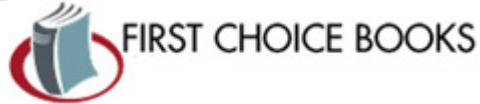


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Gung Hay Fat Choy!

We encountered Chinese New Year Celebrations a few kilometers from the Bindery last Sunday! It is the year of the horse. According to my astrological sign (sheep) I am to relax and count my blessings this year. To find your sign check the website: <http://goo.gl/J35MVG> We wish you "Gung Hay Fat Choy", good health and prosperity in 2014!



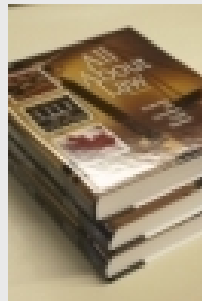
Shopping Around -Your Quote:

Many authors like shopping for a self publisher for their book. There is one caveat which applies. Be sure that you have an accurate picture of **all** charges involved! Some authors are worried about "hidden" costs. Well the most worrisome are not applied at the publisher's office! Here are some extra fees you might encounter for your consideration:



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Update on Product Release

Many people have enjoyed our **Wondrous Wildflowers 2014** calendar since it was launched in July 2013. We were thrilled to learn that our calendar is now hanging in the herbarium of the **Royal BC Museum** at the attestation of **Dr. Erica Wheeler, Collections Manager, Botany** ! At \$14.95 each they make great gifts! Contact [Wendy](#) to order your calendar today.



Fairy Slippers

Shopping con't

1. quote price for print ready files (basic)
2. extra graphics fees for layout and cover design
3. shipping charges + ship. taxes
4. taxes
5. customs duties - plural not singular
6. rates of currency exchange

The purpose of this article is to focus on items no. 5. and 6.

Americans: Did you know that the rate of exchange with Canada is now at the most favorable in 3 years and rapidly heading in a direction which is going to benefit you the most?

Canadians: (see Americans with quite the opposite effect!) Did you also know that customs duties in the US - Canada direction are not the same as the duties in the Canadian - US direction? Did you know that some shippers are affiliated with some customs brokers which have been known to charge 60% of the cost of the product you purchased in the US again in custom fees? (We have not heard of the same thing going on in reverse.) Did you know that there have been class action lawsuits launched by Canadians against custom brokers charging such fees? You might want to Google this in Wikipedia!

Moral of the story: please be sure to explore all fees before you jump at what looks like a "bargain" publication quote!

Awards Season

Nothing does more for your book than an award!
Check out these 31 upcoming opportunities:

Self Publishing Awards

<http://t.co/vGt63QOBUz> Early bird deadline
April 1, 2014

30 Book Awards

<http://www.thebookdesigner.com/book-awards/>



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-Free Self Publishing Guide

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-We sponsor awards for authors!



Funding Opportunity!

The exciting news is that First Choice Books has already published several projects which were successfully funded through **crowd sourcing!** Different funding websites have different rules. The grand daddy, Kickstarter requires that 100% of the funding requested is met by your supporters or you lose all of it. However the **Kickstarter** comes with very detailed instructions and strategies. Other funding sites are not as **onerous**. Just "google" crowdsourcing. Stick only to those organizations which support authors. Don't get greedy. Be sure to start strong out of the gate with up to 30% funding due to support from family and friends. This looks better and will garner favorable attention longer. Try it out on your next book!



Proud mum Eleanor O'Connor with Patrick at the Bindery

Eleanor O'Connor (1929 - 2014)

Sad to say we lost Patrick's mum this January. She was the person who gave Patrick his first book! I remember the story being related to me with much excitement many years later, such was the impression it made on Patrick. She gently guided his education so that he could attend public school surrounded by supportive people in a positive environment. This enabled him to flourish becoming the first person in his family to receive a university degree. She was very, very kind and loving, tiny and Irish through and through. We will miss her a lot.

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