

INSIDER SECRETS OF 6- FIGURE GHOSTWRITING

HOW TO MAKE THE LEAP FROM PROFESSIONAL WRITER TO NON-FICTION
EDITOR AND GHOSTWRITER



WHAT'S ALL THIS ABOUT?

- How a professional writer/copywriter can go from
 - a lot of projects worth a few hundred or a few thousand dollars a year
 - to a handful projects worth tens of thousands of dollars a year
 - and then to a few projects that earn over a hundred thousand dollars a year, editing and ghostwriting for nonfiction authors

STOP NOW IF YOU...

- don't already have a professional writing business or career experience...
- just want to hurry up and make some extra cash...
- think you can simply add “ghostwriting” to your repertoire...
- don't have time to committ to this career-changing path...
- If *any* of the above are true...then this training isn't for you.

CONTINUE ON IF YOU...

- realize that transitioning from copywriter to ghostwriter can take 6-12 months...
- have a business or job you can rely on during this transition...
- are serious about making the leap from “short-order cook to chef”...
- want to make \$100,000 but can't figure out how...
- understand that making six-figures a year requires time, effort, and patience.

WHO IS THIS GUY?

DEREK LEWIS (NOW)

- Business ghostwriter
- Author of *The Business Book Bible*
- Clients from 5 continents
- IMF, SAP, DaimlerChrysler, McKinsey, Pixar, Walmart, and the ICRC
- Master's in economic development
- Baton Rouge, Louisiana



DEREK LEWIS (THEN)

- Middle manager who went freelance
- Struggling business copywriter
- Made \$16,000 my first full year
- Went a winter without central heat



DEREK LEWIS & FAMILY

- Freedom from tyrannical boss and office politics
- Freedom to live life around my family, instead of my family living around my work
- Freedom to live anywhere
- Freedom to choose my children's future



