



Archangel Ink

Ghostwriting Process

The client can (and should) provide input upfront about any of the following that are relevant:

- Company information
- Target audience description
- Objective of the book
- The tone of writing desired - I've got a list of descriptors, for example: conversational, professional, persuasive, etc.
- Specifics to be sure to mention
- Words/phrases/ideas to avoid
- Any citation requirements
- Links to research/info/articles that are in alignment with the author's point of view

We could do one initial call - 30 minutes that I record (writer would not be on the line, but would get access to the recording) during which the author could communicate anything that needs to be said, and to communicate his/her passion about the topic.

This option is more streamlined and works in many cases.

If you want to have more hands-on involvement in the process, we can do something that's closer to a "custom book" and then process is as follows:

Custom Book Process

What's excellent about the process is that it captures the voice of the author and allows us to write more thought-leadership level kinds of content. (If we just research, we are recycling what others have said... if we interview, we get it from the horse's mouth.)

1. The client provides an outline and any other materials they want to provide.
2. Based on what's provided, our chief writer determines about how many hours of interviewing will be needed (we do one hour at a time).
3. We'll create and send interview questions in advance of our call.
4. We have our call, which is recorded.
5. We write from the information in that call.
6. We submit a chapter at a time for review. If the client wants changes, they usually make them using Track Changes, and we polish it - rarely do they ever need significant changes, because we've done the interview so it's pretty much what they'd say... if they were up for writing it. Although, of course, it reads like a book - not like a transcript.