



UNWRAPPING A YEAR IN PUBLISHING

Softwood Christmas Newsletter 2023





YOUNG ENTREPRENEUR OF THE YEAR

Softwood began the year with the news that our director, Maddy Glenn, had been shortlisted by the Federation of Small Businesses as their Young Entrepreneur of the Year (East of England). As proud FSB members, we enjoyed a glittering award ceremony at Newmarket Racecourse in March.



PRESTIGE AWARD No.2



In August, we were delighted to receive the Prestige Award as Self-Publishing Specialists in London and the South-East. In particular, they commended our outstanding levels of customer service, and we're thrilled to have received this accolade for the second year in a row!

*** STOP PRESS ***

Just as we went to press we heard that Softwood has been nominated for a Suffolk Small Business award! We'll update you in the new year with the result!

MOVING ON UP!

We've enjoyed a busy few years of expanding our team, and in June we took possession of a bigger office space in Wharfside House in Stowmarket.

We're now perfectly placed to welcome more of our clients for 1-2-1 meetings in the office, which is conveniently situated next to the London mainline.



Developing Global Distribution Systems

Softwood is proud to have developed close ties to the world leading global distribution systems at Ingram Spark. Having negotiated an attractive working agreement for our authors, we have spent the last 6 months of 2023 rolling out this industry-beating system that now sees Softwood clients having access to 20,000+ major online retailers of books in the world, including:



Waterstones, Amazon, Barnes & Noble, Walmart

Previously, being listed by the premier UK wholesaler, Gardners, was not always guaranteed, but with your book on Softwood's print-on-demand system, it will be automatically listed on Gardners, giving independent bookshops and the main highstreet stores a simple way of ordering copies of your books.

[EMAIL US FOR MORE DETAILS](#)

CASE STUDY

When science educator, author, and presenter Gloria Barnett published her collection of children's picture books and novels, she immediately asked "How do I make my books available overseas?"

We were delighted to list Gloria's books on our print-on-demand system, and now *Prickle the Puffer Fish* can be ordered in countries like the US, where it is printed and shipped in a way that is far more economical and environmentally sensitive than posting a copy from the UK.

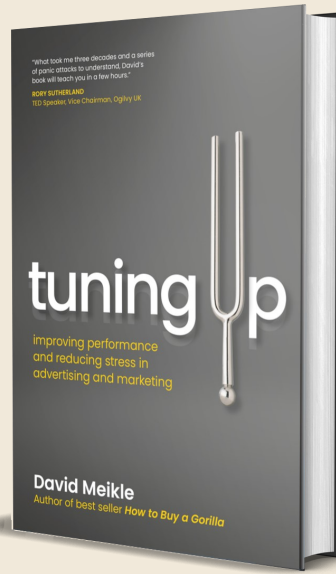


"Maddy and her team are a fantastic help to independent writers like me locked away in their little worlds and struggling to make sense of everything in 'author world'. With super advice, and the ability to offer services such as print-on-demand, designing, and social media help, I've found them all to be unbelievably helpful, friendly, and caring."