GHOSTWRITING FROM 30,000 FT

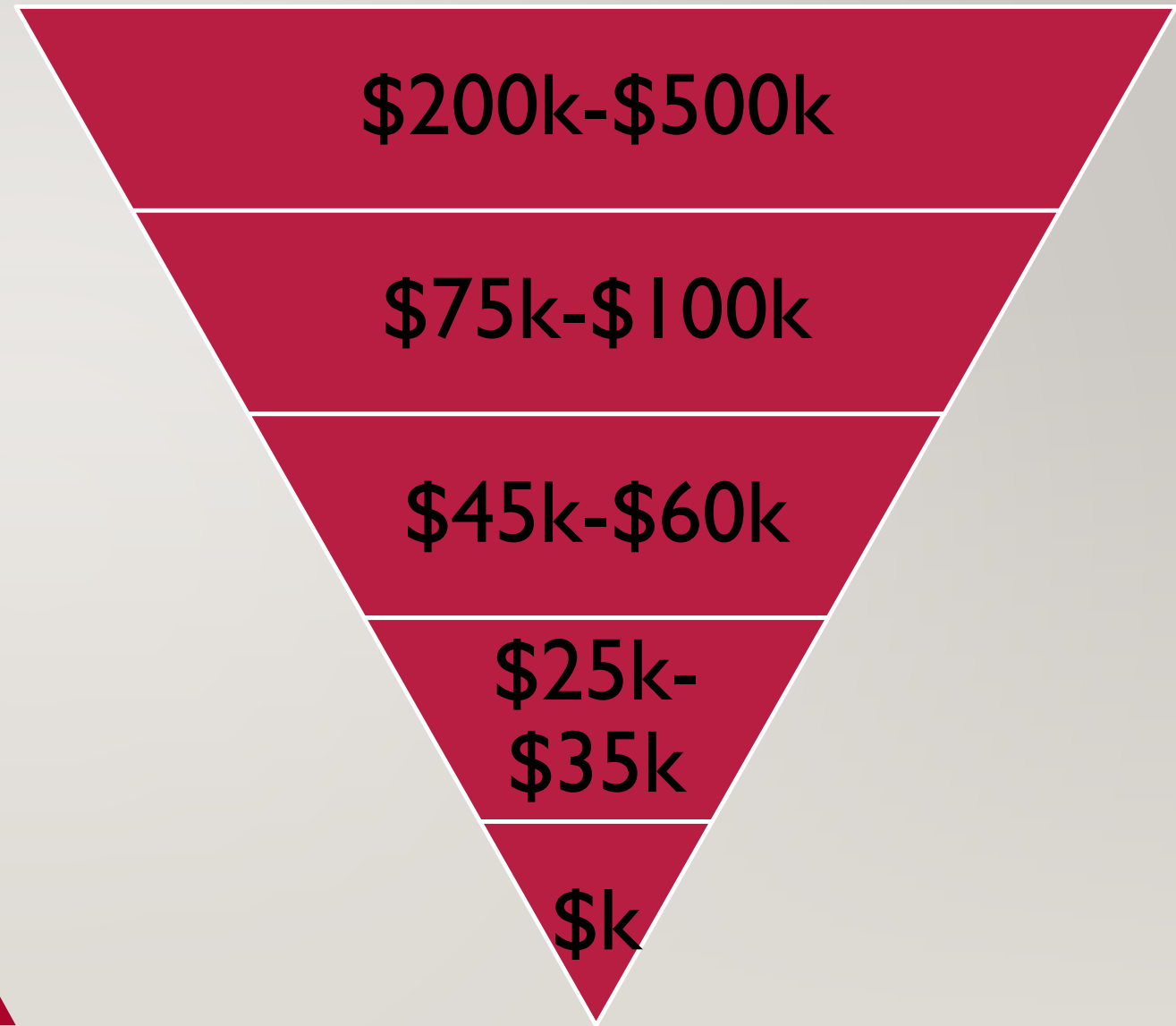


HOW GHOSTWRITING WORKS

- Someone wants to write a book
- This is a problem because
 - they lack the competence (i.e., how to write)
 - they lack the confidence (i.e., they're afraid they'll get it wrong)
- They partner with a professional writer
- The two parties collaborate
 - the author brings the concept and most of the content
 - the ghost brings expertise and the ability to edit

WHERE GHOSTS SIT IN THE PUBLISHING PROCESS





PUBLISHING (THEN)

TRADITIONAL

- Authors had concept, publishers had \$
- Publishers used professional talent
- Publishers controlled distribution
- Standards of quality

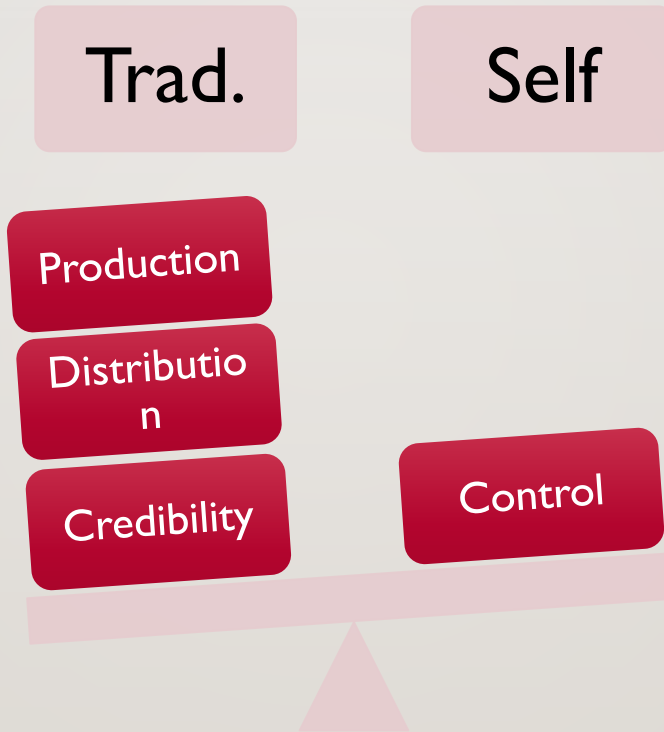
SELF-PUBLISHING

- Authors had concept but little funds
- Amateur editing and design
- Severely limited distribution (if any)
- Ad hoc presentation

