

Christmas Newsletter 2022



A message from Softwood's director

Softwood have enjoyed another year supporting authors from around the world through their publishing journeys, and as ever, the variety of projects we've had the fortune to work on has been incredible, as has the passion, creativity, and determination of the writers we've worked with.

I'd like to take this opportunity to thank everyone we've supported this year and to thank my team of staff, who are on hand every day to provide such a professional level of excellence, of which I'm proud.

We wish you a very happy Christmas and a successful new year!

Maddy

Softwood Wins Major Self-Publishing Accolade

Back in the summer, we were delighted to discover we'd been shortlisted for the Prestige Award in Self-Publishing, which we subsequently won!

Maddy, Nathan, and Lizzie collected the trophy for Self-Publishing Specialists in London & South-East 2022 in August.



LONDON & SOUTH EAST ENGLAND PRESTIGE AWARDS

Softwood Self-Publishing

2022 WINNER

Self-Publishing Specialists of the Year



Shooting Star Award

FINALIST

Softwood Self-Publishing

Sponsored by **Brave Goose**

We were also thrilled to be a finalist for Mid-Suffolk & Babergh County Councils Innovation Awards in October.

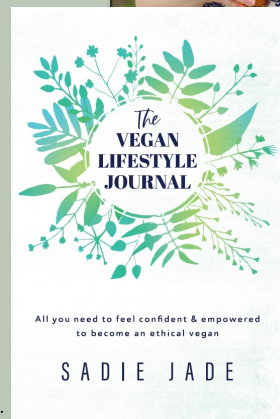
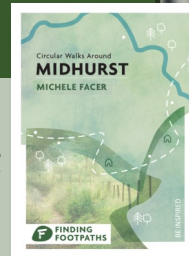
BOOKS

Health and lifestyle



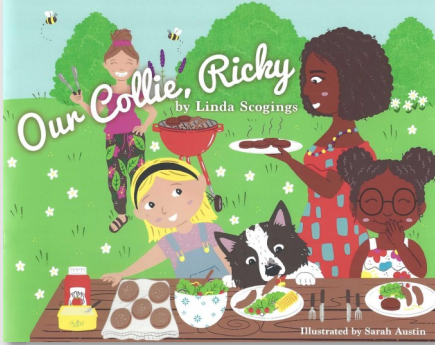
Three standout books we've had the pleasure of working on in 2022 include a stunningly illustrated walking guide by Michele Facer, an innovative vegan lifestyle journal by Suffolk environmentalist, Sadie Jade, and a book that shares true life experiences of being autistic by Nicky Collins. Click on the covers to find out more!

Services demonstrated include editing, cover & interior design, print, and marketing support.



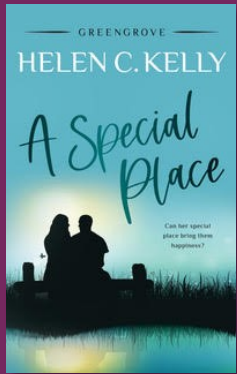
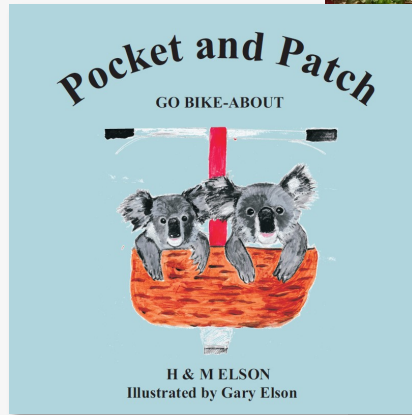
2022 Children's picture books

Softwood has seen a marked increase in the number of children's picture books being published this year. We have worked on some gorgeous titles, such as *Our Collie Ricky* by Linda Scogings, with beautiful illustrations by our new illustrator, Sarah Austin. *Pocket and Patch*, by H & M



Elson, illustrated by Gary Elson, was published in July, with all profits going towards koala rescue charities!

