



**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.



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

# 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

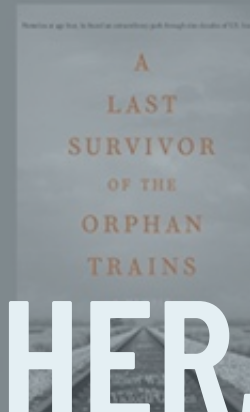
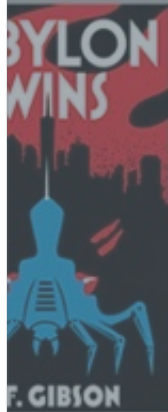
# AN INTEGRATED TEAM



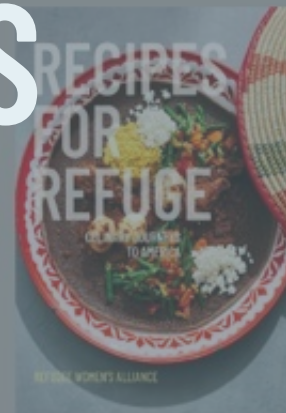
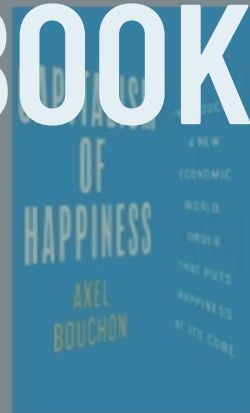
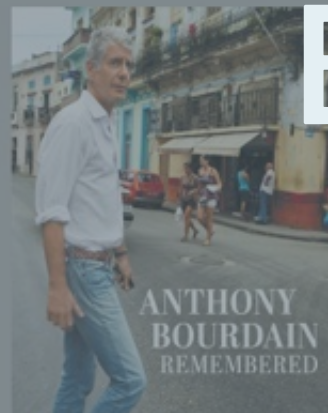
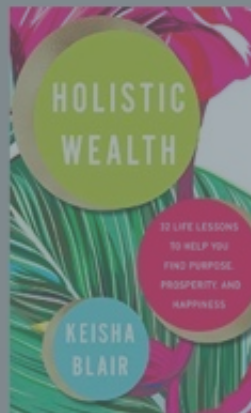
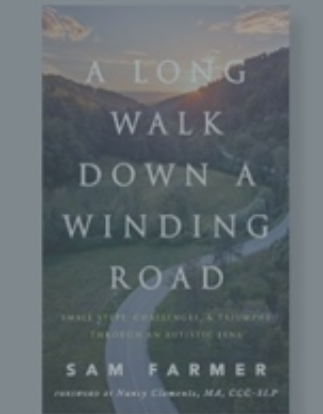
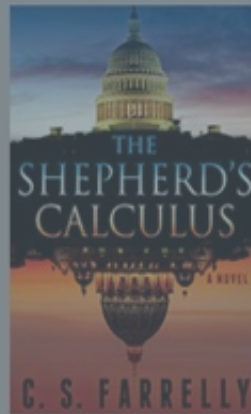
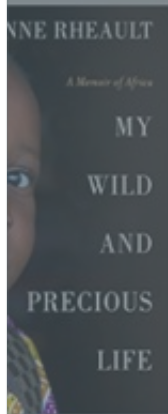
Our holistic approach results in high-quality, award-winning books that reach your audience.







