

*Start Your Own*  
**GHOSTWRITING  
BUSINESS**



# Get Started in The Ghostwriting Business

There is a large demand for people who are good with words who are willing to write for other people to help them bring their authorship vision to life. The official definition of a ghostwriter is a person who writes content for someone else who will be called the author. If you have a way with words, love doing research, and are detail oriented being a ghostwriter might be just the business for you.

Don't worry, you don't even have to be that creative to succeed in this business. When most people think of "ghostwriting" they envision writing a novel or helping someone write their personal story, and while that is a great niche please understand that there are so many different niches that whatever your writing style, you can find a way to earn money ghostwriting. You'll learn about all the different niches later. First, let's talk about the benefits to you for starting a ghostwriting business.

There are numerous benefits to becoming a ghostwriter. Let's go over a few of them.

- ✓ **You'll get paid up front for your services.** It doesn't matter how much the buyer earns from your writing, they take all the risk. You get paid regardless. When you consider that most authors only sell about 3000 copies of their book, if you love the process of writing, that takes a lot of pressure off you. You just write, they'll have to worry about the marketing and everything else.
- ✓ **You'll earn great money.** You can make great money by offering ghostwriting services if you choose an in-demand niche. Plus, if you choose a niche that you are already well versed in you'll do a lot less research and the words will come faster thus enabling you to make more money because you can take on more projects. Ghostwriters charge from 5 cents a word and on up. It really depends on the niche and subject.
- ✓ **You'll love what you do.** When you choose a niche you're interested in, the work seems like play. For example, if you choose to write about people's lives

because you love people, and you help people get their memoirs written you'll be fascinated always. Even if you're more of a technical writer and choose to write blog posts about business topics since you love the subject it will all be fun for you. You'll love what you do.

- ✓ **You'll become a better writer.** As you hone your craft writing for others you'll naturally become a better writer. Even if you've had trouble meeting personal deadlines writing for yourself, you will no longer experience that when you're getting paid for your work upfront. This will translate to becoming a better and more focused writer when you're working on personal projects too.

Because you don't have to stress about whether the material sells, you are free to work on your writing craft. You're free to try new things and write in new ways. Of course, you'll be doing things mostly in the way your client wants you to do it, but creativity is interesting that way. Sometimes having outside requirements and standards increases your ingenuity rather than stifles it. Let's learn a little about the industry before going forward.

## About the Industry

Ghostwriting is a lot more common than you may think. It's common in all levels and in all careers. Consider the fact that even the President of the United States has a Speech Writer who usually gets very little kudos for doing it other than being well paid. Every talking head on TV is just reading words that someone else wrote even if they had input on the direction the words would take.

Ghostwriters work in many niches such as academic, literary, and journalism. It's very common for celebrities, executives, and others to hire ghostwriters to help them see their vision come to reality. Ghostwriters are literally everywhere.

Ghostwriters even write lyrics to songs, screenplays, and more. It happens in all areas where content is needed but the person who needs the content either does not have the time or the skill. Many people have intensive knowledge of a topic but still, lack the

ability to get it down on paper (real or digital). That's where you, the ghostwriter comes in.

Ghostwriters sometimes do everything from researching the idea to writing it and producing a finished product, but often the person who needs the ghostwriter will guide the work in a more hands-on way. Perhaps the author has an outline or has even written or verbally recorded ideas and stories that the ghostwriter will put together. Maybe you'll need to spend time talking to the person listening to stories that you'll later put down on paper.

It really depends on the niche and what the person needing the work completed (usually the person who will be credited as the author) needs and wants. Sometimes the ghostwriter is acknowledged but often there is a non-disclosure agreement in place where the ghostwriter is never mentioned and may not mention the work either. This is one of the more challenging things about being a ghostwriter in terms of getting testimonials and recommendations. But don't worry we'll talk about that later.

Now let's talk about the different types of content you can write or niches that you can be involved in as a ghostwriter.

## 20 Types of Content You Can Write

As a ghostwriter, the type of content you can write for your clients is truly unlimited. Whatever you're interested in writing you can find a client who needs that type of content. Of course, there are niches that are more in demand and some that are more lucrative. Let's look at these various niches.

