

AVAILABLE
OCT 14TH

THE DEFINITIVE GUIDE TO GHOSTWRITING

*Hone your skills. Grow your business.
Create the life you've always wanted.*

Giving podcast and conference audiences expert tips and motivation for building a professional writing business during a peak market for storytelling and publishing.

The Definitive Guide to Ghostwriting is a roadmap to create a successful ghostwriting business and serves as a comprehensive toolkit for writers at any stage in their professional life. From college graduates to mid-career transitions and beyond, *The Definitive Guide* is the first book to offer an expert approach to becoming a professional ghostwriter.



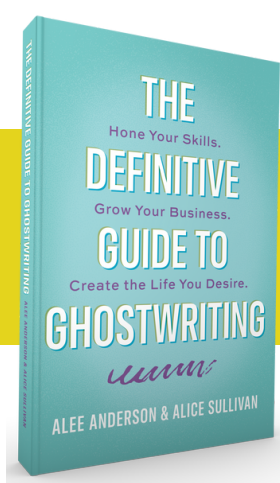
Alice Sullivan

A #1 bestselling *Wall Street Journal* ghostwriter and *New York Times* bestselling editor who has written and edited over 1,350 titles since 2001. Alice helps her clients monetize their messages and inspire new audiences.



Alee Anderson

A *Publishers Weekly* bestselling ghostwriter and a *New York Times* bestselling editor. She specializes exclusively in memoir and personal development books for trauma survivors, having supported the healing and recovery journeys of more than 100 clients since 2015.



EARLY REVIEWS

“

This book is a highly informative, entertaining, and personal guide on ghostwriting.

- Amber

”

“

This book is an absolute goldmine for anyone looking to start their own ghostwriting career!

- Denise

”

“

I landed my first project after reading the first four chapters!

- Lee

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THIS A MOMENT FOR STORY

- From Boomers to Gen Z, people want to tell their stories
- “Narrative” and “storytelling” are no longer practitioner concepts but mainstream
- Barriers to publish have lowered
- Over 2 million books are published every year*
- Book Tok and other social trends help expand reader audiences

PRACTICAL TOOLS + TIPS

- Business set up
- Key legal and financial topics
- Lead generation
- Contract negotiation
- Interview techniques
- Client management
- Pricing for profitability
- Dealing with AI
- And more

PASSION TO PROFESSION

- Business for creative freedom
- Freelancing for flexibility
- Enabling career or lifestyle changes
- Leveraging personal and professional experience as a business owner
- Translating client voice to deliver high-impact, personalized work

EXPERT GUIDANCE

- Battle-tested blueprints
- Real, not theoretical or hypothetical approaches
- Case studies of situations writers will face
- Red flag client scenarios
- Tips and tricks for managing tough situations
- Motivation and support

Who Will Benefit From Listening to Alice and Alee?

Anyone! Those who have considered turning their love of writing into a sustainable business will learn concrete tips from industry experts. Others who simply enjoy books or entrepreneurship will gain behind-the-scenes intel on what it takes to launch and scale successful writing businesses.

- Writers
- Readers
- Entrepreneurs
- Students
- Mid-career Professionals
- Publishers
- Academics

- <https://isbndb.com/blog/how-many-books-are-in-the-world/>