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Lulu Publishing Review: READ THIS Before You Use Them!  
Tip #1 – Know Your Audience. The most important step towards marketing success for your product—whether it ' s a book or a business or a lemonade stand—is understanding your audience. We knew this was true for Lulu.com as a business and wanted to see if this basic principle was also true for successful authors.

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9-Point Book Sales Checklist For Holiday | Lulu Blog

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