



## INDEPENDENT PUBLISHING SERVICES BID

Project Name: TK  
Word Count: 55,000  
Client: TK  
Date of Bid: Winter 2023

Thank you for the opportunity to review your work and to learn more about your publishing goals. Girl Friday's award-winning independent publishing program brings a highly experienced team to your project so that you don't have to navigate the complex world of modern book publishing on your own. We exceed the caliber of production found in traditional publishing and support you with marketing strategies uniquely built for indie authors.

### THE TEAM

- Your **publishing manager** is your primary point of contact, serving as your project manager, positioning expert, consultant, and advisor from draft manuscript to finished book and publication.
- Your **production editor** assembles the right specialists for your book and performs rigorous quality assurance on every editorial pass of your manuscript.
- Our **book design team** produces gorgeous covers, pleasing interiors, and stellar author websites.
- Our **strategists and marketers** use a data-based approach to target your ideal readers, offering curated reader marketing services to help you achieve your version of success.
- And our **client experience team** is always here for you. We don't want you to be satisfied; we want you to be over the moon!

### PRODUCTION DELIVERABLES

#### PROJECT MANAGEMENT, PRINTER MANAGEMENT, AND CONSULTING

- We **build an efficient production schedule** that integrates your editorial, design, and marketing services.
- We **select and oversee your team**, matching your material with their strengths.
- We **consult** with you throughout to ensure that you are making informed decisions about printing options, retail pricing, trim size, format, distribution options, and more. We also handle **ISBN registration** (US and UK residents only).
- We **order, ship, and review your print proofs** to verify quality and design before approving the files for printing and publishing.

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- We **handle all the technical logistics of uploading your final book files** so your print-on-demand and e-book editions are available for purchase at all major online book retailers. Some clients wish to order an offset (traditional print) book run, which can be added on as an additional service. Aside from print proofs, print book costs are additional.

## COMPREHENSIVE EDITORIAL

- A **developmental edit** addresses the underlying structure of your book to ensure you are conveying your message clearly and effectively.
  - For *nonfiction*, your editor will scrutinize narrative arc and structure, logic, pacing, tone, and voice.

You can expect to receive a detailed editorial letter in addition to the marked-up manuscript, which will serve as a road map for your revisions.

- A **copyedit** corrects any repetitive or awkward phrasing, misspellings, verb tense issues, and grammatical errors, as well as anachronisms or misattributions.
- A **proofread** catches any remaining text errors as well as undesirable design elements.
- **Book description copy** (also used online as promotional text) highlights your book's strongest selling points and sets a good hook for the reader.

## CUSTOM DESIGN

- We design a custom **book cover** (front, spine, and back) that's informed by your vision, our market research, and our genre expertise. Using the creative brief as the foundation, we produce three distinct design directions for your consideration, then hone and perfect the direction you choose. **Barcode creation** included.
- A **custom interior design** defines the fonts, formatting, and styles to be used throughout.
- We produce an **e-book edition** that is professionally converted (by a human, not an algorithm) into epub format and optimized for all e-reading devices.
- We produce a **custom logo** (also called a colophon, this is the publisher's logo that appears on a book spine and title page) for you and your brand.
- **Advance reader copy (ARC) creation** produces a digital, pre-publication edition of your book that you can use to secure praise quotes or build buzz.
- We create **three-dimensional images** of your final book on crisp backgrounds, for you to use in social media and email newsletters (delivered after publication).

## **DIGITAL MARKETING DELIVERABLES**

### AUTHOR ESSENTIALS

*Effective book marketing begins with industry research on the consumer practices and demographics of your audience, according to the world's leading book distributor. We use that research to craft personas tailored to your sub-genre, give you your own to-do list, then execute some of the most impactful and cost-effective tactics for your book.*

#### **Preparation:**

- **Market research** into your readers' demographics and psychographics illuminates who your target readers are and where to find them. We identify your competitive titles and authors and survey the competitive landscape to determine how to best position your book and clearly differentiate you in the marketplace.
- We craft **three personas**, or reader profiles, so you have a clear understanding of targeting parameters for your marketing efforts. The more focused your marketing efforts, the more successful they are likely to be.

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- Yes, you want a cover that will look good. But it also needs to fit with your genre. We generate a **cover design** brief informed by the marketplace and your readers’ tastes to help our design team propose appropriate cover directions .
- Through careful selection of the keywords and category metadata, we **optimize** your book to ensure that it is primed for discovery on Amazon. While there are no guarantees, more than 85% of GFP books rise to #1 on Amazon in their category, due in large part to our optimization.

**Tactics:**

- We prepare a custom list of the **most effective tactics for brand-building and marketing** by channel so you know what you need to do and when you should do it.
- We provide you with a **curated list of appropriate indie book award contests** you may apply to—a fruitful practice for many indie authors. One GFP-produced indie boasts 20 awards, including Rubery Book of the Year and Writer’s Digest Grand Prize.
- We deploy an advance digital edition of your book on **NetGalley** for a three-month period to attract early reviews from librarians, booksellers, bloggers, media, and Amazon and Goodreads reviewers.
- We secure a pre-publication praise quote from industry staple **Kirkus Reviews** to give your book credibility with your audience on day one.
- **We oversee an e-book discount campaign** to drive e-book downloads and subsequently push your book higher in the Amazon rankings. We arrange a price-promotional period for your e-book and line up more than a dozen subscription email newsletters to promote your book to their readers.
- We produce **Amazon A+ content** (a.k.a. expanded branded visuals) that enhances your Amazon product page, legitimizing your book and grabbing readers’ attention.
- During two, one-hour **consultations**, your strategist will present your data, answer questions, and offer advice on optimal marketing tactics for your book, geared toward your budget and sales expectations. In a follow-up meeting, your strategist will present your cover designs to make sure you’re moving forward with the most marketable look.

**Bonus:**

- A publication day post on GFP’s social channels introduces your book to the world.



## TIMELINE

The average timeline for comprehensive book production is approximately eight to ten months from finished manuscript to published book, depending on your marketing objectives. Your final schedule will be settled with your publishing manager.

## ESTIMATE

<b>Production</b>		
<b>Publishing Management and Consulting</b>	\$	6,272
<b>Comprehensive Editorial Services</b>	\$	9,252
<b>Custom Design Services</b>	\$	7,427
<b>Marketing</b>		
<b>Author Essentials</b>	\$	5,000
<b>TOTAL:</b>	<b>\$</b>	<b>27,950</b>

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## **WHAT'S NEXT?**

This bid is valid for 30 days from the date of offer. Services require one-half down to start work. Payment structure is one-half on signing, one-quarter 60 days after signing, and one-quarter 180 days after signing or upon final files delivery, whichever comes first.

We look forward to reviewing this proposal with you. If you would like to move forward, we'll append our standard terms and conditions to this document and send it to you via DocuSign for your signature.

Thank you!

