



*For all your
publishing
needs*

*The difference between the almost-right word and the right word is the difference
between the lightning bug and the lightning. ~ Mark Twain*

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Company Profile – Fireblade Publishers

Contents

1. Mission
2. Values
3. Our Team
4. Our Partners
5. BEE
6. Why Use Fireblade Publishers?
7. Our Services
8. Add Value Benefits
9. Global Reach
10. Our Experience
11. Conclusion

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Company Profile – Fireblade Publishers

1. Mission

Fireblade Publishers is committed to providing its clients with service that is excellent *and* affordable. Fireblade Publishers constantly pursues perfection, and our mission at Fireblade is to provide our clients with top-quality service that will be difficult to find elsewhere at pocket-friendly rates.

Our mission, to put it simply, is to keep our clients happy and enable authors to follow their dreams, regardless of the publishing method they choose. Fireblade Publishers is dedicated to client satisfaction and meeting its clients' needs above all else.

At Fireblade, we also realise that, without authors, we wouldn't exist. This is why we are called Fireblade **Publishers** despite the fact that we are *not* publishers – you, the client, are the publisher, whether you're a publishing company or independent author. Regardless of the services you choose or how little industry knowledge you may have, we will show you how to publish your own books – *at no extra charge* – via the information and writers' resources we supply on our website. We will even set up distributor accounts for you for a small admin fee.

2. Values

Fireblade Publishers believes in a hands-on approach and its partners are, at all times, fully aware of the details of all ongoing projects and are actively involved in as many as possible.

We believe in dedication, hard work, client satisfaction and personalised service.

Our core values, in no particular order, include:

- Passion for what we do
- Honesty
- Attention to detail and accuracy
- Service excellence in every sense
- Creativity
- Cost effective service
- Reliability
- Willingness to assist authors in any way possible

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3. Our Team

Vanessa Finaughty juggled a full-time job for 14 years in the international shipping industry together with freelance writing/editing work for two years before partnering with T.C. Southwell to form The Write Way Freelancers, of which she is still a working partner. Vanessa is a published author of fiction and non-fiction, and has extensive editing experience. She has also written numerous commercial features and editorial for various newspapers, SEO-optimised website copy, magazine editorial, book reviews and author interviews.

Aneza Lee is a published author of fiction novels and poetry, has over four years' experience as a copywriter and editor, and is well versed in SEO-optimised website copy. After spending 12 years in the motorcycle importing trade, she finally conceded that writing is her first love and true passion. In 2008, she made the decision to freelance full time and has since written several book reviews. She joined Write Way Freelancers in 2011 and became a Fireblade Publishers' partner in May 2012, where she will be helping to plan and run writers' workshops in the near future.

Tamsin Southwell is our resident night owl and silent partner who helps with work overflow, editing of Fireblade's website text and anything else that needs doing. When she's not working, you can rest assured that you will still find her in front of her computer... writing. Tammy spent six years writing for the sheer enjoyment of it before even considering having her work published, and in that time she completed over 30 novels and five screenplays, and is now a best-selling fiction author. Tammy has over ten years' experience in SEO writing, had her first novel published in 2006, and is a Write Way Freelancers partner, editor and copywriter.

4. Our Partners

Fireblade is committed to service excellence and has decided to focus on what we do best. As such, we don't offer services like manuscript formatting, because we don't feel our team members have enough knowledge in this area. However, we *do* work with other industry professionals who we feel are better at these things than we are, so clients can find *every* necessary service with Fireblade or our partners instead of spending time searching for a second or even third service provider or company to handle each aspect of the publishing process. Where Fireblade's services overlap with those of our partners, we refer work at times when we're too swamped to take on new clients.

Our partners are listed below, along with a brief explanation of the services they provide. For more information or to contact one of our partners, please visit our website at www.firebladepublishers.com

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Darla Mittler Document Magic: *ebook and print manuscript formatting; audio books* – the company also provides many business services that relate to documentation. An extensive list of Darla Mittler’s services can be found at <http://darlamittler.com>.

The Write Way Freelancers: *novel critique, editing and proofreading* – the company also provides business services that relate to website, newspaper and magazine copywriting and copyediting. An extensive list of Write Way’s services can be found at <http://www.write-way-freelancers.com>.

Vanessa Finaughty Books: *extensive writers’ resource* – this new website, run by Fireblade partner, Vanessa Finaughty, aims to become the ultimate writers’ resource, where authors can gain knowledge and insight from peers, readers and professionals. The site welcomes authors sharing their books and experiences. To see for yourself what VFB offers, visit <http://www.vanessafinaughtybooks.co.za/index.php/en/forum>.

5. BEE

As a new company, and due to the current total staff count of four, Fireblade Publishers has not registered for BEE compliance. We hire top-quality freelancers who will share our core values and are excellent at their jobs – we don’t care if they happen to be male or female, black-, green-, blue- or white-skinned, have purple or no hair, what their religious beliefs are, how young or old they are, or any of the other things that, sadly, tend to count nowadays when applying for a job. If you fit the job criteria and are good at what you do, and we’re still in need of staff members, you’ll get the job regardless.

