



GIRL FRIDAY
PRODUCTIONS

PUBLISHING SERVICES OVERVIEW

AT GIRL FRIDAY, WE COLLABORATE DIFFERENTLY.

**WE BELIEVE PUBLISHING POWER AND PROFIT
BELONG IN THE HANDS OF CREATORS LIKE YOU.**

**OUR CLIENTS FEEL THAT VALUE EVERY STEP OF
THE WAY.**



WE BEGIN WITH YOU

Your story
Your voice
Your readers
Your reach
Your goals

We start by listening.



Eboni Adams Monk, author of *Leading Wise*
Photo credit: Nick F. Nelson, BRANDPRENUEUR®

WE BRING THE EXPERTS

It takes an elite group to create a quality book—and we've been curating the perfect team for each author for more than a decade.

No skipped steps. Only premium partners who are in it with you from signing to publication.



WE KNOW YOUR READERS

Data-driven market research helps us understand what makes your readers tick. Our plans to get your book in their hands are strategic and efficient.

What does this look like? It's different for every book, because when it comes to marketing, we don't believe in one-size-fits-all.



WE MAKE THE JOURNEY **TOGETHER**



KICKOFF AND
PLANNING



DEVELOPMENTAL
EDITING



PRINTING + DISTRIBUTION
CONSULTING



MARKET RESEARCH +
LAUNCH STRATEGY



COPYEDITING



PROOFREADING



ADVANCE READER AND
PUBLICITY PITCHING



INTERIOR DESIGN



COVER DESIGN



E-BOOK CONVERSION



AUDIOBOOK
PRODUCTION



PUBLICATION



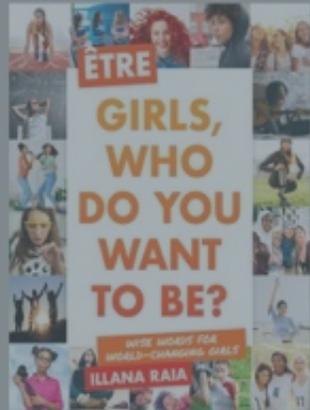
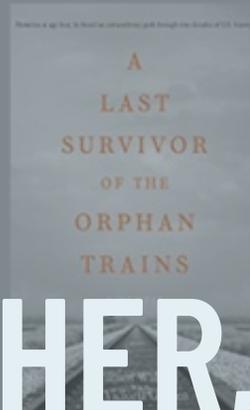
LAUNCH CAMPAIGN
ACTIVITY

AN INTEGRATED TEAM

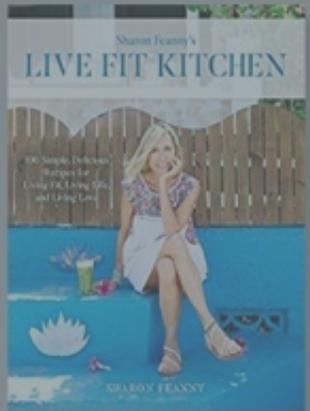
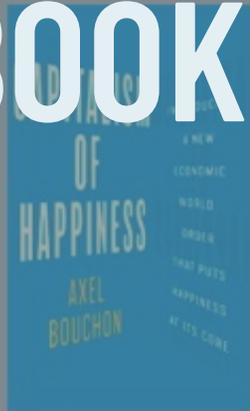
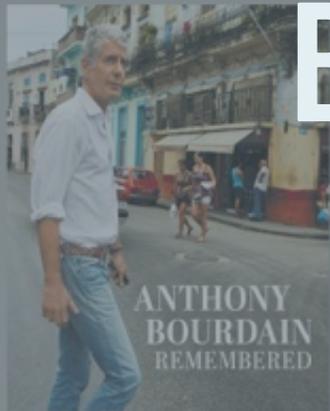
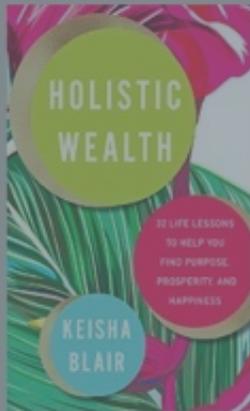
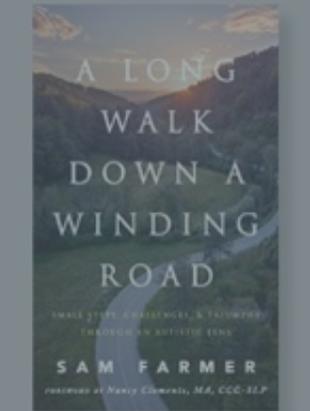
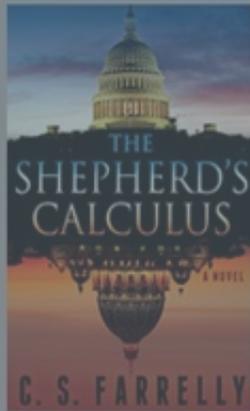


Our holistic approach results in high-quality, award-winning books that reach your audience.





girlfridayproductions.com



TOGETHER,
WE CREATE
INSPIRED
BOOKS



“THE PRODUCTION
QUALITY IS AS
GOOD AS OR
BETTER THAN
WHAT YOU WOULD
FIND WITH **A MAJOR**
PUBLISHING HOUSE.
IT IS BEAUTIFUL!”

