



JORDAN RING
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Business Book Ghostwriter
Developmental Editor

THE GHOSTWRITING PROCESS



15 Steps to Start
—**and Finish!**—
Your book w/Jordan

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#1

Discovery call

A friendly chat to talk
about your book idea,
your timeframe, your
budget, etc.

I'll also happily answer
any of your questions.



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#2

You send your documents (if any)

Send me what you have, even if it's just an image of a chicken-scratched journal page with your notes.

I will review and revert. (1-2 days)



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#3

Customized proposal sent

After review of
your documents
and notes from
our call, I will
send you a
customized
proposal.



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#4

Proposal review

You take your
time to review
the proposal.

If you have
questions,
please, send
them my way



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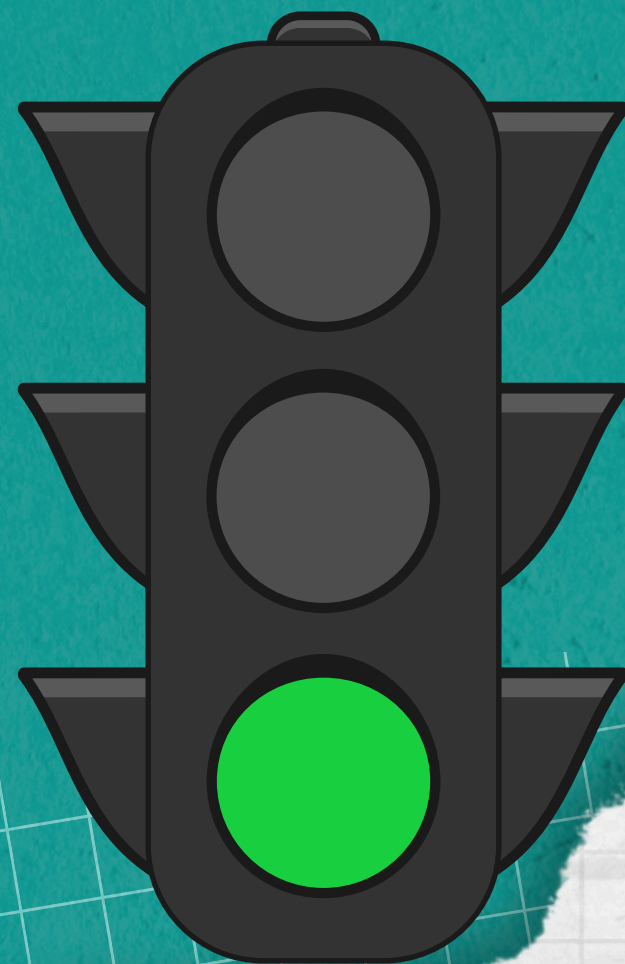
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#5

Green light

Give me the thumbs up
that you're ready to go.

If not fully ready or if
you have questions,
we'll book another call
to discuss further.



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#6

Contract + invoice

Contact and
50% deposit
invoice sent
to you.



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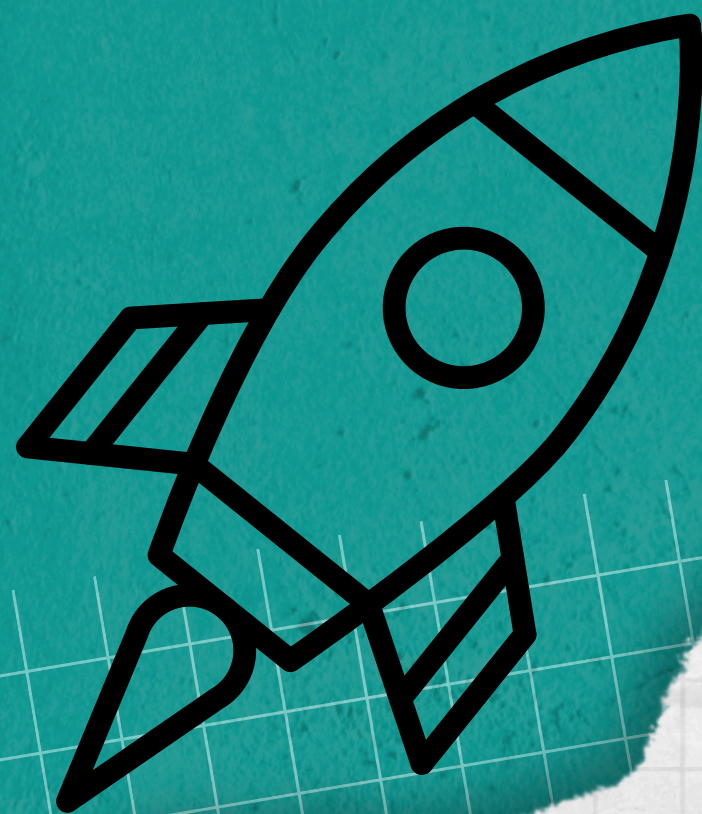
#7