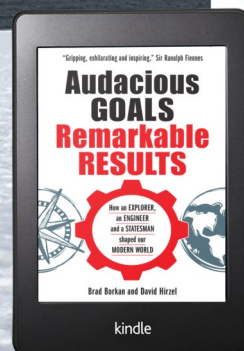
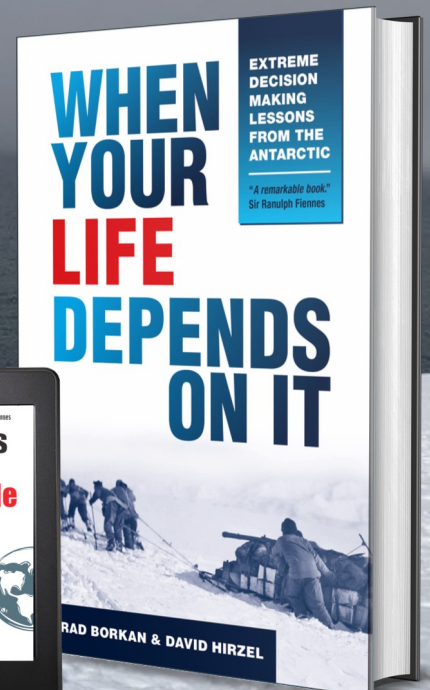
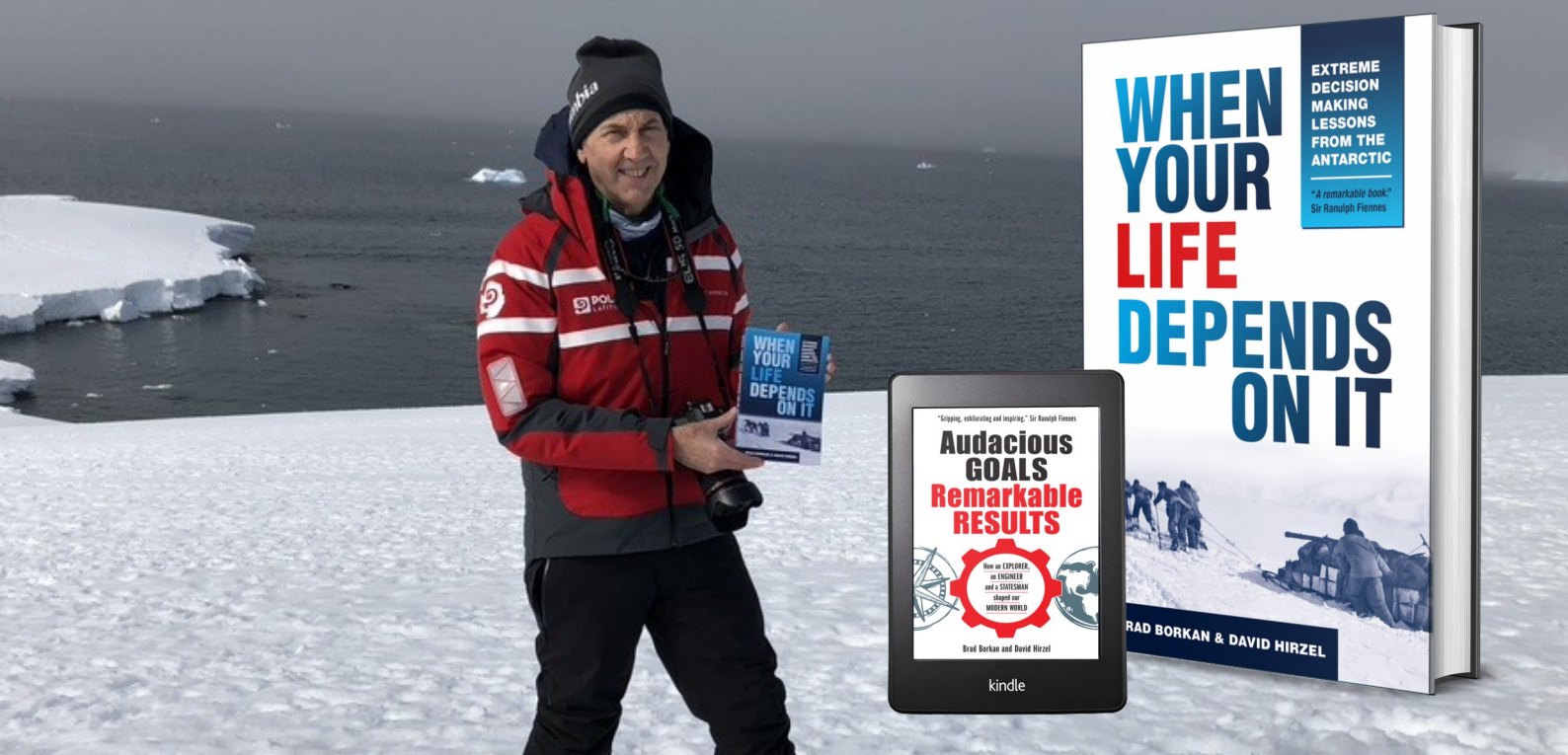


Out and about

We really enjoy supporting our author's book launches and other events. Some of our highlights in 2023 include the London launch of 'Tuning Up', David Meikle's remarkable study in improving performance and reducing stress in advertising and marketing.



In September, the team supported Brad Borkan's talk at the prestigious Royal Geographical Society. Brad writes extensively on the heroic age of Polar exploration and lectures on the extreme decision-making process of historical figures that can influence our leadership and teamwork today.

