

"We are deeply pleased with the book and hope you will be too. You two have done a fabulous job helping us complete it."—Joan Blades, co-author of *The Custom-Fit Workplace*

#### SELECT CLIENTS

bedker&mayerl

Chronicle Books

The City of Seattle

Cystic Fibrosis  
Foundation

Dan Savage

Dino Publishing

eNotes

Editorial Freelancers  
Assoc.

Fretboard Journal  
Magazine

The Ross Yoon  
Literary Agency

Goose Networks

Gotham Books/Avery

Hartley & Marks  
Publishers

Heifer International

Hyun Associates

Jossey-Bass  
Publishers

Mindful Life

Mountaineers Books

The Penguin Group

Pike Place Fish

Richard Hugo House

Seal Press/Perseus  
Book Group

Seven Simple  
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 ever-changing 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.](#)

"Thanks so much for the care, thought, and skill that you put into this. It really has been a pleasure and I'm very grateful for the chance to collaborate with you."—Richard Nelson, contributor to *The Last Polar Bear*



EDITING  
WRITING & COLLABORATION  
BOOK DEVELOPMENT  
PROJECT MANAGEMENT  
PUBLICITY

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## EDITING

### WRITING & COLLABORATION



**Forever Paris: 25 Walks in the Footsteps of Chanel, Hemingway, Picasso and More** by Christina Henry de Tesson  
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 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 – present)**

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**



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## EDITING

## WRITING & COLLABORATION

## BOOK DEVELOPMENT

## PROJECT MANAGEMENT



### **It Gets Better**

Penguin, March 2011

Following the extraordinary success of Dan Savage and Terry Miller's *It 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.



### **eNotes**

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

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## PUBLICITY



### **Doubleday**

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



### **Kim Ricketts Book 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 Worick and Kerry Colburn

Andrea worked with local 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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"One of the nicest 'turnarounds' in a manuscript I've seen in a while! Thank you for all you've done to make this book great."—Genevieve Llosa, Jossey-Bass

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

Email address: \*

Phone number:

What are you interested in?

How did you hear about us?

**Address**  
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