

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-appensor-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

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:

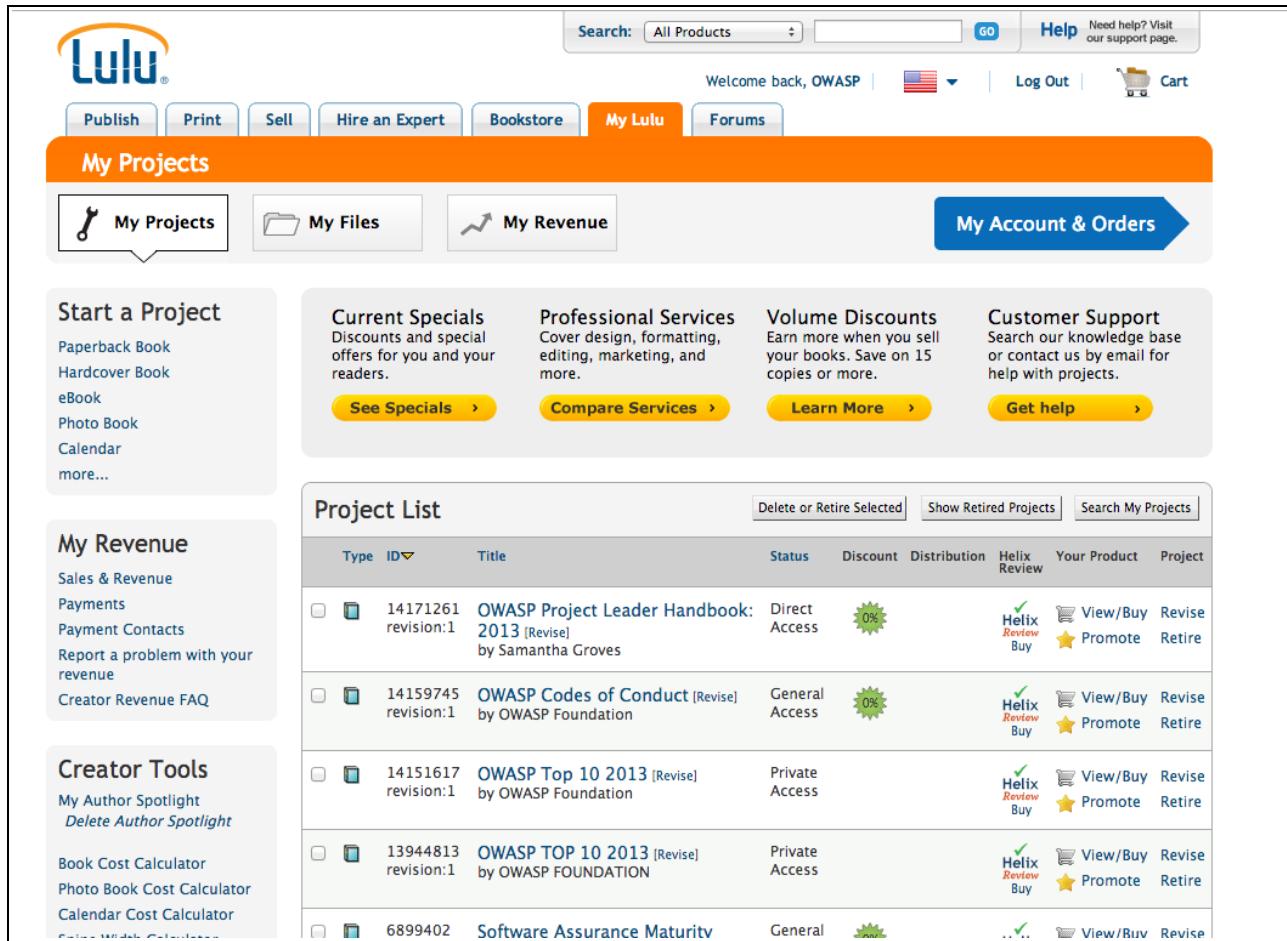
1. Title
2. Credits
3. Acknowledgments
4. Attribution
5. Licensing
6. Content
7. Pagination
8. Spelling and grammar
9. Headers and footers
10. Numbering of contents listing, pages, sections, figures, tables
11. All embedded fields are updated
12. Document properties
13. No illegal content

