

PARALLEL33PR

SUGGESTED INTERVIEW QUESTIONS

For Leslie Miller, CEO of Girl Friday Productions
www.girlfridayproductions.com

1. You've lived many lives in the publishing industry. Can you tell us a little about that journey and your experience in traditional publishing that led you to start a hybrid and indie publishing company?
2. At Girl Friday, you pride yourself on being "radically flexible and transparent." What does that mean and why is that important to the culture and the leadership team?
3. As a working mom, what has been your experience and how has that shaped GFP – not just internally, but the entire business model and offerings?
4. Self publishing used to be considered "less than" and inferior to traditional publishing. Is it still? What's changed in the last 5 years? In the last 2 years?
5. In just a few words, can you please help us understand the difference between hybrid and indie publishing, and how that compares to traditional publishing?
6. Okay let's talk about authors. Who is the ideal hybrid or indie author?
7. There's been a lot of talk lately about author "platforms" and in particular, the impact a large social media following does or does not have on book sales. How do you feel about social media for authors?
8. When is the right time for an author to start building their platform?
9. What are three myths first time authors believe?
10. Having been an author yourself, an editor, a publicity director, and now a publisher, what one piece of advice would you share with our audience – anyone who's ever dreamt of writing a book or has even given it some serious thought. What will help them take the next steps?
11. If you could share one last thing, especially to female entrepreneurs, what would you say about being a working mom, a business owner, and a leader for future women? What do you wish someone had said to you that you now say to your own employees and colleagues?

Thank you for spending so much time with us today! Where can our audience go to learn more about Girl Friday Productions? www.girlfridayproductions.com

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