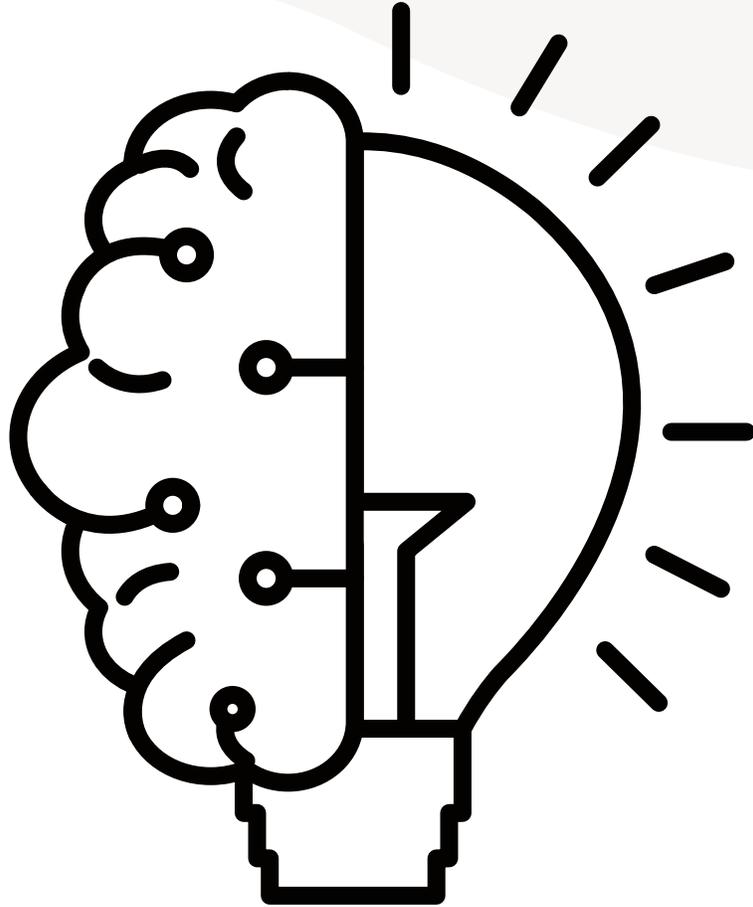


FROM BOOK IDEA TO MANUSCRIPT IN 16 WEEKS



GHOSTWRITING

THEPOCKETPHD.COM

WELCOME!

I'm thrilled that you're considering working with The Pocket PhD to get your book idea out of your head and into the hands of your fans.

I founded The Pocket PhD on the belief that experts need the support of other experts – and with the knowledge that most entrepreneurs don't have the time or inclination to agonize over every word.

My approach to ghostwriting not only saves you time and prevents the headaches that come from banging your head against your keyboard, but it also supports your business goals.

When you hire me to ghostwrite your book, you're investing in yourself. Not only will you get your book written, but you'll give yourself the time and freedom to focus on the revenue-generating areas of your business. Plus, I support you in making strategic decisions about your book and how it fits into your business.

Your book won't write itself, but hiring me to ghostwrite your book might be the next best thing!

Emily Crookston

Owner and Decider of All Things
at The Pocket PhD



SHOULD YOU WRITE A BOOK?

Writing a book can serve a number of needs for your brand. Does writing a book get you closer to your business goals? And if so, is now the right time to get your book written?

Do you have a business case for writing your book (i.e., how does your book fit into your current business model)? Unsure? [Take this quiz.](#)



Do you need to expand your audience and serve the many in a way you haven't been able to do using social media, email marketing, or blog posts?



Do you need an asset to use to pitch yourself for media and other P.R. opportunities, e.g., podcast guest spots, T.V., and radio spots?



Do you need to raise your consulting fees, get paid speaking opportunities, or break the ceiling on your current revenue capacity?



RESULTS

The higher your score the better fit ghostwriting is for you!

