

Lulu

www.lulu.com

Self-publish!

what is it?

Everything might be going digital, but Lulu gives you the chance to turn your digital bits into hardcopy. As a print-on-demand publisher, Lulu lets you create and publish paperback and hardcover books in quantities from a single copy up to hundreds of books.

educational use?

From printing out course texts to publishing student work, the possibilities seem limitless. Special products such as picture books allow you to produce full-color books that collect student work or other research material. Many academic presses such as Carnegie-Melon's etc press use Lulu to produce and publish their line of books. In fact, the CU Online Handbook was published on Lulu.

Students can publish hardbound portfolios in small quantities to share their work in a polished package.

Because you can print on demand—it usually takes a week or two to get books—you can easily share printed material in a professional format.

pros & cons?

Even though Lulu makes it easy to publish books, it still can take a lot of work. Creating the content, editing, and content layout can take a significant amount of time. For those who want to spend the money, Lulu offers a variety of services to help expedite your publication.

An online store makes it easy to sell your final work. Lulu lets you determine the mark up—setting the price, and the profit margin that works for you.

One subtle con: Some people perceive on-demand publications a lower quality form of publishing. Of course, in the end, the quality of the content matters most.

what's it cost?

The cost of each book varies based on book size, length, binding style, number of books ordered. But in general, prices are about \$7-\$10 per book of average length.

alternatives?

Two alternatives are iUniverse (<http://www.iuniverse.com>) and CafePress (<http://www.cafepress.com>).

resources?

http://www.lulu.com/en/about/demo.php?cid=en_tab_demo