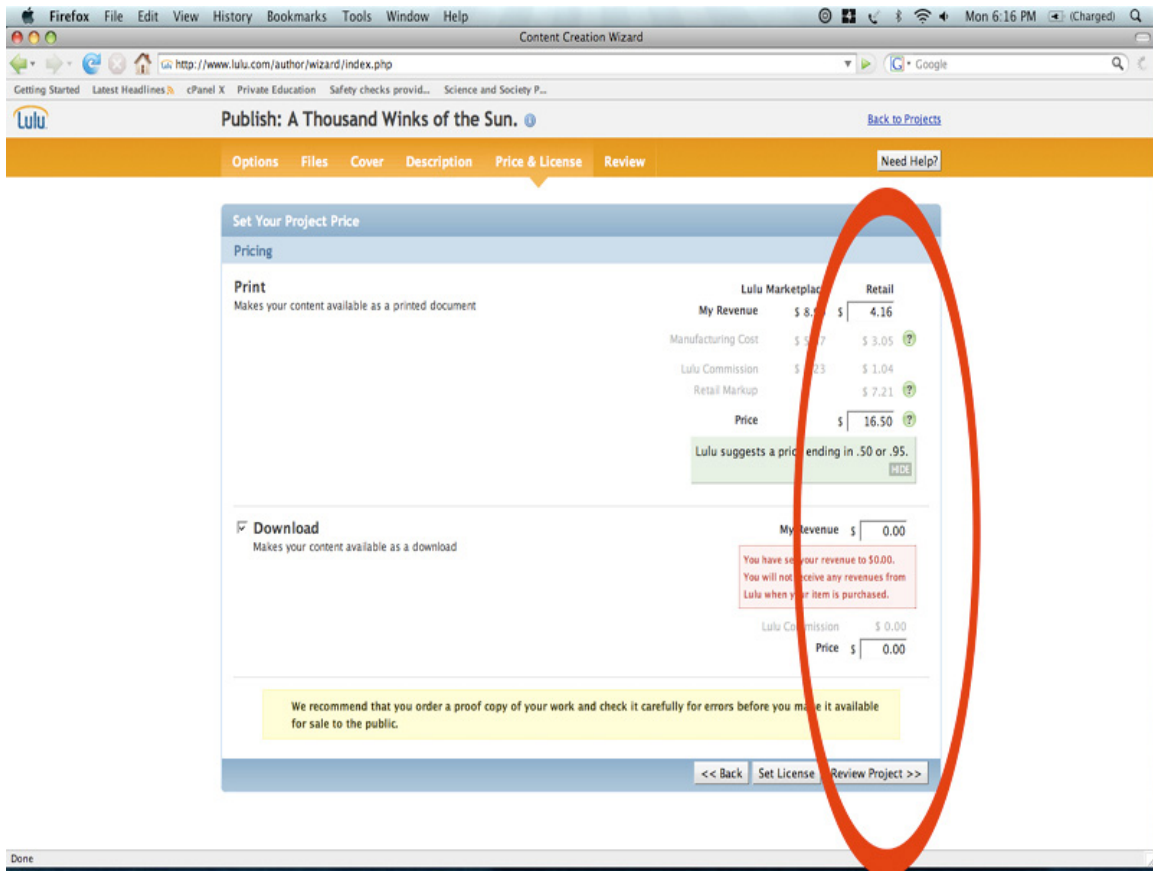
In addition, you may upload a Biography picture of yourself if you are so inclined. The other option you have on this page is whether or not to keep the LuLu.com logo on the spine of your book, which is just a simple text box.
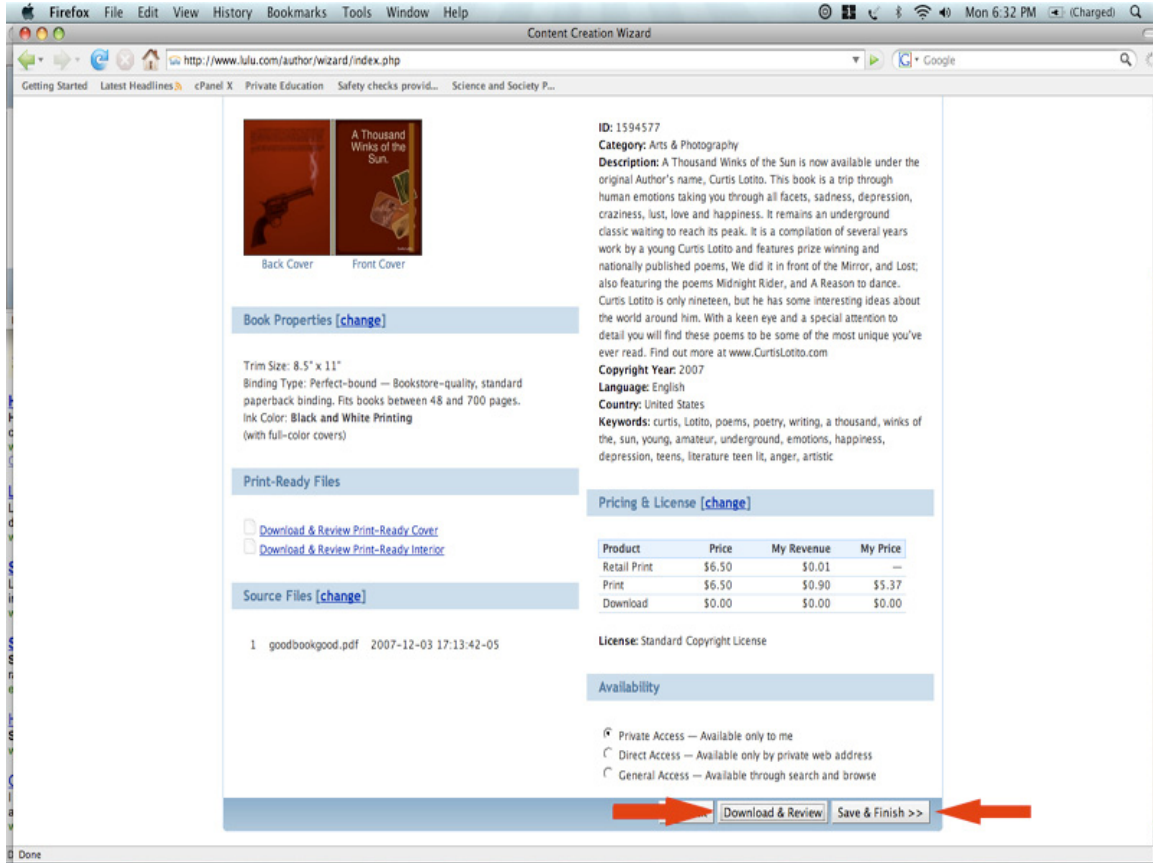

