

# Ghostwriters Suck!

... and what you can do about it

# The Shortest (Yet Most POWERFUL) Ghostwriting Secrets Course Ever Written!

Over the years, I have read a handful of ebooks about how to be successful working with ghostwriters. 99% of them include a lot of basic tips, filler pages, and general information about what Elance is, an introduction to outsourcing, and why ghostwriting is such a powerful way to leverage and grow your business, BLAH, BLAH, BLAH...

I'm not going to bore you with all the ins and out of why hiring ghostwriters is so great or how to set up an Elance account. Hopefully, you are more advanced than that.

So, this will be the shortest, more concentrated, yet most powerful, piece of information that you ever read about how to really succeed with your ghostwriters.

**Just so you know...** this exact "Ghostwriting Secrets" information you are reading right here is part of a more comprehensive information product called Content Blueprint -- it's bundled with my popular software, Content Composer (which currently sells for \$297).

## Why Is This Report Free?

Here's the deal... all I am asking for is the opportunity to show off some of our software and ideas to you -- even give you more of it for free (see page 10 for details). We think our software is pretty neat -- plenty of features to make you more productive, produce better (loved by Google) content, save you time and... oh yeah, make you more money online.

So, go ahead... once you learn my ghostwriting secrets in the next few pages, put them to test. They are already proven to work. They will work for you. Also, be sure to give my Article Assistant software a try. Incase you missed it, Article Assistant is already included within the same "download area" where you grabbed this report.

After reading this report... If you want to give us some feedback, props, a testimonial or if you have a killer idea to make our reports or software even better... send an email to [support@joltsupport.com](mailto:support@joltsupport.com)

We appreciate it! :-)

I'm not going to sugar coat it for you. Finding ghostwriters is painful process. And most ghostwriters suck! However, once you follow my proven system, things become a lot easier and you will get the results you want without all the headaches and wasted time. Let's get started...

## Do You Make These Mistakes?

The first mistake marketers (just like you) often make when deciding to hire a ghostwriter is going to the usual places – Elance.com, rentacoder.com, etc. I often get emails from my ArticleAnnouncer customers complaining that good ghostwriters won't write for less than \$15 an article.

This is simply not true.

There are a few reasons for this that I will explain here. First of all, are you attracting the right talent? Do you require an article to be written that you can publish in Women's World magazine? Of course not. Then, *don't* attract professional full-time writer's who write this caliber of articles. You don't need "magazine ready" articles... you need "website ready" articles that read well and flow.

There is a big difference.

For example, I received this email reply to my job posting for an ebook to be ghostwritten. This ghostwriter is a published author (has 2 books) and is way over qualified for my needs and would probably charge \$3,000 for this ebook project (my budget was more like \$400).

**From:** evangelia zonnios <[redacted]@profitjolt.com>  
**To:** webmaster@profitjolt.com  
**Subject:** ebook on health

I would love to write this ebook. I am well experienced in researching material and I am always interested in health topics.

I have had an article published in an international magazine called Odyssey, which reaches 80,000 readers worldwide. I have also had an article published on an online family magazine called Kids and Kaboodle.

I am also a children's writer and have written two books.

Please view my resume and see take a look at my writing style in the two examples attached.

I look forward to hearing from you.  
Regards Evangelia Zonnios

Second of all, Elance and Rentacoder are incredibly popular (since every “guru” praises these sites within their products, teleseminars, in their ebooks, etc). In fact, there is too much ghostwriting work for freelancers on Elance. That’s why any decent ghostwriter on Elance can literally call the shots. Often they want you to commit to 50+ articles for \$12-\$15 each. You don’t like it? Too bad for you. There are plenty of other projects that they can bid on (and some people will pay these high prices).

This puts you at an extreme disadvantage when looking for ghostwriters on Elance.

Do you want to find hidden talent that *won’t* take you to the cleaners? A-ha, I thought so!

Here are some sites that are not as well known as Elance and rentacoder. The sites that I like best allow you to browse through their “looking for work” ads. You can find dozens of freelance writers who post ads indicating the type of work they are looking for. Best of all, with some of these sites you won’t have to post a single “Looking for ghostwriters” ad if you don’t want to:

