# **Why Now is the Time for you to Write that Book and How a Ghostwriter can Help you do it**



# I’ve been working as a ghostwriter for more than 15 years and there are a few questions that I’m asked repeatedly:

# Exactly what does a ghostwriter do?

# Why would I hire a ghostwriter?

# What do ghostwriters charge?

# Is the cost worth it? What’s my ROI (return on investment)?

* How will I publish my book once it’s written?

# Many business owners, speakers and consultants want to author a book but hesitate for a variety of reasons. I’ve composed this article to answer questions and address concerns that may be keeping your dream of becoming a published author just out of reach.

Writing and publishing a book may be a large investment for many, and a project that one can easily put on a back burner because in theory, for most busy business owners, “it can wait.”

# **Now is the time for you to write that book that you’ve been putting off**

Your life story is unique, no one has had your exact personal and business experience and what you have to say can benefit others worldwide in many ways.

Writing a book can allow you to:

* Position yourself as an authority or Subject Matter Expert on your topic
* Attract high quality clients / customers
* Acquire (more) speaking engagements
* Raise your rates and, or expand your business into a new market
* Establish trust and credibility with your audience and client / customer base
* Gain international exposure
* Stand out from the crowd with an impressive networking tool
* Use your knowledge and experience as a successful marketing tool

You can inspire others to:

* Utilize your knowledge and experience in their own lives
* Start their own business
* Be more creative
* Follow your tested strategies
* Pay it Forward by sharing their unique stories

**What is a ghostwriter?**

A business ghostwriter is a writer for hire who offers a highly specialized professional service. They can pen your book, article, blog, speech, or other content on your topic of choice, and you (the client) will put your name on the piece as the author.

**Why is using a ghostwriter a smart move for business owners?**

* **Business ghostwriters are professionals** – They will tell a story that highlights **your** subject matter expertise and elevates your brand, so your book creates the buzz you want. Remember, grammar, spelling, punctuation, and identifying your writing voice and style are key factors in ensuring your book is written to a professional standard. Your ghostwriter can do this with skill and confidence.
* **Using a ghostwriter saves you time** – As we all know, time is money. While you continue to grow and run a successful business, your ghostwriter will compile your knowledge and ideas into a well-defined, palatable piece of literature that delivers a polished and pleasant read to your audience.
* **Business ghostwriters are chameleons** – They can write effectively and efficiently about a wide range of subjects and adapt to a variety of writing styles; shifting easily from one topic to another while continuing to produce high quality content.
* **Business ghostwriters save you money** – Your message, content, and delivery directly impact how you and your brand are perceived. Minor mistakes in grammar and spelling or failing to fact check can negatively affect your credibility and detract from your message. What this actually costs you in lost clients, speaking engagements and book sales is unknown, but what we do know is errors like this certainly won’t help your credibility, or bottom line, and isn’t how you want to represent your brand.

**What does a professional ghostwriter normally charge?**

* A talented business ghostwriter’s fees will range from $15,000 to $50,000+ and depends on the size of the project or length of the book, difficulty of the topic, research necessary, and other factors.

Drafting a manuscript and publishing a book is a considerable time investment and the above numbers are enough for many to put off writing their book indefinitely. Following are a few creative ways to fund your ghostwriting project.

# **Funding your Ghostwriting Project**

# **How can you get funding to ghostwrite and publish your project?**

Following are a variety of creative ways to fund your ghostwriting book project:

1. **Get a Sponsor:** If you frequently work with a specific company, corporation, or organization, consider inviting them to back your book in exchange for exposure in the book. They may even have a budget for projects like yours. If your topic aligns well with their public persona or mission statement, you could give back by:
   1. Including their name or logo on the back cover of the book
   2. Dedicating a special page to them inside
   3. Creating a special edition for their customers or employees
   4. Speaking at their events
   5. Providing signed copies to their VIP customers
   6. Thanking them for their support in the book, thus advertising for their business or service
2. **Publish through your company:** Depending on the book topic and your type of business, you may be able to fund your project through your company and write off the cost as a marketing expense. You would of course want to seek your accountant’s advice to find out if this approach is best for you and your business.
3. **Align yourself with a Nonprofit:** Many large nonprofits set aside resources to invest in marketing. If your book is on a topic that may potentially benefit a nonprofit organization, ask if they would like to team-up with you.

