

by Jimmy D. Brown

Whether you realize it or not, you've been **using this concept for years.**

Sometimes it's because you don't have enough free time, other times it's simply because you don't have the expertise.

- Every time you go to a mechanic to fix your car instead of doing it yourself,
- Every time you go for a check-up at your physicians office, and
- Every time you grab a couple of burgers and fries at your favorite fast food joint, you're doing it.

You're paying someone else to do something for you that you don't have the time, knowledge, tools or desire to do for yourself.

That's all ghostwriting really is.



A Closer Look

Ghostwriting is paying someone else to anonymously write something for you when you can't, or don't want to, do it yourself.

Someone else does all the writing and you get to put your name on it, use it as your own and keep all money generated from it. **It's completely yours.** No one else in the world has the right to distribute it ... just YOU.

That's why finding and hiring a quality ghostwriter is arguably the most important part of niche marketing.

At least, it is if you want to...

- Create one or more (emphasis on "more"!) products focused on popular niches where you don't personally have any experience or knowledge.
- Roll out dozens of products for numerous popular niches to create an entire empire of money-making products when you can't possibly have the time or knowledge to do it yourself.

So, let's talk about that for a few minutes.



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How can you do this successfully?

Truthfully, there isn't a lot of readily available information on the subject. Search around for articles and reports (and even products) on the Internet and you'll find that it's sparse pickings to find any useful content.

That's why you and I are here at this moment in time.

I'm going to impart some information to you and (hopefully) you will use it to get headed towards profiting with your own ghostwriter. Let's take a quick look at five keys to profiting with ghostwriters...

Key #1: Never reveal your ghostwriter's identity. What's your number one asset in niche marketing? It's not your ideas. It's not your salesletter. It's not your site traffic.

All of those things are easily replaceable.

Your number one asset in niche marketing is your ghostwriter. That's why you should never reveal the identity or contact details for your ghostwriter. When you find a good one, keep her to yourself!

Why? I'll give you two good reasons why...

1. Firstly, the more people know about your ghostwriter, the more projects they'll be sending to your ghostwriter, the less time your ghostwriter will have for YOU.
2. Secondly, when demand for your ghostwriter increases, so will your price per project. It's a simple law of "supply and demand". More people want to use your ghostwriter, she only has so much time, so she can command a premium price.

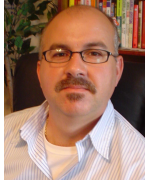
I always recommend this to my clients: If you find a good ghostwriter, **keep it a secret.**



A Closer Look

Don't have a quality ghostwriter yet? In [Autopilot Products](#) we reveal where to look for a good ghostwriter, and, most importantly, **WHAT** to look for ... including the #1 mistake people make in hiring a ghostwriter. [Click Here](#) for more details.

Key #2: Be clear in what you want. When you post a ghostwriting project, you need to be very clear in your project description as to exactly what your expectations are in terms of the content you want developed.



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The more specific you can be, the smoother the process will be and the better the finished product will be.

I always try to include specific subtopics that I want covered.

Example: If I wanted a product ghostwritten about "budget travel," I could simply write, "I'd like a 50 page manual created on 'budget travel' and post that. But, who knows what I might get in return.

So, I'd try to add several different subtopics that I want addressed, such as...

- Ways to Save Money On Airline Tickets
- Ways to Save Money On Hotel Reservations
- Ways to Save Money On Feature Attractions
- Ways to Save Money On Restaurant Checks
- Ways to Save Money On Rental Cars

Be clear about your expectations.



A Closer Look

While you do want to clearly express your expectations, avoid going overboard on "specifics." Notice in the above examples I'm not asking for "5 ways to..." or "11 ways to...". While you want to provide specific details for your ghostwriter to use as a guideline in their writing, you also want to give them flexibility to mold and shape the content into the best product it can be. Be specific in "subtopics" but not specific in "numbers" of those subtopics.

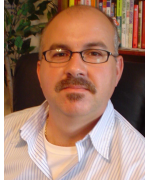
Key #3: Get It In Writing. If there is one thing you'll always want to do with every ghostwriting project you post, it is this:

Make certain you protect yourself by adding some specific details to your description.

Unfortunately, there are some "bad experiences" with ghostwriting at times. I've been the victim of many of them myself and had to learn the hard way what I needed to do in order to protect myself.

There are scam artists out there, there are misunderstandings, there are delays, there are several different things that can go wrong if you don't take some precautions up front.

