

# Book Club

In this Essex Life column, Jane Lambert shares book reviews and author interviews as she turns the pages of the local literary world

## INTERVIEW

**Martin D Clark is a magazine editor from Chelmsford. Here he talks about *How to be a Yoga Rockstar*, his first book**

### Tell us about *How to be a Yoga Rockstar*

A 'yoga rock star' is just a cute media phrase that underlines the quasi celebrity status of some big yoga teachers these days; it's more common in the USA where the yoga market is simply huge. This book is a fun and slightly alternative take on 'making it' as a viable teacher in this increasingly competitive, mainstream and commercial yoga space. It's meant to be practical (there are dozens of profiles from teachers from all over the world) but entertaining too: you'll see spiritual insight and business acumen from top yoga instructors alongside deep and meaningful (or perhaps not!) quotes from the likes of Keith Richards and Yoko Ono.

### What does the future hold for you? Are you planning to write more books?

Right now I'm looking to market the yoga rockstars book. I've created my own book publishing venture to effectively self-publish this time, even though I could have gone with an established firm. I'd like to build on this idea so I can eventually start to publish the work of others too. I'm aiming to create some sort of hybrid between traditional publishing (where new authors benefit from the knowledge and infrastructure of a

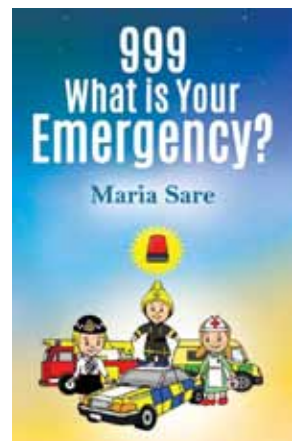


publisher but stand to make peanuts from their writing) and self-publishing (where profit margins are higher, but most writers have little idea about marketing). And, yes, somewhere along the way I'm hoping to write a second book.

### What three books would you take to a desert island?

That's easy for me as I never seem to finish books. I could make any book last for years. Some favourites include *Casino Royale* (or any of Ian Fleming's 007 books), *Charlie & the Chocolate Factory* by Roald Dahl (I have four kids!) and I remember being fascinated for years by all things Joseph Conrad (especially *Heart of Darkness*).

**How To Be A Yoga Rockstar is available from [www.ommagazine.com](http://www.ommagazine.com) priced £15.99**



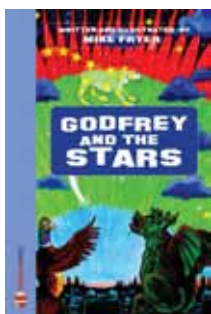
## REVIEW

### 999 What is Your Emergency by Maria Sare

Maria Sare grew up in Aveley and has lived in Loughton for more than 30 years.

THIS children's book is an important addition to any family's collection, as it clearly and concisely explains how and when to contact the emergency services. It allows parents to use the story of three siblings to ensure that children feel confident about calling 999 when the situation requires it.

**Publisher: Pegasus**  
**Release Date: March 2015**  
**Price: £4.99**  
**ISBN: 9781907552601**



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### Godfrey and the Stars by Mike Fryer

Mike Fryer is from Colchester. He is the writer and illustrator of Godfrey and the Stars.

GODFREY and the Stars is the charming story of a gargoyle and pigeon meeting for the first time and becoming friends. It's well written, and the rhyming nature of the dialogue between these unlikely friends means that reading it to children will be a joy.

The story provides an exploration of the skies, meaning children will be entertained and educated as they learn about the stars, the Milky Way and the Northern Lights.

**Publisher: Pudding Press Release Date: February 2015 Price: £7.99 ISBN: 9780993010682**