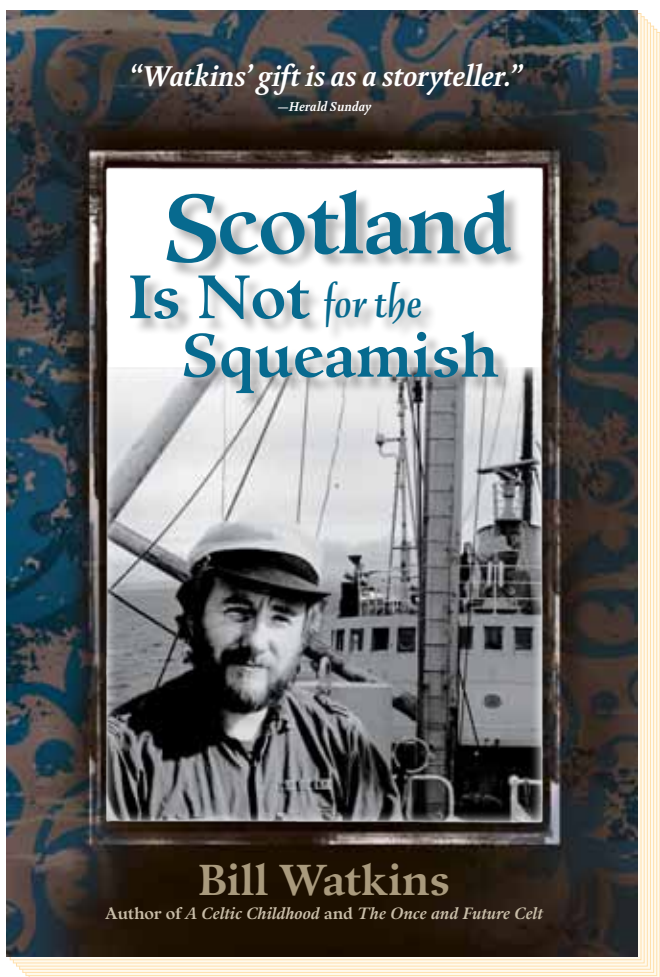


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Rich and colorful, Bill Watkins deftly mingles Celtic poetry, history, and song with true and tall tales of his high-seas adventures and explorations of the Scottish highlands. Continuing from where *A Celtic Childhood* left off, *Scotland is Not for the Squeamish* reflects on the events that transpired through Bill's early twenties and shaped him as a man.

After realizing his childhood dream of becoming a wireless operator at seas, Watkins takes his readers to the places he visits, the people he meets, and the work and predicaments he gets into. Whether it's experiencing the wrath of a hurricane on a trawler, sinking docked warships, bedazzling friends with Druid magic, or hunting for gold in the mountains of Scotland, the tales of the ever-vibrant Bill Watkins capture his adventures and his character with glorious effect.

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“Bonny Scotland ‘a land where ordinary folks’ can easily entertain the idea of Ghaists an’ Ghoulies an’ Lang-legget beasties, Burkers and Boggles, Tam o’ Shanter pursued by the hags o’ hell and even a prehistoric monster dwelling deep in a cold loch. In such a place superstition becomes just another aspect of the Celtic spiritual experience.”

—BOOK EXCERPT



Bill Watkins was born in Birmingham, England, to a Welsh/Irish family in 1950. His bilingual parents were notable traditional singers. Having learned to play the tin whistle, fiddle, guitar, banjo and mandolin at an early age, Bill is also an accomplished singer/songwriter whose most famous ditty, “The Errant Apprentice,” has been recorded worldwide. Now living in Minneapolis, he serves as the cultural ambassador at Merlins Rest Pub. Bill’s company, Keltcom LLC, designs and builds Irish and British Isles pubs, repairs vintage radio equipment and makes kilts. Visit www.keltcom.com or www.merlinsrest.com.

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No longer out of print, the ever-vibrant and mischievous *Scotland Is Not for the Squeamish* by Bill Watkins is now available in e-book format

“Sailors, Caledonophiles, traditional musicians and those who appreciate ripping good yarns will all appreciate this book.”

Sherry Ladig,
Minneapolis book reviewer

Marketing Information

Audience

- Irish, Welsh, & Scottish Communities
- Seafarer Communities
- Interests in humor, biographies, Celtic heritage

Marketing Strategy

- **Release Date:** August 9, 2011
- **Author Social Media Presence:** Facebook, Twitter, Scarletta Press blog, www.merlinsrest.com, and www.keltcom.com
- **Author Events:** annual appearances at Celtic festivals and fairs in Minneapolis, Madison, Milwaukee, Toronto, Iowa City, NYC, Chicago; also available for tours in UK and Australia
- **Promotions:** materials regarding the title as a reissue of an out-of-print book; email campaign blasts to Irish-, Scottish-, Welsh-American communities; attendance/speaking engagements at cultural events, materials sent to Seafarer’s International Union
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