



Do you believe in ghost writers?

According to the National Speakers Association, **70 %** of their members have produced books. If you're a speaker who needs to have a book written, it makes sense to work with a ghost writer who is also a professional speaker.

Busy speakers who don't have the time to write their own books make use of ghost writers all the time. Many speakers aren't writers simply because that's not where they get their rush. Another reason is practicality: If you're making money by speaking and then take time out to write a book, suddenly you're not making any money.

What you get:

Sound as erudite and professional in your book as you do in front of your audiences. After all, it will be your content in your voice.

A book reinforces your status as an expert, and it nets you more income at the back of the room.

Quick turnaround. The more organized you are, the faster your project will move.

There's one down side to ghost writing for me: I can't promote with examples. I can't show you samples because I don't own the work; the copyright is held by the clients. I can't tell you whom I've written books for because that would take the ghost out of ghost writing, and it would violate our confidentiality agreements. Bottom line: if you hire me as a ghost writer, no one will hear about it from me.

There are many up sides:

I get to learn all about the topic of the book.

The speaker already has the knowledge. I make it readable.

I get to meet and work with interesting people, whether in person, on the phone, or even a Skype call.

It's indoor work with no heavy lifting.

I know what you're thinking: Jay, why are you writing instead of speaking? The simple answer is that I'm doing both. When I'm not speaking, I'm writing. When I'm not writing, I'm speaking. When I'm not doing either of those things, I'm marketing. (I gave up sleeping when I started my own business.)

Every project is unique, and that's why we need to discuss it. And while I can't guarantee you a publisher, I'll work with you to get you headed in the right direction.

Want to know the really great thing about being a ghost writer? Nobody can see me.

You make it work on the stage. I make it work on the page.

You have questions, so get in touch!