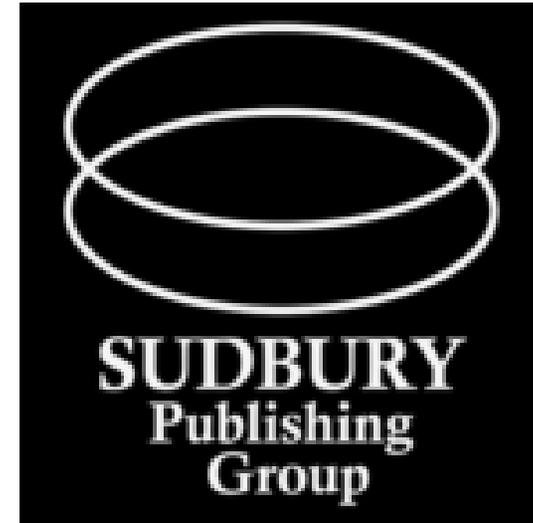


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ABOUT

Sudbury Publishing Group is a small publisher catering to eclectic subjects and new authors interested in publishing for personal or commercial purposes. Benefitting from professional experience and talented connections, SPG is well-positioned to provide direct services or work with quality collaborators to take the pain out of self-publishing.

Jonathan Baker — Editor & Publisher



Jon Baker cut his publishing teeth at Boston University's College of Communication where he was editor of the university yearbook. In California, he worked as a book editor for textbook giant, John Wiley, and for a division of Harper & Row. He returned to New England for a position with Little Brown. Intrigued by global publishing technology, he joined Digital Press, a fully-functional publishing unit within Digital Equipment Corporation. To expand his skills, he pursued technical writing and became active in the Society for Technical Communication, serving as both STC Boston Chapter president and as a Director for the organization. While employed by EMC as a documentation manager, he attended Regis College where he acquired a Masters' degree in Organizational Change Management. Jon has also freelanced for numerous high-tech clients and produced commissioned publications.

Jill Baker — Author & Media Marketer



Jill Baker grew up a small town in New York state where, as a teenager, she wrote a weekly newspaper column. She graduated from Boston University's College of Communication, majoring in Broadcasting & Film. To pursue her career, she moved to Southern California and eventually, to the jointly-operated San Francisco newspapers, where she was hired as a copywriter and AV producer. Returning East, Jill became Promotion Director for the *Boston Herald* (Hearst), *Middlesex News* (Harte-Hanks), and later, the Fidelity Investments-owned, Community Newspaper Company. While at the Herald, she won the international Mark E. Senigo Gold Pen Award presented by the *New York Times* and *Editor & Publisher*. Jill also maintained a freelance association with the *Cape Cod Times* (Dow Jones). Most recently, she was Director of Marketing for a digital publishing provider that served the magazine industry. See jillcbakerauthor.com.

SERVICES

SPG takes a consultative approach in helping authors assess their needs and get their work 'out the door.' This can be as simple as a preliminary conversation to clarify objectives, a high-level manuscript review to flag rough areas, or as specific as copy editing and file preparation.

Acquisitions — seeking complete, unpublished manuscripts from authors who want to self-publish

Author Website — content development for your site and/or collaboration with web tech experts to execute your content

Beta Reader Reviews — feedback on draft manuscript by ourselves or by objective readers

Copy Editing — scrutiny for grammar, spelling, punctuation

Copyrights — copyright page set-up and filing

Cover and Interior Design — handled directly or by our freelance designers

Development — high-level review of early draft by developmental editor, focused on characters, backstory, foreshadowing, and arc

Distribution — connection to digital distribution partners or direct help placing your ebook into online stores

Editing — mark-up of completed manuscript for plot, pacing, clarity, accuracy, authenticity, continuity, and place; interior design review

ISBNs & Bar Codes — acquired for you

Manuscript preparation — pagination and styling

Marketing — ideas and resources for strategy, tactics, timing, PR, publicity

Permissions — secure permission to use content (quotations, images, photos)

Photography — black & white or color; access to professional videographers

Production — management of workflow for entire publication process with the goal of final output to PDF, Mobi, ePub; staffing assistance or outsourcing to specialists in multi-platform verification

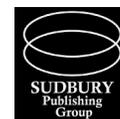
Proofreading — after edits are assimilated or after file prep, checking for spelling, spacing, word breaks, duplication, inconsistencies

Research — conducted by SPG or by our experienced collaborators

Tracking & Analytics — review of available tools, ways to assess and test

Tricks of the Trade — things that have worked for us; helpful resources

Writing — ghostwriting, byline writing, or you write with our guidance



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