

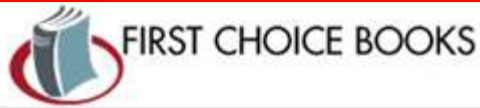
"Our authors never fail to delight and astound us with the intelligence, variety, depth and breadth of their work!"

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"Every book, every author is unique"

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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

