

# The Wonders of Book Production on Lulu

## Ready, Steady, Go

Create your book contents first. The contents must not include the outside covers (on the insides of those covers) which will be added later.

It is usually best to start with an existing Lulu template:

<http://www.lulu.com/publish/books/#bookSpecs>

The most common dimensions used for OWASP books are:

- Crown Quarto (7.44 x 9.68 in)  
E.g. Testing Guide, Code Review Guide, CISO Guide, AppSensor Guide
- US Letter (8.5 x 11 in)  
E.g. Open SAMM, Codes of Conduct

The number of pages will also affect the type of binding. The most usual for smaller books is "saddle stitch" which requires the number of content pages to be a factor of 4. For lengthier books (80+ pages), "perfect bound" will be best:

<http://connect.lulu.com/t5/Product-Pricing-Information/Binding-options-and-their-page-counts/ta-p/33673>

This doesn't matter too much when starting to write, but the number of pages affects which options are available and you may have to reformat your book if the page count doesn't fit the options.

Use one of the above sizes if possible. Crown Quarto is probably best for books 100-400 pages long. If you don't want to start from an empty template, here are some real document files which could be used as starting point instead:

- AppSensor Guide (Crown Quarto)  
<https://www.owasp.org/index.php/File:Owasp-appsensor-guide-v2.doc>
- CISO Guide (US Letter)  
<https://www.owasp.org/index.php/File:Owasp-ciso-guide.docx>
- Codes of Conduct (US Letter)  
[https://www.owasp.org/index.php/File:OWASP\\_Codes-of-Conduct\\_Aggregated-Booklet.docx](https://www.owasp.org/index.php/File:OWASP_Codes-of-Conduct_Aggregated-Booklet.docx)

Note that Lulu will only let you upload certain formats:

- DOC (Word Document)
- DOCX (Word 2007 Document)
- PDF (Portable Document Format)
- RTF (Rich Text Format)
- TXT (Text Document)
- Images (jpg, gif, png)

## **Check!**

Make sure the content is perfect. Checklist before going to print:

1. Title
2. Credits
3. Acknowledgments
4. Attribution
5. Licensing
6. Content
7. Pagination
8. Spelling and grammar
9. Headers and footers
10. Numbering of contents listing, pages, sections, figures, tables
11. All embedded fields are updated
12. Document properties
13. No illegal content

Try printing the Word document to PDF yourself first and make sure it all looks okay, especially page numbering and that nothing is missing.

## Logging In as OWASP Foundation

Log into Lulu with the OWASP credentials at the top right of the page:  
<https://www.lulu.com/account/sign-in>

Once logged in you should see this list of "products":

The screenshot shows the Lulu 'My Projects' dashboard. At the top, there's a search bar and navigation links like 'Publish', 'Print', 'Sell', 'Hire an Expert', 'Bookstore', 'My Lulu', and 'Forums'. Below this is a 'My Projects' section with tabs for 'My Projects', 'My Files', and 'My Revenue', and a 'My Account & Orders' button. The main content area is divided into several sections: 'Start a Project' with links for Paperback Book, Hardcover Book, eBook, Photo Book, Calendar, and more...; 'Current Specials' with a 'See Specials' button; 'Professional Services' with a 'Compare Services' button; 'Volume Discounts' with a 'Learn More' button; and 'Customer Support' with a 'Get help' button. Below these is a 'Project List' table with columns for Type, ID, Title, Status, Discount, Distribution, Helix Review, Your Product, and Project. The table lists five projects, all with a 0% discount and 'Direct Access' or 'General Access' status. The first four projects are 'OWASP Project Leader Handbook: 2013 [Revise] by Samantha Groves', 'OWASP Codes of Conduct [Revise] by OWASP Foundation', 'OWASP Top 10 2013 [Revise] by OWASP Foundation', and 'OWASP TOP 10 2013 [Revise] by OWASP FOUNDATION'. The fifth project is 'Software Assurance Maturityv'. Each project has a 'View/Buy' button, a 'Promote' button, and a 'Revise' button.