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

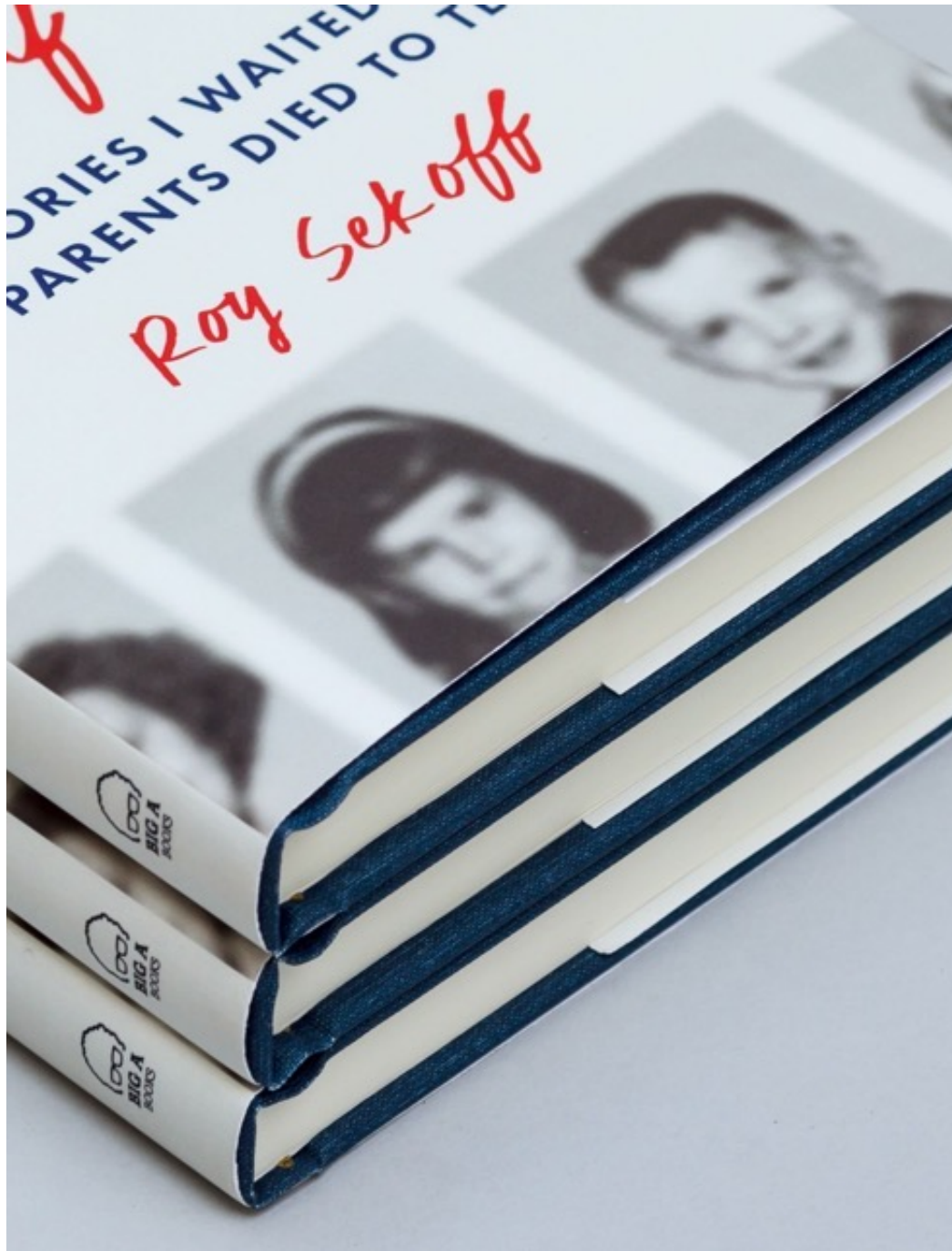




"NOT ONLY  
EXCELLENT BUT  
**ENJOYABLE. I FELT  
LIKE I WAS  
ENGAGED IN A  
JOINT ENTERPRISE,  
NOT SIMPLY A  
BUSINESS  
RELATIONSHIP."**

