

**T H C S**

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## **Your Guide to Ghostwriting, Editing, and Proofreading**

Your book project—personal finance, self-help, business, health—is important to you. You may be planning a full-length book, an ebook, or a free pdf download. Perhaps your book must be written from scratch, or you may have existing text that needs improvement. You may be an accomplished writer who needs a second set of eyes on your book. But in every case, you want your words to be the very best they can be.

Books that I edit or ghostwrite include:

- ✓ Financial self-help books
- ✓ Stock market
- ✓ Health
- ✓ Spiritual self-help
- ✓ Career
- ✓ Business management
- ✓ Social media
- ✓ Family
- ✓ Government policy

You need your book to inform your readers, establish you as a thought leader in your industry, and perhaps to directly appeal to potential clients. I can help you meet your goals.

Here's a quick guide to my ghostwriting, editing, and proofreading services.

### **Overview**

I provide my valued clients with personal one-on-one service. I never outsource and I use no lower-priced assistants. When you become my client, I'll provide you with:

- Original research and writing (for projects that include ghostwriting).
- Developmental suggestions about overall structure and flow.
- Line editing and proofreading with unmatched attention to detail.
- Professional formatting for submission to a literary agent or publisher.
- My personal office number (above).

- My business experience and classroom MBA from Endicott College assure you of a high level of expertise.
- Confidence that your book is of the highest professional quality.

My clients often ask if I do editing or ghostwriting. My answer is always this: I will do whatever it takes to make your book the very best that it can be! If any or all content needs to be ghostwritten, that's what I'll do. If your book is complete and needs editing, that's what I'll do. My goal is to help you create a book that will compete in the marketplace with any other book in its class.

It's as simple as that.

## Ghostwriter

When you don't have the time or the expertise to write your book, I can write it for you. I'll work closely with you to bring your ideas to the printed page. Your book will be written based on your input and in your voice, and you will retain full copyright. The book may be sold or offered under your name alone. I will gladly sign a non-disclosure agreement (NDA).

I'm proud of my track record of success. I'm happy to provide work samples and links to specific books on Amazon or Barnes & Noble, and explain my role in creating the book. For example, I ghostwrote Judd Kessler's phenomenally successful book *Dangerous Law Practice Myths, Lies, and Stupidity*. I'm proud to provide a link to this and other books on Amazon.

How is my fee calculated? Ghostwriters are usually hired on the basis of the delivered **word count**. Ebooks can be as few as 10,000 words. Most business books are in the range of 45,000 words. I call them "airplane books." You can put the book in your briefcase, board the plane, and by the time you've touched down you've read the book—and are ready to pass it along to a colleague.

Specifying the number of *pages* can be difficult, because the page count will vary depending upon size of the text, margins, and chapter breaks. However, for a typical book in 12-point Times New Roman, you can expect to get about 300 words per page. So a book of 150 pages would be about 45,000 words.

Ghostwriting prices range from six cents to fifteen cents per word. Why the big difference? It depends upon how much original research I need to do and how detailed your outline is.

I will always provide a price based on a flat rate for the project, or based on a price per word. I do not get involved with graphics or cover art; writing is a highly specialized occupation, and like most good writers, I just write.

## Editor

When you have a nearly complete book or report, I will provide editorial services. I'll read the entire Word document and help you to organize and present your thoughts as effectively as possible. I may suggest adding material or deleting passages that aren't effective. In this process it pays to have an open mind, because many authors are sensitive about their work and it can be difficult to be objective. I'm very easy to work with. You do not want an editor who is bossy and won't explain why he or she favors certain changes. It's your book and your name on the cover!

Editing prices range from two cents to five cents per word. I will always give you a price in advance. Then, as the work progresses through the milestones, you review the results, and only when we are in agreement should you continue. There are never any surprises.

A **full edit** means that I work in partnership with you to develop and shape the text and the content. This is also called **developmental editing**.

A **copy edit** means that I will look at every aspect of your document. Does it make sense? Is it readable? I may ask to re-write sections or suggest changes. The “five Cs” summarize the copy editor’s job: Make the copy CLEAR, CORRECT, CONCISE, COMPREHENSIBLE, and CONSISTENT. I also provide formatting services so that your book or document has a professional look.

A **line edit** is when I ensure that every sentence reads properly, but I do not address larger issues of theme or continuity.

When deciding questions of grammar and punctuation, I use the *Chicago Manual of Style*. It is a highly regarded industry standard. But there are others, and you may specify which style you want to follow.

No matter which style you choose, the key is *consistency*. For example, if you choose to write out numbers below ten (one, two, three, as opposed to 1, 2, 3), this should be done consistently throughout the document. But in cases where there is some ambiguity, the bottom line is always readability: does it make sense?

I will always work closely with you to preserve <i>your</i> voice and <i>your</i> personal vision. Your story is unique, and whether your style is chatty or hard-boiled or academic, I will always be in tune with your expressive voice.
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## Proofreader

For documents that are ready for publication, I’m an experienced and meticulous proofreader. I will check for mistakes of grammar and spelling, fact check, and correct typographical errors. I will not interject my editorial opinion about the content of your work.

No proofreader is more meticulous than I am. My goal is for your manuscript to have *zero errors* and to stand up to the most rigorous scrutiny.

I ordinarily use the *Chicago Manual of Style* for tricky questions of usage and grammar. I know correct punctuation (when to place a semicolon instead of a comma, for example, or the difference between an m-dash and a hyphen). I have a thorough knowledge of English vocabulary and grammar (when to say “ensure” rather than “insure,” or “farther” rather than “further”). These details are very important to any professional document. One needless mistake in your book may cause a reader to go elsewhere.

You can hire me on a per-word basis or by the project. I will provide a firm estimate in advance.

## How the Process Works

I never ask for a contract. You can engage my services on a pay-as-you go basis.

For projects over \$250, it is a good idea to establish **milestones**. This provides you with confidence and protection because you are not committed to using my services beyond each milestone.

For example, let's say you hire me to edit your 50,000-word management book. The fee might range from \$1,000 to \$2,500, depending on the condition of your manuscript. Let's say we agree on \$1,500. We might agree on four milestones of \$375 each:

1. Basic formatting and first 12,500 words.
2. Editing up to 25,000 words.
3. Editing up to 37,500 words.
4. Final editing and polish.

At each step, I deliver drafts for your approval. When editing, I use the Word edit tracker so that you can see every change. The process is collaborative and I welcome your phone calls or emails.

You can cancel or postpone the work at any time. As long as your account is up to date and fully paid, you own the copyright to all materials. I'm happy to work on your timetable!

I use PayPal. If you are an Elance or Guru client, both of these services offer convenient escrow account services. You pay into an escrow and release the funds only when a milestone is complete. This system offers a high degree of protection and confidence for both you and me.

## My Invitation to You

I invite you to contact me so that we can discuss how I can help you reach your goals. I look forward to hearing from you.

