



**SilverWood**  
Professional Self-Publishing

# PRESS PACK

THE LONDON BOOK FAIR  
12 – 14 APRIL 2016, OLYMPIA, LONDON  
MEET THE SILVERWOOD PUBLISHING TEAM  
& THEIR AUTHORS ON  
**STAND No. 1G45**

**Meet the SilverWood Team and their authors**

**Please join us on the stand for drinks and events:**

**Tuesday 12 April: 4:30 – 6:30pm:**

Drinks reception: Book launch for Alison Morton's *INSURRECTIO*

**Wednesday 13 April: 4:30 – 6:30pm:**

Drinks reception: Meet the SilverWood team and authors

**Thursday 14 April: 9:30 – 10:30am:**

Breakfast Book Club: with SilverWood authors and the publisher

**or drop by the stand whenever you can**

**And don't forget to ask for your free copies of the SilverWood guides:**

***"An Author's Guide to SilverWood Books"* and the *"Quick-Start Book Marketing"***

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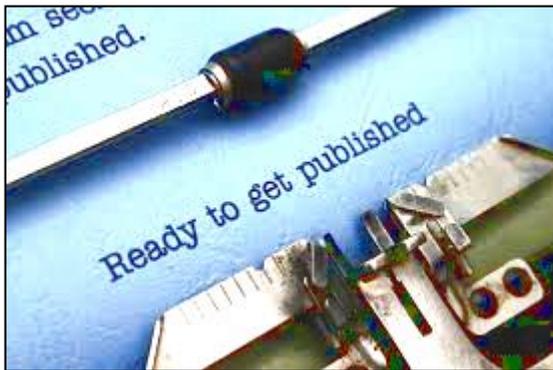
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## Meet SilverWood Books and their authors at #LBF16...

Explore the latest opportunities 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"*

Sandy Osborne (author of *Girl Cop*)

**Because writing the book is just the beginning....**

**Finding the right publishing partner to help authors get a book produced and to market is even *more* challenging than writing the book in the first place...**

Now – thanks to this year's London Book Fair – authors and aspiring authors have the opportunity to actually meet (face-to-face) with a company (SilverWood) who offer a full book-publishing service plus additional marketing support for self-publishing, independent authors.

**Dates for your #LBF16 diary: YOU ARE CORDIALLY INVITED...**

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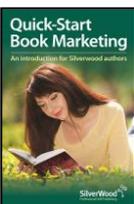
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*Press release continues overleaf >>>>*



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**MEDIA INFORMATION FROM SILVERWOOD BOOKS continued**  
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**Helen Hart of SilverWood Books says:**

*“Writing a book is hard enough – but it is only the beginning. Finding the right publishing partner is the next major challenge for most authors...”*

**Now – thanks to this year’s London Book Fair – authors and aspiring authors can actually meet (face-to-face) with a company (SilverWood) who specialise in offering a full book-publishing service plus additional marketing support for self-publishing, independent authors.**

**At this year’s London Book Fair would-be authors can take the opportunity to hear from the company founder of SilverWood Books and meet her team. However, most importantly, new authors also have the opportunity to meet some SilverWood authors in person and to hear the real-life personal experiences of authors who have self-published with SilverWood.**

Nowadays most publishing 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. But 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 an increase in firms offering to publish books on behalf of aspiring authors. But how on earth is an author supposed to 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, novels, history, historical fiction; humour; self-development; poetry; business; crime & thrillers; biographies... They have an excellent reputation among independent authors as professional and understanding partners in the publishing journey.

**Media Opportunities:** The Founder and Publishing Director of SilverWood Books is available for interview • A number of SilverWood authors are available for interview • Review copies of SilverWood titles are available on request. (Please ask about extract/serialisation options.)

**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](mailto: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](http://www.silverwoodbooks.co.uk)

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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 independent 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 very hands-on, preparing an author's work for publication, efficiently taking care of everything (including editing, proofreading and design) from the time we 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 Toolbox to underpin an author's marketing strategy. SilverWood publishing packages aren't 'one size fits all' but 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.

