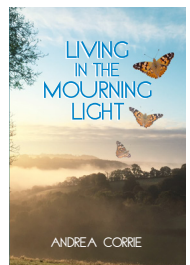
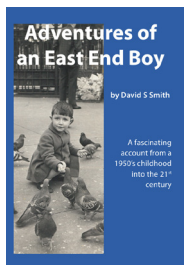
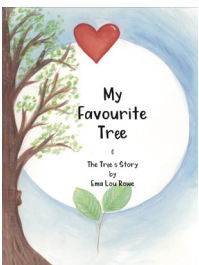
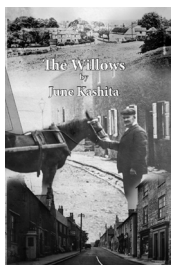
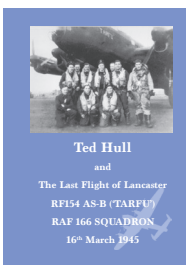
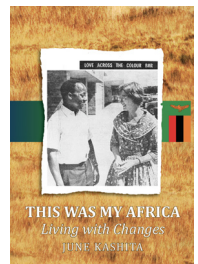
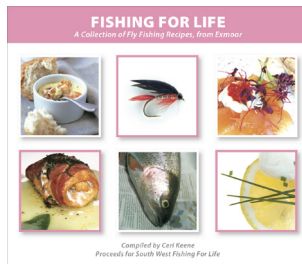
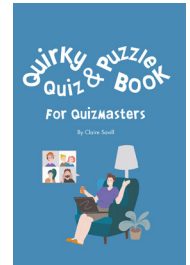
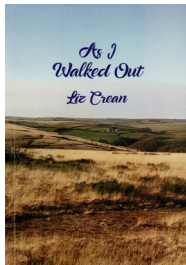
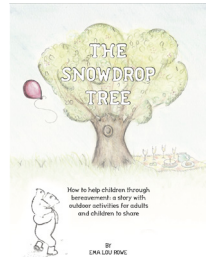
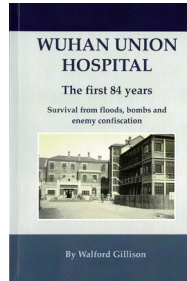
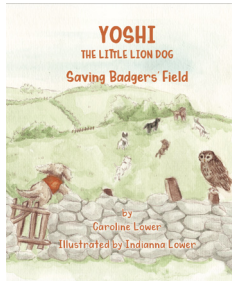
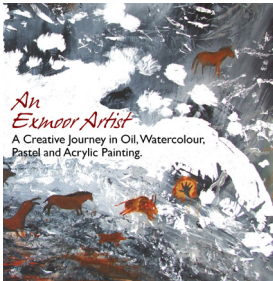
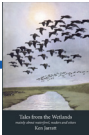


# EXMOOR NEWS

Bringing community news across southern Exmoor since 1985

## Our guide to producing and marketing your book

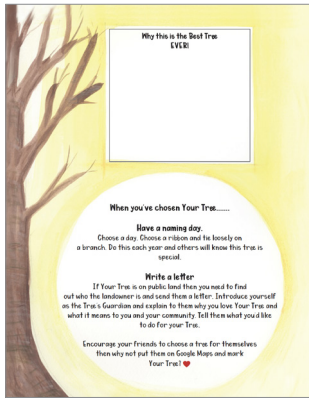




# The style of your book

## It is worth spending a bit of time considering the look of your pages.

### Childrens' storybooks



**Why this is the Best Tree EVER**

**When you've chosen Your Tree.....**


**Have a naming day.**  
Choose a day. Choose a ribbon and be loudly on a branch. Do this each year and others will know this tree is special.

**Write a letter**  
If Your Tree is on public land then you need to find out who the landowner is and send them a letter. Introduce yourself as the Tree's Guardian and explain to them why you love Your Tree and what it means to you and your community. Tell them what you'd like to do for your Tree.

**Encourage your friends to choose a tree for themselves**  
They won't put them on Google Maps and work Your Tree! ♥


Something was bothering him too. Ziggy, the very black Labrador, stood up. He could hardly be seen at all unless he was in the moonlight. I suggest we all sit down and listen quietly to Yoshi's tale. Something in Ziggy's manner made them all pay attention.

The black and white Border Collie Meg lay down on the ground with her head between her front paws. She was on the alert and listened very intently.



LETTER 1

Toppo was born on the 14<sup>th</sup> January in the year 2000. Grampa and I went to see her when she was 2 days old. She was 1 of 7 puppies.




Her Mummy was called Brindle and she was a Springer Spaniel.




Her Grandma was a spaniel called Fern and she could SMILE.



Her Grandpa was a Welsh Springer called Rosie and he was very handsome.




