SELECT CLIENTS

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Chronicle Books

The City of Seattle

Cystic Fibrosis

Dan Savage

Dino Publishin

eNotes

Editorial Freelancers

Magazine

The Ross You

Gonse Networks

Gotham Books/Avery

Hartley & Marks

Heifer Internationa

Hyun Associates

Jossey-Bass Publishers

Mindful Life

The Penguin Group

Seal Press/Perseus Book Group

Causa Cimala

Machines

Sierra Club Books

Skipstone

Smartlab Toys

Ten Speed Press/Random House

Timber Press

Trophy Cupcakes and Party

The University of Washington Here at Girl Friday, we live up to our name, working with a diverse list of clients on an incredible array of projects that continues to challenge and surprise us. Our roots are in book publishing and we love helping authors and publishers bring books to life, but over the years we have used those same talents to help clients working in government, education, restaurants, and software development.

WRITING

The six principals of Girl Friday are published writers experienced in book-length fiction, nonfiction, marketing copy, proposals, blogs, press releases and case studies, as well as educational material for children and teens.

EDITING

Former in-house and acquisitions editors, we are at ease working within a wide range of genres, from sci-fi fantasy to romance to politics to alternative health. We're always ready with an honest opinion, and can provide extensive, targeted feedback on your draft memoir, novel, or non-fiction labor of love.

COLLABORATION

Are you at the top of your field but not in the craft of writing? Whatever your area of expertise—be it medicine, business, cooking, or even your own life history—we are skilled and intuitive collaborators and ghostwriters who will find the perfect hook then bring your idea to life.

PUBLICITY

Whether you want to amp up your publisher's publicity efforts or you're taking the self-publishing leap, we'll give your book the push it needs using social and online media strategies as well as pitching national and local print, radio, and television.

BRANDING / SOCIAL MEDIA

These days, whether you're an author or an entrepreneur, having a distinct and appealing social media presence is a must. Let us help you navigate the everchanging world of social media and put together a comprehensive strategy for your book or brand. GFP excels at ghosting and managing blog, Facebook and Twitter accounts so that you can maintain a social media platform without ever lifting a finger.

SELF-PUBLISHING

With the rise of eBooks and Print-On-Demand publishing, there's never been a better time to take the reins of your writing career and publish your own work. We provide both one-time consultations and on-going project management. From editing to publicity to cover design, we'll be here every step of the way to guide you through the process and help you put out a book you can be proud of.

Unsure if your project is a good fit? Shoot us a line.



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EDITING

WRITING & COLLABORATION



Forever Paris: 25 Walks in the Footsteps of Chanel, Hemingway, Picasso

and More by Christina Henry de Tessan

Chronicle Books, March 2012

Girl Friday had the idea for a travel guide of historic walks. We created the book proposal, came up with the people to be featured, did the background research, created the walks, wrote the text, generated the maps in Google Maps, and did the photo research.



The Letter by Marie Tillman

Grand Central, Spring 2012

Girl Friday worked in close collaboration with Marie Tillman on her memoir about the six years that followed the loss of her husband, Pat Tillman, while he was serving in Afghanistan.



The Custom-Fit Workplace by Joan Blades and Nanette Fondas

Jossey-Bass, 2010

Moveon.org co-founder Joan Blades and Harvard MBA Nanette Fondas tapped Girl Friday to collaborate on a cutting-edge business book. For this project, we performed in-depth research, conducted interviews with industry experts and ordinary business people, and translated this information into professional yet accessible prose, all on a tight timeline.



The Spear and the Egg by Jo Luck

HEIFER
Heifer International retained Girl Friday to collaborate with its long-term
CEO and President, Jo Luck, on her memoir about global adventures at the
organizations' helm.



City Walks: Seattle

Chronicle Books, 2009

The Chronicle City Walks series editor tapped Girl Friday to write the Seattle guide for this popular line of card decks. We came up with the fifty walks; plotted each route; chose the shops, restaurants, and sites highlighted on each card; and then provided the series editor with complete guided walks and maps for each, all on a tight four-month turnaround.



Annual Gala Auction Catalog for The Cystic Fibrosis Foundation (2006 -

Girl Friday pens descriptive marketing copy for the hundreds of items donated each year to the annual gala auction, performing research as necessary for items from elegant African safaris to world-class Cabernets. GFP has consistently met deadlines while working with the coordinator using Auction Tracker specialty software. A "hot sheet" pitches the most valuable items for the gala.



Case Study on Computer Management System for Seattle Children's

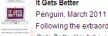


EDITING

WRITING & COLLABORATION

BOOK DEVELOPMENT

PROJECT MANAGEMENT



It Gets Better

Following the extraordinary success of Dan Savage and Terry Miller's \it /t Gets Better Youtube project, Penguin wanted to rush a book version to press. Girl Friday worked closely with Savage and Miller to cull the strongest and most varied clips, convert them to prose, edit them, and make sure all permissions issues were in order. It Gets Better became a New York Times bestseller the week of its release.



Girl Friday was hired by eNotes to write, design, proofread and fact-check 50 lesson plans for teachers to use in the classroom, focusing on great works of literature from Shakespeare to Sherman Alexie.



Nordstrom Guide to Men's Everyday Dressing by Tom Julian

Chronicle Books, Spring 2010

Hired by Chronicle Books, Girl Friday served as the liaison between the two project teams at Nordstrom and Chronicle. Girl Friday attended weekly meetings with Nordstrom and reported back to the Chronicle team, kept track of the production schedule, and stayed in close contact with the writer to ensure timely delivery of a clean manuscript. We then edited the content in both manuscript and layout forms, helping to ensure the images matched the content and that the prose was clear and true.



Seattle Climate Action Highlights 2009 and 2010

The City of Seattle hired Girl Friday to write, edit, and perform project management for a report on the City's climate protection progress for 2009 and 2010. Working from existing press releases and content gleaned through new interviews, Girl Friday wrote original content for an outline set by the Office of Sustainability and Environment. We also mapped out the layout for the booklet, suggested images and visuals, and assisted with selecting and overseeing the project's designer and proofreader.

PUBLICITY



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EDITING WRITING & COLLABORATION **BOOK DEVELOPMENT** PROJECT MANAGEMENT

PUBLICITY



DOUBLEDAY While working at Doubleday, Andrea managed national campaigns for bestselling and notable authors such as Jeff Lindsay, Water Kirn, Pulitzer Prize-winner Tim Page, Orange Prize-winner Valerie Martin, and many



Kim Ricketts Book Events
EVENTS While working at KRBE, Andrea managed local publicity for a variety of literary and cookbook authors including Laurie David, Rene Redzepi, Steven Johnson, Rowan Jacobsen and Guillermo del Toro.



Emotional Freedom by Dr. Judith Orloff

Andrea organized local tour publicity for this best-selling author including coverage from The Seattle Times, Chat with Women and others



The Business of Books with Jen Worlck and Kerry Colburn

Andrea worked with local and authors and publishing gurus Worick and Colburn on their 'Business of Books' series with the Hotel 1000. Coverage included KUOW, The Seattle Times, KKNW's Chat with Women and others.



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