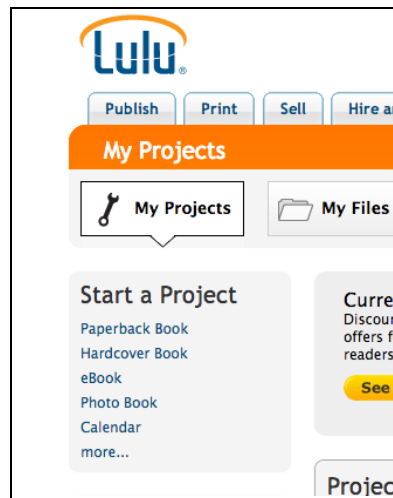
Type	ID	Title	Status	Discount	Distribution	Helix Review	Your Product	Project
<input type="checkbox"/>	14171261 revision:1	OWASP Project Leader Handbook: 2013 [Revise] by Samantha Groves	Direct Access	0%		Helix Review Buy	View/Buy Promote	Revise Retire
<input type="checkbox"/>	14159745 revision:1	OWASP Codes of Conduct [Revise] by OWASP Foundation	General Access	0%		Helix Review Buy	View/Buy Promote	Revise Retire
<input type="checkbox"/>	14151617 revision:1	OWASP Top 10 2013 [Revise] by OWASP Foundation	Private Access			Helix Review Buy	View/Buy Promote	Revise Retire
<input type="checkbox"/>	13944813 revision:1	OWASP TOP 10 2013 [Revise] by OWASP FOUNDATION	Private Access			Helix Review Buy	View/Buy Promote	Revise Retire
<input type="checkbox"/>	6899402	Software Assurance Maturityv	General			..	View/Buy	Revise

If instead you see a view of the OWASP store front, or get lost somewhere else, just click on the name "OWASP" next to "Welcome back" to return to the above listing.

Don't click on "revise", "retire" or "delete" on any book you are not managing.

## Adding a New Book

Click on the "Paperback Book" hyperlink immediately under "Start a project":



On the next form, copy the title of the book from your document, and make the author "OWASP" and "Foundation". Note the capitalisation.

**Lulu Publish** [Back to Projects](#)

**Start** Options ISBN Files Cover Description Price Review **Help**

[View instructions and info about this step](#)

### Start a New Project

**Working Title**   
You will have a chance to change this later.

**Author**   [+](#) [?](#)  
First Name Last Name

---

### What do you want to do with this project?

☐ Keep it private and accessible only to me  
You can change this later if you decide to sell

☐ Make it public to sell in the Lulu Marketplace

☒ Make it public and assign an ISBN to your title to sell your book in online bookstores like Amazon as well as the Lulu Marketplace.  
[Learn more about ISBNs and distribution](#)

**Save & Continue >>**

Select the last radio button for "make it public and assign an ISBN", so that this will appear on the cover (later).

Click "Save & Continue >>"

Now click on the type of binding (which will turn yellow), the size, color (if available) and paper (usually "Standard"):

**Lulu** Publish: Application Security Guide For CISOs [Back to Projects](#)

StartOptionsISBNFilesCoverDescriptionPriceReviewHelp

[View instructions and info about this step](#)

Manufacturing cost per  -page book: **\$12.40**

Minimum 4 pages, maximum 48 pages  
Cost will update based on options selected.

### Choose Your Project Options

The options displayed below qualify for retail distribution to online bookstores in addition to the Lulu Marketplace.

#### Binding

**Perfect-bound**  
Bookstore-quality, standard paperback binding.

**Coil-bound**  
Plastic coil binding threaded through holes drilled in the edge of each page.

**Saddle-stitched**  
Consists of staples down the middle of the book fold.

[Learn more about bindings options](#)

#### Size

PopularTallSquareAll

**U.S. Letter**  
8.5" x 11"  
21.59cm x 27.94cm

**U.S. Trade**  
6" x 9"  
15.24cm x 22.86cm

**Pocket**  
4.25" x 6.875"  
10.795cm x 17.463cm

[Learn more about size options](#)

#### Color

**Black and White Printing**  
(with full-color covers)

**Full Color Printing**  
(with full-color covers)

[Learn more about color options](#)

#### Interior Paper

**Publisher Grade**  
From \$0.015 per page  
Digest and U.S. Letter only  
**ISBN not yet available**

**Standard**  
Lulu Traditional  
From \$0.02 per page  
All trim sizes except Digest

[Learn more about paper type options](#)

<< BackSave & Continue >>

Then type in the actual number of pages in the box at the top to calculate the estimated cost per copy. Note the grey text to the right of this shows how many pages are permissible for the binding/size combination selected. If necessary re-scale and re-layout your book.