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 are navigation links: Publish, Print, Sell, Hire an Expert, Bookstore, My Lulu (which is selected), and Forums. The 'My Lulu' section displays 'Welcome back, OWASP' with a dropdown for language (English) and a 'Log Out' link. A 'Cart' icon is also present. The main area is titled 'My Projects' and includes tabs for 'My Projects' (selected), 'My Files', and 'My Revenue'. A large 'My Account & Orders' button is on the right. Below these are sections for 'Start a Project' (listing Paperback Book, Hardcover Book, eBook, Photo Book, Calendar, and more...), 'Current Specials' (listing discounts for readers), 'Professional Services' (listing design, formatting, editing, marketing), 'Volume Discounts' (listing savings for 15+ copies), and 'Customer Support' (listing knowledge base and email help). The 'Project List' table shows five books managed by OWASP Foundation:

Type	ID	Title	Status	Discount	Distribution	Helix Review	Your Product	Project
□	14171261	OWASP Project Leader Handbook: 2013 [Revise] by Samantha Groves	Direct Access	0%		✓ Helix Review Buy	View/Buy	Revise
□	14159745	OWASP Codes of Conduct [Revise] by OWASP Foundation	General Access	0%		✓ Helix Review Buy	View/Buy	Revise
□	14151617	OWASP Top 10 2013 [Revise] by OWASP Foundation	Private Access			✓ Helix Review Buy	View/Buy	Revise
□	13944813	OWASP TOP 10 2013 [Revise] by OWASP FOUNDATION	Private Access			✓ Helix Review Buy	View/Buy	Revise
□	6899402	Software Assurance Maturity	General	...		✓	View/Buy	Revise

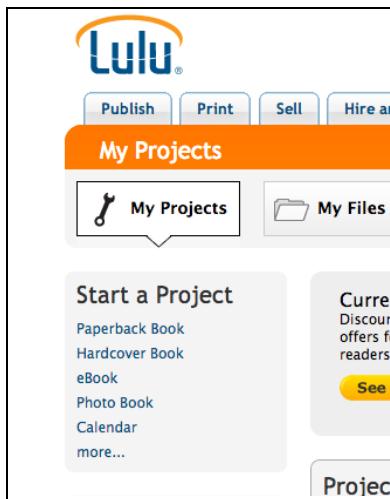
On the left sidebar, there are sections for 'My Revenue' (Sales & Revenue, Payments, Payment Contacts, Report a problem with your revenue, Creator Revenue FAQ) and 'Creator Tools' (My Author Spotlight, Delete Author Spotlight, Book Cost Calculator, Photo Book Cost Calculator, Calendar Cost Calculator).

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.

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](#)

[Start](#) [Options](#) [ISBN](#) [Files](#) [Cover](#) [Description](#) [Price](#) [Review](#) [Help](#)

[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

[Popular](#) [Tall](#) [Square](#) [All](#)

 **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](#)

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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:

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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](#).

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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:

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

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Add Files

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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.

owasp-ciso-...13-0v2.docx

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](#)

Project Files

[Upload files to your project, or use files from My Files on Lulu.](#)

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 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 >](#)

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
<input type="checkbox"/> owasp-ciso-guide-2013-0v2.docx				725.7 kB	10/30/2013 4:18 PM

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Click “Make Print-Ready File >>”

The conversion may take some time:

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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.

My Project Files

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

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

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

 [Book Formatting](#)

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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.

