<u>Ghostwriting: The Complete Guide – Table of Contents:</u>

Contents Acknowledgements Introduction: How I Became a Ghost

Part One: Becoming a Ghostwriter

Chapter 1. Getting into the Business

- 1.1 Ghost for Hire
- 1.2 More Here Than Meets the Page
- 1.3 Twenty Reasons to Become a Ghost
- 1.4 Do You Have What It Takes to Be a Ghost?
- 1.5 Scouting Out the Possibilities
- 1.6 The Options of Ghostwriting

Chapter 2. The Professional Ghostwriter

- 2.1 The Complete Ghost
- 2.2 Your Personal Professional Sales Presentation
- 2.3 Using Your Network
- 2.4 The Ghostwriter's Image
- 2.5 References: How to Get Them and Keep Them Happy

Chapter 3. How to Begin

- 3.1 Attracting Clients
- 3.2 Advertising
- 3.3 Doing Your Homework
- 3.4 Meeting Prospective Clients for the First Time
- 3.5 What to Ask
- 3.6 The Making of a Marriage: The Client/Ghost Relationship
- 3.7 Clients: Working with One or Many
- 3.8 Working with Agents and Publishers

Part Two: The Business of Ghostwriting

Chapter 4. Money for Words

- 4.1 Money is the Issue
- 4.2 Working for a Flat Fee
- 4.3 Working for Royalties
- 4.4 Working on an Hourly Rate
- 4.5 Not-So-Simple Calculations for Ghostwriting Fees
- 4.6 Fees for Various Ghostwritten Projects

- 4.7 Tips for Living and Earning as a Ghost
- 4.8 What is Reimbursable?
- 4.9 Agreements with Your Clients
- 4.10 If You're Fired: Five tips to Overcome Even *That*

Chapter 5. Your Rights and Responsibilities as a Ghostwriter

- 5.1 Copyrights
- 5.2 Royalties and Responsibilities
- 5.3 Work-for-Hire Responsibilities
- 5.4 Credit Lines: With, And, As Told To, and Without
- 5.5 Responsibilities of the Ghostwriter

Chapter 6. Personalities and Your Skills

- 6.1 Working with Clients
- 6.2 Preparation for Ghostwriting a Specific Book
- 6.3 Special Notes on Preparation
- 6.4 The Art of Writing in Your Client's Voice
- 6.5 The Ethics of Ghostwriting

Part Three: The Mechanics of Ghostwriting

Chapter 7. Before Writing the Book

- 7.1 The Ghostwriting Process
- 7.2 Setting Up a Time Line
- 7.3 Getting Ready to Write
- 7.4 Verifying Facts and Gathering Information
- 7.5 Outlining the Book: The Blitz, Bubble, and Traditional Methods
- 7.6 The Detailed Chapter Outline
- 7.7 Planning the Format of the Manuscript
- 7.8 Requests for Permission (Releases)
- 7.9 Working with Artists, Photographers, Proofreaders, and Indexers
- 7.10 How to Deal with Writer's Block

Chapter 8. Learning to Love Facts

- 8.1 Researching with Your Client
- 8.2 Fact Checking
- 8.3 Digging Deeper for Facts
- 8.4 Do's and Don'ts When Evaluating Internet Research
- 8.5 Finding and Hiring Help

Chapter 9. Interviewing

- 9.1 The Craft of Interviewing
- 9.2 Methods of Recording Interviews
- 9.3 The Interview
- 9.4 An Interview Record Form
- 9.5 Techniques for Great Interviews
- 9.6 Twenty Questions Guaranteed to Keep an Interview Going

Chapter 10. Selling the Idea

- 10.1 The Book Proposal
- 10.2 The Non-fiction Book Proposal
- 10.3 Format for the Non-fiction Proposal
- 10.4 Preparing a Fiction Proposal and Synopsis
- 10.5 Format of the Fiction Synopsis
- 10.6 Writing Query Letters

Chapter 11. Selling the Book

- 11.1 Agents and Editors
- 11.2 When Should You Contact Publishers and Agents?
- 11.3 How to Locate the Right Agent
- 11.4 How to Locate the Right Publisher
- 11.5 The Ghostwriter's Role in Contract Negotiation
- 11.6 The Anatomy of a Sale

Chapter 12. Preparing the Manuscript

- 12.1 The Choices for Preparation
- 12.2 The Mechanics of Format
- 12.3 The Final Phase: Writing the Manuscript
- 12.4 Cover Copy, Author's Note
- 12.5 How Long Does It Take to Ghost a Book?
- 12.6 On Your Mark

Appendix 1. Extra Notes for Ghosting a Memoir

- Appendix 2. Why Books Fail
- Appendix 3. Recommended Reading Index