One of the things that you will ALWAYS want to include in your project description is an "unlimited revisions clause."



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Here's the one I post...

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

That's going to do **several key things** for you...

- 1. Locates a better class of ghostwriter.** Most "flighty" ghostwriters won't agree to unlimited revisions. Most "legit" ghostwriters don't have a problem with it at all.
- 2. Protects your investment.** If you aren't satisfied with the project, then you don't pay. Worst thing you waste is your time, which hopefully because of #1 above, won't happen very often.
- 3. Develops a quality finished product.** You know you'll be pleased with the end result if its final approval rests with you being completely satisfied with it.

Always ask for "unlimited revisions."



A Closer Look

There are actually six (6) things you'll always want to mention in your description to protect yourself and all but ensure a smooth process and quality finished product. In [Autopilot Products](#) we share what these are and actually give you a sample ghostwriter agreement you can copy and paste into your project descriptions. [Click Here](#) for more information.

Key #4: Don't forget to work the "backend." Many people make the mistake of immediately converting their completed product into a PDF file and preparing a site to sell it.

In doing so, they overlook a simple way to make more money!

Don't forget to set yourself up to earn some passive income from **inside** your finished product.

1. Promote your other sites, especially if they have content, products, tools, services or lists that are related to the topic of the product.
2. Find at least 1-2 good affiliate programs to reference inside your completed product that pay out commissions for your referrals. Specifically, look for affiliate programs that bill monthly (and pay monthly commissions!) so you can earn passive residual income for months to come if your readers decide to



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make a purchase through your recommendation.

3. Mention a free report or article that you can customize with your own links to earn more income.

The important thing is to polish your project with references to other **profit-generating resources**.

Here's the thing: your customers are PRIME candidates for additional purchases for similar products and services. Obviously they were interested enough in the topic to buy YOUR product, so it's undoubtedly a "hot button" with them.

They are likely to buy more. Might as well be through you.

Key #5: Create money-making assets in addition to your product. Your ghostwriter can do so much more for you than write a product for you. The biggest wad of cash is left sitting on the table when folks don't see what a tremendous resource they have in their ghostwriter.

Don't stop with a niche product. Have your ghostwriter create other money-making assets for you as well!

For example: "Ezine articles." Everyone knows that allowing other people to publish your ezine article to their contacts (their list, website, ebooks, syndication, blog, etc.) is the ultimate form of free advertising. It's one of the top traffic generation (and viral marketing!) tools in the world.

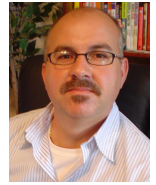
You've got a niche product being ghostwritten - why not have your ghostwriter create at least one ezine article for you as well to PROMOTE that niche product?!

Just like that you have a promotional tool in place you can begin distributing to drive traffic to your new site. **It's like a head start towards sales** and you didn't have to do anything at all ... you're ghostwriter did the work for you.



A Closer Look

If you'd like to learn how to get your ghostwriter to write these ezine articles for FREE, then check out [Autopilot Products](#). We give you a "top secret" idea for getting these ezine articles created for free, as well as other "money-making assets" your ghostwriter can develop for you... even at no extra cost! [Click Here](#) for more details.



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So, those are some keys to profiting with ghostwriters. Having learned the "hard way," I wanted to pass on some things so you don't have to make the mistakes that I've made.

I've hired ghostwriters to create DOZENS of different niches products, have one of the most popular membership sites in the world (focused completely on "niche marketing" ... [Nicheology.com](#)) and I can tell you from experience, you need to...

Key #1: Never reveal your ghostwriters' identity.

Key #2: Be clear in what you want.

Key #3: Get It In Writing.

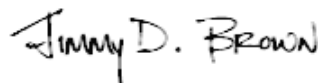
Key #4: Don't forget to work the "backend."

Key #5: Create money-making assets in addition to your product

Obviously, there is a lot more involved, but these are certainly some core concepts that you will want to focus time and attention upon in pursuing profitable projects with a ghostwriter.

I hope this has been useful for you and I encourage you to take a closer look at [Autopilot Products](#). It's an exclusive, 2-part audio training class (with PDF transcripts) that teaches everything you need to know about finding, hiring and profiting from ghostwriters. Session one is "basic training," with session two focused on "advanced strategies." [Click Here](#) to visit the site.

Wishing you much success in all you do,



P.S. In the "gold" version of [Autopilot Products](#) we actually teach you how to get any ghostwriting project you choose completed at **ZERO COST TO YOU**. [Click Here](#) for all the details.

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