Next, you may choose to customize your title by changing the font and the size. You may add a subtitle, or chose whether you would like to display your name. You can also choose what information to put on the spine of your book. In addition to that, you may choose what the back of your book says. You can say anything you want, within 2048 characters. Once you have chosen all of that and decided you have made the best cover, you can, scroll down to the bottom and click Make Print-Ready cover. Then click Save and Continue if you like what you see.
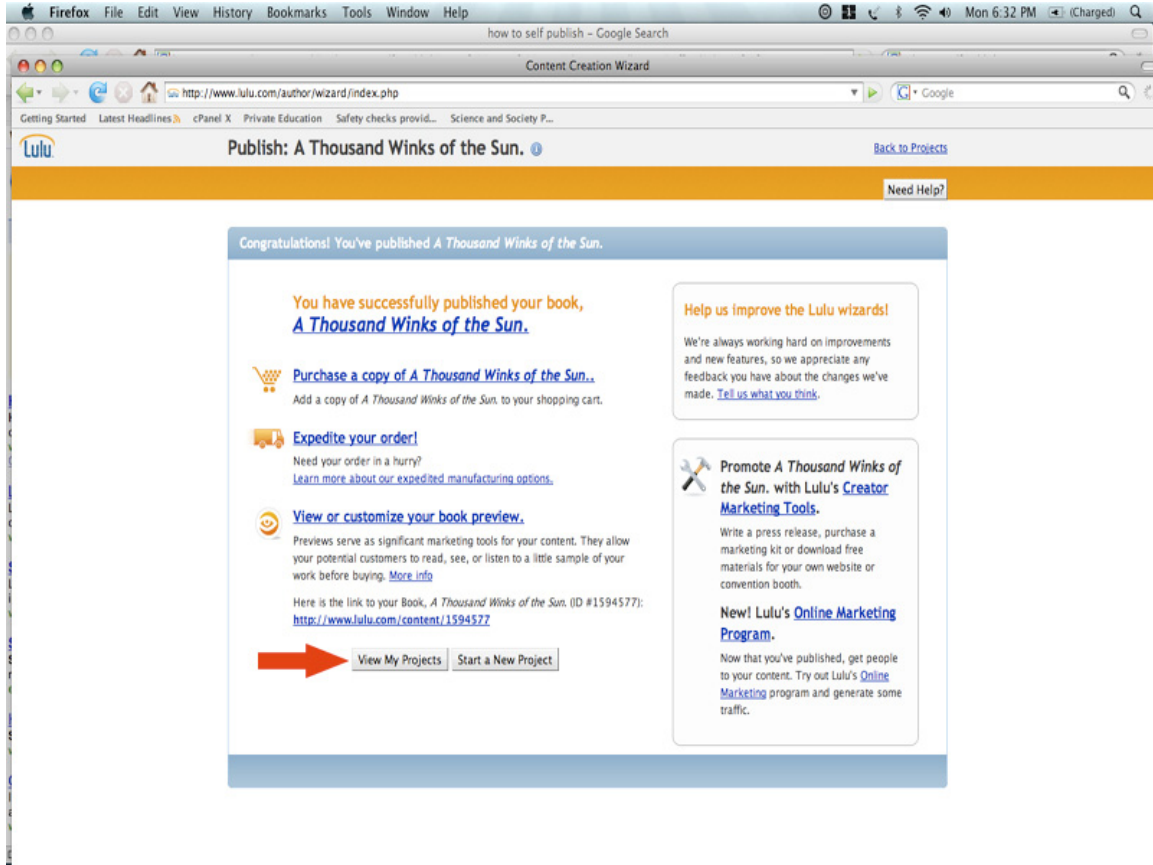
Next, choose a category that your book fits into well. Enter keywords, or words that people might search to get your book, the more words, the more people will find it. Enter a short description, and you should not have to worry about anything else. You can enter your name next to the copyright year if you wish. When you have finished entering all the information mentioned above, Click Save and Continue.