For example: Your book is on how you beat cancer or live with lupus. Approach the American Cancer Society or Lupus Foundation to potentially sponsor your book.

1. **Crowdfunding:** In recent years, Kickstarter has become a leader in helping authors fund book projects. They aren’t involved in the business of producing books but merely put people who are looking to write, ghostwrite, or publish books in touch with others around the world who may be willing to support their projects.

Many potential authors already have an audience waiting to read their book, all they must do is write it. Crowdfunding sources like the following can connect you with that audience and give you the funds you need to ghostwrite and publish your book:

1. Kickstarter – [**https://www.kickstarter.com**](https://www.kickstarter.com)**/**
2. FundMyBook **–** [**http://www.fundmybook.com/**](http://www.fundmybook.com/)
3. Indiegogo – [**https://www.indiegogo.com/**](https://www.indiegogo.com/)
4. Unbound – [**https://unbound.com/**](https://unbound.com/)
5. RocketHub.com
6. Publishizer – [**https://publishizer.com**](https://publishizer.com) offers crowdfunding with a twist. Authors raise money for their books through pre-orders, and other donations. The author would first pitch their idea to a Publishizer team member who will then help them launch their crowdfunding campaign and if successful, connect the author with publishing options.

**Here are a few things to consider when using crowdfunding, to finance your project:**

1. Before deciding on a crowdfunding site, study various publishing projects to understand what it takes to create a successful campaign.
2. Decide how much money you’ll need for your project and then pad it with the crowdfunding entity fee.
3. Decide what you want to give pledgers who support your project and add the cost of that reward to the overall amount you ask for.
4. Decide when you would like the crowdfunding project to begin and end.
5. Post your video, budget, description of, and justification for, your book project and track it as you would a blog or social media page.
   * Ask for support
   * Promote your project
   * Seek backing for your project
   * Accept funding
   * Repeat
6. **Start a GoFundMe Campaign –** Create a campaign to accept donations for your “cause,” which is completing your book project. People are always looking for a legitimate cause to support. If you’re a creative person with a relatable story, there is nothing wrong with asking for support from your community in this way.
7. **Loans:** Some authors are willing to take out a personal or business loan to finance their book project. **Michael Praver** of **Funding Funding Funding Services,** helps entrepreneurs establish business lines of credit that can be used to take on new projects and / or grow their business. He is an expert at helping entrepreneurs secure or grow their existing credit.

[**Funding Funding Funding | Funding for people on the grow! (filmfundingla.com)**](https://filmfundingla.com/)

1. **Grants:** Another great but challenging option is to get a grant. Many writing grants are designed with the fiction writer in mind but there are many grants available to non-fiction writers as well. Obtaining a grant is easier if you:
   1. Have already written and published at least one book (This demonstrates that you have the wherewithal to complete a large project like authoring a book.)
   2. Have a strong marketing plan in place indicating how you will sell the book

The U.S. Federal Government has budgeted funds, set aside in grants to help writers get their books published. Each grant has its own application requirements, so it is important to do your research in advance. The following are a hand full of grants available to non-fiction writers:

