

# **4** *Crucial things you need to know before you hire a ghostwriter*

*...for entrepreneurs and  
executives*

Time is scarce, and the demand for content and thought leadership is higher than ever. If you're an executive tasked with running departments of 50+ people, finding the time to write (assuming you want to do it in the first place) is hard to do.

This short report shares four things you need to know before hiring a ghostwriter to help you fill the gap.

## **Understand that it is a partnership, not a handoff of tasks**

Regardless of your end-goal for producing thought leadership content, the only way a ghostwriter can efficiently help you is if you give him/her access to you. For a writer to communicate effectively in the voice of an executive, he or she must have direct access to that executive.

Too many layers of people (i.e., Managers, Directors, etc.) between the executive and the writer often create a bottleneck that not only slows down the writing process, but risks the loss of authentic voice. It alienates the very person who is supposed to be capturing your spirit and expertise.

You will need to carve out time to impart your passions, share your personal experiences, and allow for a few back and forth edits. This will ensure your published content is authoritative and sounds like you. It will also make it easier to generate ideas for future articles.

---

## **Monitoring published content for engagement and responding is key**

The folks who interact with your articles deserve acknowledgement. This seems like common sense, but it's amazing how many people publish content on sites like LinkedIn, get responses and never acknowledge the comments—not even with a “Thank you for reading.”

LinkedIn in particular, reveals the identity of the people who engage with your work. It just makes sense to create a system for handling reader engagement so that you encourage more of it. If it is impractical to respond to each individual, or even small batches of comments, the next best thing is to have someone monitor for negative feedback and find a way to address it.

---

## **Consider a writer who has done more than just write**

You may be considering a ghostwriter because you don't have the time or skill (or both). That's fine. All ghostwriters are not created equal, however, so you should take the time to find the right fit for you. If you are looking for help to author thought leadership content, it is a great idea to hire a writer who either has experience in your industry or as a business person in general.

Being a wordsmith is great, but being a wordsmith who has familiarity with launching companies, managing staff, communicating with various socio-economic groups and ethnicities, etc., is ideal.

## **The best writer is going to cost you a little more**

There seems to be an endless supply of writers for hire these days. Finding one who has extensive professional experience vs. a fly-by-night penman is critical to getting the results you want. A cheaper writer may cost you more in the long run by damaging your company or personal reputation.