Her Great Grandma was a Welsh Springer called Lisa and I say you had one of her puppies called Snuff.



Page 1

**Chapter One**

**CLIMB DOWN IN AFGHANISTAN**



On many missions climbing down would mean to us to be away in the central hills of what we called later Afghanistan. All these little climbing ladders like self-coiling treesh and power hand sleeping bag would be there. My party of eleven had left their own helmets and before or after the war. Walking right behind me was a female graduate in horticulture called Myra (kind of giraffe, that), a fire barrel, full girl of seventeen years, dedicated to her profession. The others in my team comprised an tough security man, his two companions along with voluntary helpers, good at carrying heavy pack loads.

These rocky cliffs above the camp came into view but then through the daylight started from bright sunlight to a deep orange haze, then in ten minutes went to a deep red. Suddenly movement was halted while some white smoke whirled over our feet. Just time to see an old high-tech hooded cap and with head down, made it to the shelter. From to see around but had become, moving everything into the safety of a cave. All based on a bank, so called later. By the time we had settled in it was pitch dark and all had wet lit outside with gas, blunder and more normal life. All agreed there was a very technological or even exotic, even going on. I can remember then that none of us had the slightest idea that we would be embedded in it cave for many weeks, not for hours.

Next morning I took stock while a hatched and started outside with no sign of the sun. There was ample food for a month, a portable solar powered pack allowed lamps and other of other gadgets to work when plugged in. Most of the food packs were in individual bags, so with a large pool of fresh water at the top of the cave things were not so bad.

Outside the situation became worse with any other parties of alphas being killed in the wild. The job was recalled it with a rock hammer fall. Then another climb when his old photos went dead with no reply then on any other side of us. I had my keychain mine, we called them because every exercise frequently. One game on our 'back' retreat of freedom.

So here we were, fourteen of a hole up many miles from home. This being our first expedition tasked with taking them out from the rather fragile job of completing a census of mammals. Modifying our maps was also on our clock. We were half way through the time before pickup and returning to that burning orange on plain earth, empty. Almost as if we were, in fact, "wrong time zone" or "in" it for young men who this had to happen.


My team, apart included, had all come from Atlanta but with different backgrounds. I had been born of original stock, Myra, Ron and Hiroto were what you know as second degree descendants, meaning they were the result of being genetically engineered in a laboratory. The others were known as 'old' and were some come with

1

### Chapter headings

15

**Mute Swan**  
*Cygnus olor*



Although I have been privileged to see the two northern swans, the Bewick's and the Whooper, who spend their winter with us, mainly at the Wildfowl and Wetland Trust reserves, I consider that I do not have any sufficient personal data to recommend to include them in this book. I will concentrate instead on the Mute Swan but will give some relevant data concerning the northern swans at the end of the chapter – see HTO Bird Facts.

The Mute Swan can only be confused with the two northern swans, the Bewick's and the Whooper, which winter with us. These two species are smaller than the Mute and both have yellow and black bills, the yellow on the Whooper extending further down the bill than the Bewick's, before it meets the

19

**CHAPTER 1**

**WUHAN UNION HOSPITAL: 1866 to 1950**

**EARLY IMPERIALIST TIMES**

1866 - 1882

The principal move to form a district General Hospital came from a British Protestant preacher called Griffith John (Figure 1). He was an eloquent public speaker, preacher and tireless worker. He believed that he should spend his entire working life in Central China to introduce Christianity to the local people of China and generate an understanding of a different culture to the nineteenth-century people of China. He stayed in Shanghai until 1860, unable to move inland until that year when the Treaty (Tientsin) Treaty was signed (Appendix 1: Summary of the Open Ports and Consular (ministry) societies) which allowed him to move, live and work where he believed that God required him to be in other words Central China.

He arrived to start his life's work in Hankou which was then and still is part of the bigger metropolitan of Wuhan (Figure 2). He left Shanghai on June 19 and was pleased to step off the ship called the "Hellenpon" on the dry land of Hankou on June 21<sup>st</sup> 1861. After exploring the region for several weeks he became convinced it was the place to spend his whole working life. Therefore he went back to Shanghai, and collected his wife and two very tender aged sons in order to set up his first home in China that September.

Figure 1

Griffith John 1833 - 1912

From: Griffith John: The Story of Fifty Years in China p.277

London: The Religion Trust Society  
Barnes, S.W., & W. P. Caret's Court, W.C. (Popular revised edition 1938)



1

### HOT SMOKED SALMON AND TROUT RILLETS

Sarah Cox, The Harriott Hotel, Batham, Thurston

150g hot smoked trout  
150g hot smoked salmon  
1 teaspoon paprika  
1/2 teaspoon cracked black pepper  
1 teaspoon sea salt  
to tabspoon parsley, chopped  
juice of 1 lime  
20g butter or room temperature  
100g double or whipping cream

To serve: melba toast, crispbread or crackers

You can buy the fish hot smoked already so you can smoke them yourself, see page 15. If you have a smoker use sea chips and the bones from 4 soft grey tea bags. Smoke on a high heat until the fish is cooked. This normally takes between 8 and 10 minutes.