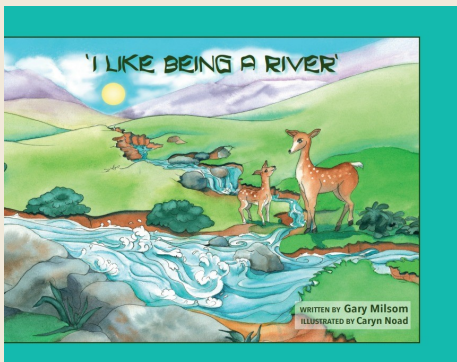
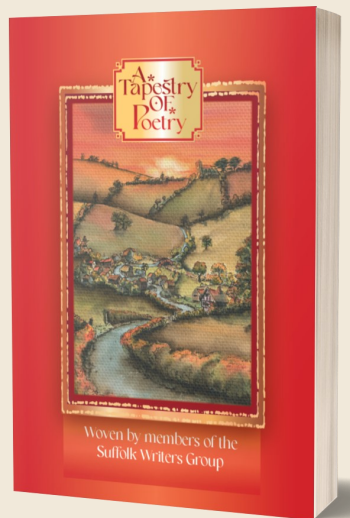


Foreword Festival



SPOTLIGHT ON SUFFOLK

From editing and book design to Amazon uploads and book launches, we've particularly enjoyed supporting authors local to us in 2023. In October, Softwood was proud sponsors of the inaugural Foreword Festival as part of Bury St Edmunds Literature Festival. Aimed at supporting independent authors, it was great to meet so many new faces on our stall and at the three workshops we ran on the second day of the festival. Our second sponsored event was the highly-anticipated launch of 'A Tapestry of Poetry' by members of the hugely popular (and rapidly growing) Suffolk Writers Group.



I Like Being a River

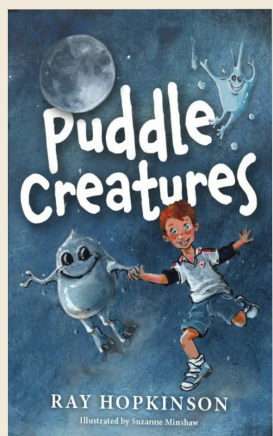
Gary Milsom

Falling from the sky and joining his friends to form a river, this colourful children's story explains the water cycle through a raindrop named Splish.

Puddle Creatures

Ray Hopkinson

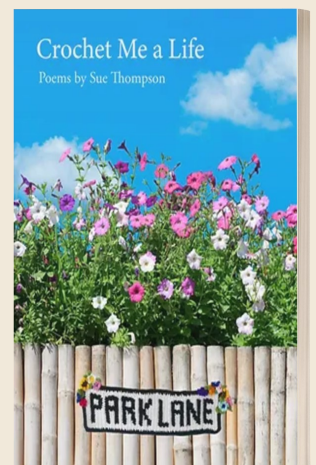
Everyone is born with a puddle creature. Join Christy Clayton as he discovers his loyal dream-guide.



Crochet Me a Life

Sue Thompson

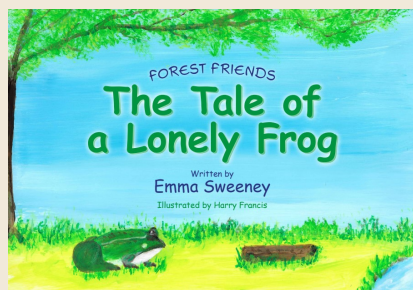
A collection of poetry reflecting on our shared emotions during the Covid lockdowns of 2020.



Fiction Highlights

In 2022, 669 million physical books were sold in the UK, which is the highest number ever recorded. In 2023, the Publishers Association reported that there were increases for sales of print and digital formats last year: print books increased by 3%, while sales of digital formats increased by 5%.

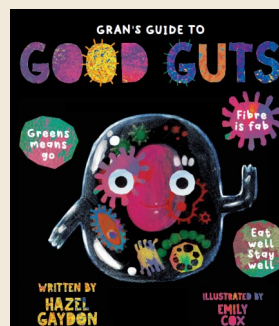
Here is a small selection of books that we have supported through the publishing process this year.



