

Tip Sheet
BWP Exclusive
Spring | 2019

Title: XXXX	Price US: \$19.99
Subtitle: n/a	Price CDN: \$26.99
Artist: XXXX	Format: Kit
Pub Date: 1/29/19	Territory: World
ISBN: XXXX	Artist name/city/state: XXXX
Ebook ISBN: n/a	Author Website: XXXX
Trim Size: 5 x 6¾	Author Social Media: Facebook XXXX
Page Count: 120	

BISACS

BISAC 1: SEL021000	SELF-HELP / Motivational & Inspirational
BISAC 2: SEL031000	SELF-HELP / Personal Growth / General
BISAC 3: OCC010000	BODY, MIND & SPIRIT / Mindfulness & Meditation
BISAC 4: PHI028000	PHILOSOPHY / Buddhist
BISAC 5: PHI003000	PHILOSOPHY / Eastern

Keynote:

Through vibrant artwork and Buddhist quotes, this deck offers ancient wisdom to help bring peace and balance to your busy life.

Key Selling Points:

Captivating Original Artwork: XXX has created unique and colorful artwork specifically for this deck.

Everyday Enlightenment: Each card includes a Buddhist quote and accompanying passage to lend deeper meaning to XXXX's illustrations. These stand-alone cards make it easy to select a daily dose of timeless wisdom to guide the user's day.

Accessible to people of all backgrounds and beliefs: Based on Buddhist principles and teachings, this deck is accessible and useful for those who are not well versed in Buddhism. Anyone can benefit from the Buddha's peaceful words with a single card and no additional reading.

Companion Piece: The artist previously published the XXXX coloring book. XXXX can be used in conjunction with the coloring book for a broader meditative experience.

Author Bio:

XXXX

Author Name/City/State:

XXXX

Deck Description:

In the bustle of our everyday lives, it's easy to be distracted by negativity and materialism. We forget that happiness and freedom are a state of mind and not a goal to be achieved. Based on the principles of Buddhism, XXXX reminds us that contentment, comfort, and joy are within our reach in every moment.

XXXX's artwork is both distinctive and soothing, and the accompanying guidebook offers deeper meditations inspired by ancient Buddhist texts to help you attain the mindfulness you seek. Peace, balance, and the potential for a life well-lived are within you—XXXX is here to help you find them.