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It's time to

WRITE YOUR BOOK



It's Time to Write Your Book

You're considering writing a book, or hiring a ghostwriter to write it for you. There is a right way and a wrong way to write your book. Most people simply don't know the right way—and unfortunately, this includes many people who hold themselves out as professional ghostwriters. Let's explore that together for a moment.

YOUR BOOK: You need your book to convey your message—which means tell your story, from your viewpoint, and in proper context.

Whether you want to tell the world about a process, a product, a discovery, an experience, a lesson learned, or you wish to share an entire life story, you need to write your book and present your story in an interesting and compelling manner. You need to engage your reader, and take her on a journey that transports her to a world created by your words, and transforms her understanding into concepts that you want her to accept as true.

Although I have written and ghostwritten fiction books, the majority of the books I ghostwrite are non-fiction. Non-fiction writing is the art of persuasion. In non-fiction writing we seek to convince our reader that our experiences are real or transformational. We seek to convince our reader to employ the concepts or exercises that we have espoused. We want our reader to hire our company, or accept our views, or adopt new ways of thinking. All of these require thoughtful, constructive sharing of ideas. They require that we, as the co-writer, create a pathway for our readers to follow, arriving at a destination we have predetermined.

Whether you hire me to write your book, another writer, or try to write your book yourself, I highly recommend following the steps I share in this short work.

How to Get Started

All professional writers know how to start the writing process. This is true whether you write children's books, biographies, government reports or even appellate briefs to the United States Supreme Court. A professional writer must first answer two essential questions before a single word is committed to the page:

- 1) Who is my audience?
- 2) Precisely what message do I want to convey to my targeted audience?



Who is My Audience?

When I contemplate this question, I try to be as specific as I can be. It is very important that I keep my targeted reader in mind as I develop my ideas, build sequences, and select the appropriate words. If your audience is “everyone,” then your audience is no one. We simply cannot write the same way for a 4-year old, a teen, a lawyer, a single mother, entrepreneurs, investors or prospective buyers of products. Identify the type of person who is most likely to read your book.

Once I determine my intended reading audience, I then make all writing and editorial decisions based on that type of person. I write to that person. I communicate to him or her at the appropriate level, in the appropriate language.

What is My Message?

After you have identified the person who will be your most typical reader, you need to construct your book, chapters, paragraphs and sentences in a manner that helps that specific type of person understand your message. You must outline a path for your reader to follow. You must clear the path of obstacles, and ensure it is well lit and easy to follow. You must nudge your reader from an already held belief, toward the understanding you want her to possess as a result of reading your book. You must clarify in your own mind exactly what you want your reader to believe or understand after she has read your book. Then you must clearly deliver your message by building the concepts in logical and emotionally satisfying blocks. *Seek first to understand, then to be understood.*

Who Writes their Book?

Many of my clients are leaders in their field, who wish to share their methodologies and successful ideas with others. Other clients seek to motivate their readers to accomplish more in their careers and lives. Many are successful business people who wish to share the benefits of their experiences with others.

These corporate logos represent some of the successful clients I have written for. They are the founders, presidents, CEOs, and board members of the most successful organizations in the world.





My 5-Step Process

I realize that most of those who contact me about writing a book have never had any experience in the writing profession, and don't even know the right questions to ask me. I'm always careful to explain my processes up front, so the territory becomes familiar.

As a result of my experience writing books for many clients, I have developed an easy to understand 5 Step Process:

Step 1 – SCHEDULE

Once I have agreed to write your book, I set up a schedule when we can begin the process of collecting information for your book. I attempt to remain flexible in my schedule for your convenience. I try to get a few days of your undivided attention, and ask you to set aside a few days that you can focus on the subject of your book, and sharing it with me.

Step 2 – INTERVIEWS

On the day we've scheduled the interviews—with you, or with those you designate—I come to you and we sit down for 2 or 3 days and record a series of interviews with you. We also collect any written, printed, taped or documentary materials that will be utilized to gather the raw data for your book.

Step 3 – WRITING

After the interviews are completed and the data collected, I often have our interviews transcribed and I begin the writing process. This usually takes me 10-12 weeks, going through everything, and getting it into a flowing outline, and “massaging” it into a logical, entertaining book.

Step 4 – REVIEW

When I have completed the first draft of your manuscript, I provide it to you for your review, corrections, updates, and input. You go through it as much as you like, then return it to me with all of your suggestions.





Step 5 – DELIVERY

After I've had a chance to review your suggestions and corrections to the first draft, I rewrite the manuscript to reflect those changes. Then I deliver your manuscript to you. If you feel it is finished, we are done. If you have additional corrections and suggestions, I will rewrite it again, until you are satisfied that the book is the way you want it. At that point, the manuscript is complete. Depending on what your publishing plans are, I can help you in that regard if you require my help.

