



Robyn Henderson

# Ghost Writing Projects

with

Robyn  
Henderson

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## Ghost Writing with Robyn Henderson

As a prolific author Robyn Henderson has introduced a number of new consulting services. These include:

- Ghost Writing Non Fiction Books
- Project Managing the production of non fiction books
- Writing for Busy People one day workshops

Robyn was finding many of her clients and connections were:

- Passionate about their work and what they were achieving
- Wanting to share their systems and processes with others
- Keen to increase their profile by writing a book
- Being asked to speak at conferences and thought a book would be a great 'take home' gift for their audiences
- Or had just decided "It's time – stop talking about it – just do it"

Once they made the decision to write a book though some found themselves stuck because:

- They were way too busy to put writing time aside
- They didn't know much about the process of book production
- Some just didn't know where to start and weren't sure where to find the answers

## Books Published:

Robyn Henderson has been writing and publishing books for more than 20 years.

Her books include:

- Networking for \$uccess
- Are You the VIP in Your Life?
- Lessons in Leadership
- How to Position Yourself as the Obvious Expert
- Understanding Influence for all Leaders at all Levels
- How to Master Networking
- Be Seen, Get Known, Move Ahead - beginners guide to self promotion
- Networking Magic - 366 Hot Networking Tips
- Dare to Dream – self esteem & confidence building for busy people
- Believe in Your Dreams
- Network or Perish
- How to Master Networking (Revised and Updated 2005)
- Masters of Networking
- What My Favourite Teacher Taught Me, Volumes 1, 2 & 3
- Spirituality in the Workplace: the new paradigm
- Balance - real life strategies for work/life balance
- 22 Essentials for Building Your Best Business
- The Creative Edge – 24/7 creativity
- Strategic Networking – your guide to networking excellence
- How to run a successful home based business and stay sane
- I Made a Promise – 50 inspirational Australian Stories
- Speakers Compass
- The Power of Good: true stories of great kindness by total strangers
- The World's Worst Networker

Plus she has helped more than 200 people become self published authors through her courses, one on one coaching and recently introduced speed mentoring.

# What is Ghost Writing?

According to Wikipedia a ghostwriter is a professional writer who is paid to write books, articles, stories, blogs, ebooks or other texts that are officially credited to another person.

Ghostwriters may have varying degrees of involvement in the production of the finished work. While some ghost writers are hired to edit and clean up a rough draft, others are hired to do most of the writing based on an outline provided by the credited author. For some projects ghostwriters will do a substantial amount of research.

Professional speakers and coaches often have large quantities of workbooks, handouts and information and are unsure how to convert all that 'stuff' into one book or a series of books.

## What is involved with the book publishing process?

- Writing
- Editing
- Cover Design
- Proof Reading
- Typesetting
- Printing
- Delivery
- Launch

Traditional publishers may take 12-18 months from signing of contract to delivery of finished product and you will receive 10% of the retail price.

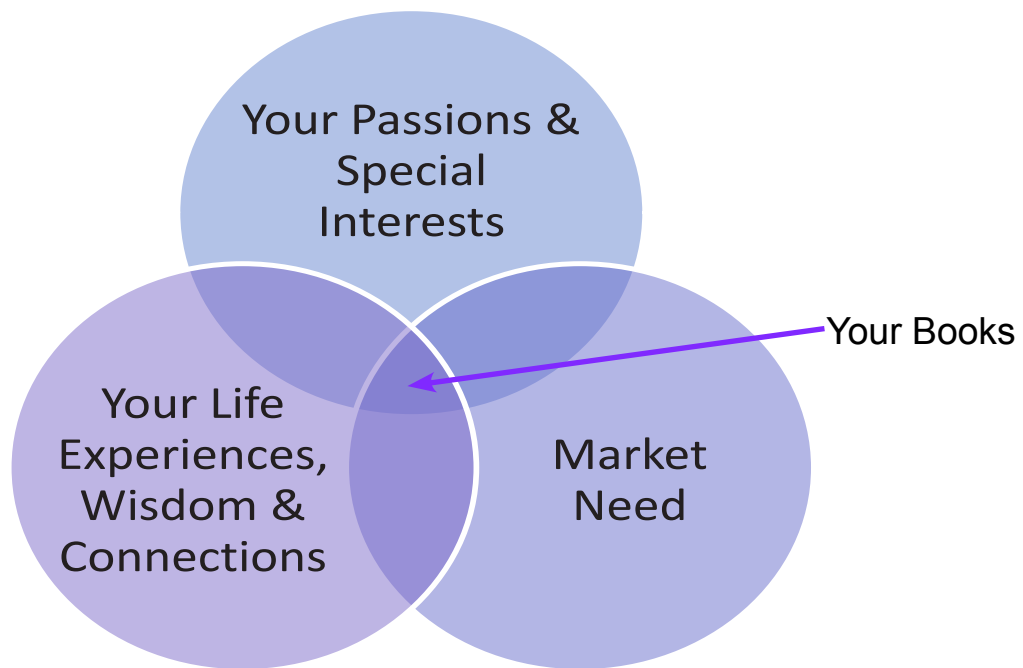
Using Robyn Henderson's ghost writing model, your book can be produced in Australia within 4-6 weeks of the author briefing (unless unexpected situations cause a delay).

