Lesson #23

Ready-Made Content
Part 1 of 2

By

Paul Evans

http://www.Nicheology.com

NOTICE: You <u>Do NOT</u> Have the Right to Reprint or Resell this Report!

You Also <u>MAY NOT</u> Give Away, Sell or Share the Content Herein

EARNINGS DISCLAIMER

There is no promise or representation that you will make a certain amount of money, or any money, or not lose money, as a result of using our products and services.

Any earnings, revenue, or income statements are strictly estimates. There is no guarantee that you will make these levels for yourself. As with any business, your results will vary and will be based on your personal abilities, experience, knowledge, capabilities, level of desire, and an infinite number of variables beyond our control, including variables we or you have not anticipated. There are no guarantees concerning the level of success you may experience. Each person's results will vary.

There are unknown risks in any business, particularly with the Internet where advances and changes can happen quickly.

The use of our information, products and services should be based on your own due diligence and you agree that we are not liable for your success or failure.

Introduction

Over the years that I've been teaching about information products and selling digital goods on the Internet, there have been a handful of questions that I continue to receive from my clients. Maybe you've asked one of these yourself…

- What if I don't have any special interests or knowledge?

- What if I am limited in time?

- What if I want to create a huge empire of different products?

- What if I can recognize hot topics, but just don't have any experience in those areas?

- What if I'm not a writer?

Maybe you've asked those questions yourself, especially as you've considered niche marketing.

Well, there's a solution for each of those questions – an easy solution that you can begin using as soon as you watch this video, and it's summed up in three simple words...

HIRE A GHOSTWRITER.

That's right, "hire a ghostwriter".

Now, that may sound a bit daunting if you've never worked with a ghostwriter before, and even if you have, it's very unlikely that you've taken all of the shortcuts and extra profitable strategies that we're going to look at today.

So, let's talk about ghostwriting.

Now, I'm a big believer in "systems." Anyone who knows me personally knows that I have a "system" in place for everything I do. And by "system," I mean a series of action steps to complete a specific task. I have dozens of systems in place for things ranging from "Creating an Information Product" to "Preparing my Sunday Night Bible Lesson" to "Beating My Wife At Chess." ☺

http://www.Nicheology.com

When it comes to my business, everything depends upon the various systems that I have in place and one of the systems that I have developed is the process by which I hire a ghostwriter to create a niche product for me.

In just a minute, I'm going to give you a first-look at my system – there are seven steps - for profiting with ghostwriters. But, before that, I guess we should probably begin with a definition of ghostwriter.

According to Dictionary.com, the definition of a ghostwriter is…

---

ghost·writ·er (gōst′rī′tər) *n.*

1. one who writes for and gives credit of authorship to another.

2. a writer who gives the credit of authorship to someone else

…………………………………………………..
From Dictionary.com Copyright © 2004, Lexico Publishing Group, LLC. All rights reserved.

Let me paraphrase…

```
---------- Definition: "Ghostwriter" ----------

A ghostwriter is someone who anonymously writes something for
you when you can't, or don't want to, do it yourself.

For our purposes, it is someone you pay a one-time fee to in
exchange for them creating content for your exclusive use.

-----------------------------------------------
```

It's not a new concept by any means. When I grew up, I loved reading the Hardy Boys mysteries. Franklin W. Dixon was the author and I just loved to read about the sleuthing skills of Frank and Joe Hardy.

It wasn't until I was married and had a boy of my own that I came to find out that Franklin W. Dixon didn't actually write the Hardy Boy mysteries ...

HE HIRED A GHOSTWRITER.
In fact, <u>SEVERAL</u> different ghostwriters.

---

http://www.Nicheology.com

Some speculate that even William Shakespeare didn't write most, or possibly any, of the great works of literature that are accredited to him.

<u>The point is this</u>: if you want to create dozens of information products in red hot niches without doing the work yourself, here's the solution…

HIRE A GHOSTWRITER

So, let's move on to talking about the actual steps involved in hiring and profiting from a ghostwriter.

There are many qualified writers available at very affordable prices, and they are just waiting to make money for someone like you.

So, that's what ghostwriters do. But, how do you find them, hire them and profit from them?

Let's talk about my system.

I call it the ***"Seven 'C's" System***.

No, it's not because I spent too much time as a child wishing I was a pirate. ☺

Nor is it any reflection upon the kinds of grades I had on my high school transcript. ☺

It is simply because the first word of each of the seven steps in this system begins with the letter "C".

```
---------- [ Sidebar ] ----------

I must make one quick assumption.  I am assuming that you
already have done your research and have selected a topic for a
niche product that you want a ghostwriter to develop for you.

If this isn't the case, then you'll need to spend some time
choosing a niche topic before you launch into this checklist of
action steps.

What we'll be dealing with in this system is the actual process
of finding, hiring and profiting from a ghostwriter.
```

http://www.Nicheology.com

Having said that, let's look at **the system**. A seven-step checklist that begins with step one, which is...

