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## **SUBMISSIONS OPEN FOR FOURTH YEAR OF SELFIES BOOK AWARDS IN THE UK**

**LONDON (November 2021)** Back for another year, the hugely popular Selfies book awards – powered by UK trade journal BookBrunch – will again reward three categories of self-published books: adult autobiography/memoir, adult fiction and children’s books. Sponsored by IngramSpark® and supported by the London Book Fair and Nielsen Book, these awards recognise one of the fastest growing parts of the book market. Submissions opened at the end of November 2021, and the closing date will be **Monday 3<sup>rd</sup> January 2022**. Shortlists will be announced at the end of February, and the Selfies Awards for 2022 in all three categories will be announced at the London Book Fair Author HQ in April next year.

Originally launched in the UK in 2018, this exciting initiative uncovers new talent and rewards the very best self-published authors each year. The inaugural Selfies Award 2019 was presented to Jane Davis for her adult novel *Smash all the Windows*. In 2020, the winner of the adult category was Clare Flynn with her historical love story *The Pearl of Penang*, while Jemma Hatt took home the children's prize for her middle-grade escapade *The Adventurers and the Cursed Castle*. In 2021 a third category was added to make three impressive winners: Halima Khatun’s *The Secret Diary of an Arranged Marriage* (adult fiction), Kate Claxton’s *My Mum’s a Tiger*, illustrated by Angela Mayers (children’s book) and Sophie Campbell’s *Breakfast at Bronzefield* (memoir/autobiography).

‘The quality of self-published work we’re seeing entered for these awards gets better and better each year, said Jo Henry of BookBrunch, ‘and we’re delighted to be able to champion this increasingly vibrant and professional part of the book market. I can’t wait to see what will be sent in for the judges to consider for 2022!’

“Winning the Selfies Book Awards for Memoir/autobiography did more than allow my work to be seen. It opened the door for other opportunities. I’ve since worked as a consultant for ElectricNoir Studios who, following the success of their BAFTA-nominated drama *Dead Man’s Phone*, are developing a show set in a woman’s prison. I’ve also recently had interest from a leading independent production company – so watch this space!” - *Sophie Campbell*

“Winning the Best Adult Fiction award at the 2021 Selfies was a game changer for my book *The Secret Diary of an Arranged Marriage*. Not only did the accolade catch the attention of publishing companies, it also helped me garner some great PR coverage as a result. The Selfies provide gravitas and validation to indie authors and I wouldn’t hesitate to enter again.” – *Halima Khatun*

Ben Hughes, Senior Manger Business Development at IngramSpark added: “We are so excited to be involved with the Selfies again in 2022. To see such a vibrant and varied response from the self-published author community is always encouraging and I can’t wait to see the new round of entrants.”

The cash prize for each category is £750 plus a profile in BookBrunch and the option of a special publishing deal provided by sponsors IngramSpark®. In addition, all shortlisted authors will receive free membership of the Author HQ club at the London Book Fair 2022. Comprising a theatre and networking area, Author HQ provides a forum for discussions on approaches to publishing and includes networking events and 'how-to' style panels.

What the judges are looking for:

- A fantastic story that entertains and delights the reader
- A well-produced book
- An enticing cover and blurb that successfully addresses the target audience
- An effective and creative marketing and publicity strategy that has the potential for great sales

All titles submitted need to have been published in English between January and December 2021 and entries will only be accepted from authors based in the UK who are predominantly or only self-published, ie where the author themselves acts as the publisher/creative director.

In order to register, authors should go to [www.bookbrunch.co.uk](http://www.bookbrunch.co.uk), click on the [subscribe](#) button and select the 6 month subscription box, using the code **SELFIES2022-ADULTFICTION** if submitting a title in the adult category, **SELFIES2022-CHILDRENS** if submitting a title in the children's category and **SELFIES2022-ADULTMEMOIR** if submitting a title for the memoir/autobiography category. The fee of £30 per title will include a six-month subscription to BookBrunch (normal price £65).

The sister Selfies book awards in the U.S., organised in association with trade journal Publishers Weekly and BookLife, will be opening for submissions in early 2022. For more information please see [www.theselfies.co.uk](http://www.theselfies.co.uk) for the UK awards, or [www.selfiesbookawards.com](http://www.selfiesbookawards.com) for the US awards.