



MEDIA INFORMATION FROM SILVERWOOD BOOKS PROFESSIONAL PUBLISHING OPPORTUNITIES

Bespoke services for independent authors and self-publishing writers



Turning great ideas into high-quality books

Explore the latest opportunities and avenues for today's self-publishing authors

"If you think you haven't got the confidence to self-publish by yourself, then SilverWood is for you. The SilverWood team were always there to answer any questions and reassure me throughout the process"

says first-time author Sandy Osborne

Writing a book is just the beginning ...

Finding the right publishing partner to help authors sometimes be even *more* challenging than writing the book in the first place.

SilverWood Books (based in Bristol) specialise in providing a comprehensive, professional book-publishing service for self-publishing, self-funding independent authors – and for those aspiring to become authors. SilverWood also offer a range of marketing and promotional services.



Helen Hart of SilverWood Books says:

"Coming up with an idea for a book is hard enough; researching and writing it is even harder – but that is only the beginning! Finding the right publishing partner is the next major challenge for most authors"

Nowadays most publishing/book industry commentators recognise that, as publishing becomes even more competitive, many excellent authors are failing to secure conventional publishing deals and are, sadly, falling by the wayside ...

Consequently, more authors than ever before are self-publishing but, to have the best chances of being successful on their own they require skills in **editing, production, design, distribution, marketing and publicity** as well as possessing the sheer tenacity to get to grips with the admin-heavy, nitty-gritty workings of the book trade. However, it seems that very few authors want to get bogged down in all that detail when they'd much rather be getting on with writing their next book.

And so, in recent years there has been a welcome increase in the number of reputable firms offering to professional and ethical book-publishing services on behalf of aspiring authors. But how on earth should a prospective author choose the right publishing partner for them and their book?

SilverWood Books have been helping authors to self-publish for almost ten years

– and many of their authors return to them time and time again (which speaks volumes about their excellent service they offer). **SilverWood publish a wide range of books:** memoirs, history, biographies, business, self-development, historical fiction; humour as well as fiction... They have an excellent reputation among independent authors as professional and understanding partners in the publishing journey.



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Partner Member of The Alliance of Independent Authors



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Publishing via SilverWood Books:

What can an independent author expect?

"I cannot praise Helen and her team highly enough. I was constantly kept informed of developments. Suggestions were always sensitively and tactfully made and Helen was unfailingly encouraging, positive and enthusiastic. I felt genuinely looked after and supported in my first publishing venture" says author Richard Leigh Harris

Authors can choose from a range services and secure the best possible publishing support for their book, for their budget, and for themselves.

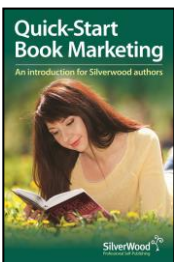
The SilverWood team are hands-on, preparing an author's work for publication, efficiently taking care of everything (including editing, proofreading and design) from the time they receive your manuscript up to the point of submitting files for print. There's also added assistance and aftercare when the book has been launched, and a book promotion advice to underpin an author's marketing strategy. SilverWood publishing packages include everything essential for a high quality, retail-ready book. Authors can be confident that their book will look and feel as good as anything published by a traditional publishing house.

SilverWood will assess an author's manuscript and provide brief feedback free of charge. If the author decides to proceed, SilverWood provide full guidance throughout the whole publishing process. Full details of SilverWood Publishing Packages and the specifications are available on the SilverWood website.

Marketing and other support: SilverWood provide a range of marketing tools for authors to use and can also recommend other services for authors, for example: marketing mentors; PR specialists; promotional video production; literary agents; and coaching.

The SilverWood stand at The London Book Fair 2016 >

SilverWood exhibit at the Book Fair annually to present their authors' work to the international book trade.



All SilverWood authors are given two specially-prepared, helpful guide books: *"An Author's Guide to SilverWood Books"* and *"Quick-Start Book Marketing"*

SilverWood Books are always happy to hear from new authors...

Writers looking for a professional self-publishing service are invited to

email SilverWood with details of their project: info@silverwoodbooks.co.uk

Information about submitting a manuscript plus lots of tips and useful information for new and published authors appear on the SilverWood website: www.silverwoodbooks.co.uk

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Bespoke services for independent authors and self-publishing writers

What is it *really* like to be a SilverWood author?