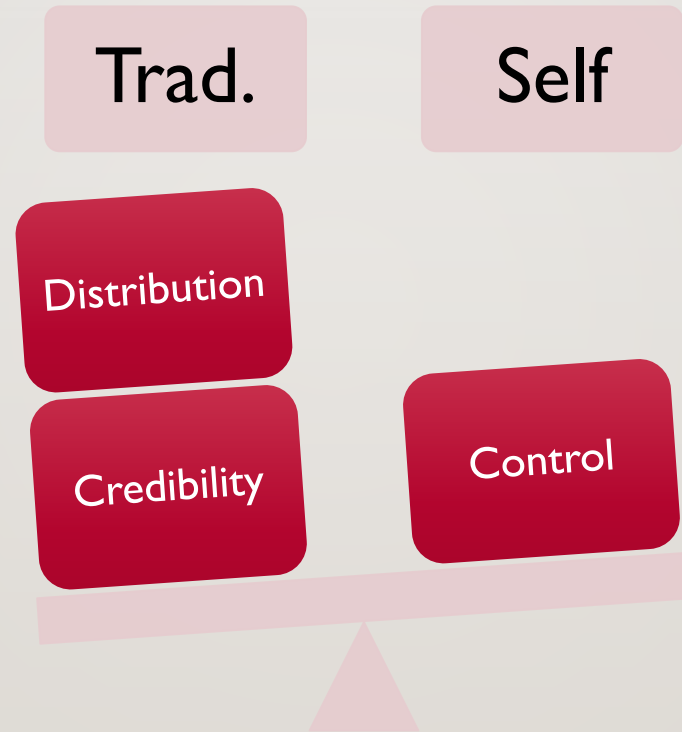
WHAT UPSET THE APPLE CART



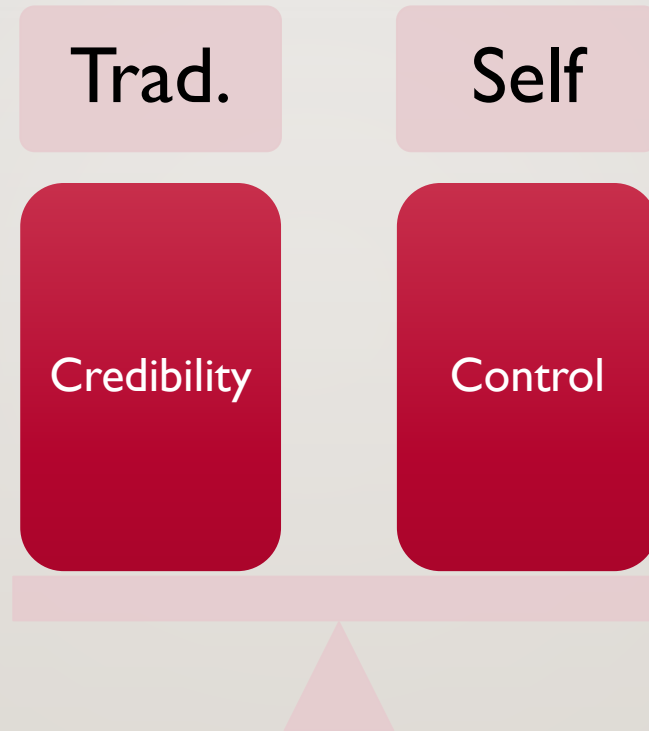
WHAT UPSET THE APPLE CART



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WHAT UPSET THE APPLE CART



THE MARKET FOR GHOSTWRITERS



MARKET FORCES AT WORK

- Over 304,000 traditional books published in 2013 (Bowker 2014 Annual Report)
- Over 1M non-traditional works published in 2013 (ibid.)
- 81% of Americans want to write a book (publisher survey, as quoted in *NYT* by Joseph Epstein)
- 92% of professionals are working on a book or started a book in previous 12 months (College of Staten Island 2007 survey of 1,400 professionals from 29 countries)
- About 11,000 business books published every year (not including self-published; Jack Covert, *1-800-ceo-READ*)

MARKET FORCES AT WORK

- Increased competition from indie authors (plus ebooks) squeezing traditional publishers' profit margins (*Publishers Weekly*)
- More indie authors than ever before (previous slide)
- Indie market is maturing, requiring more professional writing, editing, and proofreading (*Huffington Post*, “2015 Book Publishing Predictions”)
- Decreased stigma (evidenced by number of “with” names on book covers)
- Increased visibility, à la *The Ghost Writer* with Pierce Brosnan and Ewan McGregor

MARKET FORCES AT WORK

- Bottom line:
- The demand for professional writers and editors currently outstrips the supply

LANDING IN THE SWEET SPOT



MY UNIQUE “SWEET SPOT” STRATEGY

- Don't just be a ghostwriter
- There are 100s of ghosts (perhaps even 1000s)
- US writers/authors earn median income of \$58,850/year (BLS Occupational Outlook Handbook 2014)
- Ghostwriters' *average* income \$73k-\$78k (Indeed.com and CareerProfiles.com)
- Be one of the few who earn over \$100,000 exclusively ghostwriting (like me)