—LINCOLN M. STARNES,
NON-FICTION AUTHOR

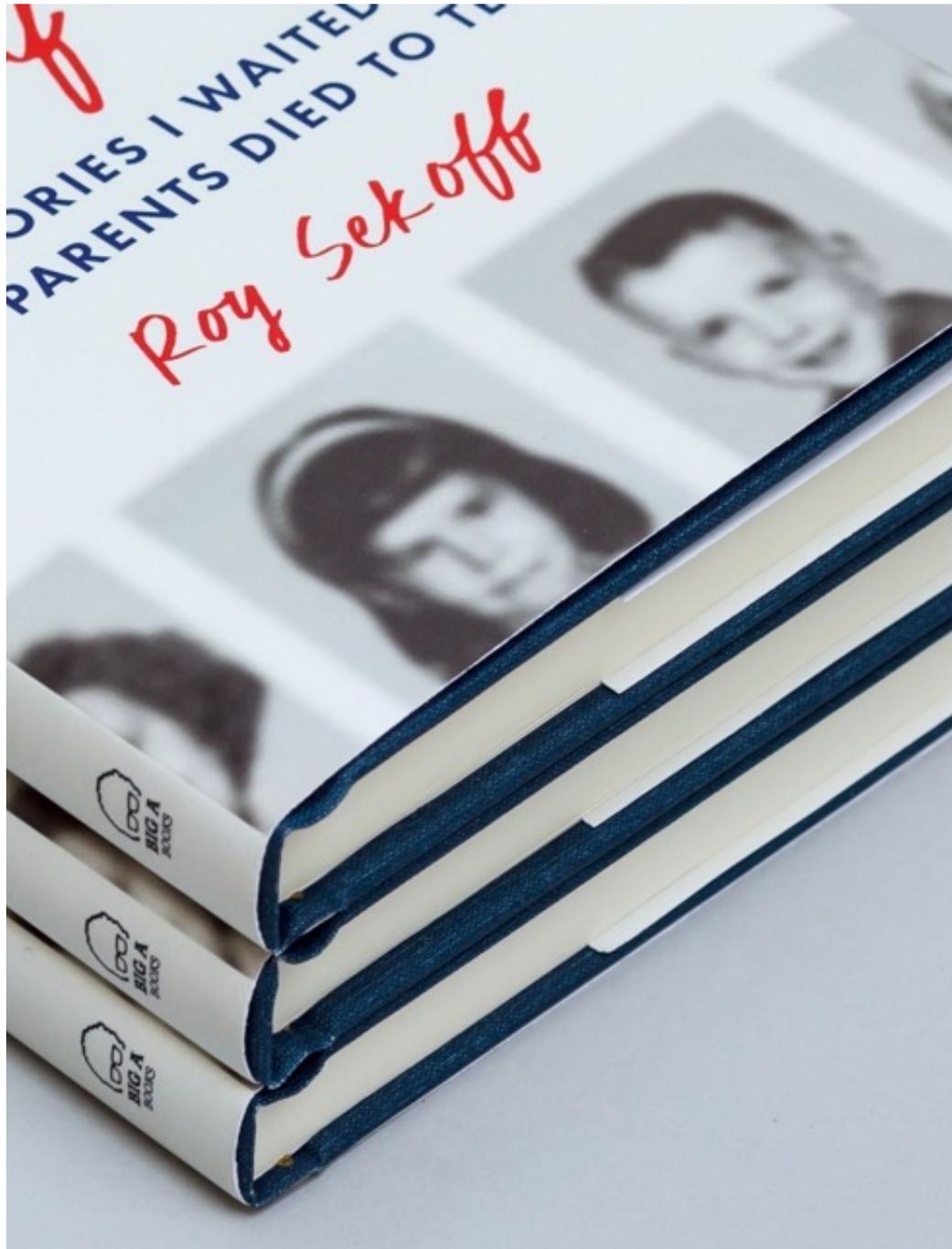




"NOT ONLY EXCELLENT BUT ENJOYABLE. I FELT LIKE I WAS ENGAGED IN A JOINT ENTERPRISE, NOT SIMPLY A BUSINESS RELATIONSHIP."