     The next step is setting your revenue. The key to this is realizing currently

people have no reason to buy your book. Sadly, it is true. I should remind you of a rather

harsh lesson I learned: "You do not write for the money, you write for the pleasure and

the feeling of it." My point being set your revenue low, try to make only a dollar, or

perhaps less. My current revenue is set to sixteen cents. Right now, you just want to get

out there, to reach people, to get your name known. In addition, it is not a bad idea to

allow the download of your book for only a dollar this way you reach more people.

Not to mention no one wants to charge less than a dollar on their credit card as a good

friend of mine once pointed out to me. Once you have found a price you think is good

price click Review Project.

You have hit the home stretch! All you need to do is make sure it is all

correct. Go through and make sure all your setting are correct and fix anything you

might need to by going back to that step and repeating the process as necessary. There

should not be anything to fix, but you never know, not to mention you want to make sure

your first book release is the best it can be. I encourage you to click the Download and

Review button to make sure it is all correct. Do not forget to make sure the

Availability is set to general access so everyone can see your new book! Once

you have judged it all set click the Save and Finish Button.

You will then be taken to a finished screen where you can click the View My Projects link to go to your projects.

You are DONE! Congratulations! You have just been published. Now go order a bunch of copies for all your relatives, I am sure you know how to shop online! Also, be sure to tell as many people as you can to go see for themselves that you're published at

http://www.lulu.com/YOUR NAME HERE

More advice on how to market your book will upon demand, so...if you ask for it...then you'll get it otherwise I'll assume no one reads this, or you don't need marketing help. Drop me a line at titocurt@hotmail.com with any questions comments, or if you want me to post how to market your Book. Do not forget about the free advertising I offer on my website! Thanks for reading

Please Take a Second to check out some of my other work at http://www.curtislotito.com/ Or Download a free version of my book, *A Thousand Winks of the Sun*, at http://www.curtislotito.com/tws.htm