Kickoff call

Once the invoice is paid and we both sign the contract, we'll book our kickoff call.

The primary purpose for this call: discussing how we can best collaborate to make this project a success.

We'll also dive into the driving force behind writing a great book: figuring out the book's purpose.



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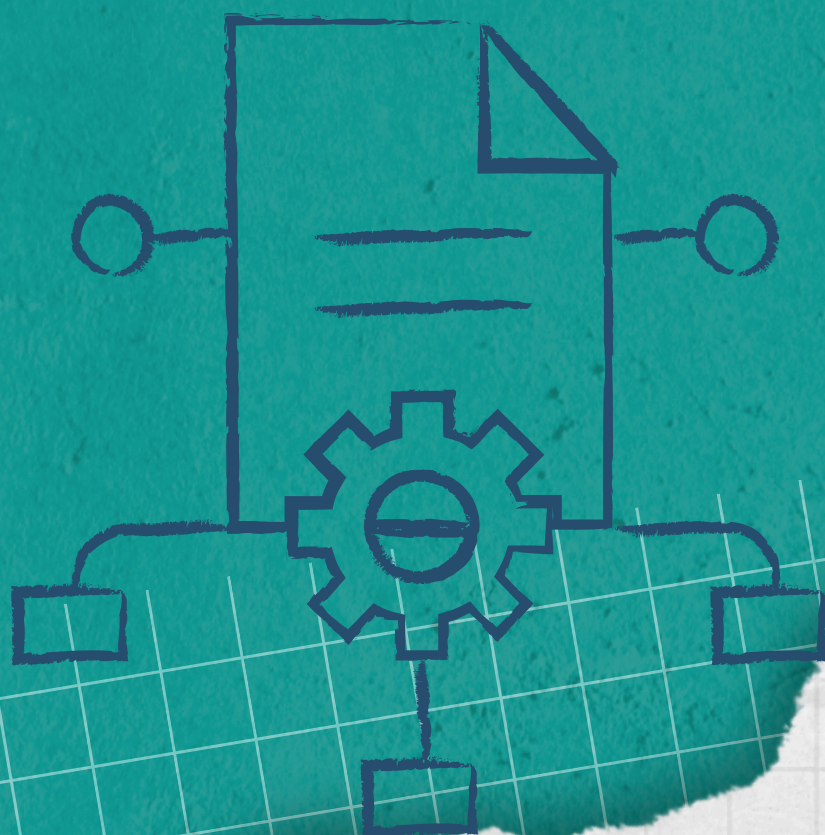
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#8

Outline creation

I will create a comprehensive book outline document, and we will work on it together. (1-2 months)



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#9

Interviews sessions

Recorded Zoom
interviews weekly or
biweekly during the
outlining and writing
process.

The purpose of these
sessions is to learn your
voice, discuss content
ideas, and to check in on
progress.