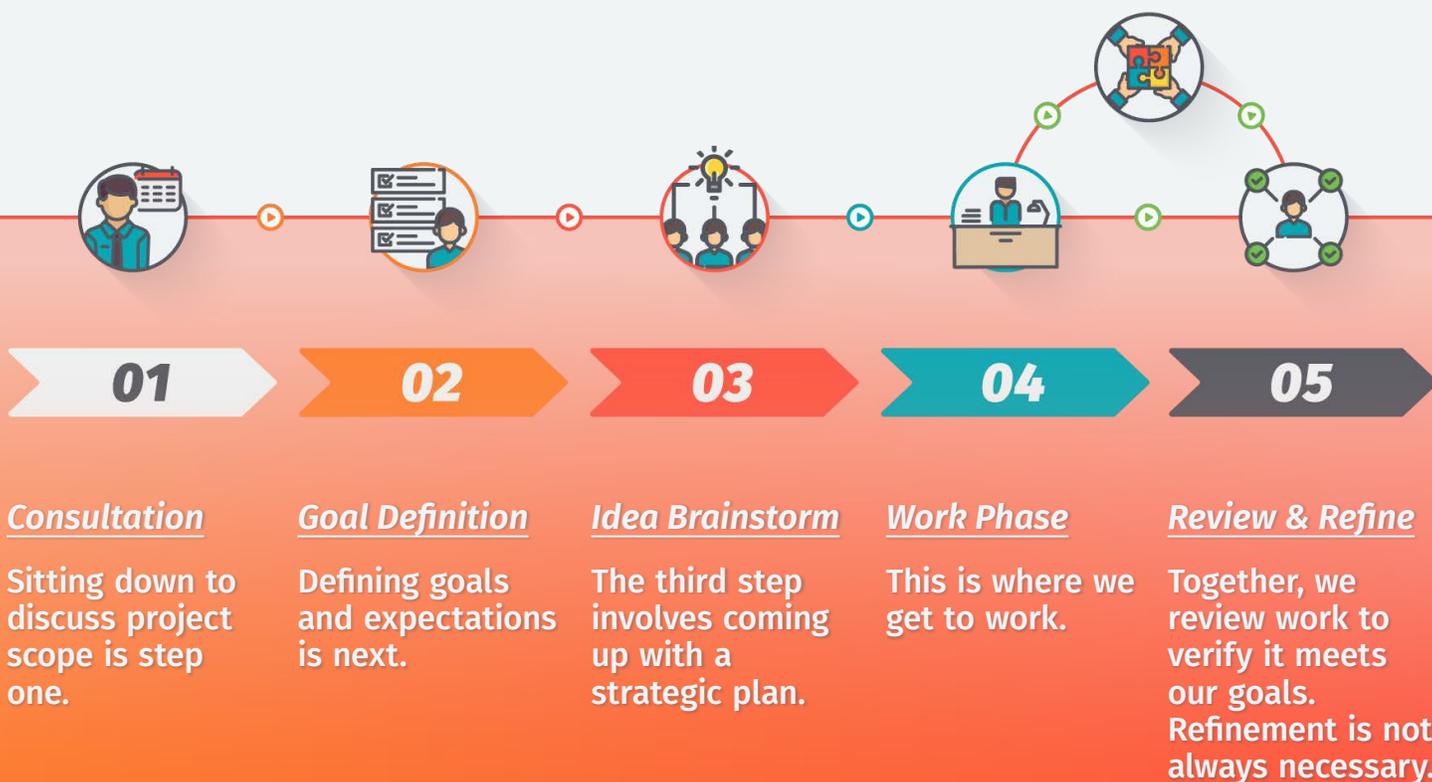
As mentioned above, working with a ghostwriter is a partnership. The best writing companion should start the relationship by offering you a consultation in which your goals are defined and a plan can be created. A great fit is someone who will read the publications that you do, watch the media you consume, and be willing to do thorough research on your industry and all of your previously published works. These actions are ones that you usually will not get from lower-end writers. Quality writers take time and dedication to craft the finest content possible in the voice of each client.

---

***A strong connection with a writer can cost a little more at first, but over time and through partnership growth, the value will far surpass the alternative.***

---

### **Below is a sample workflow for Phenomenal Writing clients**



## ***A little bit about me...***

Ghostwriting comes naturally to me because of my background in creative writing. My experience is extensive, from keynote and motivational speeches to award-winning stage plays, poetry, and children's books. Communicating in the voice of someone other than myself is a skill that I have honed in some form or another for almost 20 years. It is an art form to which I am wholly dedicated to perfecting.

I have been a ghostwriter for C-level executives, entrepreneurs and local politicians. My professional network includes people from a swath of industries including: healthcare, food science, cryptocurrency, commercial real estate and more. I have my own e-commerce business and publishing company, which gives me the chance to manage a global team of illustrators, designers, printers, producers and a myriad of other talented individuals. These are real-life experiences few other writers can bring to the table.

"Cheril is a strong writer and delight to work with. She's adept at handling a variety of writing projects with professionalism and flexibility. Always quick to turn assignments around, Cheril is great addition to our team when we need freelance help."

***- Todd Speranzo, Vice President of Marketing at Avella Specialty Pharmacy***

Schedule a consultation to see if we're a good fit for each other.

***Book a consultation***

No sales pitch or pressure guarantee, just a conversation.

Or visit [www.phenomenalwriting.com](http://www.phenomenalwriting.com)

**Cheril N. Clarke**

+1 (347) 249-0509

[cheril@phenomenalwriting.com](mailto:cheril@phenomenalwriting.com)