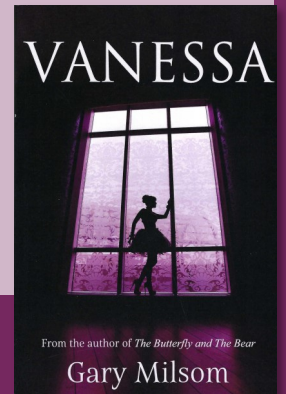
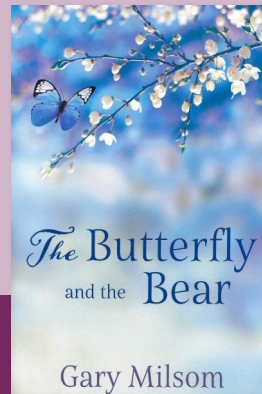
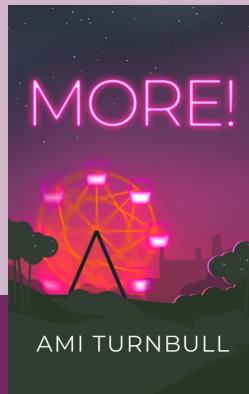
Services demonstrated include: editing, design, print, and/or marketing support.



Romance is BIG in 2022

Romance continues to be a popular genre for the writing community. Whether it's been editing, formatting, printing, supporting an author's marketing activities, or a combination of all our services, we've had at least one or two novels a month that explore a variety of human relationships. Click on the covers to find out more!

Services demonstrated include: editing, design, print, and/or marketing support.



"I'm over the moon with my newly published book and will always be so grateful to Softwood for guiding me through the journey." ★★★★★

Google Review

Softwood out and about

What an exciting year it has been for Softwood!

Keen to continue our series of workshops from last year, we ran a ten week creative writing course in Needham Market Library, UK, with lively discussions about writing technique, our favourite books and films, and the pitfalls to avoid when penning a novel.

We also hosted the first Softwood Writing Showcase at The Market Cross in Bury St Edmunds, Suffolk.

Five local authors took the stage, reading excerpts of

their latest book, discussing their writing journey and

favourite genres to write, ranging from fantasy to non-fiction and dystopian to romance and poetry. On a warm summer's morning, Maddy led a presentation on self-publishing to a packed house at the fabulous PrimaDonna Festival in Stowmarket. Maddy was asked to give a special virtual presentation to the inaugural Self-Publishing Conference in Atlanta, Georgia, USA, just prior to the launch of her second fantasy novel, **In the Dark**.

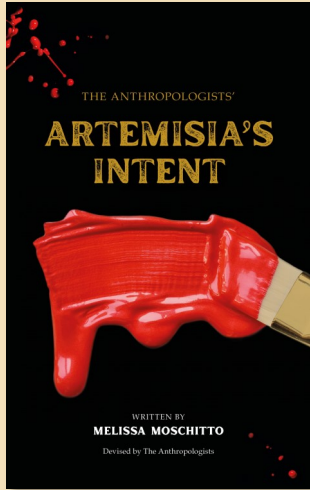
Our resident social media expert, Nathan, spent a fascinating day with Google and now British Prime Minister, Rishi Sunak, discussing post-pandemic social media trends, and in August, we relocated our office to Stowmarket, where we're already proud members of Stowmarket Chamber of Commerce. Our network of Suffolk writers continue to grow and benefit from our global presence in the rapidly expanding world of self-publishing. Here's to 2023!



Softwood around the world

This year has seen Softwood support more authors around the world, from Australia to Japan, the UK and France to America and Mexico. Here are some of our favourites—tap on covers for more.

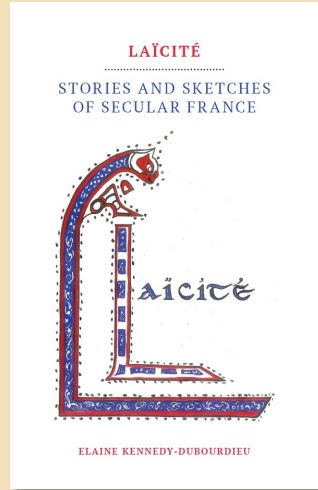
Services: editing, cover design, Amazon upload, marketing support



Artemisia's Intent

Melissa Moschitto

A playscript published on Amazon. Maddy attended the first performance in New York.



Laïcité

Elaine Kennedy-Dubourdieu

A series of short stories commenting on the secular state of modern day France.



Leading Corporate Clans

Dawn Jarvis

Using the ancient wisdom of the aboriginal people of Australia, this book details The STELLER MODEL, an insight into how to coach leaders and their teams to deliver high performance. The artwork was created especially for the book by Munu Wuthuga Dardakiin.