Place the fish into a bowl and add the paprika, pepper, salt, parsley, lime and butter. Mix together until smooth. Spoon into the fishy little holds, it shapes. Fold into the fish mixture and adjust the seasoning. Quarterly, or spoon onto melba toast, crispbread or crackers to serve.

Save Cox at the Harriott Hotel serves Brandy and Cranberry Cured Trout, Cured of Salmon with Pickled Cucumber and Hot Smoked Salmon and Trout Rillets as an starter. You can make them in individual dishes, or create all three for one stunning dish.



30

### TEA SMOKED TROUT WITH SQUASH AND CORIANDER OIL

Brexit Trout Association

Serve 4

1kg 20-30 lb butternut squash, peeled and cubed  
6 tabspoons extra virgin olive oil  
10 tabspoons oyster pepper  
4 tabspoons dillstem tea leaves  
4 tabspoons salt brown sugar  
4 tabspoons long grain rice  
2 x 1kg/3oz chunky trout fillets  
2 sprigs onion, chopped  
1 tabspoon chopped coriander  
salt and freshly ground black pepper

To serve:  
French beans  
Peas  
Peas  
Peas

Place the squash in a small roasting pan and oil in 1 tabspoons of the oil, the oysters, salt and a little pepper. Roast for 15-20 minutes, or until golden and tender.

Line a wok with a large sheet of foil allowing it to overhang the edges. You may need to use 2 pieces of foil. Mix together the tea leaves, sugar and rice, spoon into the wok and place a trout over the mix. Cover with a tight fitting lid and place on a high heat until the mixture begins to smoke vigorously.

Meanwhile, in a small saucepan, heat the remaining oil with the sprigs onion, coriander and dill for 3 minutes until softened, cool slightly and then pour in a splash ginger or small liquid until smooth and well blended.

Divide the squash between plates, top with the trout fillets and serve drizzled with the coriander oil with the French beans.

Lightly season the trout fillets, quickly remove the lid and place the fillets, skin side down on the trout. Cover and cook for 5 minutes. Remove with from the heat, but leave undisturbed for a further 3 minutes.



16

# Thinking of publishing and marketing your book?

You have written your book and are looking for a publisher.

## What we offer:

Offer options to get your book produced - in house or different online solutions - for both picture and text based books.

Discussion on production costs for each individual book. Some are keyed from handwritten notes and some are produced from text supplied in digital form. It also depends on the size, mono or colour and amount of work undertaken, an estimate can be given on an hourly rate and invoices are raised from time sheets. Variations in estimated price usually depends on how many changes or revisions are made.

Type up your handwritten or audio manuscript if required

Scanning of images

Discuss with you about the layout your book for style - such as style, font, indents, drop caps, headers and footers etc.

Layout the book

Supply PDF or paper proofs - usually chapter by chapter or as is most suitable

Amend copy and supply printed pages

Prepare your book contents and cover

Issue ISBN

Get your book printed

## What we do NOT offer in house (some services can be outsourced):

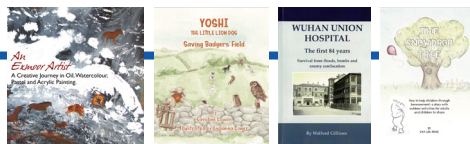
Editing services

Proof reading

Check copyright or registered trademark infringement

Marketing

Distribution or sales (other than introductions via social media or website via Exmoor News)



# Points to consider

After all your hard work, here are a few notes which may make your life easier when considering getting your work printed.

## Binding

Spiral, staple and perfect binding is available. Perfect binding is the most popular and this document outlines requirement for perfect binding. Spine depth depends on number of pages, a minimum of 130 is needed.

## Trim size

6 x 9" is the standard size for publication but a wide range is available.

## Quality

Covers come in a variety of finishes including matt and gloss in various weights. The paper inside is either bright white or cream (this depends on what type of book it is and how many pages). Other options may be available.

## Colour or Mono

When being printed for perfect binding even one coloured full stop within your document means you will pay for a colour print. If you are using colour in your publication it makes sense to make the most of it by using colour in your design. You can have a colour cover with a mono inner.

## Style and layout of pages

Font style and size, leading, indent, page style, justified or range left text, drop caps, headers and footers etc., are all important. If your book is plain text the standard is Garamond 10pt. Justified. 6" x 9". Be sure you like the design of the page before the entire book is laid out as this will save edits. Typesetting service available. Please note proof reading is not included.