Publishing Your Book

As an “author” you are very interested in the publishing world. Transforming your manuscript into a published book is a marvelous and often mystifying process. Seeing your name on the cover of your own book, and opening its pages and seeing your words in print is an unparalleled experience.

Knowing how to get your manuscript noticed, and seriously considered by a publisher is key to your success as a writer. The first thing you must understand is that the publishing industry is inundated with manuscripts that will never see the light of day—*should* never see the light of day. So you need to follow a strict code of best practices to get your book serious consideration by literary agents and publishers.

I can show you how to contact literary agents, who can represent your manuscript to publishers.

Perhaps you don't intend to go the traditional publisher route. Indeed, there are several alternate options available today.

Specialty Publishers

There are several regional and local publishers that are actively looking for new authors with meritorious manuscripts. You don't necessarily need an agent to get a publishing contract with one of these companies.

Self-Publication

Many of my clients prefer to have their books printed and bound by their own publisher, for various reasons. A few possibilities are:

- they have their own distribution network in place (MLM, retail outlets, sales network)
- their books are meant to be handed out individually to prospective clients
- their books are meant to be supplied with product orders
- their books are meant for limited distribution (family, friends, library)
- the book is a gift to an honored loved one or key corporate person
- the book is intended for digital distribution
- the book will be sold directly through a website ([web design service](#)>>)
- higher profit margins for the author



Self-publishing can also help an aspiring writer “boot-strap” his way into the publishing industry. There are a number of now famous authors who self-published their books, to prove their marketability to the publishing industry.

eBooks and Internet Sales

Digital eBooks have become very common, and nearly all of them are purchased over the Internet. I can help you prepare your completed manuscript for sale on any number of online booksellers:

- Amazon Kindle Store
- CreateSpace
- Google eBooks
- Barnes & Noble Nook Store
- Apple iBooks,
- Kobo Books
- Sony Reader Store
- eHarlequin eBook Store
- Taylor & Francis eBookstore
- Cambridge eBookstore
- BooksOnBoard
- Random House eBooks

Why You Need a Book

My clients usually have a message that they want to share with someone else. Most want to tell the world about their experiences—what they’ve learned. Passing on a lifetime of learning and overcoming challenges saves the next generation a lot of trial and error. Some book writers just want to preserve the record of a life well lived—theirs, or that of a respected associate or loved one. Many wish to impart new knowledge. I have ghostwritten a number of medical and science books, as well as legal and political works. Writing a book is the best way to pass on information to others that they cannot easily obtain on their own. It also makes you the recognized expert in your field. That can translate into media interviews and speaking and other opportunities.

If you have information that you wish to share with others, then writing a book may be your best option. Sometimes the intended audience is very limited. Perhaps a parent has trouble offering advice to children; but presenting a book filled with a lifetime of experiences and lessons learned is an excellent way to share “advice” without imposing.

Whatever your reason for writing your book, being a published author will provide you with recognition for your insights and abilities that would be otherwise difficult to establish. Whether your motives are commercial or altruistic, authoring a book will transform your life.



Writing your book will require time and effort. It will also require expertise—on the subject matter, and on how to write a book. The time requirement depends on who actually writes your book, and how much ability and experience the writer has.

If you are writing your own book, you will want to dedicate at least a couple of hours daily for several months, or set aside 3 to 5 entire months to write your book. When I ghostwrite a client's book, I spend 6 to 8 hours daily for 10 to 12 weeks to get the first draft written. I am a very experienced book writer, having written nearly 100 books for several sophisticated clients, so my writing is much more focused and efficient. You may have an advantage, however, because you are more familiar with the subject matter of your own book. So you may be able to write your book as fast as I can. The chances are, however, it will take you longer than it takes me to write your book.

The quality of your completed book will depend on your ability to organize your thoughts and materials, and to express your ideas in an effective and comprehensible manner. The better you are able to communicate your concepts, the more successful your effort will be. Some of my clients are very good at expressing themselves. Some are not. Some are even good writers. Most are not.

Why would a client who is a good writer hire me to write the book? Because my client's time is often more precious than my time is. Without discussing the advantages of hiring an experienced, doctoral level, proven writer over a businessperson to write a book, most of my clients would simply hire me to do the job, because their time is better spent doing what they do so well. The fee they pay me is generally a good investment, and leaves my clients free to earn amounts much greater than my fee.