* 1. The Whiting Creative Nonfiction Grant – ([**https://www.whiting.org**](https://www.whiting.org))
  2. Speculative Literature Foundation Diverse Writers Grant – ([**https://speculativeliterature.org/grants/slf-diverse-writers-and-diverse-worlds-grants**/](https://speculativeliterature.org/grants/slf-diverse-writers-and-diverse-worlds-grants/))
  3. The Artist Research and Development Grant – ([**http://azarts.gov/grant/artist-research-and-development/**](http://azarts.gov/grant/artist-research-and-development/))
  4. The Awesome Foundation – ([**http://www.awesomefoundation.org/en/about\_us**](http://www.awesomefoundation.org/en/about_us))
  5. The North Carolina Arts Council Grant –[**http://www.ncarts.org/grants/grants-artists/regional-artist-project-grants**](http://www.ncarts.org/grants/grants-artists/regional-artist-project-grants)

# **Publishing your Ghostwriting Project**

**Self-Publishing**

Many ghostwriting projects are self-published. I have several self-publishing companies that I recommend to my clients, and most ghostwriters have favorites that they prefer to work with. To self-publish you will need:

* + 1. A good editor and proofreader (Usually provided by your Ghostwriter)
    2. A quality book cover designer / graphic artist
    3. To have the manuscript formatted for eBook or print
    4. An ISBN #
    5. A Social Media presence
    6. Marketing

**Traditional Publishing**

Some authors prefer to use a traditional publishing house. Your ghostwriter can walk you through this process but following is a brief outline of what to expect:

1. Ensure your book or proposal is complete, edited, and proofread. It often depends on the agent, but most require:
2. A completed manuscript for fiction
3. A proposal for nonfiction. Many ghostwriters are skilled at writing nonfiction book proposals. There are approximately eight elements that make up a successful nonfiction book proposal:
   * 1. The Hook
     2. Market Overview
     3. Author Biography and Platform
     4. Competitive Analysis
     5. Marketing Plan
     6. Outline
     7. Sample Chapter
     8. Putting it All Together
4. More detail around these elements can be found in the online Writer’s Digest article: [**The 8 Elements of a Nonfiction Book Proposal - Writer's Digest (writersdigest.com)**](https://www.writersdigest.com/publishing-insights/the-8-elements-of-a-nonfiction-book-proposal)
5. Query literary agents once book or proposal is complete.
6. Your agent will then pitch your book to publishers.
7. Sign your book deal
8. Pre-publication activities
9. Attend your book signing.

**The world needs to know what only you can share in your own unique way.** And as it is with anything that we really, really want; we make it happen.

So let’s get started on your ghostwriting journey today! You will never know what exciting new opportunities await you or the impact your story will have on the world at large, until you do.

# References:

# Stephanie Chandler, 2022, ‘How to Get Funding to Publish Your Book,” *Nonfiction Authors Association,* Pgs. 1 – 6, 03/30/22

Richard Lea, 2016, ‘How Kickstarter became one of the biggest powers in publishing,’ *The Guardian,* 14 Sep 2016, Pgs. 1 – 6, 03/31/22

C. Hope Clark, 2016, ‘Raise Money to Publish Your Books,’ *FundsforWriters.com,* 07 Oct 2016, Pgs. 1 – 14, 03/31/22

Shari Stauch, 2013, ‘How to Raise Funds for your Book Project,’ *Where Writers Win,* 13 Feb 2013. Pgs. 1 – 4, 03/31/22

Zoe Nixon, 2017, ‘3 Ways to Get Funding to Publish Your Book,’ *The Writing Cooperative,* 27 Nov 2017, Pgs. 1 – 5, 03/31/22

Paris Spence-Lang, 2015, ‘7 Creative Ways to Fund Your Book.’ *Lifetree Media,* Pgs. 1 – 8, 03/31/22

Kristen Pope, 2015, ‘How One Writer Used Crowdfunding to Raise $12,775 in 30 Days,’ *The Write Life by selfpublishing.com, 29 Jun 2015,* Pgs. 1 -11, 03/31/22

Tiffany Hawk, 2021, ‘How to Get a Book Published: 6 Steps to Traditional Publishing,’ 14 Feb 2021, Pgs. 1 – 8, 09/14/22