

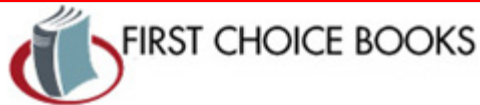
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"Every book, every author is unique"

First Choice Books
Unit 2 - 460 Tennyson Place
Victoria, BC V8S 6S8

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First Choice Owners in the News

We couldn't resist sharing this photo of co-owner Patrick astride a penny farthing bicycle at a local festival. In his "spare" time (rare indeed) when he is not riding a bicycle you can find him playing a piano set out at a street corner, or salsa dancing in one of the main squares. Hope you are also making the most of your summer and it is equally fantastic!



Book Marketing Update

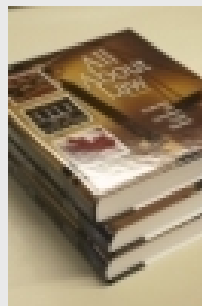
Many authors are interested in tips on marketing their books. While FirstChoiceBooks does not market books for authors directly, we hear a lot about various techniques, which are really only limited by the human imagination.

Firstchoicebooks offers rack cards, website design, and posters. The **biggest tip we can share** is to develop a robust marketing plan **BEFORE** you print, which is an umbrella that includes all marketing techniques you have selected for your book. Recently we have added David Litvak, [Cascadia Publicity](#), to our



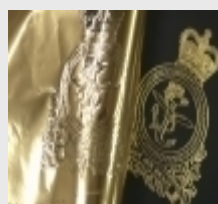
Introducing FREE EBooks!

We are offering all authors [FREE ebooks](#) when we complete the layout and design of their printed book. Offer ends July 31st. Its Summer - relax. Let us do the work!



Launches New Website!

Its heeere! We are very excited about our new website: firstchoicebooks.ca. If you have not done so already please check it out. Feel free to email us comments and feedback!
info@firstchoicebooks.ca
We would love to hear from you!



New Product Release

True to tradition July 1st we launched our **Wondrous Wildflowers 2014** calendar. Each year Melanie ventures out on a wildflower safari. Through wind, rain and storm even over mountain tops, she manages to track down some rare and elusive plants as well as those most beloved by all. This year the calendar features the red listed "Phantom Orchid" (below), a plant which would find itself at home in James Cameron's "Avatar". It contains no chlorophyll and thrives as a result in deep shade of an old growth forest, completely reliant upon a unique fungus in the soil for its nutrients. Most of the plant is underground. Some bloom 17 years apart and only 43 were counted in the country at the last census. This calendar is the only way you can take these flowers home

retinue of recommended resources ([refer to the new website](#)). An enthusiastic publicist, he can line up interviews, arrange a book launch, develop marketing plans and has strong links to distributors both in the United States and Canada. Check him out!



Hiromi, Jason, Rick

Our Services

Self Publish: Novels, Full Colour Books, Cookbooks, History books, Textbooks, children's books, Photo Books, Calendars, Yearbooks, Anthologies, Commemorative, Anniversary & Centennial Books, Padded Lists, Coil Binding, Menus & Menu Covers, Bill Folders, Business Cards, Photo Albums, Annual Day Planners, your Thesis or Dissertation, Sustainable CD covers, Door Hangers, in addition to many more services. Ask us for details...

with you. At \$14.95 each they make great gifts! Contact [Wendy](#) to order your calendar today.



Phantom Orchid

Congratulations!

A few years ago we announced the wedding of our foreman Rick to his beautiful bride Hiromi. This edition we are very pleased to introduce their son Jason Kai. No word yet on when he will start training in the bindery.

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