1. **Blog Posts** – You're familiar with blog posts. Almost every website today has a blog and there is content on the blog. You can write blog posts in any type of genre you want to from business to entertainment type of blog posts.
2. **Book Proposals** – Every author needs to submit book proposals but not all of them know how to write them so that they get attention and answers. If you know

how to do this, you'll be in demand. You can even offer that as part of your overall ghostwriting services for books.

3. **Case Studies** – A case study studies people, places, events, and other subjects to fully demonstrate a problem and a solution. It will analyze the problem, the solution, and even go into mistakes made and then highlight the results of whatever the point of the case study is.
4. **Cookbooks** – Cookbook authors are always looking for cookbook ghostwriters. That may seem amazing, but a lot of famous authors don't have time to put out all those cookbooks that have their name on them. They may have recipes that they want you to test, photograph, and write about. Alternatively, they may provide information about all of that and simply want you to write the recipe descriptions.
5. **Course Writing** – Many instructors need people to put their information together into an orderly course. It most likely will be for online delivery. Some people put courses on platforms like Teachable.com but some teachers who work for colleges need courses too and put them on different platforms. It helps if you're familiar with SCORM which refers to the sharable content objects model.
6. **eBooks & eReports** – Many authors need eBooks and eReports about various topics from health to business to entertainment to cooking and more topics. It's really an endless variety of topics for which people need eBooks and eReports. If people are interested in the topic an eBook or eReport probably needs to be created. Just like the one you're reading now.
7. **Eulogy Writing** – This involves helping people write a speech that they'll give about a deceased family member, close friend, or another person. You may even be tasked to write a eulogy for a minister or priest.
8. **Genre Book Writing** – You can also write full-length books that are going to be sold in print or digitally. These books can be in every genre that exists and can be fiction or nonfiction. Young adult, science fiction, mystery, fantasy, historical, romance, children's, horror, thriller, autobiography, memoirs, fairy tale, crime (true and fiction), textbooks, coming of age, magical, suspense, gothic, urban, alternative history, anthology, paranormal, short story, detective, superhero,

erotic, spy, and Christian or other religion focus are just a few genres that you can ghostwrite in. These can be intermixed, and even new forms can be invented.

9. **Grant Writing** – This might not be your first idea of ghostwriting but often directors of nonprofits hire ghostwriters to write their grants. Mostly because they don't have much time. Your name won't be mentioned as an author so that's why it's considered ghostwriting. The director is usually credited for writing the grant if they win a grant.
10. **Manuals** – Many businesses and product developers need manuals written on how to use, or how to act and to help them create standard operating procedures. It may be a manual on how to use certain software, how to handle customer service and more.
11. **Medical Ghostwriting** – It may seem crazy but doctors and other medical professionals often hire medical ghostwriters. If you are well-versed in a medical area you can niche down to that type of writing. But, as a writer, who can also research, you can learn too.
12. **Music & Lyrics** – Songwriters and singers often hire ghostwriters to help them with their music and lyrics. But, they don't want someone else to take the credit. They may change it up and make it more their own and it's easier to just hire someone who is willing to give up credit.
13. **Newsletter Content** – Many business owners put out newsletters that are both in print and digital. They need people to create content for the newsletters on a regular basis so that they send their subscribers great information on a regular basis that they're not responsible for creating.
14. **Press Releases** – This is another type of writing that you may not have considered to be ghostwriting but it is a niche you can make money doing. People charge good money for a well-written press release that they can use in a variety of ways.
15. **Religious Writing** – From sermons to devotionals, to books, to blog posts, to any type of content you can imagine, using a ghostwriter to create the content is

not unusual. Just because someone is good at speaking or are a public figure in the religious world doesn't mean they can also create all the content they need.