1. Compile a loose niche product outline. "Compile a loose niche product outline." One of the things that I learned the hard way when I first began working with ghostwriters is that there are many different interpretations and expectations when it comes to content.

> Example: What I consider to be the "basics of time management" may not necessarily be the same for you, or for a ghostwriter that I've hired.

I found out the hard way that everyone has their own viewpoint and two viewpoints seldom match up exactly.

So, rather than take a chance that the ghostwriter is going to deliver the materials that I wanted – or, worse yet, that I was going to have to waste time and money re-doing projects – I started writing out a very loose outline of exactly what I wanted covered in the content that the ghostwriter was to create for me.

Instead of saying, "I want a 50 page manual on the basics of time management," I shared 7-10 subtopics that I wanted covered in the manual...

- The basics of prioritizing
- The basics of goal-setting
- The basics of organization
- The basics of overcoming procrastination
- The basics of delegating

And so forth.

But, I didn't stop there. If there were specific things that I wanted mentioned in any, or all, of those items I wanted covered, then I would mention those as well. Not just "the basics of goal-setting" but also...

- How to identify your primary goal
- How to create action steps to reach your primary goal
- Common mistakes people make in goal-setting

So, now the ghostwriter has a clearer idea of what I'm wanting, which does a lot of really good things for us both...

1. It allows us to avoid misunderstandings and conflict.

2. It allows us to save time by getting things right from the beginning.

3. It allows the ghostwriter to know going into the project if they can deliver what I want.

4. It gives me confidence that I'll be receiving what I paid for with minimal, if any, delays.

5. It oftentimes LOWERS THE PRICE I PAY for the ghostwriter, because I've eliminated a lot of the research for her.

The more detailed your outline is, the better. Now, I do want to mention that it's important to be flexible and to leave your ghostwriter freedom to be creative.

What you don't want are *"16 ways to do XYZ"* or *"A 9-step system for XYZ"*. Communicate the specific ideas you want covered and let your ghostwriter be creative in presenting the content.

After all, that's what you're paying them to do.

So, here's what I recommend that you do. It's a very simple brainstorming tactic…

1. List the major points that you absolutely want covered in your manual. Write them all down.

2. Loosely organize them in logical groups. You can do this by either (a) Arranging by topic – In other words, group your ideas into related themes, subjects or topics, or (B) Arranging by sequence – In other words, group your ideas chronologically. I.e. "Step 1," "Step 2," "Step 3".

3. Write at least 2 sub-points for each of the major points. Think of things like avoiding common mistakes, frequently asked questions, tips and examples.

Now, you may be thinking…

http://www.Nicheology.com

"What if I don't know what I want covered?"

I'll give you a hint.

Hint: Check out the salesletter for your competitor's product and see what information their product covers to give you some ideas for your own product.

3 Proven Steps to Getting Your Ghostwriter to Create Your Product Exactly The Way You Want Them To!

The critical thing about the actual writing part of your project is to make certain that your ghostwriter knows exactly what you want delivered in the content of the product.

```
The best and easiest way to do this is to create an outline for
the ghostwriter to work from.
```

That way, they basically "fill-in-the-blanks" and you get the exact information you want included when the product is completed.

Don't worry, creating this rough outline can be very easy to do if you know my simple 3-step system. And, you'll know it – oh sometime in the next 3 minutes or so. ☺

The first step is to...

1. Determine the "type" of product you want created. There are several different kinds of information products that you may want to have written for you. Before you do anything else in the outlining process, you need to decide which of the options is the one for you.

While there are many different kinds, perhaps the three most popular are: list, frequently asked questions and the "how-to" tutorial.

```
1. List.  A list product is just that.  It's a collection of tips,
   ideas, ways, keys, strategies, etc.  An example might be, "101
   Weight Loss Tips."  Ryan and I used this strategy when we
   created a site called "Niche JV."
```

---

http://www.Nicheology.com

2. Frequently Asked Questions. This product usually takes the top 20 or so questions on a particular topic and provides answers for them. Ryan and I did this in our flagship product, "Create Best-Sellers Online".

3. How-To Tutorial. This is the all-time classic of information products. The product simply explains "how to" do whatever the topic of the product is focused on and usually walks the reader through the exact steps of the process, such as "How to Build Your Own Computer From Spare Parts." Ryan and I have also used this model, when we created, "How to Profit From Other People's Information."