## How Robyn's Ghost Writing Model works...

Firstly Robyn speaks with the author over the phone to establish exactly what they want. Sometimes potential authors have more than one book in mind and this helps to establish the broad topic for the book/s.

### **Do you have more than one book or topic that you want to write about?**

Your books are usually written on topics you have identified as having a market need and this overlaps with your passions and your life experiences.



Depending on Robyn's schedule and availability a time frame is worked out for the book production. Robyn prefers to work on and totally complete one book at a time and is planning to work on one book a month for - whether this is a totally ghost written book (writing from scratch 20,000 – 25,000 words) or project management where Robyn shapes the words that have already been written or converts a workbook or program into a book.

Each project is quoted individually. Most authors have lots more suitable material than they imagined and the whole book writing/book production process becomes a relatively easy process.

# Robyn needs to get very clear on the answers to two main questions....

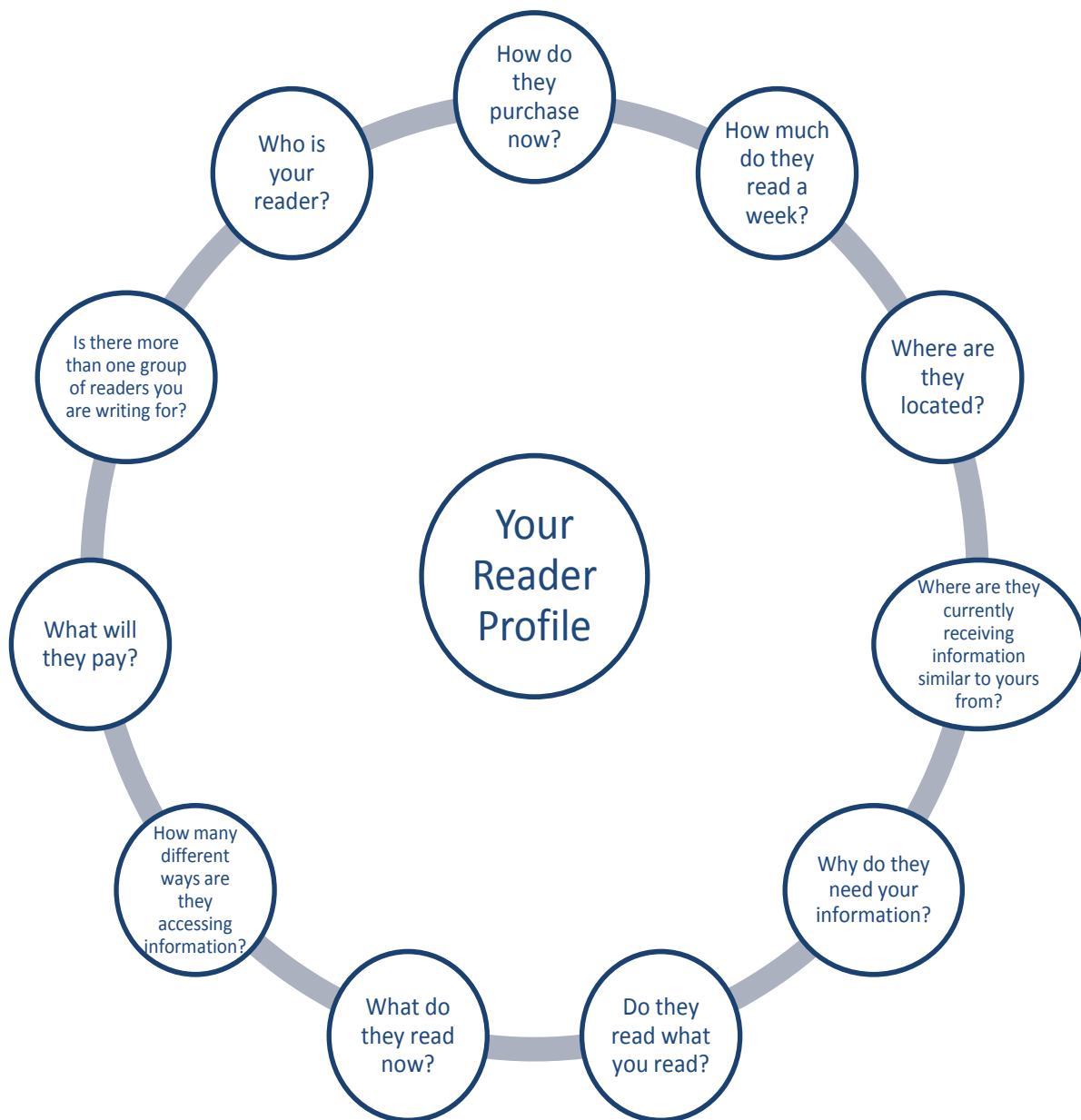
**Why do you want to write a book?**

and

**What do you want to achieve with the book?**

The next step is to figure out how she and the author will achieve this together.

It's important before one word is written to consider the reader...



Then a one page outline of the book is created...

## YOUR BOOK

**What is your book about : (50 word overview)**

.....  
.....  
.....  
.....  
.....  
.....

**Key points covered in content**

.....  
.....  
.....

**Conclusion – why reader should invest their time reading this book**

.....  
.....  
.....

### What Does Your Book Look Like?

**Topic:**

.....  
.....

**Cover Ideas ( if any – colours , size etc)?:**

.....  
.....

**Reader Profile:**

.....  
.....