The Tale of a Lonely Frog

Emma Sweeney

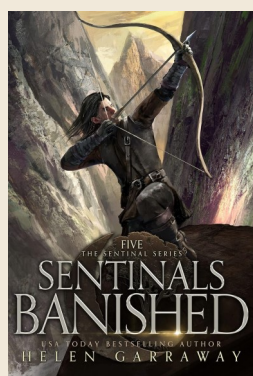
Emma's books are based on the emotional and social needs of children. She is hoping that her books help to deliver important messages through the woodland characters.



Gran's Guide to Good Guts

Hazel Gaydon

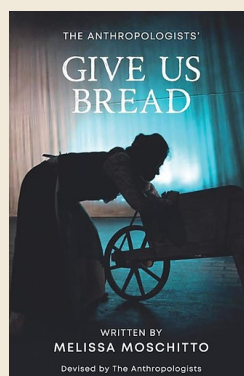
Gran teaches Zac and Zara what is going on inside their bodies and how they can choose to stay healthy and feel well.



Sentinals Banished

Helen Garraway

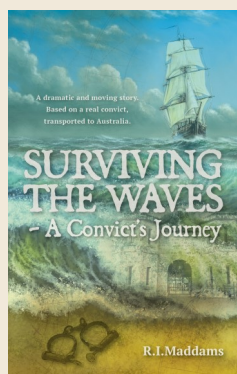
Sentinals Banished is the fifth book in the saga of Remargaren, a vibrant, ancient world of high fantasy suffused with magic and adventure.



Give Us Bread

Melissa Moschitto

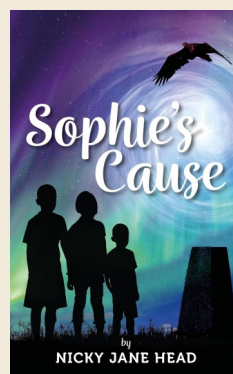
Food prices shot up overnight. Starvation threatened families from Williamsburg, Brooklyn, to the Lower East Side, to the Bronx. The city did nothing. A group of women came together to demand action, and boycotts accelerated into riots. The year was 1917.



Surviving the Waves: A Convict's Journey

R.I. Maddams

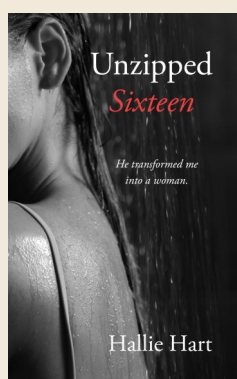
In the winter of 1864, Daniel Phillips was out of work and out of love in his home village of Great Hadham. In desperation, and seeking a way out, he fired a barley stack, knowing he would face transportation on a convict ship bound for Australia.



Sophie's Cause

Nicky Jane Head

Halia, Queen of the eagles, and Pongo, an orangutan, persuade three children to join The Cause: the fight to stop humans destroying nature. It's a race against time to save the planet. A powerful addition to the cli-fi genre.



Unzipped Sixteen

Hallie Hart

The debut semi-autobiographical spicy romance from American artist and filmmaker, Hallie Hart.

The trials and tribulations of a young woman entering the world of wealth, opulence, and fashion.

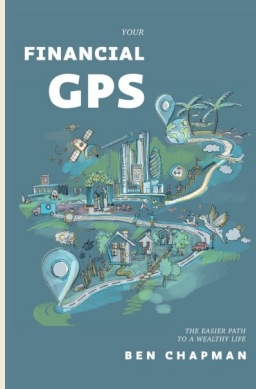


Leaping Beauty

Rebecca Fox

In a kingdom that has lost its way, at a time when there are few bright things left to stop the carriage for, a young princess jumps out of a window and blazes an unexpected trail.

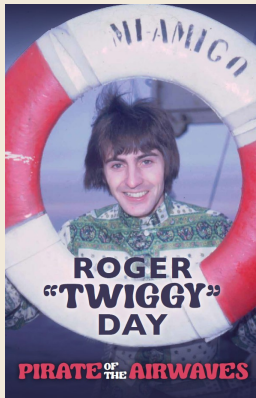
Non-Fiction Highlights



Your Financial GPS

Ben Chapman

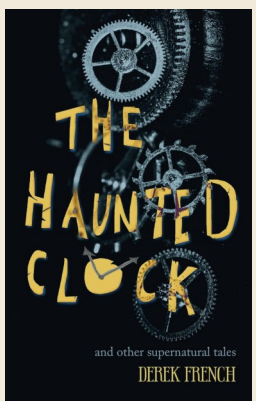
In *Your Financial GPS: The Easier Path to a Wealthy Life*, Ben Chapman, a seasoned financial expert, takes readers on a transformative journey to discover the power of investing in oneself.