Published authors give their verdicts ...



Alison Morton launched her *fifth* book with SilverWood at The 2016 London Book Fair. SilverWood organised an launch event on their exhibition stand and a number of other 'Meet the author' events for Alison during The London Book Fair.

"SilverWood Books have been my publishing partner since my first book in 2013. Three years further on, I'm bringing out my fifth book with them. I think that tells its own story." says Alison Morton



Harvey Black has just published his *eighth* book with SilverWood

SilverWood organised a 'Meet the author' event for Harvey during The London Book Fair

"I decided to go down the self-publishing route and it was a daunting prospect. After a few false starts, I came across SilverWood Books and have never looked back since." says Harvey Black

What other authors say about their experiences of SilverWood...

"I've been so impressed at how SilverWood have been with me every step of the way, ensuring that the self-publishing experience has been a positive and rewarding process. The end result has exceeded my expectations and I have produced the book of my dreams." Jonathon Bradshaw, first-time author

"The service and attention to client-needs is first class, and at a reasonable cost. In addition to guiding you through every stage of the publishing process, they offer plenty of post-publication advice and services to help you with the marketing" Adrian Churchward, first-time author

"No query was too trivial, all my emails were responded to immediately and I was gently led through the process. I felt as though I knew all the members of the team and I appreciated all their advice and suggestions... All three books are beautiful to look at, and have a wonderful feel of quality. I would highly recommend anyone to trust their manuscript to Helen and her team" Gael Harrison, author of three books with SilverWood



"Helen Hart and her staff were there for me the whole way, guiding me whenever I needed it to produce a well-edited, top quality product. The SilverWood team are also there for their authors long after the book has been published" Kathryn Gauci, first-time author

"Superb personal service, with sympathetic and professional help at every stage of the publishing process. I have published two books with SilverWood and in both cases I have been delighted" Timothy Davidson, author of two books with SilverWood

"The service was excellent and I got all the help I could possibly need to see me through to success again. I know I can rely on them for further information and assistance in the future. The team were marvellous" Lin Treadgold, first-time author

SilverWood
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Meet the Founder of SilverWood Books: Helen Hart – Publishing Director

Helen Hart says, *“Since I founded SilverWood Books in 2007, there has been a distinct shift in the way publishing works. Advances in printing technology and the growth of social media means self-publishing is now a serious and viable route to market for authors.*

At SilverWood we guide our authors through the entire publishing process and support them step-by-step. The quality of our books is a testament to the expertise of the team and, because we’re selective about the work we take on, we can spend time getting to know each author, understanding their project in detail, and genuinely helping them to flourish.”

Publishing Director, Helen Hart knows (from personal experience) how it feels to be a writer in search of a publisher. She understands the challenges, the hard work, the anxieties and the difficult decisions facing authors – but she also shares their passion and the thrill of becoming published.

Helen, herself has been a published author (since 1999) and has written a number of novels under pseudonyms for Scholastic, Virgin Books, OUP and HarperCollins. She has also provided freelance editorial for Emap Magazines, and written copy for a range of commercial clients.



Helen founded SilverWood Books in 2007 and is a **Partner Member of The Alliance of Independent Authors** as well as being a corporate subscriber to the **Society for Editors and Proofreaders (SfEP)**. Helen oversees all aspects of publishing projects at Silverwood Books, ensuring high levels of author support, administration and project management. She is responsible for business development, events management, and SilverWood's use of social media. Helen also reviews books for the Historical Novel Society Indie Reviews. She and her team have undertaken the SfEP's certified courses in proofreading and copy-editing.

Helen Hart is available for press and broadcast interviews.

A friendly, professional and enthusiastic team

The SilverWood team are brimming over with skills, talent and experience. Every one of them is there to guide authors through the publishing process and help them get the best results.

The SilverWood team includes: a creative director who has more than 25 years experience in cutting-edge graphic-design, website implementation and book cover design; a technical and e-commerce director with more than 20 years experience of sales and on-line sales; a graduate-editorial team of five publishing assistants who are all highly trained and approachable; administrative support and trainee-graduates.



Writers looking for a professional self-publishing service are invited to email SilverWood with details of their project. Information about submitting a manuscript plus lots of tips and useful information for new and published authors appear on the SilverWood website: www.silverwoodbooks.co.uk

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