Your social media in 2022

Social media management is still one of our most popular services. We currently spend over 20 hours a week on promoting our clients' books on the main social media platforms, so we're well placed to be ahead of the trends.

If you need help developing a marketing strategy, creating content, or with day-to-day running of your accounts, talk to Nathan at Softwood!

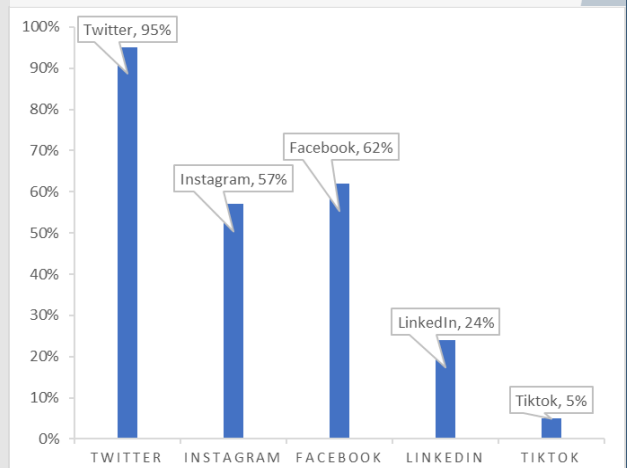
"Softwood have been very intuitive of my needs, and the posts have been great on Twitter, LinkedIn, and Instagram. It's been great knowing that it was all being taken care of."

Social media management review

Did you know...

Social media users worldwide increased from 4.2 billion in 2021 to 4.6 billion in 2022. That's a sizeable audience!

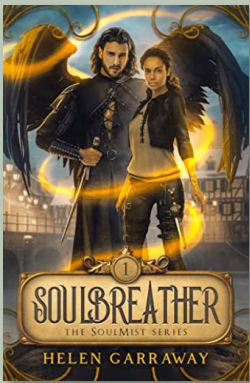
Over 70% of authors have more than one social media account.



Five Fabulous Fantasies

We're featuring five of our favourite fantasy reads from 2022. Tap on the covers to find out more.

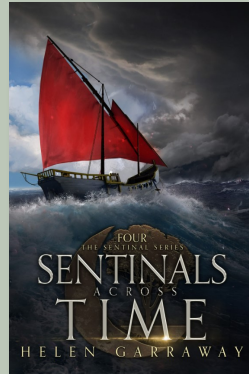
Services demonstrated include: editing, cover and interior design, print, marketing support



SoulBreather

Helen Garraway

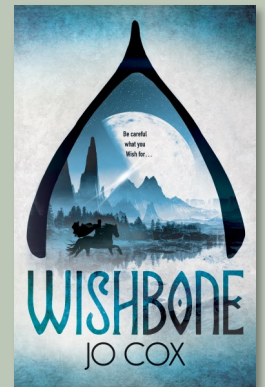
A dying angel. A fractured realm. The SoulBreather who might be able to save them both.



Sentinals Across Time

Helen Garraway

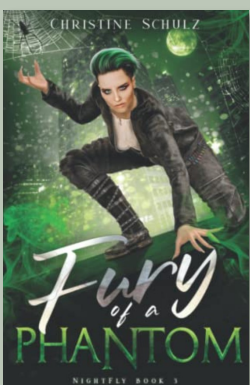
In a desperate bid to protect the Birtolian Empire, Jerrol's fragile balance between duty and family life is torn apart.



Wishbone

Jo Cox

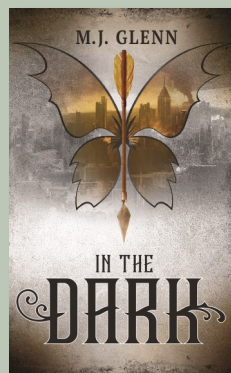
A 'luck-child' is born with a Wishbone and the power to make Wishes come true. A phenomenon that could change the world forever.



Fury of a Phantom

Christine Schulz

With a mind-controlling drug sweeping the city, who is the bigger threat?



In the Dark

Maddy Glenn

Stepping into the unknown, is trusting the enemy Ebony Wick's only option to find answers?



Indie Bookshop Spotlight

Woodbridge Books, Woodbridge, Suffolk, UK

Woodbridge Books is a cosy, independent bookshop in Suffolk. Its owner, Suzie, is incredibly supportive of indie authors! She is happy to have a chat with authors about stocking their books and always has a smile on her face.

