
New York Literary

P R O D U C T I O N S

NEW YORK LITERARY PRODUCTIONS turns thought leaders into bestselling authors.

Our mission is to develop blockbuster books that shift the conversation, and sell for years to come. Any thought leader can publish a book. We help you find your unforgettable idea, bolster it with eye-opening research and captivating stories, and give you the edge you need to attract a top tier publisher.

As the first ever agent-author book consultancy and production firm, NYLP provides a one-stop destination for creating a groundbreaking book. Our model offers creative development, research support, editorial guidance, marketing strategy, access to top publishers, and global distribution.

What We Do

Before Your Book is Sold

Study your existing content

Crack the big idea for the widest possible readership

Develop the right book outline

Gather research and suggest stories to tell

Provide you with examples of book proposals that have garnered 6 to 7 figure advances

Deliver an easy-to-follow proposal template

If desired, hire a writer from our stable to work with you on your proposal

Provide regular in-person coaching to keep you on track

Provide training for interviews with publishers

What We Do

After Your Book is Sold

Offer guidance and feedback on your writing

Never let you get stuck

Provide high-level media strategy for promoting your book

Provide high-level online strategy for building your platform

If you were to hire all of these roles independently, it would cost you hundreds of thousands of dollars and require months of your time. We save our authors time and resources, while removing the isolation, mystique, and complexity from the book publishing process.

As your partners, we don't succeed unless you succeed.

Our Backgrounds



Lucinda
Halpern
Partner

Lucinda Halpern is a literary agent with over 15 years on both the corporate and agency sides of publishing. Her roster of authors includes *New York Times* bestselling authors Susan Peirce Thompson (*Bright Line Eating*), Chris Bailey (*The Productivity Project; Hyperfocus*), Cait Flanders (*The Year of Less*), Paul Jarvis (*Company of One*), Nicola Kraus (*The Nanny Diaries*) and Jake Wood (*Once a Warrior*). As a marketer and publicist at HarperCollins, Lucinda worked with *New York Times* bestselling authors Stephen Dubner and Steven Levitt of *Freakonomics*, Gretchen Rubin of *The Happiness Project*, Ben Mezrich of *Bringing Down the House* and *Busting Vegas*, and many more.



Ron
Friedman, Ph.D.
Partner

Ron Friedman, Ph.D. is an award-winning psychologist, bestselling author, and behavior change expert who specializes in human motivation. He is a frequent contributor to the *Harvard Business Review*, CNN, *Fast Company*, NPR and more. His bestselling book *The Best Place to Work: The Art and Science of Creating an Extraordinary Workplace*, published with PenguinRandomHouse in 2014, was an Inc. Best Business Book of the Year. He is currently writing a book for Simon and Schuster titled *Decoding Greatness: How the Best in the World Reverse Engineer Success*, which will be published in 2021.