

Apricity Publishing

The Non-Fiction Novella Model

A look at our process, services, and pricing

We provide an end-to-end, collaborative process that takes authors from story discovery through writing, editing, design, and publication of a professional nonfiction novella. We also offer à la carte services for authors who are joining us at different points in the process.

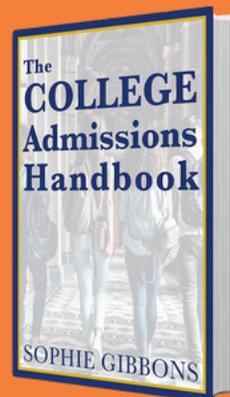
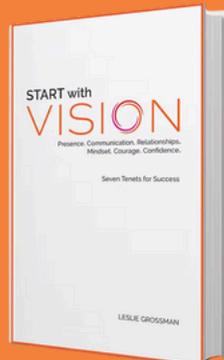
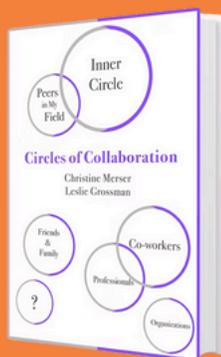


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PUBLISHING SERVICES SHEET

Apricity Publishing offers flexible pathways for authors at every stage and specializes in non-fiction novellas of up to 30,000 words. Our full-service package guides an author from the first conversation through a finished book, ready for readers. Books can be produced in print, ebook, or both formats, and authors may also select individual services as needed. Standalone services are priced separately, with the complete package offering the strongest overall value.

FULL SERVICE PACKAGE

\$5,000

We take an author from idea to published book with a process that is efficient, collaborative, and complete. This package includes every element required to produce and publish a professional non-fiction novella.

- Story discovery and development
- Ghostwriting or manuscript creation
- Three editorial refinement rounds
- Book layout and interior design
- Platform upload and distribution



A typical project runs 3 to 5 months from first interview to publication, depending on scope and author availability.

SERVICE BREAKDOWN

GHOSTWRITING AND STORY DEVELOPMENT

\$2,500

This is the heart of the work. We partner with the author to uncover the story, define the arc, identify lessons and guideposts, and write a manuscript that reflects the author's voice and intention.

- Story discovery interviews (up to ten hours)
- Development of the narrative structure and outline
- Manuscript writing up to thirty thousand words
- Three rounds of editorial refinement with author feedback

The author remains actively involved throughout, with structured feedback at each editorial stage.

EDITORIAL AND MANUSCRIPT SHAPING

\$1,000

For authors who have a draft and want it shaped into a clean, compelling novella with a clear arc and polished language.

- Developmental editing for structure and clarity
- Line editing for flow and voice alignment
- Final editorial polish before layout

“

Not every story needs hundreds of pages. Some need clarity, care, and a place to live. - Christine Merser, Founder

”

BOOK DESIGN AND LAYOUT

\$1,000

We turn the manuscript into a professionally designed book that reads well and reflects industry standards.

- Interior layout and typographic styling
- Chapter openers and consistent navigational elements
- One round of author revisions



COVER DESIGN

\$500

A strong visual identity is essential. We design a cover that reflects the story and stands out on retail platforms.

- Three initial concept designs
- Two rounds of refinement on the selected concept

REGISTRATIONS AND PUBLISHING PREP

\$400

We handle the administrative requirements that allow the book to be officially recognized, catalogued, and sold.

- Library of Congress registration
- ISBN setup and metadata creation
- Preparation of platform ready files

“We’re the bridge between inspiration and execution, collaborating with each author we work with through the creative and logistical steps that bring their story to life. - Frances Pearson, Publisher”

FINAL PROOFING AND AUTHOR APPROVAL

\$800

This is the last step before publication and ensures the book is polished and error free.

- Full proofread of the designed book
- Corrections and final file preparation

PLATFORM UPLOAD AND DISTRIBUTION SETUP

N/A

This service is only offered within the full package. We do not provide upload as a standalone service.

- Full proofread of the designed book
- Corrections and final file preparation

Distribution includes print and/or digital formats via major retail platforms using print on demand technology.



\$500

MARKETING OVERVIEW

A concise plan that positions the book to reach the readers and communities most likely to benefit from it.

- Audience identification
- Outreach recommendations
- Launch visibility and long tail sales ideas

This overview provides strategic direction and recommendations. Execution may be handled by the author or expanded through a separate engagement.



Meet Your Apricity Publishing Team



Christine Merser is the Founder of Apricity Publishing and a longtime strategist, writer, and author of both nonfiction and fiction. Her work includes the *Flight of the Starling* trilogy, *Circles of Collaboration* (a nonfiction exploration of how meaningful work is built through relationships and shared intelligence), and the memoir *The Letter*.

Christine brings a deep belief in story as a tool for understanding, connection, and change. She has spent years helping founders, leaders, and creators articulate the experiences and insights that shape their work, and translating those into clear, compelling narratives.

Within Apricity projects, Christine leads story development and writing. For authors who select ghostwriting or manuscript creation, she is the primary writer and creative partner, working closely with each author to capture voice, define structure, and shape the manuscript with intention and care.



Frances Pearson has spent more than ten years collaborating with clients and creative teams at Blue 2 Media, now Slate | Spark. She is the Publisher of Apricity Publishing, the book publishing arm of Slate | Spark, where she oversees production, publishing operations, and project management across the board.

Over the past five years, Frances has helped bring numerous books into the world, with four more coming to market in 2026. The growth reflects a simple truth. New stories are ready to be told, in a different way.

Frances brings a deep love of reading, especially historical fiction, along with a practical, working understanding of today's publishing landscape. She guides each project from contract through production and connects every author with the right collaborators on the Apricity team based on the goals for the book and what is required to bring it to market with clarity, care, and intention.

A Note from the Team

At the center of our work is a simple goal: help authors move strong ideas into clear, well-crafted books that are ready for readers. We approach each project with care, curiosity, and respect for the voice behind the story. That means listening closely, asking thoughtful questions, and building a process that supports both the work and the person doing it. Every book is treated as its own creative collaboration, shaped with intention from first conversation to final page.

Reach out to Inquiry@ApricityPublishing.com discuss your project.