**There are three SilverWood publishing packages to choose from:**

**Silver:** the essentials for a black & white print on demand book, with a colour cover, up to 80,000 words

**Gold:** for more complex layouts and for authors who would like added support and marketing tools

**Platinum:** the premium package for authors with the potential for high profile. SilverWood can also create a bespoke package for a colour interior, and for books that contain more than 80,000-words.

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.



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## What is it like to be a SilverWood author?

### Meet Alison Morton

who is launching her *fifth* book with SilverWood  
at 4:30pm on 12 April at The London Book Fair (Stand 1G45)

*Alison Morton says: "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."*

### About *INSURRECTIO* - Alison Morton's latest novel The fifth book in her highly acclaimed *ROMA NOVA* series

In 1980s Roma Nova, the last province of the Roman Empire that has survived into the twentieth century, has problems – a ruler frightened of governing, a centuries-old bureaucracy creaking for reform and, worst of all, a rising nationalist movement with a charismatic leader. Horrified when her daughter is brutally attacked in a demonstration turned riot, Aurelia Mitela, ex-Praetorian and imperial councillor, tries to rally resistance to the growing fear and instability. But it may already be too late to save Roma Nova from meltdown and herself from entrapment and destruction by her lifelong enemy...



***INSURRECTIO* BY Alison Morton will be launched at the London Book Fair on 12 April 2016.**

**SilverWood Books Paperback: ISBN: 9781781325094 RRP £8.99 Ebook: ISBN:9781781325100 RRP £2.99**

**Four other titles in Alison Morton's *ROMA NOVA* Series from SilverWood Books:**

*INCEPTIO* (March 2013); *PERFIDITAS* (October 2013); *SUCCESSIO* (June 2014); and *AURELIA* (May 2015)

**YOU ARE INVITED: Please join Alison Morton and the SilverWood team for drinks to celebrate the publication of *INSURRECTIO*: 4:30 – 6:30pm: Tuesday 12 April 2016, Stand No. 1G45**

**OTHER DATES FOR YOUR #LBF16 DIARY: Stand No. 1G45 at The London Book Fair:**

**Wednesday 13 April: 4:30 – 6:30pm: Drinks reception: Meet the SilverWood team and authors**

**Thursday 14 April: 9:30 – 10:30am: Breakfast Book Club: with SilverWood authors and the publisher**

### **Getting Started ...Writers looking for a professional self-publishing service are invited to**

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## What is it like to be a SilverWood author?

### Meet Harvey Black

#### who is publishing his *eighth* novel with SilverWood

Harvey Black says: *“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.”*

#### About **DUPLICITY** – Harvey Black’s latest novel and the first in his new **COLD WAR REDUX** series (launched in March 2016)

The president of the Russian Federation wants a Eurasian Union incorporating the former Soviet republics – a new USSR, with President Putinov at its helm – but Russia’s satellite states are uniting against him and allying themselves to western Europe and NATO. His solution? He initiates a new form of hybrid warfare, using deception, double-dealing and treachery. His first victim? Ukraine.

Based on the real events of the 2014 Ukrainian revolution, *Duplicity* sees the birth of a campaign to return Russia to its former glory by a president who is willing to do whatever it takes to get what he wants, no matter the cost...



**SilverWood Books Paperback: ISBN: 9781781324974 Ebook: ISBN:9781781324881 March 2016**

**Seven other SilverWood titles from Harvey Black:** The Devils with Wings Series: *DEVILS WITH WINGS: Frozen Sun* (Sept 2012); *DEVILS WITH WINGS* (Dec 2012) The Cold War Series: *THE RED EFFECT* (April 2013); *THE BLACK EFFECT* (Sept 2013); *THE BLUE EFFECT* (April 2014) and The Force Majeure Series: *PURGATORY* (March 2015); *PARALYSIS* (July 2015)

#### **Meet SilverWood authors & the publishing team: on Stand No. 1G45 at The London Book Fair**

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## What is it like to be a SilverWood author?

