

# Open Book Newsletter

NEWS AND VIEWS FROM PEN COED PUBLISHING



## Book voucher

### Congratulations

Congratulations to this month's winner of the £5 Book Voucher to use against any of our titles (or services).

Kathryn - a specialist in Health & Safety

## What's New

### Our 2nd Newsletter

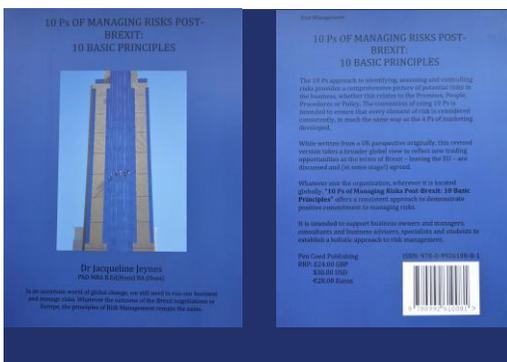
Some great feedback on the 1<sup>st</sup> Newsletter so Thank You!

As COVID19 continues to impact on all sectors, this month's featured book may be of interest to smaller firms.

## Hints & Tips

### 10 Tips about Writing, Editing and Publishing

Each month we will include a list of 10 tips or pointers about writing non-fiction, editing it ready for the printers, and on getting your work published



## THIS MONTH'S FEATURED BOOK

### 10 Ps of Managing Risks: 10 Basic Principles

Dr Jacqueline Jaynes

This is a revised version of her book published in 2002, a practical Checklist approach to thinking about risk

# 10 Ps of Managing Risks: 10 Basic Principles

Our featured book this month is written by Dr Jacqueline Jaynes, a local author living here in Ceredigion, Wales. It is an up-dated version of her book published by Elsevier in 2002 following completion of her PhD in Health & Safety in Small Firms and is targeted at smaller businesses. There are lots of charts and checklists to complete - a set of these is available to download free on our website - and examples from different sectors.

<http://www.pencoedpublishing.co.uk>



## 10 Ps of Managing Risks

DR JACQUELINE JEYNES

**“A cork can leave a bottle of Champagne at up to 25 miles an hour: Assess the risk...”**

This book starts from the basic assumption that it is easier to start from the visible features of your business before thinking about Policy and Planning for the future. It is your business, after all, and you know what is happening - what you provide as a product or service, how you make it and get it to the customer, your location - and who comes in and out of your premises.

To help you identify potential risks, it is broken down into “10 Ps” - sounds a lot but these are grouped together to make it easier.

They are: **Premises/ Product (or service)/ Purchasing**

**People/ procedures/ Protection**

**Process and Performance**

**Planning and Policy**

Start with a Site Plan and you are well away! Lots of examples and Case Studies, it is a Checklist approach, rather than an in-depth academic study, so a great starting point.

<https://www.pencoedpublishing.co.uk/business-books>

**“Whatever size your organization, and wherever it is located, it is important to take a consistent approach to identifying, controlling, and generally managing risks.**

**As COVID19 has had such an impact on businesses of all sizes, and potential risks were clearly unforeseen at the beginning of 2020, this may be the perfect time to step back and rethink the areas where you can take a positive approach.”**

ISBN: 978-0-9926100-8-1

£20.00 (RRP £24.00) plus p&p

## 10 Tips on Writing, Editing and Publishing

### WRITING NON-FICTION

There are lots of courses on Creative Writing but fewer on non-fiction. So, following on from last month's Newsletter, what do you want the reader to know or feel after reading your work?

1. What is it that is so interesting about this topic? A topic will already have been covered in many ways before, so is unlikely to be completely new. However, there are many viewpoints, or different ways to look at something, that is new to the reader
2. What is already out there? You do need to research a wide range of sources to see what has already been written on the subject to show you are aware of wider viewpoints.
3. What will you be adding that is different? If it isn't new, what can you possibly add that is a unique perspective? Will it confirm or contradict what others have said? Are you an expert with practical experience of the topic in action?
4. Who will want to read it? The target reader is crucial, especially from the publisher's point of view. The featured book this month, for instance, is targeted at those new to the topic, to smaller firms without internal specialist knowledge of the topic. It is not an academic study aimed at students or firms with a whole department dealing with risk management.
5. Why will they want to read it? Non-fiction is perhaps easier to define from a potential readership. The reader is likely to be looking for extra information to add to their existing knowledge, maybe an opportunity to confirm what they already understand about a topic, or an avid collector of anything to do with a favourite subject.
6. Why will they be prepared to read your views and thoughts on the topic? You will need to have some credibility, whether it is experience or qualifications, something that makes the reader think it is worth their time and effort to look at it. This is true of the publisher too, of course.
7. Overall, what is the purpose of the piece - to inform/ encourage/ entertain? It does not matter which one of these is the primary purpose of the work, but you as the writer needs to be very clear about the focus of the piece.
8. You all know how important the introduction is for the reader, to grab their attention. This also helps in non-fiction when you finally sum up everything for the conclusions. The cover 'blurb' is crucial for the reader and the publisher
9. Topics covered in each chapter depend on the subject and length of the piece, but broadly it needs to move easily through with a clear logic. Unlike fiction, the cliff-hanger ending to each section is not a requirement but there does need to be something that makes the reader carry on!
10. Finally, at the end of the piece, what do you want the reader to think or feel or do?

Non-fiction writing should engage the reader in seeing the world from a different perspective, to encourage or inspire them, but also to make them reflect on their own environment.

Also see website of one of our authors: <http://www.jacquelinejeynes.com>

*Next month we can try some practical exercises to get you started!*