\*\* <http://www.freelancewriting.com/careercenter.php>

\*\* <http://www.guru.com>

\*\* <http://www.craigslist.org>

<http://www.ifreelance.com>

<http://www.poewar.com/freelance>

<http://www.allfreelancework.com/writing.php>

<http://www.WriterLance.com>

<http://www.Indeed.com>

<http://www.contractedwork.com>

<http://www.designcrowd.com>

<http://www.getafreelancer.com>

<http://www.powerlance.com>

<http://www.freelancersdirect.com>

<http://www.freelancebank.com>

<http://www.freelancebbs.com>

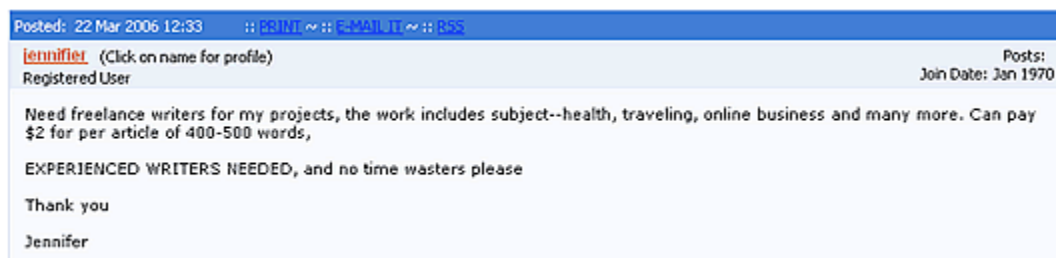
Simply select a few writers and send them an email asking for a sample of their work, rates per article, etc. Most writers will give you a breakdown of what they charge per article or content page. For example:

250-300 word article is \$5.00

300-400 word article is \$7.50

400-500 word article is is \$10

If you decide to place an ad on a few of the above freelance sites, here are some suggestions. Once you begin to browse the freelance sites, you will quickly notice that most ads are the same (BAD ADS). This one is pretty typical:



The screenshot shows a forum post interface. At the top, a blue header bar contains the text "Posted: 22 Mar 2006 12:33" followed by links for "PRINT", "E-MAIL IT", and "RSS". Below this, the user's name "Jennifer" is displayed in red, with a link "(Click on name for profile)" and the text "Registered User". To the right, it says "Posts: 1" and "Join Date: Jan 1970". The main body of the post is in a light blue box and contains the following text: "Need freelance writers for my projects, the work includes subject--health, traveling, online business and many more. Can pay \$2 for per article of 400-500 words, EXPERIENCED WRITERS NEEDED, and no time wasters please Thank you Jennifer".

First of all, it is obvious that this person (jennifer) is only interested in web content. The crappier the better. At \$2 for a 400-500 word article, the quality is going to be really low (most likely from an overseas content/sweat shop). But, some people don't care about quality, they just want content as search engine food. This is not my recommended approach.

When placing your ad, you want to focus on a few essential elements:

Make the ad title captivating. Standard direct response ad principles apply here.  
Which ad would you rather click on

## **\$1 Articles?**

or ...

## **Article Writers Wanted: Good pay, health topics**

Note: Yes, “\$1 Articles?” was an actual ad that I read. It’s offensive and insulting to all serious ghostwriters who read it.

Be specific -- how many words, what topic(s). If you are worried about revealing the exact topic of your content, then be general. For example, say, “I require finance related articles”... or “a health related topic”.

Your best ghostwriters will often be people who already have knowledge or an interest in your topic (i.e. health and fitness). If you let them know the topics you need, your chances of attracting “natural” writers for these topic areas is greatly increased.

Be clear. If you don’t write your ad clearly, then there will be miscommunication right from the start. Here is a sample ad that is quite good. It is specific, clear, and dictates the payment terms right up front:

Posted: 07 Apr 2006 10:25    :: [PRINT](#) :: [E-MAIL IT](#) :: [RSS](#)

[jett99](#) (Click on name for profile)  
Registered User  
Currently Offline

Posts: 2  
Join Date: Mar 2006

We are looking for writers to write original articles about insurance. (life, home, health, auto)

Articles need to be 320 words in length.  
We pay \$5 per article.  
All payments are made through paypal.  
Articles must be original content written by you.  
They are to inform the reader about insurance and ways to save money.  
All titles will be provided.  
Articles must have good grammar and spelling.

If you are interested please email [Greg Here](#)  
Include an article that you have written before as a sample.

Note: I would also mention in the above ad that this can lead to steady, ongoing work. Most ghostwriters prefer to work with an established client base that they like. It’s no fun for them to hop from job to job, often working for a bunch of losers.

Ask for a previous sample of their work. Of course, people can fake this, but it's another "screen" and you'll have an idea about the quality of their writing.

Don't pay until the work is done. This is automatically handled with some freelance services where they hold the money for you (i.e. rentacoder.com).

If you have an established relationship with a ghostwriter, this is different. You can pay them whenever you want. But, for new ghostwriters, never pay them up front. I repeat, NEVER PAY UPFRONT. I got burned for about \$200 by being a "nice guy" and paying a ghostwriter upfront.

The ghostwriter decided that she was bored with my project, held me hostage asking for more money, and then refused to complete the project until I paid her more per article.

Shame on me! Shame on you if you make this same mistake.

## Introducing a New *Spin* On Split-Testing...

I can't take credit for this one. My good friend John Reese told me about it. It's called the human *split test*.

You are probably familiar with split testing ads, split testing sales letters, right?

Well, what about split testing ghostwriters? It's simple. Find 2-3 ghostwriters and give them a small project (maybe 1-2 articles each to write). To do a true split test, give them all the EXACT same project.

Sidenote: Many people make the mistake of giving a new ghostwriter a large project (10-50 articles) right off the bat. This is a big mistake!

Sure, it will cost you a little extra to split-test writers, but once you get back all the articles from these ghostwriters you will be able to determine the best writers – real fast!