**Where will your book be sold?**

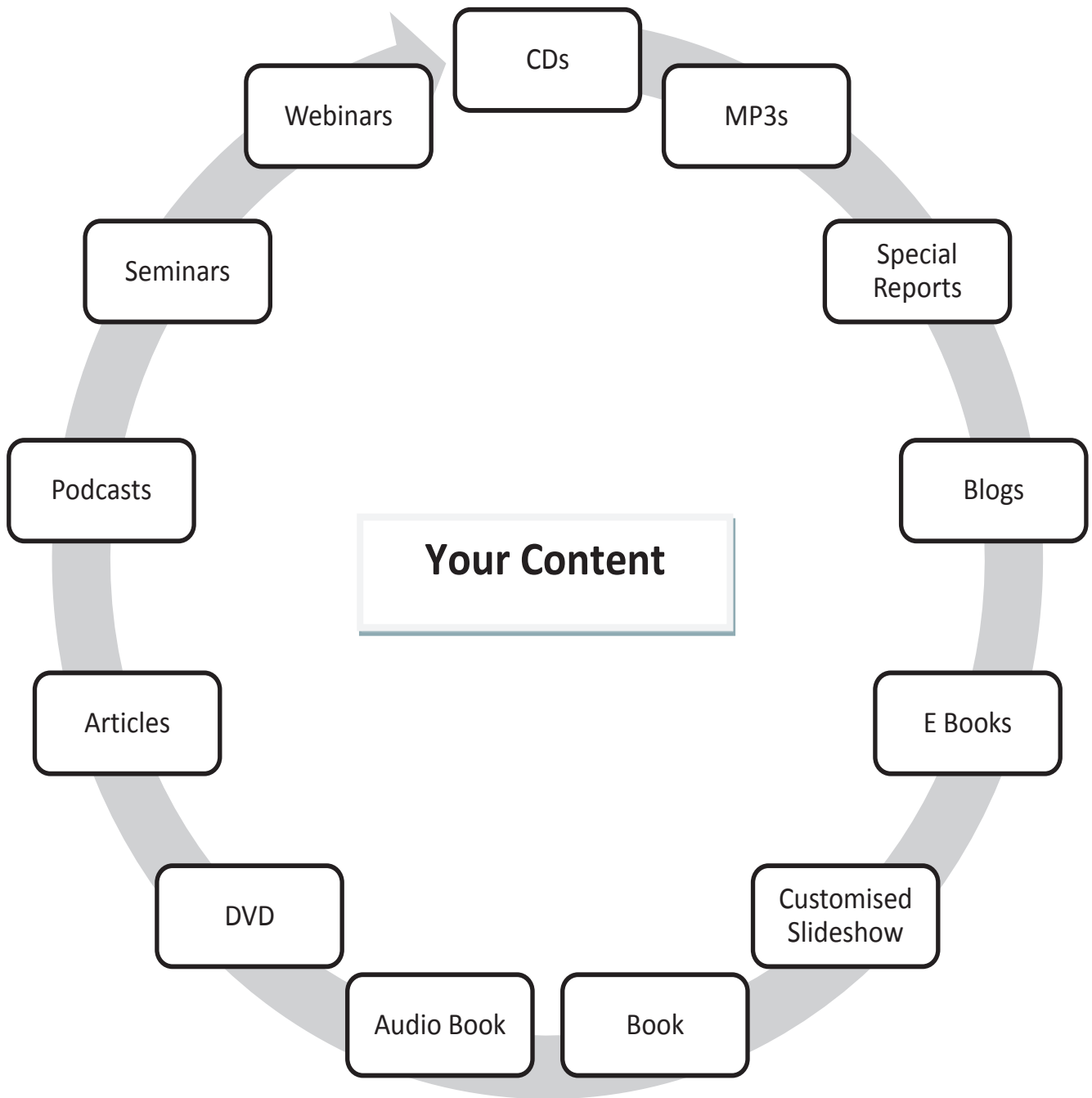
.....  
.....

**What is the difference between your book and those already on the shelf?**

.....  
.....



**Are there other products that can be created from the same content to create other income-generating products for you?**



## Your Investment

Each author's project is treated individually.

A ball park figure for 1000 books printed in Australia (approx 150 pages) may cost:

- ISBN Code: \$120
- Editing approx: \$1000
- Typesetting approx: \$1000
- Cover Design approx: \$1000
- Printing approx \$4000-\$5000

**Project Management/Ghost Writing fees for an average book, depending on the volume of writing required ranges from \$2 500-\$10 000.**

Once the project is discussed with the author a more accurate quote can be given.

Payment terms negotiated with author in initial briefing. Generally 50% deposit for ghost writing fees confirms the project and then further instalments throughout the project, with a final 10% on delivery of your books. Editing, typesetting, cover design and printing costs are paid directly to the service provider.

## How does the process work?

Robyn guarantees a completed book in 4-6 weeks from initial meeting because she uses a number of regular editors, typesetters, graphic designers and printers. They are dependable and professional and will invoice you directly for their services. All work is completed in Australia.

Should you wish to print offshore, Robyn will prepare the book for printing – but cannot guarantee the quality of the product printed offshore. She only uses printers in Australia.

### Initial Meeting

Robyn will arrange a 3-4 hour initial meeting with the author. She invites you to bring workbooks, programs/courses – any material that you have on your book topic. Parts of your conversation (content etc) with Robyn will be recorded. A draft chapter outline will then be created as well as a project time line. Robyn will ask the author to explain the chapters to her as if they were having a conversation with the reader. Depending on the complexity, recordings may be transcribed. These transcriptions will be used as reference for Robyn's writing.

Confirm Chapter Sequence. At times it may be necessary to adjust the chapter sequence.

Robyn will then start writing chapter by chapter and once she has written 5000 words, they will be proof read and then sent to the author for review.

At all times Robyn asks that the author be totally honest and transparent. If there is ANYTHING the author is not happy with, she encourages them to speak up immediately.