—M.J. POLELLE, NOVELIST



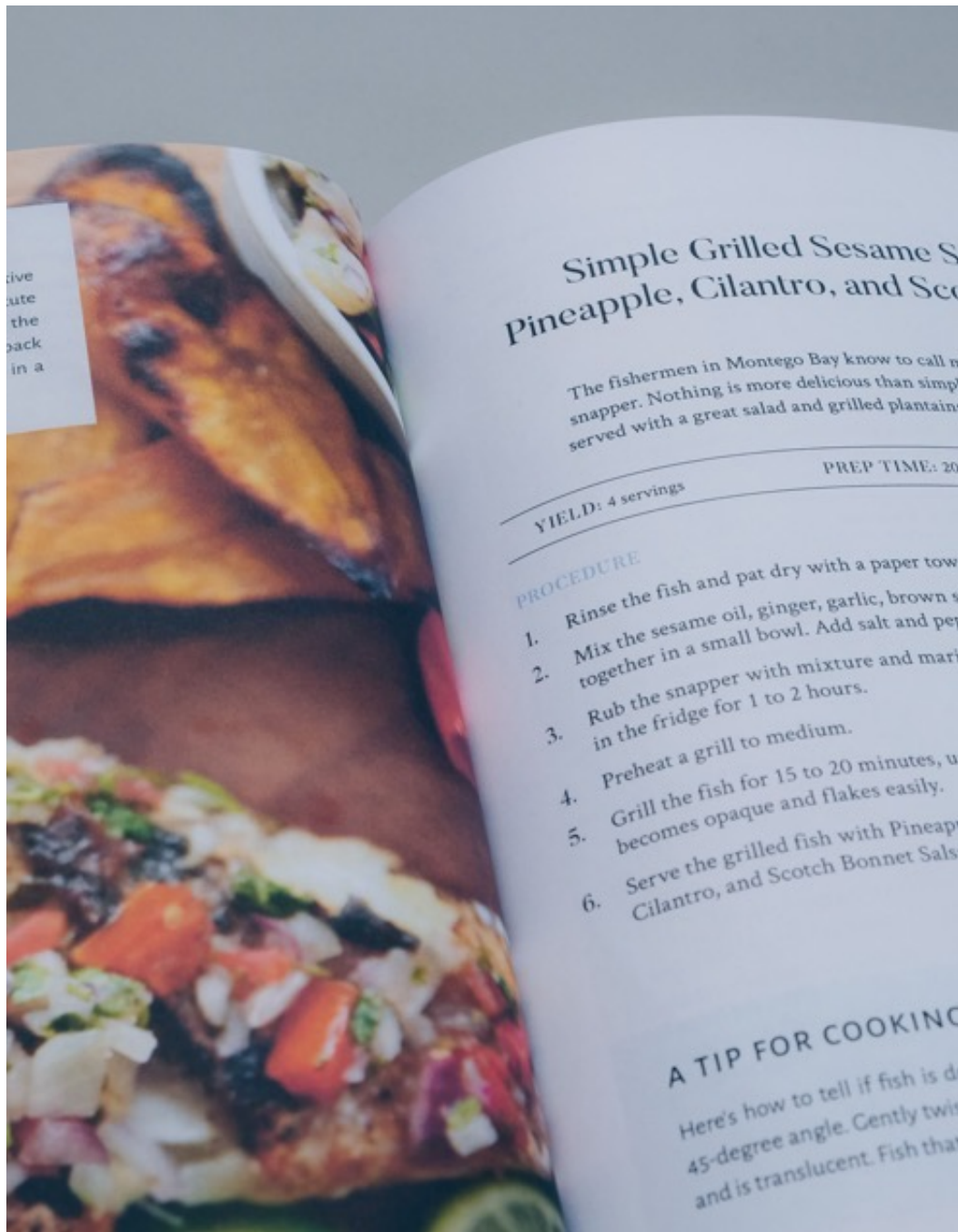


"MY BOOK TURNED  
INTO A DYNAMIC  
CALLING CARD AND  
A **POWERFUL**  
**VEHICLE FOR**  
**CONNECTING WITH**  
**PEOPLE IN A**  
**SURPRISINGLY**  
**DEEP WAY."**