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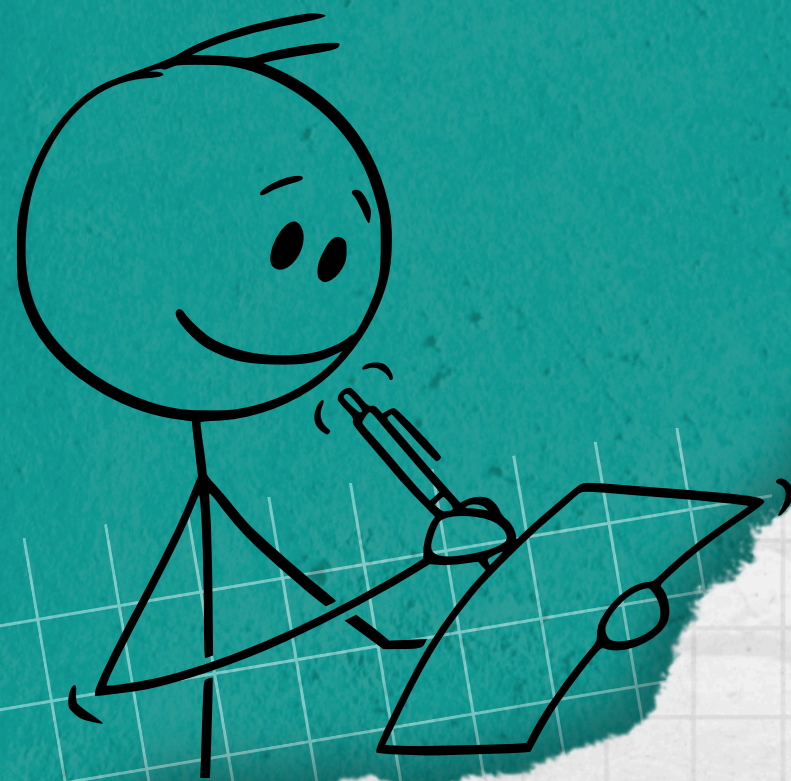
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#10

Writing

Once we have the outline completed, I will begin the writing process.

I do the heavy lifting of the writing: you provide thoughts/comments/ideas as you see fit. (2-3 months)



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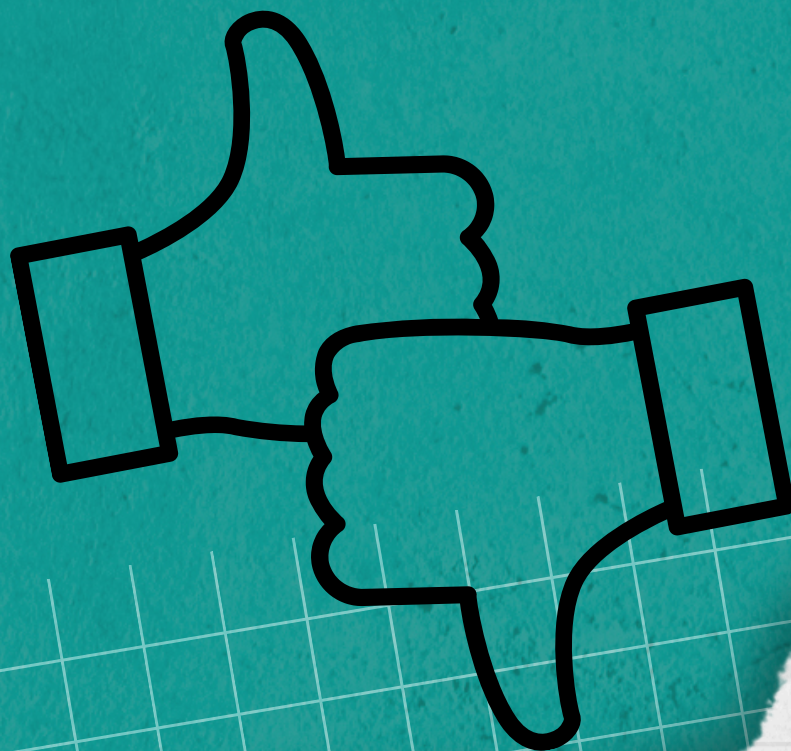
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#11

Feedback invitation

Feedback is welcome at any time in this highly collaborative process, especially when I start crafting your voice.

If something doesn't sound like you, or you wouldn't say it a certain way, it is your responsibility to tell me!



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#12

Rewriting

This is where the magic happens and the book goes from “okay, we’re onto something” all the way to “I never expected it to be this good!!”

The rewrite involves asking: Is the book hitting the right notes? What do we need to cut? What do we need to add? What voice-level changes need to be made? Etc.



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#13

Editing

Two full read-through,
high-level edits by me.

(In addition: I always
recommend a
professional copy editor
and proofreader to do
the final read-through
before publication.)

Congrats! After this step,
the manuscript is
complete!



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#14

Ongoing assistance

I offer 1-2 publishing and marketing consultation calls and ongoing email support once the manuscript is completed.