GHOSTWRITING ROADMAP

I work with business book authors over 4 months to write their books. It typically takes 16-18 weeks to go from idea to publishable manuscript.

1 | IDEA VALIDATION

- Research competitors and determine how you want to stand out
- Decide how your idea, voice, and tone will support your brand
- Make any necessary tweaks to your working outline / table of contents

2 | EDITORIAL CALENDAR BUILD OUT

- Share any material you've already written
- Create your rough editorial calendar with deadlines
- Schedule weekly content strategy sessions

3 | DRAFT EACH CHAPTER

- Meet weekly to brainstorm each chapter
- Draft each chapter
- Collect feedback based on further discussion and comments

4 | DRAFT THE INTRODUCTION & CONCLUSION

- Brainstorm intro and conclusion
- Draft intro and conclusion based on brainstorming session
- Complete first draft in 8 weeks

5 | COME UP WITH A STRONG TITLE

- Settle on a title that's both descriptive and catchy
- Settle on a subtitle

I support you or outright handle everything marked with the checkmark. I provide resources & coaching for anything I can't do for you!

6 | START WORKING YOUR MARKETING PLAN

- Explore resources for marketing and self-publishing
- Come up with a launch strategy or hire someone to devise a plan
- Build your audience and start generating buzz

7 | FIRST ROUND OF REVISIONS

- Read through entire manuscript looking for potential gaps in content
- Check that your voice, tone, and language are on brand
- Make sure each chapter fulfills its purpose

8 | CREATE THE FRONT MATTER & BACK MATTER

- Write the dedication page
- Write the acknowledgements
- Write the author bio
- Add any resources

9 | SECOND ROUND OF REVISIONS

- Read through entire manuscript looking for last-minute changes
- Edit for consistency in word choice, phrasing, etc.
- Make sure everything flows the way you want it to

10 | FORMAT & PUBLISH YOUR BOOK

- Choose cover art
- Write marketing copy
- Use Kindle Direct Publishing to format and self-publish your book

I support you or outright handle everything marked with the checkmark. I provide resources & coaching for anything I can't do for you!

OVERVIEW OF SERVICES

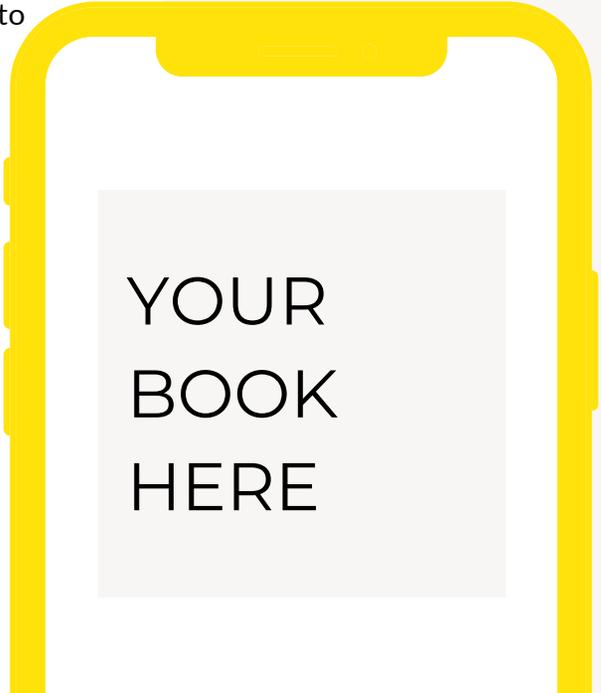
My goal is to take as much of the work of writing a transformative, actionable business book off your hands as possible. You'll find all of the details included on the following pages.

The tl;dr of it, though, is that you'll be responsible for feeding me your best ideas – whether in the form of client examples, blog posts, or presentations you've previously written, or exercises you want to share with your reader.

I'll take care of the writing from there and we'll collaboratively edit the work we create together. You own everything in the end.