Welcoming and friendly, we definitely recommend popping along to this wonderful bookshop!

www.woodbridgebooks.co.uk

Find them on Instagram, Twitter, and Facebook

Softwood Who's Who in 2022

Director & Lead Editor Maddy Glenn

Creative Director Nathan James

Designers Carl Thompson, Claire Smith

Illustrator Sarah Austin

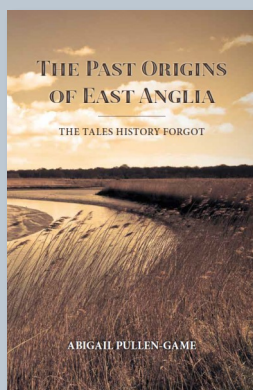
Development Assistants Lizzie Husband, Harvey Waring

Virtual Assistant Jessica May

Stories from history

History remains a rich source of material for writers. Click on the covers to find out more.

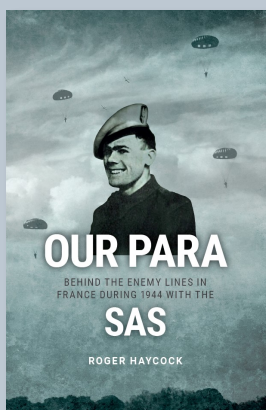
Services demonstrated include: editing, cover and interior design, print, marketing support



Past Origins

Abi Pullen-Game

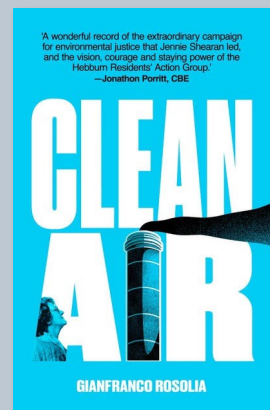
A collection of true stories from the rich history of East Anglia.



Our Para

Roger Haycock

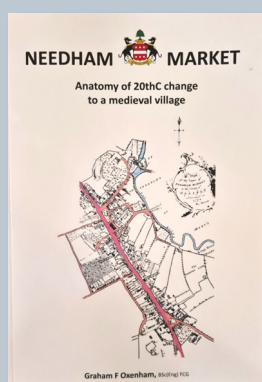
A personal investigation into the events that led to the death of a member of the SAS in 1944 France.



Clean Air

Gianfranco Rosolia

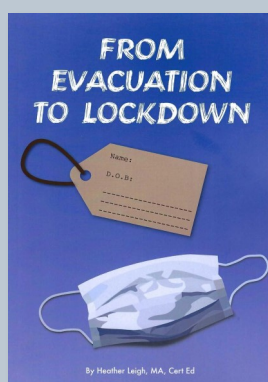
The story of an action group who gave thousands of people hope for a stronger and healthier future.



Needham Market

Graham Oxenham

The anatomy of 20th Century change to a medieval village.



From Evacuation to Lockdown

Heather Leigh

A unique recollection of wartime evacuation compared with the recent Covid lockdowns.

Quickfire Qs with our socials man, Nathan

Twitter or Facebook?

Twitter

Even with Elon?

Yes. It's a proven platform for authors to build a profile and awareness for their books.

The conversational element is its biggest advantage.

Why not Facebook?

Algorithms. They want you to pay to get noticed. You can achieve far greater levels of impressions and engagement organically (without payment) on Twitter.

Two words to describe Instagram. Go.

Reels and hashtags. Reels are promoted over posts. Don't overuse hashtags—five at most.

TikTok tips?

Short and sweet. Entertainment is key.

Should I be on LinkedIn?

It's an increasingly relevant platform for serious networking. Don't confuse it with TikTok!