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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

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

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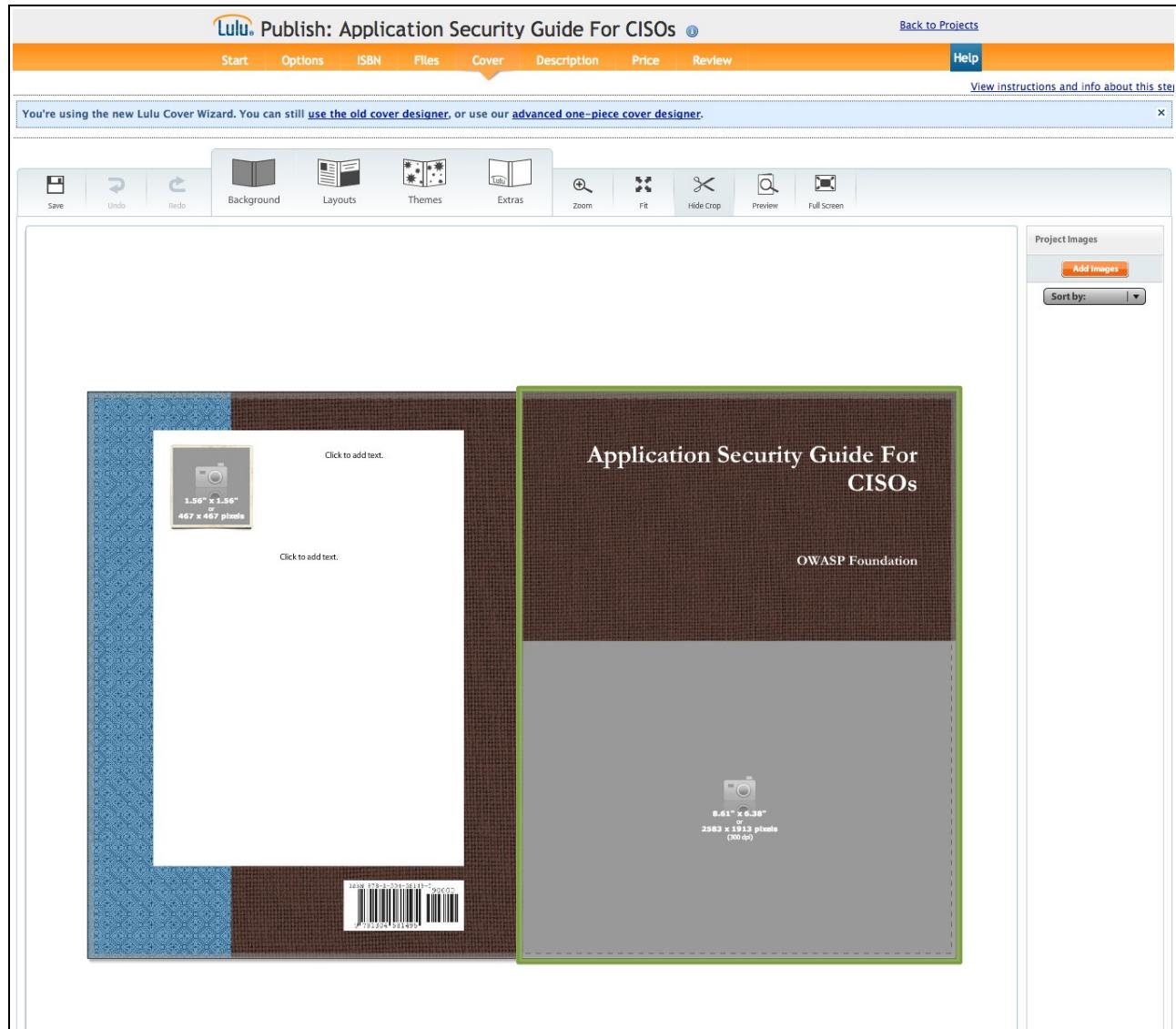
[<< Back](#) [Save & Continue >>](#)

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.