MY UNIQUE “SWEET SPOT” STRATEGY

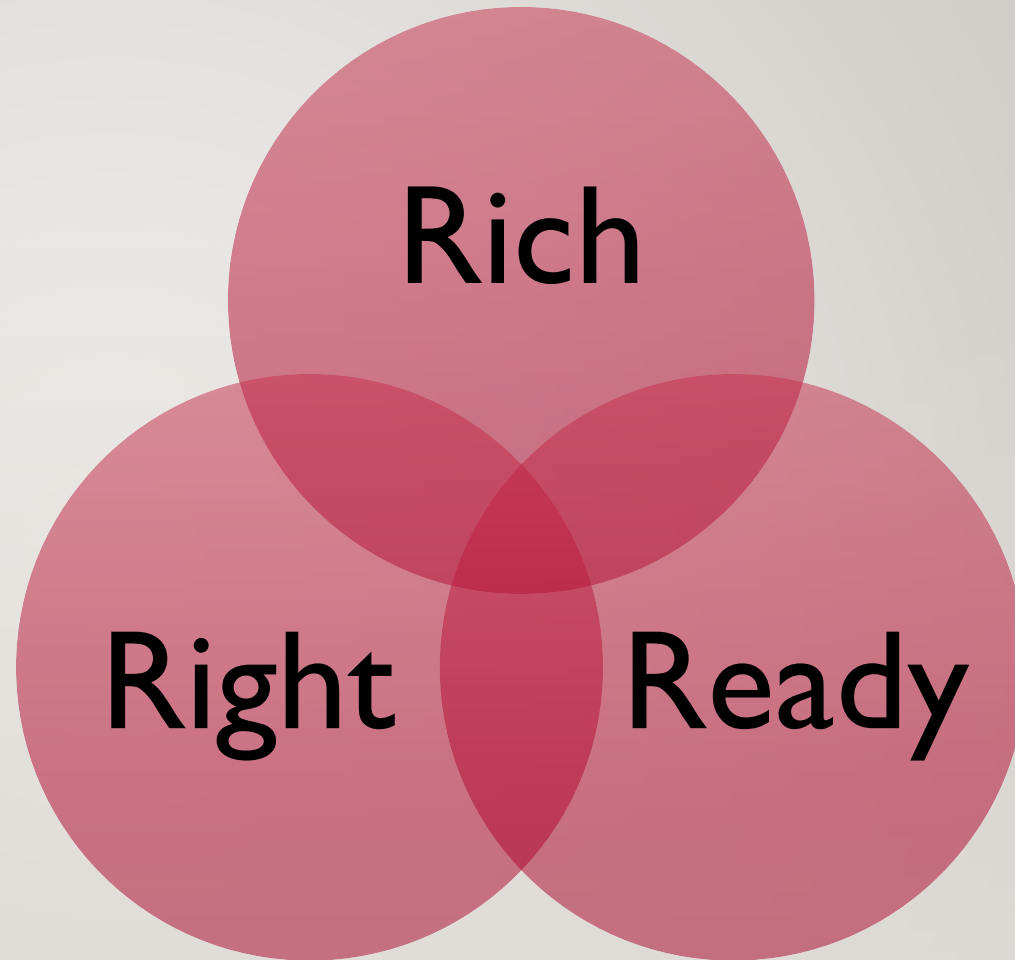
- To be one of the chosen few, you have to
- find the right market (what I call the “holy trinity”)
- follow the right marketing (the only kind that actually works, as far as I know)
- target the right niche (there’s more than one)
- present the right portfolio (and you can create it, regardless of your experience)
- stair-step from writer/copywriter to editor to ghostwriter

THE HOLY TRINITY

Rich enough to justify the cost

Right on attitude, project, & price

Ready to start within 1-6 months



3 MOST COMMON PROJECTS

Legacy

- Memoirs
- Movements
- Tangible rep of exp.

Marketing

- Thought leaders
- Consultants
- Technical
- Process, methodology

Fun

- Fiction
- Retired/leisure
- Fulfillment

CAN YOU DO THIS?



WHAT'S IT TAKE TO BE A GOOD GHOSTWRITER?

- Confidence to put your ego aside
- Able to listen intently
- Can take criticism/feedback well
- Patient
- Professional
- Mentality of business owner

WHO DOES WELL AS A GHOSTWRITER?

OFTEN DOES

- Experienced editors
- Copywriters
- Marketers
- Journalists

OFTEN DOESN'T

- Artists
- Authors
- Wanderers
- Journalists

WHY YOU HAVE AN ADVANTAGE

- You already have
- a business or freelance practice in place
- writing experience
- an entrepreneurial outlook
- credibility that you can leverage into an impressive portfolio

HOW TO DO THIS



#1: DON'T QUIT YOUR DAY JOB

- This won't happen overnight
- You will need a sustainable source of income while you transition
- If your current business isn't bringing in enough, don't try to fight 2 fires at once
- Stabilize your practice—even if it's to a minimal degree—and then expand to ghosting