Final comment

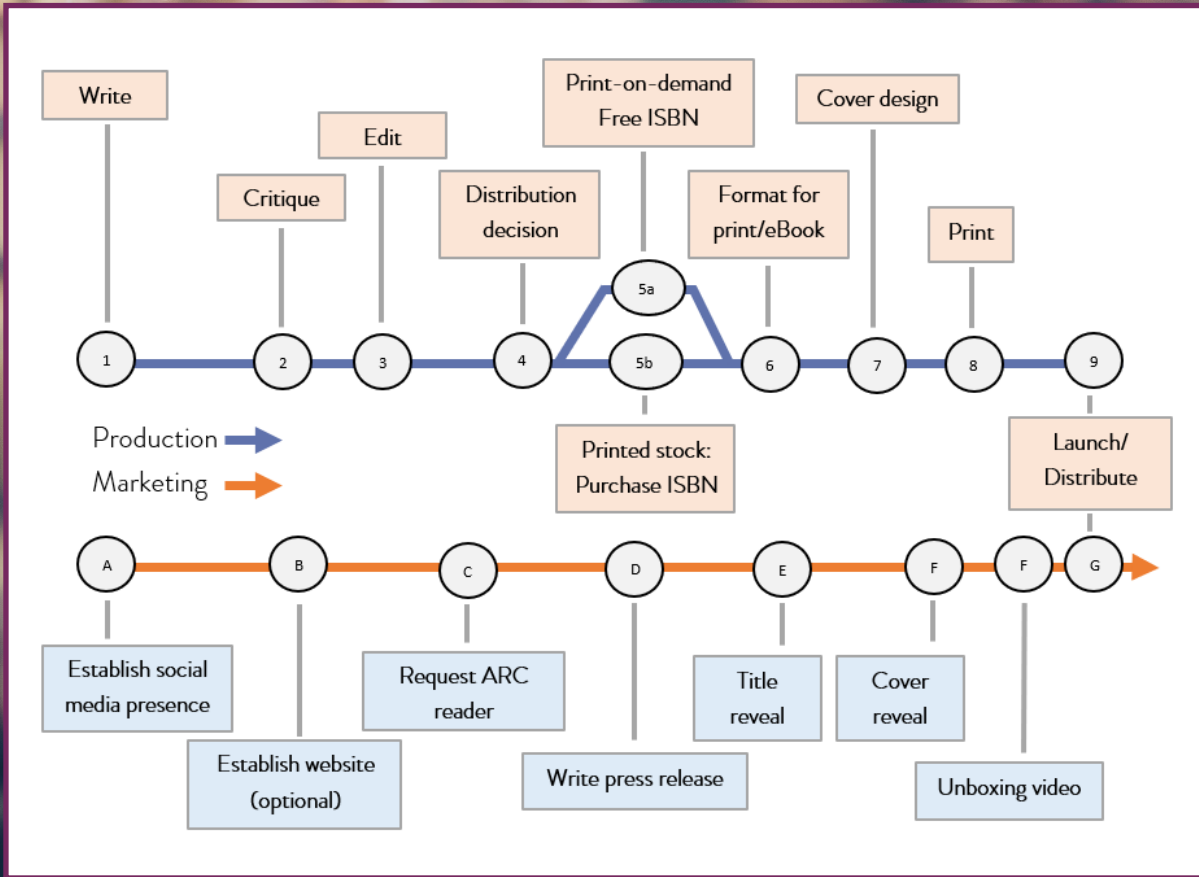
Don't overthink. Concentrate on BEING social not how to DO social.



PUBLISH



Wherever you are in your writing journey,
Softwood is here to help



Looking to publish another book?

With Softwood, you can be sure to stay in control of every part of the publishing process. Contact us for a free consultation over Zoom.

Softwood Self-Publishing

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swspublishing@gmail.com

Social platforms: [@swspublishing](https://www.instagram.com/swspublishing)

Editing | Design | Print | Marketing

Your self-publishing checklist for 2023

(UK authors)

<input type="checkbox"/>	Write draft 1!
<input type="checkbox"/>	Self-edit before requesting a quote for editing
<input type="checkbox"/>	Think about distribution – how are you going to publish? Print on demand or print a stock? Ebook?
<input type="checkbox"/>	Purchase an ISBN, or will you use a free one from Amazon?
<input type="checkbox"/>	Book your cover and interior designers
<input type="checkbox"/>	Request a quote for printing your stock of books
<input type="checkbox"/>	Upload to Amazon if using their printing /distribution
<input type="checkbox"/>	Register with Nielsen Title Editor (UK) and Gardners distributors if you have a stock to sell
<input type="checkbox"/>	Establish and build a social media marketing strategy
<input type="checkbox"/>	Reveal your cover design as part of marketing strategy leading up to your book launch
<input type="checkbox"/>	Book launch! Talk to indie bookshops if you have a stock
<input type="checkbox"/>	Send a copy of your book to the British Library
<input type="checkbox"/>	Seek opportunities/interviews/reviews through your socials