You just need to choose one of them and then it's on to step 2...

2. Rework your competition's bullet points. After you've decided what type of product you want to create, look around for some existing competition that has a salesletter available. Specifically, you'll want to identify any benefit statements that are made. These are oftentimes found in a bulleted list on the sales page.

Then, you simply convert as many of them as you choose into points to include in your outline. Let me give you an example of how this works. Suppose you – and I hope you don't – but let's suppose you wanted to create a product about "conducting interviews to get free content for information products," which would compete with Ryan and my "**How to Profit From Other People's Information**" course. You'd simply drop by our site and when you did you'd find several bullet points like these...

http://www.Nicheology.com

- **A 6-step, paint-by-numbers system for creating an unlimited number of information products on virtually any topic you can think of!** You'll access a simple, proven effective system for creating red hot infoproducts anytime you want, as often as you want! You can have an entire empire of products to sell online ... beginning THIS WEEK!

- **4 "expert hangouts" where you can find bonafide experts on virtually any topic that are qualified (and soon-to-be WILLING) to share everything your customers want to know about your chosen subject.** Plus, gain access to the The Amazon.com "sales rank" strategy for finding experts, plus discover a costly mistake that many people make which can destroy your product before it even begins.

- **How to ask probing questions that reveal specific information your customers are dying to get their hands on** -- PLUS, how to get your expert to "spill the beans" on their most guarded secrets that they never thought they'd share with anyone! NOTE: Once you learn this technique, you'll be able to create information products that folks are waiting to gobble up like a Thanksgiving turkey!

- **The "Good, Better and Best" rule that will have your expert scrambling to say "YES" to your offer of granting you an interview!** Also revealed are THE 3 things you should always offer your expert to entice them to accept your offer without blinking an eye! You can stop worrying about being "turned down" ... we'll show you *exactly* what experts simply can't refuse, including the one thing you can do that will push it "over the top" and get them to agree!

It's hard to imagine that we crammed so much content into one 60 minute audio package, **but that's not even close to being everything!** You'll also discover...

- The reason why Tiger Woods' book "How I Play Golf" became a number

Now, these bullet points can give you the basis for some things you'd like to have covered in your own product.

Let's suppose you chose to use the "Frequently Asked Questions" model for your product where you will identify a series of related questions and have your ghostwriter answer them as your content.

You could take the bullet point, ***"4 'expert hangouts' where you can find bonafide experts on virtually any topic that are qualified (and soon-to-be-willing) to share everything your customers want to know about your chosen subject"*** – you can take that bullet point and easily have two questions for your product outline...

```
Where can I find qualified experts to interview?
How can I get those experts to agree to my interview?
```

http://www.Nicheology.com

See how that works?

You're not stealing anything from your competition. You're not asking for the same exact thing they are sharing. You're simply getting ideas for the 100% original content you're ghostwriter is going to create.

You're simply getting some ideas for your outline.

After you find plenty of ideas, you simply move on to step 3 which is to...

3. Organize your points and subpoints in a logical sequence. Compile your ideas into either a chronological or topical sequence.

> If you're creating a "how to" product, then organize your points and subpoints into a chronological order. Which comes first, what's second, then what's next after that and so on.
>
> If you're creating a "frequently asked questions" product or a "list" product, then organize your points into a topical order. Simply arrange the ideas into related topics, grouping them together with those that match the closest.

And just like that, you've got an outline ready for your ghostwriter that lets them know exactly what you want in your product. It's the surest way to be completely satisfied with the direction your ghostwriter takes in developing your product that I know of.

> Now, the question might arise, "what happens if there are absolutely no other products available on the subject?" "What if I don't have any competition at all?"

Then, you can search your favorite search engine for articles, reports and other content on the subject and basically use the same approach.
And if there is absolutely no content anywhere on the subject, then there may not be enough interest in the subject to warrant creating the product in the first place.

So, that's step 1 of the system. "Compile a loose niche product outline." That brings us to step 2, which is...

2. Craft a project description. "Craft a project description." Another lesson that I learned the hard way – aren't you glad that you don't have to bang your head in trial and error like I did? ☺ - another lesson that I learned the hard way is this...

http://www.Nicheology.com

**You gotta be clear on more than just the specifics
of WHAT you want included in the product itself.**

I have had some absolutely bizarre things happen to me with some of my early ghostwriting projects.

One time I asked for a 50 page manual on a particular topic and I got a 50 page manual, just like I asked for.

Only there were, let's say, some "problems" with the 50 page manual.

1. Firstly, the margins were set to 2" on all sides, double what they should have been. Which means that I was getting less words per page than I should have. I lost about 4 pages of content right there.