#2: BECOME A BOOK EDITOR

- Difficult to leap from copywriter to ghostwriter
- Stair-step from copywriter to editor then to ghostwriter
- However, market yourself as a “ghostwriter and editor”
- Ideally, rebrand yourself from copywriter to “ghostwriter and editor,” including retooling your website and online presence
- Otherwise, create a business that parallels your copywriting practice

#3: TARGET A NICHE

- Leverage your strengths and past experience
- Alternative medicine
- Military memoirs
- Science and technology
- Faith and religion
- Finance and fintech

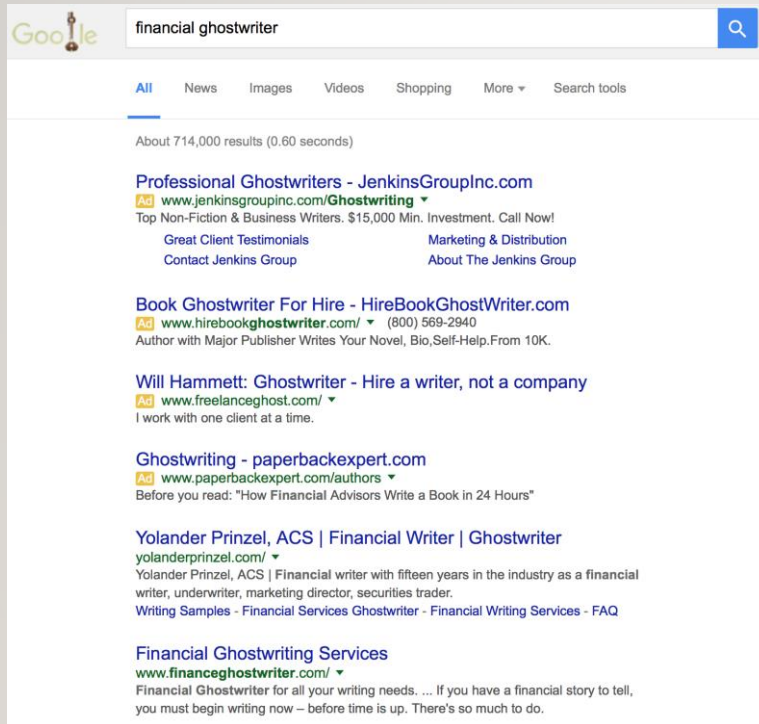
#4: CREATE THE IDEAL PORTFOLIO

- No matter whether you've written a book
- Use
 - examples of writing experience (the more relevant, the better)
 - client testimonials
 - clients' clients
 - associations/affiliations (ex. Int'l Freelancers Academy)
 - certifications, degrees, courses (ex. Ghostwriting Certification Program)
- Even create example samples: fiction but representative of your abilities

#5: PRACTICE ATTRACTION MARKETING

- Forget cold calls and beating down doors
- You don't find a "holy trinity author"—they find *you*
- Your job is to leave bread crumb trail for them to find

BREAD CRUMB TRAIL EXAMPLE I: SEO



Google search results for "financial ghostwriter". The search bar shows the query and a magnifying glass icon. Below the search bar are tabs for All, News, Images, Videos, Shopping, and More. The results show about 714,000 results in 0.60 seconds. The first result is "Professional Ghostwriters - JenkinsGroupInc.com" with a link to www.jenkinsgroupinc.com/Ghostwriting. The second result is "Book Ghostwriter For Hire - HireBookGhostWriter.com" with a link to www.hirebookghostwriter.com/. The third result is "Will Hammett: Ghostwriter - Hire a writer, not a company" with a link to www.freelanceghost.com/. The fourth result is "Ghostwriting - paperbackexpert.com" with a link to www.paperbackexpert.com/authors. The fifth result is "Yolander Prinzel, ACS | Financial Writer | Ghostwriter" with a link to yolanderprinzel.com/. The sixth result is "Financial Ghostwriting Services" with a link to www.financeghostwriter.com/.

Google search results for "financial ghostwriter".

About 714,000 results (0.60 seconds)

Professional Ghostwriters - JenkinsGroupInc.com
www.jenkinsgroupinc.com/Ghostwriting
Top Non-Fiction & Business Writers. \$15,000 Min. Investment. Call Now!
Great Client Testimonials | Marketing & Distribution
Contact Jenkins Group | About The Jenkins Group

