

What we do

The list of Gold Leaf services below is not exhaustive, nor are they listed in any particular order. We are happy to undertake both small and large commissions - and the ones in between! - in most areas of publishing. We have a long track record of successfully completed projects from which we can draw references if they are required.

Advisory boards and user groups

Case studies and newsletters

Focus groups and structured telephone interviews

One-off webinars

Research projects

Business development

Introductions

Conference and seminar organisation

Copyediting and proofreading

Follow us



@goldleaf2001

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Gold Leaf was founded in March 2001 to provide business development and market research for publishers and the publishing community. It has since extended its client base to academic institutions and technology companies

To download our FULL BROCHURE visit www.goldleaf.blog

Contact Linda or Annika on info@goldleaf.co.uk



Research Projects

Research projects are a Gold Leaf specialism. They have many purposes: for example, they may: be customer perception surveys; be fact-gathering initiatives to establish international or national opinion on broad industry initiatives; concern issues of direct relevance to the client's products and services.

Typically, Gold Leaf will utilise several research vehicles during the course of each project, including online surveys, focus groups, semi-structured interviews and desk-based analysis. If the results are for publication as a white paper, journal article or conference proceedings, Gold Leaf will also conduct a literature search and summarise previous work on the topic.

Business Development

While Gold Leaf does not promote or advertise its clients' goods and services directly, it is happy to assist with their business development projects. For example, we will:

- Conduct an audit of the client's portfolio of products and services for profitability / future investment opportunities.
- Help the client to assess third parties needed for new projects – e.g., platform development.
- Gauge consumer reaction to proposed new business models.
- Research and prepare presentations for delivery by the client at industry events, trade fairs etc.



Fees

Gold Leaf is happy to provide quotations for projects of any size. We will undertake very small pieces of work - e.g., writing a blog post - which take only an hour or two, to large-scale and/or recurring projects.

We will offer discounts for larger projects and trial work. To celebrate the continuing return of the publishing industry to normality after the Covid restrictions of the past two years, we are at present offering **special deals and discounts** to new clients and for new projects commissioned by existing clients.

Talk to us!

info@goldleaf.co.uk