2. Secondly, the text was TRIPLE spaced. That's right, instead of single-spaced, which is what I was expecting, I got more white space than a HGTV makeover special. ☺ Lost more pages there.

3. Thirdly, - yes, it gets even better – the font was like 30 POINT size! I mean, you could read the text from across the street – it was like billboard size. ☺

4. Fourthly, there were TITLE pages inserted in there that simply read "Chapter 1" and "Chapter 2" and "Chapter 3". There were 5 chapters, and that meant, you guessed it, each one of those chapter pages counted towards the 50-page manual.

All told, I paid for 50 pages of content and got about 20 pages delivered.

There was nothing I could do about it because I wasn't clear about what I considered to be a page.

The point I want to make is that you absolutely MUST be clear in the parameters of what you want delivered. Things like...

- The exact parameters of the formatting. I.E. Margins, spacing, title pages, font size, file type, etc.

- The fact that you want 100% original, exclusive content. Yep, you better mention that VERY CLEARLY. Otherwise, two things can happen. And neither of them are good. How do I know? They both happened to me. If you don't stress this, then you could get yourself in trouble with a ghostwriter who is plagiarizing copyrighted materials OR you could find a ghostwriter who recycles content. I.E. You are getting content they've used before, or they'll be using your content again. Always mention that you want 100% original, exclusive content.

- Ask for unlimited revisions until you are completely satisfied. I always stress this in the description. Project's not over until I'm happy. You simply have to protect yourself.

- List the time frame for completing the project. Let the bidders know when you expect the first draft and when you expect the completed product to be delivered.

The important thing here is to think things through carefully. Be very specific about what you want, and you should have a very pleasant experience.

Now, I have a standard ghostwriter agreement that I use which I'm making available to you as an owner of this product. Feel free to copy and paste this – and modify it for your own use...

Ghostwriter Agreement

---------------- [Begin Copy] ----------------

1. The completed manual you create for me needs to be your 100% original work and free of any copyrighted or plagiarized materials.

2. I will own all rights to the completed manual. You may not distribute the manual in any way upon delivery.

3. The agreed upon bid for this project will be the only compensation due for completion of the manual.

4. While I am very easy to please, unlimited revisions will be expected until I am completely satisfied with the completed manual.

5. The first draft will be due in two weeks from the starting day of this project.

6. The final version of the manual needs to be delivered to me as a Microsoft Word document file with the following parameters:

```
Font, 12 point Times New Roman; title page and chapter pages do
not add toward the 50 page total for this manual; table of
contents does add toward the 50 page total for this manual; type
should be single spaced; page margins should be set at .75".
```

By bidding on this project, you acknowledge that you have read and agree to these terms.

---------------- [End Copy] ----------------

Again, you'll want to make certain that you "Craft a project description" for your ghostwriting assignment. When you have that completed, take your product outline and the project description and...

3. Create your ghostwriting project listing. "Create your ghostwriting project listing." In other words, post it at one of the online services for writers to bid on the project.

Generally speaking, this isn't going to cost you anything to post. Most of the services do require that you have a credit card on file with them to ensure that you'll pay for the project once it is completed, so bear that in mind.

```
I'm not going to spend a lot of time on this, because it's a
very simple process. You simply choose the appropriate category
for your project (this will vary, depending upon what service
you use), provide your outline and description, and answer a
series of questions about the budget for your project, time
frame, etc.  Shouldn't take more than five minutes to post your
project.
```

A lot of people ask me who my ghostwriter is, and where I post my projects. Well, I'm not gonna tell you WHO my ghostwriter is – and I'll share why I highly

recommend that YOU never reveal the identity of your ghostwriter later in our lesson.

But, I will tell you where I hire most of my writers for outsourcing projects.

Personally, I use **Elance.com** a lot. I've spent tens of thousands of dollars there over the years and – once I figured out the shortcuts and how to avoid the mistakes that I'm sharing with you – it's been a very profitable arrangement for me. So, that's the site which gets the bulk of my ghostwriting business.

Of course, you can also go to **Google.com** and search for "ghostwriters" or "freelance writers" to find other sites as well. I will caution you that many ghostwriters at some of the other sites are quite pricey, so be aware of the potential costs before you dive in.

We'll pick back up with our next "C" in the next lesson coming next week. (Try saying that fast 5 times! ☺)

This Week's Assignment

1) **Begin preliminary work on hiring a ghostwriter**. Remember, even if you are a prolific writer, you don't have to write EVERYTHING. And you can use these principles to get other people to write ezine articles, marketing materials, rebrandable reports, supplemental materials, etc. as well!

That's a wrap for this time.

http://www.Nicheology.com