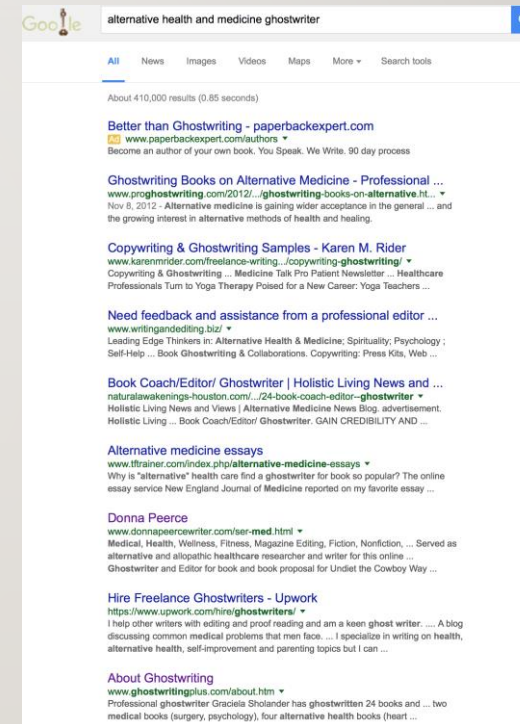
Book Ghostwriter For Hire - HireBookGhostWriter.com
www.hirebookghostwriter.com/ (800) 569-2940
Author with Major Publisher Writes Your Novel, Bio, Self-Help. From 10K.

Will Hammett: Ghostwriter - Hire a writer, not a company
www.freelanceghost.com/
I work with one client at a time.

Ghostwriting - paperbackexpert.com
www.paperbackexpert.com/authors
Before you read: "How Financial Advisors Write a Book in 24 Hours"

Yolander Prinzel, ACS | Financial Writer | Ghostwriter
yolanderprinzel.com/
Yolander Prinzel, ACS | Financial writer with fifteen years in the industry as a financial writer, underwriter, marketing director, securities trader.
Writing Samples - Financial Services Ghostwriter - Financial Writing Services - FAQ

Financial Ghostwriting Services
www.financeghostwriter.com/
Financial Ghostwriter for all your writing needs. ... If you have a financial story to tell, you must begin writing now – before time is up. There's so much to do.



Google search results for "alternative health and medicine ghostwriter". The search bar shows the query and a magnifying glass icon. Below the search bar are tabs for All, News, Images, Videos, Maps, and More. The results show about 410,000 results in 0.85 seconds. The first result is "Better than Ghostwriting - paperbackexpert.com" with a link to www.paperbackexpert.com/authors. The second result is "Ghostwriting Books on Alternative Medicine - Professional ..." with a link to www.proghostwriting.com/2012/..ghostwriting-books-on-alternative.ht... Nov 8, 2012. The third result is "Copywriting & Ghostwriting Samples - Karen M. Rider" with a link to www.karenm rider.com/freelance-writing.../copywriting-ghostwriting/. The fourth result is "Need feedback and assistance from a professional editor ..." with a link to www.writingandediting.biz/. The fifth result is "Book Coach/Editor/ Ghostwriter | Holistic Living News and ..." with a link to naturalawakenings-houston.com/...24-book-coach-editor-ghostwriter/. The sixth result is "Alternative medicine essays" with a link to www.trainer.com/index.php/alternative-medicine-essays/. The seventh result is "Donna Pearce" with a link to www.donnapeercewriter.com/ser-med.html. The eighth result is "Hire Freelance Ghostwriters - Upwork" with a link to https://www.upwork.com/hire/ghostwriters/. The ninth result is "About Ghostwriting" with a link to www.ghostwritingplus.com/about.htm.

Google search results for "alternative health and medicine ghostwriter".

About 410,000 results (0.85 seconds)

Better than Ghostwriting - paperbackexpert.com
www.paperbackexpert.com/authors
Become an author of your own book. You Speak. We Write. 90 day process

Ghostwriting Books on Alternative Medicine - Professional ...
www.proghostwriting.com/2012/..ghostwriting-books-on-alternative.ht...
Nov 8, 2012. Alternative medicine is gaining wider acceptance in the general ... and the growing interest in alternative methods of health and healing.

Copywriting & Ghostwriting Samples - Karen M. Rider
www.karenm rider.com/freelance-writing.../copywriting-ghostwriting/
Copywriting & Ghostwriting ... Medicine Talk Pro Patient Newsletter ... Healthcare Professionals Turn to Yoga Therapy Poised for a New Career: Yoga Teachers ...

Need feedback and assistance from a professional editor ...
www.writingandediting.biz/
Leading Edge Thinkers in: Alternative Health & Medicine; Spirituality; Psychology ; Self-Help ... Book Ghostwriting & Collaborations. Copywriting: Press Kits, Web ...

Book Coach/Editor/ Ghostwriter | Holistic Living News and ...
naturalawakenings-houston.com/...24-book-coach-editor-ghostwriter/
Holistic Living News and Views | Alternative Medicine News Blog, advertisement, Holistic Living ... Book Coach/Editor/ Ghostwriter. GAIN CREDIBILITY AND ...