I will connect you with the right people to help you design, format, publish, and launch your book.



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#15

Final goal achieved!

→A great book you can use to book speaking engagements, give away to prospects, and curate a list of targeted leads for your business.

→A great book that sits open on desks, ready to be used.

→A great book you are proud to give to your ideal reader.

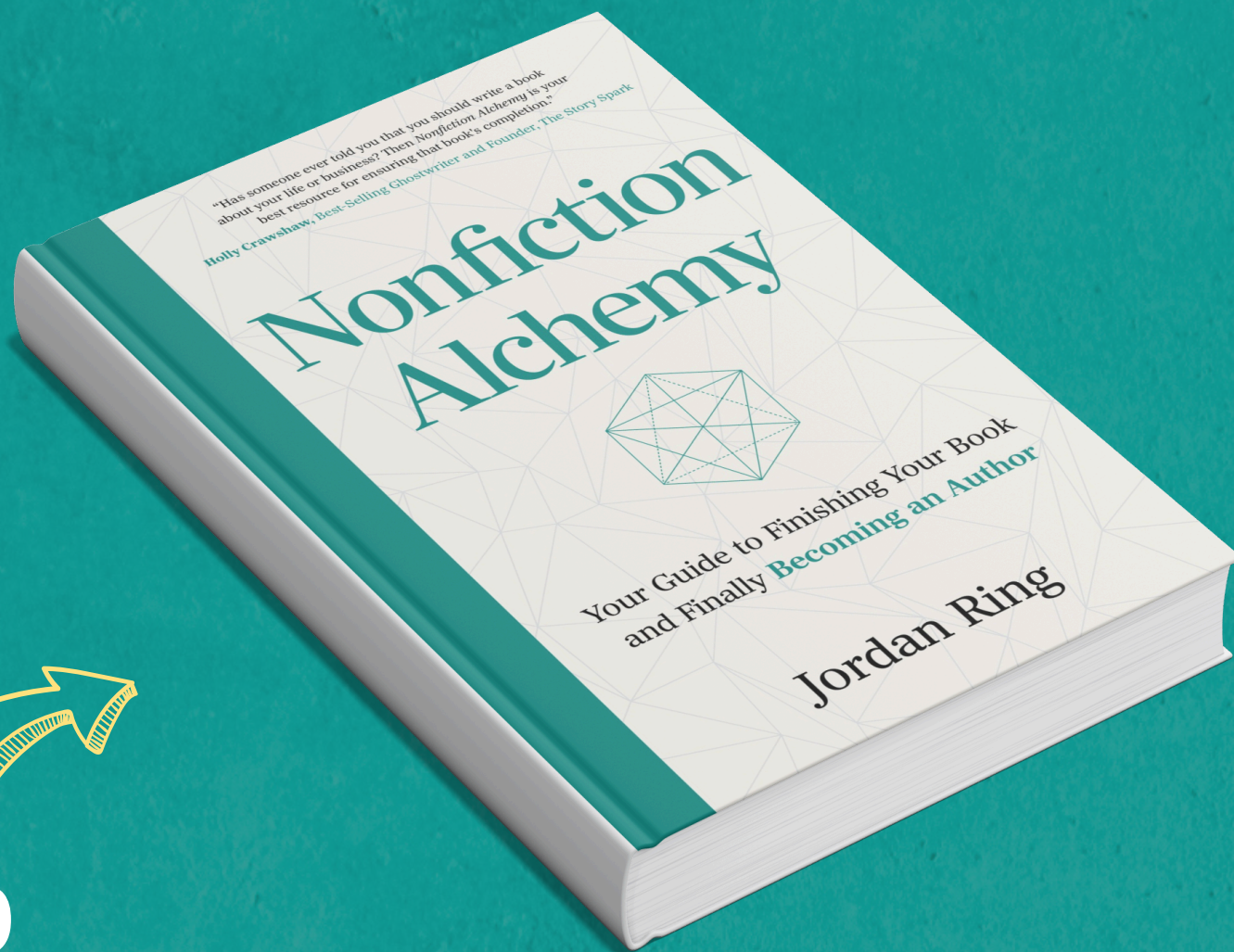


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Pick up **Nonfiction Alchemy**

This book is everything you need to know about writing a book. A decade of experience created this alchemical word brew.

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