Click "Save & Continue >>"

On the next page, allow Lulu to assign the ISBN number:

 Publish: Application Security Guide For CISOs 

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Get an ISBN

Choose an ISBN Option

☒ **Get a free ISBN from Lulu.com**  
Assign a free unique ISBN to your title that lists Lulu.com as the publisher. Lulu will act as the publisher on your behalf to retailers and wholesalers globally.\* [License Agreement](#)

☐ **Add an ISBN you already own**  
Assign an ISBN you already own to your title. You may not reuse an ISBN assigned to another edition of your book. ISBNs must be unique, regardless of book format. The imprint attached to your ISBN will remain the same and Lulu.com will not be listed as the publisher.\* [How do I purchase my own ISBN?](#) [License Agreement](#)

☐ **Do not add an ISBN to this book**  
Choose this option if you do not wish to assign an ISBN to your title



### Why choose an ISBN?

Assigning an ISBN to your title on Lulu enables your book to be listed with the United States (Bowker) ISBN agency.  
[Learn more about our ISBN and distribution services](#)

\* for Lulu to list your title in ISBN databases and with retailers and wholesalers you will need to get Lulu's ExtendedReach or GlobalReach service once you have published your book. [Learn more about distribution services](#) and [eligible book options](#).

<< Back

Save & Continue >>

Click "Save & Continue >>"

On the next screen, download and save a copy of the barcode.

Click "Save & Continue >>"

On the next screen click on "Choose File..." button to select the content document:

Lulu Publish: Application Security Guide For CISOs

Back to Projects

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View instructions and info about this step

Add Files

UploadMy Files on Lulu

**Before You Upload ...**

**Format your pages:** Set your page size for a 8.5" x 11" book. You can [download a template](#) or let Lulu do the formatting for you with our [professional services](#). Make sure your book has between 4 and 48 pages. [Find out more about formatting your pages.](#)

**Check your file:** Make sure you're using one of the [file formats](#) we support, and ensure password protection is turned off. If you're uploading a PDF you can use Lulu's [Acrobat](#) or [InDesign](#) settings. Also, you need to [embed your fonts](#). [Find out more about creating your PDF.](#)

If your file is greater than 300MB use FTP to upload your files. [Learn how to use FTP for large files.](#)

**Only upload files for the inside of your book right now.** We'll take care of your cover files later.

**Got more work to do? No problem.** We've saved your progress so far. You can get back to this step any time from your Project List in My Lulu.

Choose Fileowasp-ciso-...13-0v2.docxUpload

Supported file formats: PDF, Microsoft Word DOC, Microsoft Word DOCX, RTF, TXT, JPG, PNG, GIF  
Please make sure your files are in line with our [member agreement](#)

**How do I make a PDF file?**

We accept various [file formats](#) but prefer PDFs.  
[Learn how to make a pdf >](#)

**Take us for a test drive.**  
[Download a sample file >](#)





Project Files

Upload files to your project, or use files from My Files on Lulu.

<< BackMake Print-Ready File >>

Then click on "Upload". Wait for the upload (this may take a while). Once completed, it will be listed and the "Make Print-Ready File >>" button will be enabled. You can delete the file and upload it again if necessary.

Project Files

Filename	Move	Download	Delete	Size	Uploaded
 owasp-ciso-guide-2013-0v2.docx				725.7 kB	10/30/2013 4:18 PM

<< BackMake Print-Ready File >>

Click "Make Print-Ready File >>"

The conversion may take some time:

Lulu


Publish: Application Security Guide For CISOs

Back to Projects

StartOptionsISBNFilesCoverDescriptionPriceReviewHelp

View instructions and info about this step

Making Your Print-Ready File





**Please be patient, Lulu is making your print-ready file**


This may take a few minutes – You can leave this page and we'll keep working on your print-ready file. We'll email you when we're done.

Progress bar showing approximately 10% completion

My Project Files

Filename	Size	Uploaded
 owasp-ciso-guide-2013-0v2.docx	726.2 kB	10/30/2013 4:26 PM

**Pre-Publishing Packages**  
Take your book to the next level. Let Lulu's experts polish your manuscript with professional editing, formatting and cover design.  
 [Pre-Publishing Packages](#)

**Formatting**  
Is your book at its best? Lulu's formatting experts can help make sure it looks professional.  
 [Book Formatting](#)

Cancel

Ignore the other links on this page.

On completion, the screen will refresh automatically....



Once the screen refreshes, click on the "Download and Review Your Print-Ready Interior" and proof it.

**Lulu** Publish: Application Security Guide For CISOs [Back to Projects](#)

StartOptionsISBN**Files**CoverDescriptionPriceReviewHelp


[View instructions and info about this step](#)

### Making Your Print-Ready File

**Your Print-Ready File is Complete**

Your file "owasp-ciso-guide-2013-0v2.docx" was resized to the book size you chose.

Please Download & Review your print-ready file.


 [Download and Review Your Print-Ready Interior](#) 20 pages

If you are not happy with this change, you can:

- [Choose a different trim size.](#)
- [Resize your file and upload it again.](#)


Save & Continue >>

#### My Project Files

Filename	Size	Uploaded
 owasp-ciso-guide-2013-0v2.docx	726.2 kB	10/30/2013 4:26 PM


#### Pre-Publishing Packages

Take your book to the next level. Let Lulu's experts polish your manuscript with professional editing, formatting and cover design.