Keep working with the great writers, dump the poor writers and move forward. This is a great strategy to finding good quality ghostwriters. The last thing you want to do is rely on one ghostwriter for all your work. Having two is best. Think of this as having a back up plan.

## **What happens if Plan/Writer A fails?**

Keep these ghostwriters busy, pay them promptly and on time. Don't make their lives a living hell by being an over-demanding, cranky or nitpicky customer. They will drop you real quick if you are a pain to work with and are never satisfied.

## **The Biggest Ghostwriting Secret Of All?**

This one is REAL easy. Don't share your ghostwriters with anyone – period! It's not about being greedy or paranoid. I've witnessed associates of mine have their ghostwriters stolen right from under their nose!

One example: A friend of mine was using an awesome ghostwriter for his niche ebooks. He shared this ghostwriter with an associate (a well respected and well known business person by the way) and they also started using her services.

Fast forward two months.... this "associate" (with an emphasis on the ASS in associate) actually ended up hiring this same ghostwriter FULL-TIME. That's right, she was now on his payroll. PLUS, she was made to sign an agreement that she would NOT do any other freelance work, writing, or provide services outside of her company of employment.

This was a hit below the belt for my friend and he lost an amazing ghostwriter because of it. Learn from this lesson. Guard your ghostwriters!

## **How To Save 10%-20% on Ghostwriting!**

Okay, so now that you have 2 or 3 reliable, talented, ghostwriters who produce great content... what's next?

### **It's time for you to receive a frequent-customer discount.**

Here's how it works: It starts with you establishing a closer working relationship with your ghostwriter(s). After finishing a few small writing projects, your human split testing is done. The next step is to contact your ghostwriter(s) and let them know that you will guarantee them X amount of work per week (or month).

X amount of articles, or Y amount of dollars... or both.



Ask them this... “I like the quality of your writing and your level of professionalism. I want to give you more work and use your services for ALL my writing. Since I am going to be buying a lot more articles from you (at least X per month), could we work on a preferred customer (or volume) discount price?”

You’d be surprised at how easy it is to save an additional 10%-15% right away by asking this simple question.

Sad to say, many people never think to ask for a preferred-customer discount.

## In Conclusion...

So, there you have it. The short, concise, yet EXTREMELY powerful information you need to be ultra-successful when working with ghostwriters.

Not to mention, Content Composer provides you with a fabulous tool to help you better interact, manage and facilitate all your writing projects with your ghostwriters.

Don’t forget to take full advantage of Content Composer Lite when working with ghostwriters. (Note: I’m going to give you a copy of Content Composer, keep reading for details...)

I sincerely hope that this information has been helpful to you. Yes, finding a few good ghostwriters can take time. Yes, you CAN get great content written for less than \$10 per piece...

Now that you are armed with this information you will definitely have a big advantage over everyone else.

Great ghostwriters are out there. You just need to spend a little time, do a little digging and find them. And once you find them, pay them a fair rate, on time and often... and never let them out of your sight!

## Keep Reading...



## **I Want To GIVE YOU Access To My Best Ghostwriters PLUS My 3 Most Powerful Content Power Tools (easily worth \$700). Here's why...**

You may not know this... every month I spent upwards of 12 GRAND on ghostwriters. And now, I'd like to put them (and the outstanding content they produce) in your corner. Also, I'll give you all the power-tools you need to get the most from your content.

You've probably heard of my best-selling software Content Composer and Article Announcer because several thousand happy customers already own them.

Each of these software tools were designed to save you loads of time -- create content *faster* than ever, optimize it to *magnetize* the search engines (to get you higher rankings and traffic), and *blast* it out to dozens of article directories (to get you a ton of backlinks).

But, perhaps you *hate* to write and just want the damn content, without all the nonsense of researching and writing it all by yourself...

**How about getting the best of BOTH worlds? Here's how...**

I have never opened my "content club" to the general public. This secret content goldmine has *only* been available to my existing customers since December 2007. In a few days from now, you'll get a rare opportunity to grab a spot and get inside. But, you'll need to be quick because there are only limited spots available and many people are waiting for the doors to finally open to the public.

Once you join, **you'll get access to my personal team of ghostwriters** (they are the best in the business, period), **PLUS** thousands of highly unique articles & content in my *members-only* private-label collection **(with over 7,000 new articles being added every month!)**. These are not your usual cheap \$3 PLR articles ridden with 4th grade grammar and typos. This is the best written premium content you'll find anywhere. I'm 100% serious and I'll prove it to you.

**PLUS you'll get all my "proven-to-deliver-results" *content-getting* and syndication**

**tools....** including my latest software that creates highly-unique, *snazzy looking* content money-sites in under 3-minutes! **But, I must warn you...** If you want a fair shot at getting all this software and securing your spot inside the club, you'll want to **grab a Front Of The Line Pass in the download area**. When the doors open, your pass will give you a 30-minute head-start over everyone else. Get your pass right here and stayed tuned for more great content and free goodies from me:

*Signup Now!*



<http://www.spinreadyplr.com/downloads.php>

Talk to you soon,

Jason Potash

GhostwritersSuck.com