

LIVING NOW BOOK AWARDS

2011 ENTRY FORM AND GUIDELINES



Books For Better Living!

2011 Awards Overview

The Living Now Book Awards are designed to bring increased recognition to the year's very best lifestyle books and their creators. We all seek healthier, more fulfilling and productive lives, and books are important tools for gaining knowledge about how to achieve these goals for ourselves and our loved ones.

The purpose of the Living Now Book Awards is to celebrate the innovation and creativity of newly published books that can enhance the quality of our lives, from cooking and entertaining to fitness and spirituality. The awards are open to all books written in English and intended for the North American market. Winning a Living Now Book Award brings recipients the credibility and publicity they need to further their book marketing and sales success.

Lifestyle publishing categories such as home, family, health and personal development are the fastest-growing segments of book publishing today, and the Living Now Book Awards help demonstrate the importance of these books to readers and their vitality in the marketplace. The Living Now award seal on a book's cover will become a symbol that says, "This book will improve and enrich your life! Buy me today!"

How to Enter

Entry into the 3rd Annual Living Now Book Awards is fast and convenient, either through our online entry site or by printable entry form. Online entry requires using a credit card; mail-in entry can be done by credit card or by check or money order in U.S. funds.

Who can enter?

Authors and publishers throughout North America and overseas publishers who publish English-language books intended for the American market may enter. Books with 2009-2011 copyright, or that are released between September 2009 and February 2011 are eligible. Authors whose publishers decline to enter may enter their books themselves.

What does it cost?

Early-bird entry fee is \$85 per title, per category, until November 20th, with fee then increasing to \$95 until the final deadline. Enter one book in one category for a single entry fee; enter one book in two categories, pay two entry fees. (Sorry, no discounts for multiple title or multiple category entries.) Final deadline is February 12, 2011.

Why do we charge entry fees?

We charge entry fees to pay for administering the awards, including everything from the electricity and storage space to personnel and judges' fees. We spend a few thousand dollars designing the awards medals, seals, website, etc., and another few thousand each year to put on the awards presentation event and to promote the results. Add in the postage to mail books to judges and other miscellaneous expenses, and it costs about \$50K to run a good awards program.

What do the winners receive?

Gold, silver, and bronze medals will be awarded in each category. Each medal-winning book receives a packet including the medal, a certificate, 20 foil award seals, and awards marketing material. The award is designed as a marketing tool, so we hope the most valuable aspect of the award is in its promotional value and as a book sales stimulator.

What do I send in my entry package?

Please send two copies for each category entered. When entering a title in two categories, send four copies; entering three categories, send six copies, etc. Please include your online registration receipt or a completed entry form and check/credit card info in the same package as the books, preferably tucked inside the front cover. You need not send any marketing kits, reviews or any other supporting material, as our judges are not allowed to see anything but the book itself.

Judging Process

Judging will be based on content, originality, design, and production quality, with emphasis on innovation and creativity. Our judging panel includes experts from the fields of editing, design, reviewing, bookselling and library. Three to five medalists per category will be named on about March 19th, 2011.

Contest Deadline

All entries must be posted online or postmarked by February 12th, 2011.

Contest Entry Confirmation and Updates

We will confirm your entry via email, and send judging updates and results announcements by email as well. Please inform us of any email address changes or additional contacts you'd like added to our contest update list.

For more information contact:

Jim Barnes, Awards Director
1.800.706.4636x1011 - jimb@bookpublishing.com

2011 Living Now Book Awards Categories

1. Cookbooks/General
2. Cooking/Natural (Nutrition, Organic, Vegetarian, etc.)
3. Cooking/Ethnic/Holiday
4. Crafts/Hobbies/Collecting
5. Gift/Specialty/Keepsake
6. Gardening/Farming/Landscaping
7. Animals/Pets/Livestock
8. Green Living (Alternative energy, Conservation, Cleaning, etc.)
9. Outdoor Recreation (Sports, Camping, Hiking, Paddling, etc.)
10. Home Building/Remodeling/Decorating
11. Family (Parenting/Health/Safety)
12. Family Activities/Travel
13. Finance/Budgeting
14. Social Activism/Charity
15. Personal Growth/Motivation
16. Relationships/Marriage
17. Femininity/Sexuality/Style
18. Enlightenment/Spirituality
19. Motivation/Inspirational
20. Nutrition/Dietary
21. Exercise/Fitness
22. Health/Wellness
23. Survival/Recovery
24. Meditation/Relaxation
25. Yoga/Pilates/Bodywork
26. Mature Living/ Anti-Aging
27. Grieving/Death & Dying
28. Women's Fiction
29. Men's Fiction
30. GLBT Fiction

Remember that you may enter a title into more than one category, but that a fee is required for each category entered, and two books are required for judging in each category entered.

If you're unsure about the category and would like me to look at your book when it arrives, add a note, JIM CHECK CATEGORY and I'll do so and contact you to discuss it.

LIVING NOW BOOK AWARDS 2011 - ENTRY FORM

Please include this form with your entry, preferably folded and inserted inside the front cover.

TITLE INFO:

Title

Author

Publisher Name (as you'd like it to appear in publicity)

Category(s) Entered (You may list multiple categories, but don't forget to pay the fee and send two books for each category entered)

PLEASE REMEMBER TO SUBMIT TWO COPIES OF BOOK FOR EACH CATEGORY ENTERED!

Early-bird entry fee (Until November 20, 2010) _____ @ \$ 85 = _____

Final deadline Feb. 12, 2011. Mail-in entries must be postmarked by that date. _____ @ \$95 = _____

(All Fees to be submitted in U.S. Funds)

Contact Person _____ **Email Address** _____

Company / Publisher _____

Mailing Address _____

City, State, Postal Code, Country _____

Telephone _____

Method of Payment:

- Check in U.S. funds payable to *Jenkins Group*
- Credit Card – Visa / MasterCard / American Express

How to Send

Ship books with entry fee(s) and entry form(s) to:
Living Now Awards 2011
Jenkins Group
1129 Woodmere Ave – Suite B
Traverse City, MI 49686

Credit Card Number _____ **Exp. Date** _____

Name on Card, Street Address & Zip Code _____