Alternative medicine essays
www.trainer.com/index.php/alternative-medicine-essays/
Why is "alternative" health care find a ghostwriter for book so popular? The online essay service New England Journal of Medicine reported on my favorite essay ...

Donna Pearce
www.donnapeercewriter.com/ser-med.html
Medical, Health, Wellness, Fitness, Magazine Editing, Fiction, Nonfiction, ... Served as alternative and allopathic healthcare researcher and writer for this online ... Ghostwriter and Editor for book and book proposal for Undiet the Cowboy Way ...

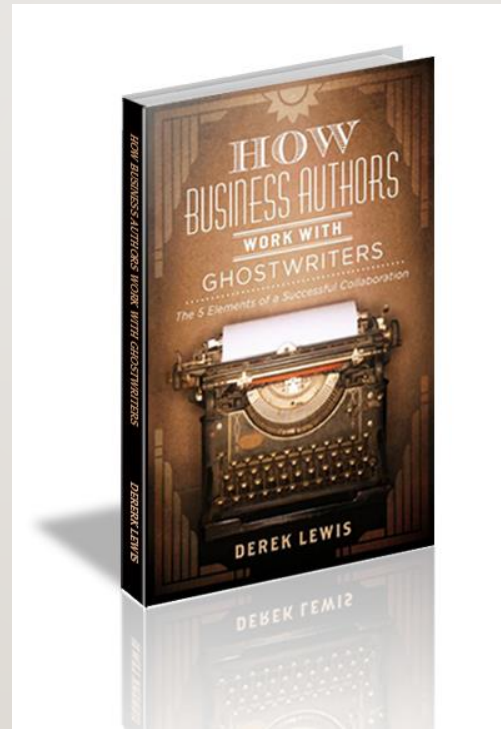
Hire Freelance Ghostwriters - Upwork
https://www.upwork.com/hire/ghostwriters/
I help other writers with editing and proof reading and am a keen ghost writer. ... A blog discussing common medical problems that men face ... I specialize in writing on health, alternative health, self-improvement and parenting topics but I can ...

About Ghostwriting
www.ghostwritingplus.com/about.htm
Professional ghostwriter Graciela Sholander has ghostwritten 24 books and ... two medical books (surgery, psychology), four alternative health books (heart ...

BREAD CRUMB TRAIL EXAMPLE II: GO LOCAL



BREAD CRUMB TRAIL EXAMPLE III: GIVEAWAYS



#6: PRACTICE EDITING

- Start small
- Editing projects
- Gain experience
 - Working with full-length books
 - Learning to collaborate
 - Learning how much work is involved
 - Learning how to quote accordingly
- Market, market, market

#7: BECOME A GHOSTWRITER

- Obscure the difference between “editor” and “ghostwriter”
- Practice selling your services
- Finally land a \$25,000 client
- Bulk up your portfolio
- Up your price

YOU COULD LEARN ALL OF THIS THE HARD WAY (LIKE I DID)

...or you could take the smart way out and listen to what Ed's about to tell you



INSIDER SECRETS OF A 6-FIGURE GHOSTWRITER: HOW TO MAKE A GREAT LIVING WRITING BOOKS FOR EXPERTS AND NONFICTION AUTHORS



5-SESSION ONLINE WORKSHOP

- Ghostwriting 101: what you need to know to get started NOW
- The marketing mindset you must adopt to succeed quickly
- How to get high-paying clients from the start
- How to handle prospect conversations like a pro
- Proven and effective pricing, negotiation and contract strategies
- Ghosting the book: how to tackle the beast

HOW TO MARKET YOURSELF FOR SUCCESS...

- The hidden markets for lucrative and fulfilling ghostwriting opportunities. Where to find them, how to approach them ... and how to make yourself attractive to them.
- The marketing approach that helps you uncover the best ghostwriting clients and command top fees.
- The "Send Up a Signal" and "Bread Crumb Trail" strategies. Why they work ... and how to deploy them effectively.
- The 3 essential elements you must be in place for a great client to hire you.

HOW TO MARKET YOURSELF FOR SUCCESS...

- The "repellant marketing" approach that will help you land more better-paying and better-suited clients (and keep the bad one away).
- The "3 R's" of a quality prospect ... and how to immediately tell if they're a fit for you.
- 5 surprising marketing elements new ghostwriters needlessly obsess over.
- To niche or not to niche? How to make the right decision as a ghostwriter ... and why it's different from the standard advice.