If You Decide to Hire a Ghostwriter

A “ghost” writer is a professional writer for hire who helps inexperienced authors write their books. I have written many books as a ghostwriter for my clients. Many of my clients are quite sophisticated and well known, so they require a premier ghostwriter for their book writing projects.

The kinds of books that I write for my clients are biographies, memoirs, business, management, medical, legal, inspirational, motivational, political, sports, historical, religious, family histories and corporate histories, etc. Other ghostwriters may have expertise in other areas.

When you hire a ghostwriter, you remain the “author” of your book, and you will receive authoring credit—unless you decide to share authoring credit with your ghost. You also own the copyright of your book if you hire me. I merely put your thoughts and ideas onto paper, and make it a great read.



Your Humble Ghost. I hold a doctoral degree and have been writing, editing and publishing books for 27 years. I'm a published, award winning author and editor, who ghostwrites books for clients like you. I have a proven track record of transforming my clients' ideas into published works. My clients include celebrities, the nation's top business people, and other exceptional individuals.

You don't have to be a celebrity or CEO of a large public corporation to hire a ghostwriter. Anyone who wants to become the recognized expert in any field needs a book. Anyone who wants to record a life well-lived needs help writing a book. Anyone seeking speaking or interview bookings needs a book. A ghostwriter can make your book a reality. I often take clients from initial interview to published book in hand within 12 - 14 weeks.

How to select the right ghostwriter can be a real challenge, especially when you have no way of knowing the right questions to ask, or how to gauge the validity of the responses a prospective writer-for-hire provides.

I've learned that my clients have already given a lot of thought to their book writing projects before they contact me. They often have a good idea of what they want to say, and how they want to say it. They simply lack the skills to weave the book together in a way that conveys the intended message with appropriate delivery of the message.

Ghostwriter Fees

Another issue to consider when hiring a writer is budget. Most ghostwriters are specialized, and their fees are very high. Everyone understands that celebrities are not great writers, but when their memoirs are published, they are polished, great reads. The obvious answer is they used the services of a "ghost." When I started ghostwriting for client "authors," ghostwriter fees were far above the budget of most would-be book authors, and hiring a "ghost" was something reserved to these celebrities and business moguls, with fees ranging above \$150,000. My current fees are often only a small fraction of that.

Then there is the other end of the spectrum—the new "writer," who was laid off from his career position, and recalled that he got an "A" in a college English class once—and voilà, he hangs out his "writer-for-hire" shingle. This type of writer will not have much value when it comes to writing your book. Similarly, new college graduates and English majors are often not really well suited to write books. They are great at reading books, and diagramming sentences, and writing synopses—but writing your book is an entirely new area for them, and they generally have no more ability to perform the task than most young people.



The exact cost for assisting you with your writing project will vary, depending mainly on the amount of time and effort that will go into your book. I complete most books within 3 months, to try to limit the amount of the costs. However, a quick calculation of what it might cost to employ a professional for that much time, making it possible for me to cover my personal and professional expenses for 3 months, it is safe to calculate approximately \$7,500 per month.

Therefore, a 3-month writing project would cost around \$22,500. If less time is required, the fee could be less. If more time and effort is necessary, the fee could be a little higher. In any case, this should be a close estimate of what you will need to budget to hire me to write your book. Other writers have their own fee schedules. Be sure to ask about fees up front.



Protect Yourself from Prospective Ghostwriters

As a matter of course, I always provide my clients with a Non-Disclosure Agreement (NDA) early in discussions about a writing project. I do this because a true professional ghostwriter understands that clients own their stories, and that unscrupulous writers have been known to take the better parts of the stories and experiences that are shared with them during the preliminary discussions about a book project and include them in their own books. If you are discussing your book project with someone who fails to offer you a NDA early on, you are probably not talking with a true professional.

The Ghostwriting Contract

Even though I hold a Juris Doctor degree and was Articles Editor on my law school's Law Review, my agreements to write books are only 1 page typically, and entirely devoid of any "legalese." They are simple reflections of the agreement that we have reached regarding the ownership of the manuscript (you), the amount of time the project should take, and the amount of the fee.

Don't Delay Starting Your Book Any Longer

Most books are never written. Period. Why is this true? Because most people merely dream of writing a book, and never actually set aside the necessary time to write it, or never make the commitment to hire a ghostwriter. They fail to follow through.

My clients come to me in various stages of commitment to their books. No matter where they start, at the point that we confirm that I will write the book, the book becomes a reality within mere weeks.

My advice—make a commitment, and get started. Set yourself apart from all of those who never write their book. Get it started, and don't stop until it's finished and in your hands. Be the one who wrote the book. You will become one of the few book authors, and the world will view you much differently.