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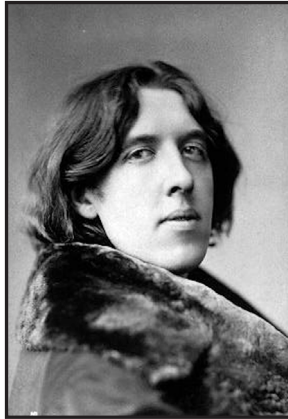
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# SUMMER 2017 NEWSLETTER



“Be yourself; everyone else is already taken.”

Oscar Wilde

**Celebrating Mind & Body  
at First Choice Books**

**The Complete Beginner's Guide  
To Ensuring Your Book Gets Noticed**

**Discover the Secret Life  
of Alyssa Le Fort!**

**Check Out Our Website!**

Please check out our website and blog at:

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

If you have feedback we would be  
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)

*Wishing you all a wonderful summer  
from the owners and staff of  
First Choice Books & Victoria Bindery!*

## Celebrating Mind & Body at First Choice Books

Eid al-Fitr celebrates the end of the holy month of Ramadan, when Muslims break their fast and celebrate by cooking a banquet, entertaining and visiting friends and helping their communities.



Photo: Gail Harris

*Mahfuj Enam and Patrick O'Connor*

We certainly considered ourselves most fortunate to be included in the Eid celebrations again this year, thanks to the kindness of First Choice Books' Web Designer Mahfuj Enam and his family. They cooked us an incredible array of delicacies, providing our whole staff with a delicious and much-appreciated lunch, featuring traditional dishes such as butter chicken, lamb biryani, samosas and naan bread.

Our best wishes go out to Mahfuj and his family, along with our heartfelt thanks for the generosity they showed to us once more this year on Eid.



Photos: Patrick O'Connor



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# The Complete Beginner's Guide

## To Ensuring Your Book Gets Noticed

"Becoming a successful "indie" author requires two basic things. First, you must craft a book that appeals to an identified target audience. Second, you must make your book "discoverable" to that target audience.

- Robert Bidinotto

In order to make your book "discoverable" to your target audience, you will need to stretch your creative marketing imagination and get to work catching your niche audience's attention. In other words, you must make yourself discoverable, rather than waiting to be discovered. Below are some tips to greatly help you in this challenging task.



### 1. Define Your Target Audience & Focus Your Marketing On Them

Get to know who your target audience is, and how they think and prepare a profile of your niche readers. Determine what online sites they frequent, where they hang out in the community, what else they read, and make lists of this data. Then use your new knowledge to intelligently market to your target group rather than trying to please all readers in the marketplace. Once you have found your niche, you are ready to grow your audience.



### 2. Strategically Price Your Book

Do your homework and research the prices other authors are charging for print books and eBooks. Price your book strategically so that you will encourage readers and remain competitive. You might even consider offering your eBook, or a segment of it, free of charge online for a short time. Such a special promotion will increase your chances of being noticed and of generating positive reviews and comments. If you have more than one book available for sale, it may encourage those who liked your free offering to return to the site to purchase another of your titles.



### 3. Get Your Book Reviewed

Whether in local or national newspapers, literary journals or city magazines, or in some of the many forums, blogs and articles available online, getting reviewed is one of the best ways to increase your exposure and readership. Send free copies of your books to those magazine editors and newspaper columnists you respect and invite them to review your work.

You may also find that college, university and local radio stations are often happy to interview writers and give them the opportunity to read small samples of their work. This is an excellent way to reach a wider audience and gain free publicity for your book.

You may also be able to solicit reviews online. If you get positive comments on your author page or blog, you can request that the reader might post their comments in the form of a short online review. Book fairs are also a great networking opportunity. Should one of the literary critics who frequent them purchase a copy of one of your books, they may review their top book fair picks in one of the city's local magazines.

### 4. Increase Your Discoverability

Make sure your cover is professionally designed and in keeping with the genre you are working in, be it crime fiction, children's books, or poetry. Make sure that your cover is distinctive even in the thumbnail size in which most readers will first encounter it. This can be achieved with bold modern fonts for your title and author name and engaging photography or graphic images.



If you don't possess a talent in graphic design, don't be shy to ask for help from a professional designer. Never underestimate the importance of packaging – good book cover design is essential and well worth the investment. A book designer will make sure your title looks professional and striking and they can also help you create eBooks, which will further increase the market for your work.



## 5. Create a Brand Recognizable To Your Target Audience



Creating a brand is all about becoming recognizable to your customers through repeatedly exposing them to your name. It is also about creating a product that is reliably what your reader has come to expect from you. If you write edge-of-the-seat thrillers, they will come to expect that same excitement from your subsequent books. Stephen King for example has become a brand synonymous with well-written thrillers. Just his name instantly conjures a certain expectation that his readers feel they can confidently rely upon – they expect craft, style, suspense and the same enjoyment that his last book gave them.

To create your own identifiable brand takes time and determination. You might use a similar style of cover if you are writing a few books in the same genre, so that they are easily recognizable as your work. You can also develop a brand by writing a series of novels which are linked either through characters or subject matter, encouraging binge-readers to eagerly await the next sequel you are writing.

Authors like J.K. Rowling and Agatha Christie have certainly proven this winning book-marketing strategy while creating their own iconic brands.

Do you have other ideas on how fellow indies can promote their books successfully that are not covered here? We would love to hear your ideas at [www.firstchoicebooks.com](http://www.firstchoicebooks.com).

**Come visit us at our new address:**  
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## Discover the Secret Life of Alyssa Le Fort...

“Tell me, what is it you plan to do with your one wild and precious life? - Mary Oliver

We need only think it and here she is - back in Victoria - radiantly glowing and more than delighted to answer that question! Our book bindery assistant Alyssa Le Fort recently took a leave of absence from Victoria Bindery to investigate a homesteading project in Missouri whose members are attempting to live in harmony with nature, without fossil fuels or electricity. Her quest reflects our values of environmental stewardship.



Photo: Mahfuj Enam

*Alyssa Le Fort*

*The Still Waters Sanctuary* is part of a larger network of experimental sustainable communities in the United States - *The Possibility Alliance*. Alyssa spent two months at *Still Waters*, gardening, canning, milking goats, discovering mulberries, travelling by bicycle and horse wagon, cooking meals by rocket stoves and sun ovens and foraging salads.

Filled with renewed energy and inspiration, Alyssa is now off to share her excitement as a children's camp counselor up-Island. We will miss her exuberant personality and lovely singing around the shop, but all wish her a wonderful summer journey!