—M.J. POLELLE, NOVELIST

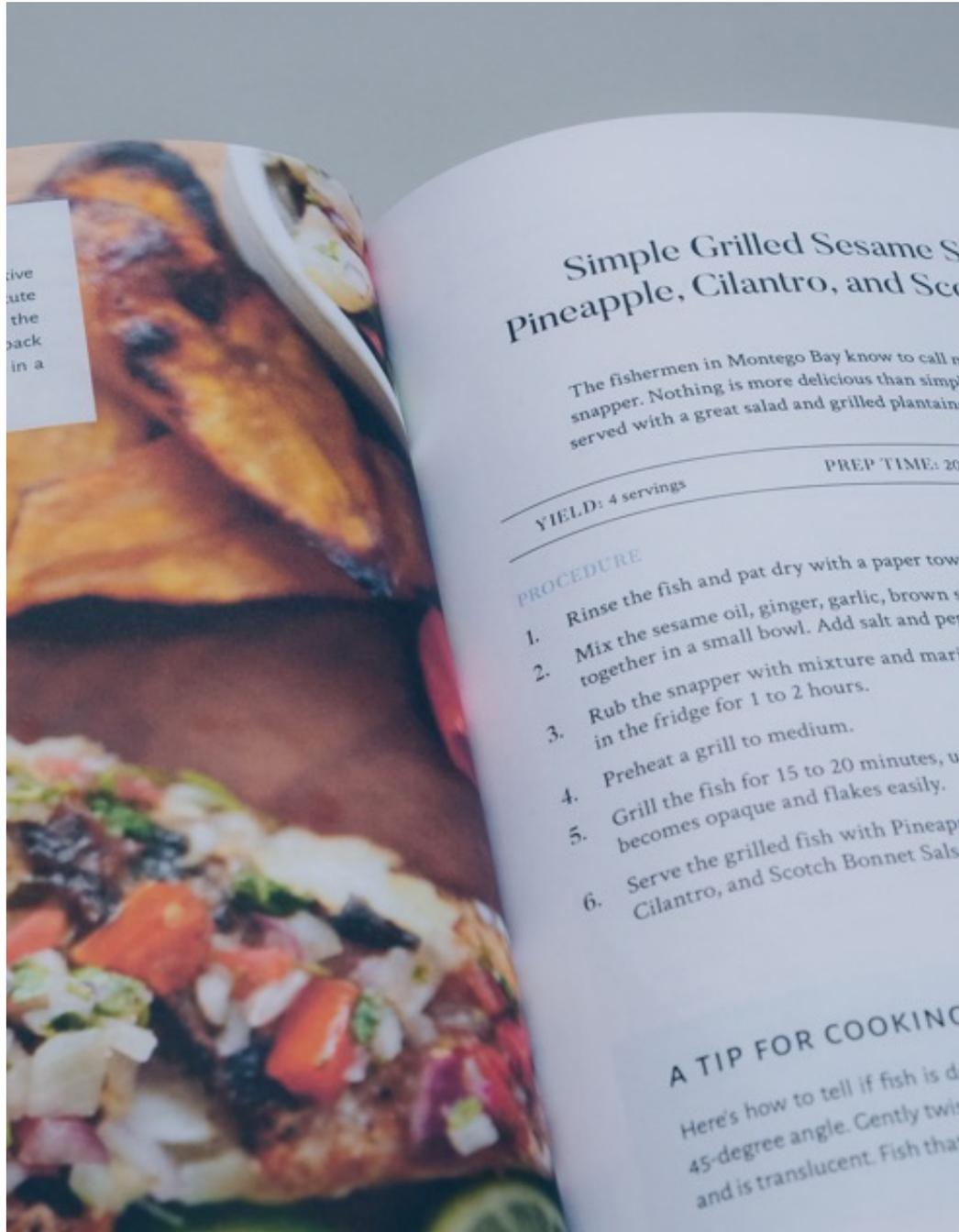




“MY BOOK TURNED
INTO A DYNAMIC
CALLING CARD AND
A **POWERFUL**
VEHICLE FOR
CONNECTING WITH
PEOPLE IN A
SURPRISINGLY
DEEP WAY.”

—ROY SEKOFF, CO-FOUNDING
EDITOR OF THE HUFFINGTON POST





Simple Grilled Sesame Snapper with Pineapple, Cilantro, and Scotch Bonnet Salsa

The fishermen in Montego Bay know to call this snapper. Nothing is more delicious than simple snapper served with a great salad and grilled plantains.

