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Toll Free:  
1.800.957.0561

Phone:  
250.383.6353

Fax:  
250.383.2247

**NEW ADDRESS:**  
2817 Quesnel Street  
Victoria, BC V8T4K2

victoriabindery.com  
firstchoicebooks.ca

# WINTER 2016 NEWSLETTER

"Our authors never fail to delight and astound us with the intelligence, variety, depth and breadth of their work!"

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Patrick O'Connor (2nd from right) at the 2016 BC Book Prizes Awards Ceremony, presenting to Briony Penn (far right), winner of the Roderick Haig-Brown Regional Prize

## We Will Run To Match Your Needs!

Whatever print-run quantity you require for your book, at First Choice Books we are here to match your needs. Yes, First Choice Books can even produce small runs for you of as few as 25 books at a time!

The larger your run, of course, the lower your unit price will be. However, if you are uncertain of your expected sales, a smaller initial run of a book may prove to be an economical choice for a self-published author, allowing you to test your market first and then order additional runs as needed.

Whether you are producing a family history with a limited readership, or are not sure yet just how large an audience your new thriller will attract, the option to order smaller book runs to match your readership demand can undoubtedly be of great advantage.

## Submit Now For The Lieutenant Governor's Award for Literary Excellence

**Entry deadline: January 31, 2017**

First Choice Books is a proud sponsor of the BC Book Prizes. Did you know that this esteemed competition is also open to self-published authors? Although the deadline has passed for some of the BC Book Prizes, there is still the opportunity to submit entries for the Lieutenant Governor's Award for Literary Excellence.

Publishers and members of the writing and publishing community are invited to submit nominations. The next deadline for nominations is Tuesday, January 31, 2017. There is no fee to submit a nomination.

For the Lieutenant Governor's Award for Literary Excellence a jury of three industry professionals review all of the nominations received and collectively select a recipient whom they recommend to the Lieutenant Governor for final approval. The recipient of the Lieutenant Governor's Award for Literary Excellence is announced prior to the Gala, which is held annually in the spring (late April, early May). The recipient receives a cash prize of \$5,000 plus a framed certificate. Please Send entries/nominations to: West Coast Book Prize Society, 901- 207 West Hastings Street, Vancouver, BC V6B 1H7.

<http://www.bcbookprizes.ca>



Request a free quotation for a small or large print run of your latest book project at:

<http://firstchoicebooks.ca/quote>



## Stop the Presses! We Have Moved To New Digs!



After over 20 years in the same location, we and our heavy presses have made a move! We are happy to report that we purchased our own building and thus Victoria Bindery & First Choice Books moved to our brand new location in October.

We are very excited to report that we have completed renovations now, which involved extensive modifications to the building in order to suit our needs. We are now well-positioned to continue serving you into the future.

The physical feat of moving our extremely heavy presses and bindery machines was a truly gargantuan task. However, we are extremely excited to say that, now that we are settled into our new premises in the Hillside/Douglas area, we are even more centrally-located in Victoria to care for your book binding and publishing needs. We look forward to welcoming you at our new location in the near future!

### Check Out Our Website!

Please check out our website and blog at:

[firstchoicebooks.ca](http://firstchoicebooks.ca)

If you have feedback we would be most happy to hear from you!

Feel free to email us with your comments or to receive an invitation to serve as a guest blogger!

[info@firstchoicebooks.ca](mailto:info@firstchoicebooks.ca)

### Top 6 Reasons Why Indie Writers Making Gains In eBook Market

Here are some of the top reasons that self-published indie writers are set to capture a large percentage of the e-book market in next decade:

1. Independent bookstores are growing rarer
2. Successful indie writers are mentoring a whole new generation of self-published and e-book writers
3. There is an increasing distance forming between writers and publishers, with authors demanding more say in book design and marketing
4. The stigma of being self-published is fast disappearing
5. Authors no longer have to take no for an answer from publishers, they can prove their own worth in a free marketplace.
6. Self-publishing is fun and allows writers to express other sides of their creativity, such as their graphic design talents.

## Crafting Press Releases That Pack a Punch

For Immediate Release: these words demand to be followed by something exciting, newsworthy--something that really delivers on the sentence's trumpet- blast opener.

Indie writers are often on their own when it comes to promoting their new books. Without professional publishers and a team of seasoned marketing staff behind them, promoting their work, it is essential that they understand how to write engaging press releases that will really have impact.

In order for your press release to catch the eye of a reader, news editor or journalist, it needs to have an angle - something newsworthy that makes it stand out from the crowd by giving readers a story they can identify with and care about. You could include details on how you got started writing, what incidents generated your story, or include interesting personal details, such as recently receiving an award. Always write about yourself in the third person and be sure to include any positive reviews and quotes you may have received from well-respected authors.

Apart from getting your name in the local paper and giving your book the publicity essential to fuelling book sales, a well-crafted press release posted online can also do wonders for your author website or blog if you word it right. Don't forget to include keywords and links that, when picked up by Google News and other sites, will ultimately direct readers back to your page, resulting in more traffic and thereby increasing your rankings.

Traditionally, a press release should end with an author bio and then a final paragraph summarizing your contact details including email and telephone numbers. There are lots of sample press releases and blogs to help you hone your skills at press-release writing, so although it may at times feel that way, the indie writer is never truly on his/her own.



## Baby Dante - He's A Classic!



*Dante*

We are very excited to report that our bindery Manager Rick McGowan and his wife Hiromi had a baby boy in July, named Dante.

We are so happy to welcome baby Dante and wish to express our warmest congratulations to his proud parents!



**Wishing you a very  
Happy Holiday Season  
from all of us at  
First Choice Books  
& Victoria Bindery.**

**We look forward to assisting you  
in 2017 at our new location!**