### Meet John Sibbald

who is publishing his first book – a collection of poetry – with SilverWood (released March 2016)

**John Sibbald says: “SilverWood Books blew the wind into my sails, gave me a tiller to navigate my uncharted mind.”**

#### About *FOREVER SHINE* – John Sibbald’s first collection of poetry

When John Sibbald’s life seemed to be falling apart, he turned to poetry. From the end of his marriage to the death of his father, *Forever Shine* touches on the most significant moments and people in John’s life. These deeply personal poems reflect on joy, pain, loss, hope, and, most importantly, love – love for sons and daughters, for fathers and mothers, for wives and friends. Sometimes raw, often poignant, and always emotional, these poems capture the highs and lows of a life well lived, even if it may not feel like one all the time.

SilverWood Books Paperback: ISBN: 9781781324752 RRP £9.99 Ebook: ISBN:9781781324769 RRP £3.99



#### 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 (author of *Sastrugi*)

*“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 (author of *Moscow Bound*)

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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)**. She and her team have undertaken the SfEP's certified courses in proofreading and copy-editing. Helen also reviews books for the Historical Novel Society Indie Reviews.



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 Hart is available for media interviews before, during & after London Book Fair 2016.**

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## Meet the Team – Who’s Who at SilverWood

**A friendly, enthusiastic team bursting with skills, talent and experience – all there to guide authors through the publishing process and help them get the best results**

*“The SilverWood team are not only professional and knowledgeable, but also approachable, responsive and unfailingly patient; I couldn’t have asked for better partners to help me publish my novel. They have created a beautiful book that I can really be proud of.”*

Helen Barbour (author of *The A to Z of Normal*)

**Creative Director: Adrian Hart (BAHons Graphic Design)** has over 25 years’ experience in Graphic Design which includes image development, typography, communication design and page layout. As co-director of SilverWood’s sister company Redwing, Adrian oversees all areas of design, from book covers to author promotional materials.

**Co-director: Richard Hallman (MEng)** is also Technical Director at e-commerce specialists Redwing Interactive. Richard’s experience in website development stretches back to the mid-1990s. Richard builds and maintains the SilverWood website and online bookshop.

**Publishing Assistant: Sarah Newman (BAHons Graphic Design, MA Illustration & Animation)** Sarah is a long-standing member of the SilverWood team. Sarah manages a portfolio of publishing projects and is responsible for author support, publishing administration, and book sales information.

**Publishing Assistant: Emily Heming (BAHons English and English Language)** graduated in 2013 with First Class honours. One of her key strengths is providing in-depth appraisal of narratives. Emily manages a portfolio of publishing projects and ensures that high standards are maintained across the team and throughout the book production process.

**Publishing Assistant: Bronwen Wotton (BAHons English Literature)** graduated in 2014. She has superb analytical skills and applies these when reading new and exciting narratives for SilverWood. As well as managing a portfolio of authors, Bron has an extended role in marketing.

**Publishing Assistant: Rowena Ball (BAHons French and Italian)** graduated in 2015. Rowena is SilverWood’s author ambassador and is usually the first point of contact for new authors. She is undertaking training in copy-editing and proofreading, and keeps the SilverWood Twitter account busy and interesting.

**Trainee Publishing Assistant: Annie Broomfield (BA Hons English Language and Literature)**. Annie is currently studying for an MA in Contemporary Literature. She also has 4 years’ experience in customer service, in both retail and financial settings.

**Meet the team in person at The London Book Fair 2016, Stand No. 1G45**



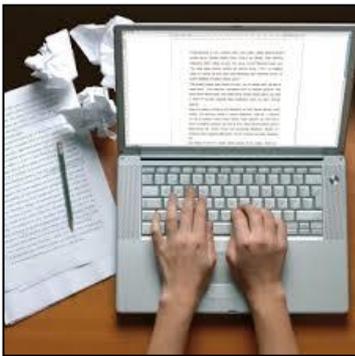
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## So, what is it *really* like to be a SilverWood author?

Published authors give their verdict on the SilverWood experience...



*"If you want to self-publish a quality book (and I think self-publishing authors are realising that quality makes a difference) then I couldn't recommend SilverWood highly enough."* Lucienne Boyce (author of *To the Fair Land*, *The Bristol suffragettes* and *BloodieBones*)

*"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 (author of *The Embroiderer*)

*"The great distinguishing feature of SilverWood Books is the 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 *The Bloomsbury Manuscript* and *Time for Another*)

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