YIELD: 4 servings

PREP TIME: 20 minutes

PROCEDURE

1. Rinse the fish and pat dry with a paper towel.
2. Mix the sesame oil, ginger, garlic, brown sugar, and soy sauce together in a small bowl. Add salt and pepper to taste.
3. Rub the snapper with mixture and marinate in the fridge for 1 to 2 hours.
4. Preheat a grill to medium.
5. Grill the fish for 15 to 20 minutes, until the fish becomes opaque and flakes easily.
6. Serve the grilled fish with Pineapple Salsa, Cilantro, and Scotch Bonnet Salsa.

A TIP FOR COOKING

Here's how to tell if fish is done: Turn the fish at a 45-degree angle. Gently twist the fish and it should be translucent. Fish that is done will be white and flake easily.

“THIS GORGEOUS BOOK PUTS ME IN THE **CATEGORY OF AN EXPERT**. IT HAS TREMENDOUSLY **ELEVATED MY BRAND**, AND I’M ONLY BEGINNING TO FEEL THE IMPACT.”

—SHARON FEANNY, INTERNATIONAL YOGA AND WELLNESS EXPERT



CRITICAL ACCLAIM

Along with netting numerous awards and glowing reviews, over 80% of our titles hit #1 on Amazon in their category, an honor that translates into increased visibility and better discoverability.



OUR CAPABILITIES

PROJECT MANAGEMENT

- Dedicated project manager
- End-to-end planning and oversight
- Printing and distribution management

COMPREHENSIVE EDITORIAL

- Developmental editing, copyediting, proofreading
- Fact checking
- Indexing
- Book description copywriting

CUSTOM DESIGN & PHOTOGRAPHY

- Art direction
- Cover design
- Interior design
- Print and Ebook editions
- Audiobook production

READER MARKETING

- Market analysis and launch strategy
- Optimization of ecommerce and social platforms
- Foundational author branding elements
- Pitching for endorsements
- Customized marketing tactics, including publicity pitching, podcast pitching, social media campaigns, Amazon ads, and more

TRADE MARKETING (HYBRID ONLY)

- National retail distribution and sell-in
- Representation of foreign rights
- Sales and publicity plan
- Long-term sales support and campaign optimization



AUTHOR ORIENTED

We believe in empowering creators, which is why we offer two distinct publishing pathways that utilize the same excellent teams.

With our **fully-assisted self-publishing** “indie” model, authors retain **100%** of net royalties and rights.

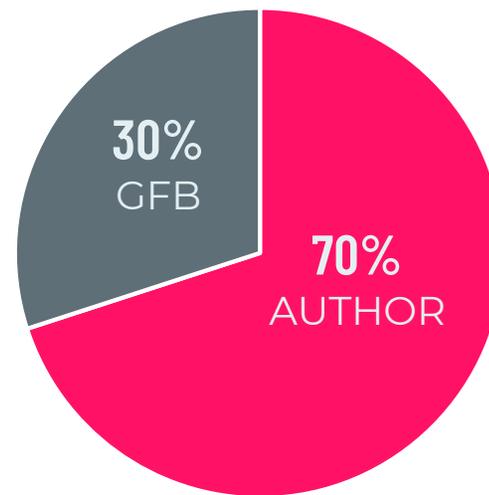
With our **hybrid publishing** imprint, Girl Friday Books, we offer access to national brick-and-mortar retail distribution. In this model, authors retain **70%** of net royalties.

Your **book’s content, its viability in the in-store channel, and your strategic priorities** will influence the pathway suits your book best.

INDIE EARNINGS



HYBRID EARNINGS



INVESTMENT LEVELS

We customize every proposal based on your book and your goals. Pricing below is a ballpark estimation of what our authors expect to spend.

INDIE PUBLISHING	\$25,000 +
HYBRID PUBLISHING <i>*Requires submission and approval by editorial board</i>	\$35,000 +

TALK TO US FOR A TAILORED PROPOSAL

“Amazing. This was as **turnkey and smooth-running** as I ever could have hoped for.” —Stephan Paternot, CEO, Slated

“The reality is, if you have a book, you're more of an expert than the person that doesn't. **It's the proof of my thought leadership.** It's that simple.” —Jeremy Darlow, brand marketing executive

Are all the GFP employees this way, or did I get the crème-de-la-crème? The thoroughness, response time, and industry know-how of each of the team members has exceeded my expectations. —Art Trapotsis, wellness author

“Thank you so much for all that you did to make the book a success. **The book is exactly as I wanted it to be.**” —Rhona Weaver, award-winning novelist

“You made it so pleasurable and seamless; the whole process was **professional and fun.** Thank you over and over.” —Eugenia Melián, former fashion model

Just a **superb company.** Anyone looking to self publishing should hands-down use Girl Friday Productions. **I couldn't be happier** with the entire process!” —Caitlin Mitchell, subject-matter expert

LET'S TALK.

hello@girlfridayproductions.com



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