Pirate of the Airwaves

Roger "Twiggy" Day

The true story of 'The Boat That Rocked'. This is the thrilling journey of radio icon, Roger Day, as he sails through the waves of legendary stations like Radio Caroline and Radio Luxembourg, touring with The Beach Boys and interviewing legends like Elton John and Meatloaf.



The Haunted Clock and other supernatural tales

Derek French

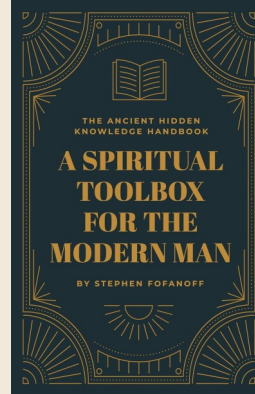
Embark on a hair-raising odyssey into the enigmatic world of the paranormal with Derek French's gripping collection of true stories. In this meticulously crafted anthology, French unravels thirteen chilling accounts that push the boundaries of the supernatural.



The Rolling Lap

Patricia Abbott

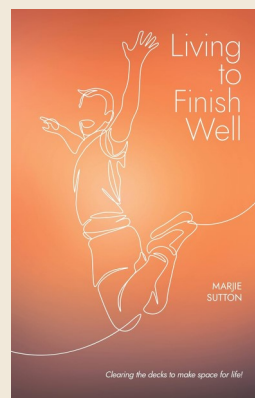
The *Rolling Lap* by Pat Abbott is an informative and captivating book that reveals the hidden gems of stock car racing. Unlike machine-focused reads, this book delves into the fan's experience, making it a must-read for both long-time enthusiasts and newcomers to the sport.



A Spiritual Toolbox for the Modern Man

Stephen Fofanoff

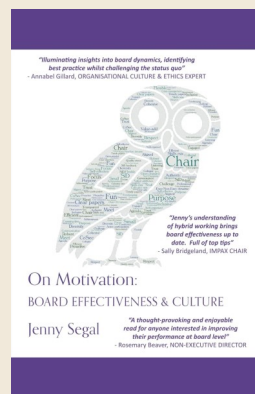
Stephen spent over fifty years researching, learning, and applying ancient hidden knowledge from around the world to improve his life. From ancient religions and texts like Kybalion to modern church movements, harness the power of spiritual truths in a practical step-by-step guide.



Living to Finish Well

Marjie Sutton

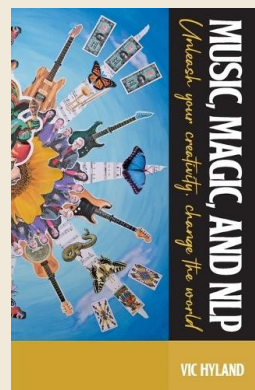
The one certainty we all face in life is death, and yet it's probably a subject most of us avoid. Observing the consequences of unexpected family bereavements and the avoidable stress caused by leaving things undone set Marjie Sutton thinking about how to 'do dying' better.



On Motivation: Board Effectiveness & Culture

Jenny Segal

Summarising and synthesising the experiences of some 50 experienced directors, this book distils their wisdom and shows what we can strive for to achieve the best of culture and effectiveness in company board rooms. Invaluable insights for aspiring and experienced directors alike.



Music, Magic, and NLP

Vic Hyland

We are creative organisms, pattern-seeking learning machines; the only thing that stops us is how we use our minds.

The ideas in this book will spark your creativity and demonstrate the techniques used.

The next evolution for Softwood is here



Maddy
Director



Nathan
Creative Director



Carl
Designer



Jasmine
Illustrator &
Pub. Assistant



Becca
Editing Assistant



Abbie
Editing Assistant



Claire
Associate Designer



Harvey
Graphic Designer

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Contact us for a free consultation over Zoom.

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