## Bleed or no bleed

Any image or background on the cover or interior that touches the edge when printed needs to include an extra .125" of image (bleed) to ensure that there is no white space on the edges when the book is printed and bound. Interior: If you would like images to extend to the edge in the interior, the file must include sufficient bleed. This means that the file should be submitted exactly .125" wider (bleed is on the outside of the interior file) and .25" higher than the selected trim size. For example, a 6" x 9" book with bleed should be submitted at 6.125" x 9.25". This extra space ensures that if a shift occurs in manufacturing, the images will still fully extend to the trim lines when printed.

## ISBN

ISBN numbers can be supplied, please ask for details.

## Copyright

Copyright shown as: "© your name date".

Text and image and design and layout. Authors moral rights asserted.

## Author Bio and Description

These options may vary, ie. Up to 2,500 characters for bio (appx 450 words) and up to 4,000 characters for description.

## Details needed for online publication

Bank account no, sort code, SWIFTBIC and IBAN, Tax UTR number (where royalties are paid to).

## Sale Price

Sale price depends on size, number of pages, colour or mono pages and how you have setup your distribution channels. There is a minimum list price you can sell for which covers print and online costs.

## Keywords

Search keywords can help your title show up on both online bookstore and search engines - much as they do with websites. Pick phrases that you think customers are likely to use when either searching for your title specifically, or when shopping for products that may be similar in subject matter. You can add up to five keyword phrases separated by commas (or as the site requires).

## Quantity of books ordered

You can order just one book if you wish.

## eBooks

The production and format is different for eBooks than for printed books. eBooks allow text to flow, have no headings or page numbers and allow the user to make some of the formatting decisions such as font size.

*Please note the services may differ from those shown if considering online.*



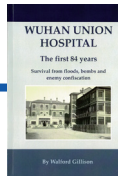
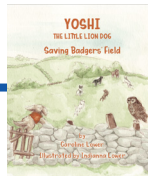
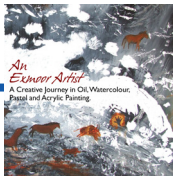
# You have written and published your book or magazine - how do you get it out there?

If you decide to self-publish your book, you'll also need to handle the marketing and distribution aspects yourself as this is not part of the work undertaken by Exmoor News. Here is a checklist to give you some ideas.

## Do not underestimate this role.

It's important to remember that promoting your book may require more than just time and effort. You may need to invest some financial resources as well. For example, if you've self-published a children's book, you could try some of these tactics:

- Write a press release and send it to local newspapers or radio stations.
- Reach out to school or library groups and let them know about your book.
- Set up a booth at a nearby fair to increase visibility and sell more copies.
- Partner with a retailer to host a book signing or launch event.
- Organise events with local organisations ie Moorland Mousie Trust if the book is about Exmoor Ponies.
- Look for opportunities to get your book reviewed by relevant magazines, websites, and other platforms.
- Promotion via posters and printed material.
- Keep track of who you have contacted and what the outcomes were (and who contacted you). Leads may be gained by going over old ground. A mix of perseverance and a little luck.
- Approach literary festivals ie. Dulverton Exmoor Literary Festival.
- Work with an agency or PR company, book clubs.
- Find an agent via Artists' and Writers' Yearbook.
- Talk to family and friends - networking.



## Other Factors to take into account –

- Who is the target audience for your book?
- Is there a particular season that is most suitable for its release?
- Is there a specific demographic that would highly appreciate the subject matter? Introducing your book – Organize a book launch – is there a venue that would be willing to host it if you can bring a large audience?
- Promote it through giving a talk at a club, bookstore, or a similar location?
- Utilise local news outlets, newspapers, newsletters, and magazines.
- Share the content on social media platforms, specifically created for your author or book website.
- Make use of advertising campaigns ie Google, Amazon, TikTok or Facebook.
- Don't forget the importance of metadata/keywords and descriptive text.
- Establish a podcast and/or blog.
- Use digital aids, webinars, Email blasts.
- How will the book be sourced/delivered?
- Consider ISBN (International Standard Book Number) used by libraries in the UK and other countries to allow the book to be found. Used by book sellers and distributors to find the book and sell it. The ISBN identifies the publisher, title, edition and format.
- Make a plan or a diary of events. A campaign on how to get to your goal.

*Get in touch - we can help*



E: [exmoornews@gmail.com](mailto:exmoornews@gmail.com)

T: 07497 914441

W: [www.exmoornews.co.uk](http://www.exmoornews.co.uk)

We would like to thank the authors for their kind permission to use their images. There is a list of books available from Amazon here:- <https://exmoornews.co.uk/book-publishing/>