During the initial briefing format, layout, size of book, colours etc will be discussed. The author will always have the final say on what does or does not happen to the book.

It is imperative that the author is 100% proud of the finished product – every word every page. As each 5000 word batch is completed the author is kept in the loop. At this time it is important for the author to give feedback as to whether the writing is heading in the right direction or needs a light adjustment.

Once the complete book is proof read and then sent to the author for approval, it will be sent to the editor for review. Robyn instructs the editor to always correct grammar, punctuation, phrasing etc...and make this the best book possible.

Once the book returns from the editor, it is sent to the author for final checking. The content is then sent to the typesetter who returns the first 20 pages initially for review by the author and Robyn. Once any adjustments are made from the authors comments the typesetter will complete the book layout. This will then be proof read by another set of fresh eyes before it goes to the printer.

## **ISBN**

At the start of the project an ISBN code is applied for, this is the barcode and numeric code that will appear on the back of the book. If the proposed title is already taken, the ISBN will not be issued and another title will be discussed with the author and another application processed.

## **Cover Design**

Once the title is confirmed the cover design can be created. The wording on the back cover is most important and this will be discussed in detail with the author.

## **Printing**

Printing quotes are also obtained from a number of recommended Australian printers. When text and cover design are completed these will be sent to the printer who normally turns 1000 books or less around on one week. Books are then delivered to the author and the celebrations begin.

The author can be as involved in the entire process as they wish. Daily emails are kept to a minimum but it is important to ensure the author is aware of the progress of the book to ensure deadlines are met.

## Why Robyn loves Ghost Writing and Bringing People's Ideas to Life...

- Robyn wrote and self published her first book – Networking for Success in 1992 and credits much of her networking profile to books, articles, ebooks etc she has written in the last 20 years. She secured the Australian rights to publish the international best seller Masters of Networking in the late '90s and went on to develop her own compilation author book model before assisting more than 200 writers to become published authors through her program – 3 ways to write and self publish a non-fiction book.
- Her mantra is – let's pretend there are no bookshops – how will you sell your books? And what else can we do with all those words? – and off she goes with an entire product range based around that book content.
- In 2010 Robyn also introduced speed mentoring sessions where she spends 1-2 hours in a one on one or mini brainstorming session answering your specific questions about writing, publishing, speaking, product development, profile building – whatever she knows that will assist you to successfully make your next career move.

In 2003 Robyn relocated to the far north coast of NSW just south of the QLD border. Robyn loves her lifestyle and the ghost writing projects enable Robyn to share her 20 plus years of publishing experience with budding, busy authors.

For years Robyn has taken the mystery out of publishing and book writing by sharing her models and connections with her network. She looks forward to discussing your ghost writing project and creating a workable timeframe to bring your book and other related products to life.

Robyn stresses that all projects are treated in a strictly confidential manner. She does not reveal her ghost writing projects and authors names to the general public ever.

## What's next...

If you would like to engage Robyn to write your book, please contact her today to discuss:

- timeline
- book content
- time availability for writing

If you are not quite ready to take the step but would like to discuss writing or publishing possibilities you are welcome to book a speed mentoring session. Ideally this can be done face to face if Robyn is visiting your city, or by SKYPE or phone – whatever will give you the outcome you are wanting to achieve.

**Who would gain from this speed mentoring session?** - If you have lots of questions, no time to do a 2-3 day course, but bursting to get your written or spoken word out there and build your profile as an industry expert - a SPEED MENTORING SESSION with Robyn will accelerate your results. If Robyn doesn't know the answer to your question – she can network you to the person who does!

Packages range from \$550 for the first 30 minutes through to \$750 for one hour, \$1250 for two hours - Robyn guarantees she can save you the cost of the meeting with her sound advice and ideas. Plus your first hour includes \$300 worth of MP3, DVDs, CDs or books relevant to your questions.

If you are really serious about realizing your full potential as an expert – make your appointment now for a speed mentoring session with Robyn - it could be the best professional decision you ever make.

And finally if you would like to learn more about the writing/publishing process you are welcome to attend the Writing for Busy People 1 Day Workshop.

I look forward to discussing your requirements.

*Robyn Henderson*