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







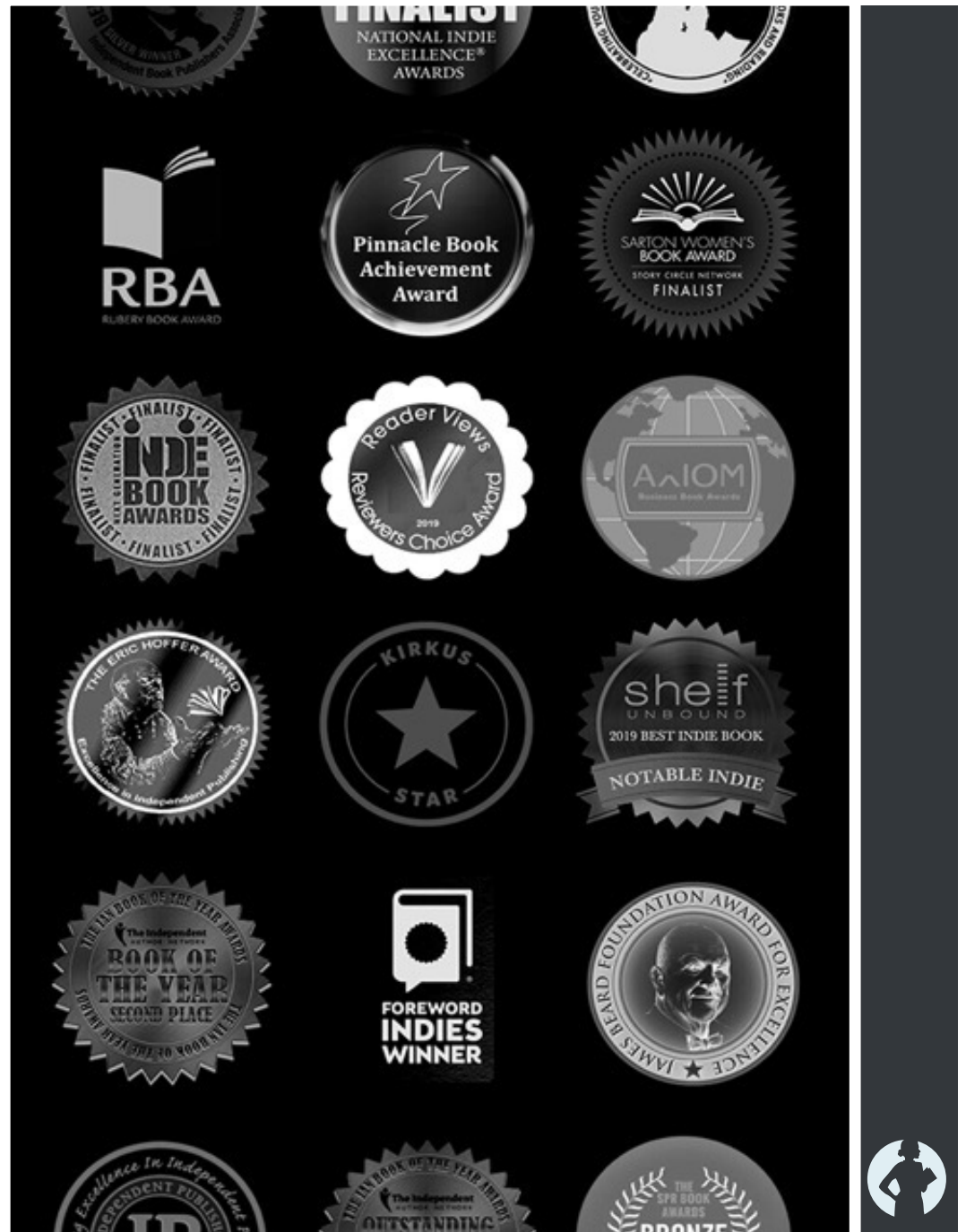
**"THIS GORGEOUS  
BOOK PUTS ME IN  
THE CATEGORY OF  
AN EXPERT. IT HAS  
TREMENDOUSLY  
ELEVATED MY  
BRAND, AND I'M  
ONLY BEGINNING TO  
FEEL THE IMPACT."**

—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

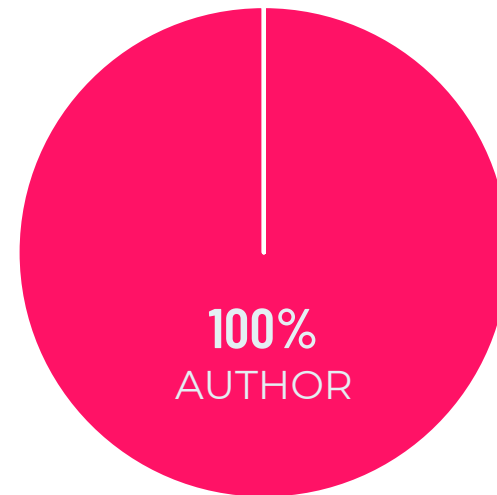
We believe in empowering creators, which is why we offer two distinct publishing pathways that utilize the same excellent teams.

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

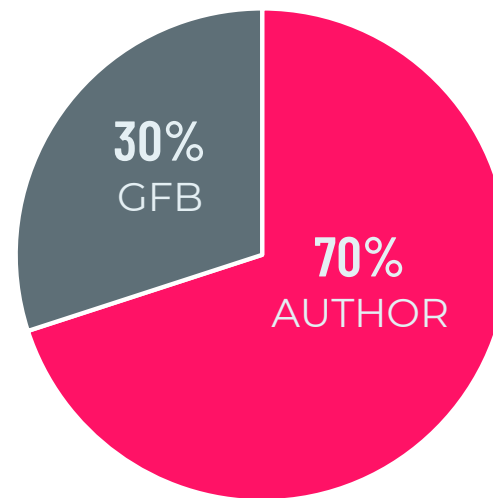
With our **hybrid publishing** imprint, Girl Friday Books, we offer access to national brick-and-mortar retail distribution. In this model, authors retain **70%** of net royalties.

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.

<b>INDIE PUBLISHING</b>	\$25,000 +
<b>HYBRID PUBLISHING</b> <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



**hello@girlfridayproductions.com**