 [Pre-Publishing Packages](#)

#### Formatting

Is your book at its best? Lulu's formatting experts can help make sure it looks professional.

 [Book Formatting](#)

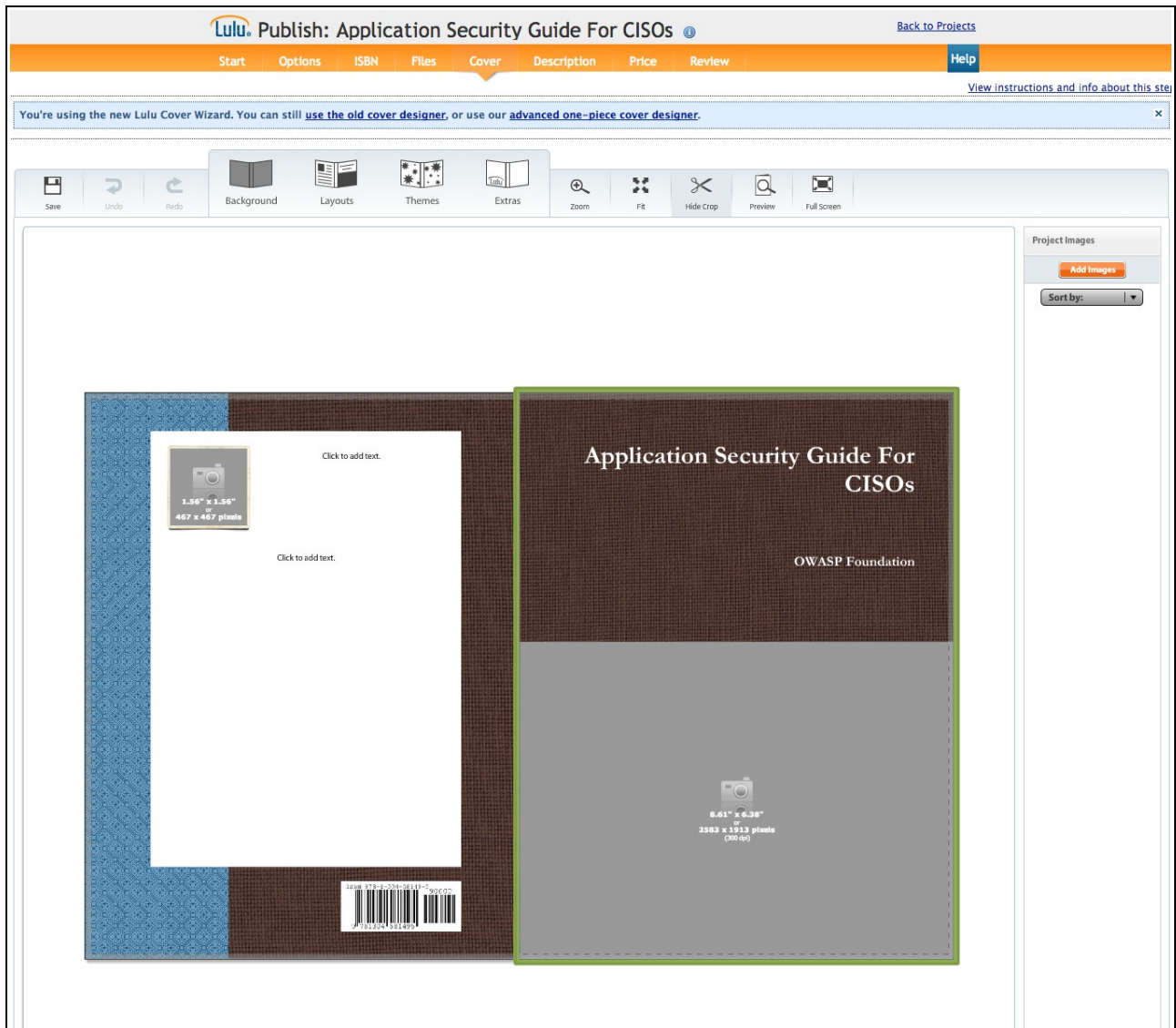
<< BackSave & Continue >>

If it needs amending, go back, delete the previous file and upload a new one.

If okay, click "Save & Continue >>" to design the cover.

## Creating the Cover

You will be redirected into the Lulu Cover Wizard. Do not select “use old cover designer” or “advanced one-piece cover designer”.



Don't worry about how this looks for now... we will change it.