Procurement

Where possible, Fireblade will assist and support others in our industry with the required talent to satisfy clients, and, as such, we make use of freelancers’ talent and dedication. We hope to grow the company to the point where we’re able to make a few of their dreams come true by hiring them full time.

We are also always happy to make use of other companies within our industry, on an outsourced basis, if those companies share our core values, which all our above-mentioned partners do.

Employment Equity

Fireblade Publishers is 100% owner-managed and we utilise the services of freelancers who may not otherwise have work, and outsourced service providers where necessary.

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Skills Development

Fireblade Publishers endeavours to empower staff members to follow their passion, and assists emerging talent to grow into something special. Where necessary, we will refer clients to our partners.

6. Why Use Fireblade Publishers?

Name one other company that will show you how to make its services cheaper or do things yourself.

While we're a business and do, of course, prefer paying clients, we understand that many authors fit the 'starving artist' profile a little too well. Many writers may be able to afford some book-related services, but not be able to pay for everything that needs to be done when writing and publishing a book. Let's face it – it's a lot of hard work and good quality hard work doesn't come cheap. Other writers simply want to write and leave the work part to the professionals. However, many authors cannot afford to pay a *cent* towards publishing their books, so Fireblade provides myriad valuable resources and tools to enable writers to self-edit, create their own book covers, format their manuscripts and more. For a detailed list of writers' resources and tools, please visit the Fireblade homepage and scroll down the right sidebar.

Authors who hire Fireblade Publishers can be assured of 100% commitment to seeing their projects to completion. Whether you only need a back cover blurb edited or require a full range of services, you will receive the same dedication and commitment to excellence from us.

Fireblade's managing partners are 100% hands on and are, therefore, wholly dedicated to ensuring complete client satisfaction.

Fireblade's partners and freelancers have extensive industry experience, have written reviews and conducted interviews, and many are published authors (some traditional; some indie) and have run writers' critique guilds. Experience has taught us how to easily meet writers' individual needs and adapt our services where necessary in order to meet those needs, and our head editor has been referred to as an 'empathic editor' by one happy author.

We also, of course, keep client information 100% confidential, and will *never* share your work or use it as samples without your express written permission. Marketing-related sharing is excluded, for obvious reasons, though we will *only* assist with marketing when the writer has informed us in writing that he or she is ready to share the manuscript with the world (this can also be for pre-publication marketing).

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7. Our Services

We offer a full range of services to meet the needs of absolutely anyone who wants to publish a book, whether you are a traditional publishing company, a self-publishing company or an individual author who either wants to perfect your manuscript before submitting it to a publisher, or who wants to self-publish.

We realise that most publishers and authors require a variety of different services, and find it more convenient to use one service provider for everything. We try to accommodate our clients in every way possible, and, in light of this, Fireblade attempts to offer, either directly or via our partners, a full range of book-related services. If the service you need does not appear under our list of services on our website or in this company profile, please don't hesitate to query it – if it's not a service we're able to provide, we will attempt to source a partner/freelancer who can, and who meets our partner/freelancer criteria.

Fireblade Publishers' services:

Manuscript edits

Manuscript proofreads

Manuscript critique

Book cover design

Book reviews

Author interviews

Character interviews

Book promotion & marketing

Ready made author websites

- editing author-written website text
- adding in SEO keywords and doing SEO for author-written websites
- website banner creation
- other website graphics
- copywriting
- domain registration (via one of our partners)
- website hosting (via one of our partners)

Press releases (writing and/or editing of)

Back cover blurbs (editing only, unless we're hired to edit, proofread or critique the same book, or paid a reading fee)

Press kits

Skype consultations

Personalised novels

Ghost writing novels

Ghost writing author blogs

Editing/proofreading author blogs

Creating social media accounts for you at: Twitter & Facebook

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Creating distributor accounts for you so you can sell your books at: Smashwords & CreateSpace

Our partners' services:

Manuscript formatting for print novels and ebooks (Darla Mittler)
Audio books (Darla Mittler)
Interactive writers' resources and tools (Vanessa Finaughty Books)

Planned future services:

Book trailers

For more details on each service, please visit the [Fireblade website](#).

8. Add Value Benefits

Where possible, we provide regular clients with free services from time to time. For example, a publisher who sends us weekly or monthly work may receive a discounted rate or a freebie here and there, at our discretion, and returning authors may be offered free services.

9. Global Reach

Thanks to the 'Digital Age', we're easily able to meet the needs of all authors and publishers, no matter what time zone you live in.

We are well-versed in the differences between UK and American spelling, and can edit and proofread documents in either version of English.

10. Our Experience

The Fireblade team has extensive experience in all our offered services. We understand an author's needs better than anyone, since most of us *are* authors, and, as such, we provide the type of service that we, as authors, would like to receive ourselves. We are perfectionists and will not offer a service that we don't have excellent first-hand experience in. That's where our partners come in.

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11. Conclusion

Our passion for the written word shines through in everything we do, and you can expect nothing but the best from Fireblade Publishers and our partners. We will help you to market your book, put your book together and, most importantly, to write it right.

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