HOW TO SELL YOURSELF...

- 12 overlooked portfolio-bulking techniques you can practice immediately to develop trust and credibility.
- The 3 essentials to landing great clients.
- How to mentally prepare for that first conversation with a prospect.
- The 3 counterintuitive assumptions you need to make going into that call. And how to lead the discussion like a real pro.

HOW TO SELL YOURSELF...

- The Pyramid of Power ...and how to position yourself for continued success.
- The 5 things you must do to have an impactful initial prospect conversation.
- The 7 essential steps for selling an author on hiring you almost immediately.
- 9 great questions authors will ask you ... and how to answer them well.
- The 7 things you should **never** say or talk about to potential author clients.

PRICING, NEGOTIATION, CONTRACTS...

- The 4 green lights to look for ...and the 6 red flags to watch out for when evaluating an interested author.
- How to present your price effectively. How to negotiate like a pro. The key factors to consider. And how to do all this with confidence and grace.
- What payment terms you need to insist on. How to get paid. And how to avoid potential payment problems (The advice here is HUGE!).
- What to include in your contract (and why).

GHOSTING THE BOOK...

- “I got a book!! Now what?!” Relax. Derek will show you how to plan and approach the project successfully from the very beginning.
- Derek's 5-step process for getting that book written efficiently and on time.

GHOSTING THE BOOK...

- How (and how often) to stay in contact with the author.
- How to set the right expectations. How to avoid scope creep. How to detect (and act on) early warning signals. And how to ensure your draft is on track and on target.
- After the party's over: where to send your author once you've delivered their manuscript.

TRAINING SCHEDULE

- **Session 1:** The Marketing Mindset: Released on April 26th
- **Live Coaching Call:** April 28th at 1:00 pm Eastern Time
- **Session 2:** Finding Potential Clients: Released on May 3rd
- **Live Coaching Call:** May 5th at 1:00 pm Eastern Time
- **Session 3:** Landing the Gig: Released on May 10th
- **Live Coaching Call:** May 12th at 1:00 pm Eastern Time

TRAINING SCHEDULE

- **Session 4:** Price, Negotiation & Contracts: Released on May 17th
- **Live Coaching Call:** May 19th at 1:00 pm Eastern Time
- **Session 5:** Ghosting the Book: Released on May 24th
- **Live Coaching Call:** May 26th at 1:00 pm Eastern Time

ABOUT THE TRAINING SESSIONS...

- Training sessions will go for 60-75 minutes each.
- All training sessions will be pre-recorded and available on demand.
- *That way you can watch them at your convenience sometime that week.*

ABOUT THE COACHING CALLS...

- These calls are live.
- Scheduled for Thursdays at 1:00pm Eastern Time
- Coaching calls will go for 60-90 minutes (depending on number of questions).
- They're your opportunity to ask questions + get feedback and specific advice.
- Can't make one of the live coaching calls? Don't worry, all calls will be recorded.
- You'll have access to each replay within 24 hours.
- LIFETIME access to all the training sessions, materials, coaching call replays!

ONLY 40 TOTAL SPOTS AVAILABLE

- We're intentionally keeping it small and intimate so we can give each attendee more personal attention.
- We sold out 5 days before enrollment deadline last time we offered it
- We don't currently have firmed-up plans to do this again.

THIS IS NOT FOR EVERYONE!

- You have to be an established writer or copywriter.
- That means you already have some clients, writing samples, freelance income, etc.
- That's the best “jumping off” point for ghostwriting success.

YOUR INVESTMENT

- You need to START at the \$25,000 price point (there's NO point in quoting any lower).
- To learn this detailed *insider information* would cost you years of trial and error and tens of thousands of dollars in missed opportunities and costly mistakes.
- Derek will drastically short-cut this process for you. He'll get right to what works, why it works, and how to get results faster.

YOUR INVESTMENT

Two installments of \$549

Or you can save \$100 by making just
one payment of \$997

TO REGISTER...

SmarterFreelancing.com/ghostwriting

CONSIDER THIS...

Just ONE book ghostwriting project could multiply your investment in this workshop by 25X.

30-DAY MONEY-BACK GUARANTEE

If after attending these sessions, you don't think you can multiply your investment by 2,500%, just let me know within 30 days of the start of the workshop and I'll cheerfully **refund every penny you paid.**

No questions. No gimmicks. No games.



DON'T PASS THIS UP!

- This could be your one and only opportunity to learn from one of the most successful ghostwriters in the field right now.
- We don't currently have firmed-up plans to do this again.
- The 40-student limit is a strict cap.

TO REGISTER...

SmarterFreelancing.com/ghostwriting