Your ghostwriting package also includes a weekly content strategy session to hammer out ideas, discuss positioning for the book, ensure we're covering the right bases, and make the whole process more efficient.

The following pages outline how I approach writing a business book. My collaborative process is designed to make sure you take ownership of your book.



YOUR
BOOK
HERE

PHASE 1: PRE-WORK AND KICKOFF

Once we've agreed to move forward, we'll choose a start date. I'll share a kick-off package with you so that you can start gathering any materials you've already created along with resources that you want to share with me to help me get up to speed on your book's key topics and big themes ahead of our kick-off call. You'll also share your working outline or table of contents.

We'll begin work together with a 60-minute kick-off call to validate your idea, talk about the competition and positioning, choose the voice and tone that fits your brand, and outline the initial content strategy.

My goal is to help you craft a premise for your book that defines your unique approach to the topic at hand. I want the idea, voice, and content to further your business goals. We'll work to create this together so that you feel in control throughout the process.

Once we have the premise and direction for the book, I will:

- Create an editorial calendar with due dates for you and me
- Schedule weekly content strategy sessions to talk through each chapter
- Decide where to start the writing process (likely with the first substantive chapter)
- Begin drafting

PHASE 2: COLLABORATIVE WRITING

I'll revisit and refine anything we create during the Pre-work and Kickoff phase, as well as consult on book strategy, during weekly 60-minute strategy sessions with you.

Your book writing process will be broken into two smaller projects: drafting the initial manuscript (approximately 40,000 words written in 8 weeks time) and editing (2 rounds of revision over the course of another 8 weeks).

For your initial draft, I will:

- Write each chapter after weekly content strategy sessions
- Discuss any feedback about the drafts as we go along
- Make note of potential edits in the document as we discuss feedback
- Write the introduction and conclusion using the same process
- Offer title and subtitle suggestions as they arise during the creative process

PHASE 3: EDITING AND CLEAN-UP

Once the initial draft is complete, it will be time for editing and clean-up. I will take your manuscript through two full rounds of revision.

During the first round of revisions, I will:

- Read through the entire draft manuscript looking for any content gaps
- Further develop any ideas that need clarification
- Make sure each chapter has a clear purpose related to the bigger theme or premise of the book
- Make sure each chapter fulfills its purpose
- Consult with you on any feedback and revisit any positioning questions as they arise

We'll also write the front matter and back matter at this point. You'll decide on who you want to dedicate your book to as well as who you want to thank in the acknowledgements section. I can also edit your author bio.

During the second round of revisions, I will:

- Read through the entire draft manuscript one more time looking for any last-minute changes
- Edit for consistency in word choice, phrasing, numbers, dates, etc.
- Make sure the entire book flows the way we want it to
- If you need a book blurb or summary, I can help with that
- Put any finishing touches on the book and answer any final questions about your next steps (e.g., formatting, publishing, launching your book!)

PRICING

Pricing is on a project basis and is billed as a monthly fee. That allows me to fully support you in terms of strategic direction, idea development, drafting, editing, and offering any resources I have for the future.

The price for ghostwriting is \$36,000 (or 4 payments of \$9,000).

With this collaborative process, most books can be completed in 16 weeks. But of course, writing a book is a creative process and sometimes the creative process doesn't adhere to our timeline. So I allow for a bit of "wiggle room." Book projects that take 18 weeks will not be charged extra. However, if we go more than 4 weeks beyond the original deadline, you will be assessed an additional monthly payment of \$9,000.

Any fees incurred outside of our work together (e.g., fees for original research to be included in the book) and as needed to get the book finished are your responsibility.

NEXT STEPS

We'll meet for an initial consultation so that I feel good about writing your book and you feel good about working with me.

From there, we'll choose a start date and schedule your kick-off session.

When you're ready to schedule your initial consultation, please email emily@thepocketphd.com!