16. **Screen Plays & Plays** – Sometimes people have a great story that they need to be translated to screenplay, or stage play form. If you're good at doing that, taking a story and making it work in this way there is a lucrative market for you.
17. **Scripts** – Whether it's a script for a movie, a podcast, or a commercial people need scripts written. It can be hard to translate a story into this type of content but it's something that's sought after and if you're good at it, it's a great niche for you.
18. **Social Media Posts** – Just like people need blog posts, they also need content for their social media. This can sometimes include text promoting a product or service, and sometimes it is a blurb recommending other content.
19. **Toasts** – Believe it or not there is quite the business related to helping people create personalized toasts for weddings and other celebrations and parties. You'll listen to their stories and then put it together into an easy to memorize or read speech.
20. **Whitepapers** – This is also a very lucrative type of content that you can write as a ghostwriter. Whitepapers are a special type of report that seeks to advocate for a position or product and is often used for commercial purposes to influence decision-makers to make the decision you want them to make.

This is not an exhaustive list. You can probably find other types of content that you can write as a ghostwriter that earns money. The ghostwriting business is wide open in terms of what you can do. I did not list, for example, academic writing – but it is a lucrative field fraught with fraud and downsides – however, if you want to do it, it's there.

## Hot Niches for Ghostwriters

Now that you've learned about all the types of content you can write as a ghostwriter, let's look at some niches that are hot right now so that you can get started off right making money now.

## **Book Ghostwriting**

If you have ever written and published a book for yourself that has sold well you're in a good space to enter book ghostwriting. For this type of writing, we are talking about full-length books in pretty much any genre that will be sold in print and digitally and published by a traditional publisher.

This is probably the highest paid gig you can get as a ghostwriter. Most book ghostwriters make between 50 cents and 3 dollars per word. This is the price a professional ghostwriter can make for one book. Typically, this type of book is worked on one-on-one with the author spending a lot of time without working on other clients at the same time.

However, even if you don't have the experience you can probably charge less and get some good gigs if you can write fast you can make legitimate money. Plus, if you work for people who want to publish only digital books quickly in a hands-off manner, where you don't spend one on one time you may be able to churn out a book a week if you're familiar with the topic. For this type of book, you can charge anywhere from .05 cents to 50 cents a word. Some book ghostwriters work directly with publishers too.

## **Case Studies**

A typical case study is usually only two or three pages long totally less than 1000 words. But, you can get paid between \$500 and \$2000 per case study. Case studies combine a lot of different types of writing and usually you'll need to do the entire layout, design, choose images, and do a lot of the work to get the story and the stats to include in the case study. If you must do the research yourself, you can probably charge more depending on your niche and the client.

## **eBooks & eReports**

Many online marketers need eBooks & eReports and if you can learn and write well quickly this can be a very lucrative gig. You're not usually going to make 50 cents a word for this type of work. You're more likely to make about 10 to 20 dollars a page (450 to 500 words) with this type of writing. But, if you choose a niche that enables you to



write the material in a day or two including research, you can still wrack up a good living at this rate. You will get about 400 to 500 per eBook and you should be able to get one done in a day or two at the most.

### **Recipe Writing**

There is a huge demand from food bloggers for original recipes. They can't keep up with the demand from their audience. If you love cooking and photographing food, this is a multifaceted ghostwriting gig. When you price this gig be sure to include the cost of the ingredients, photography if you're offering it, development, and then the cost of the recipe too.

How much you'll make will depend greatly on your customers. If you work for a company, you can make upward of \$600 for an amazing recipe. But, if you work for a "mommy blogger" you may be lucky to get \$50 for a recipe. But keep in mind each requires different amounts of work. But, this is an in-demand niche and if you're good at creating recipes you can make great money. Plus, you have to cook anyway right?

### **Lead Magnet Writing**

A lot of business owners need more people to sign up for their email lists. Usually, this requires that they create a lead magnet. If you become a lead magnet ghostwriter, you'll want to look at their offerings and come up with a gift that will attract an audience that wants what they're selling. Sometimes the client already knows what they want, but sometimes they need help to figure that out.

A lead magnet can be a short report, checklists, printouts, and other digital content that typically teaches the person who downloads it how to solve a problem but sometimes also pokes a bigger problem so that they will be interested in the bigger offering. Plus, it gets them on the email list. Some lead magnets explain the "why" of the problem instead of the how. Some people believe that you should give away the why and sell the how.

Either way, this is a lucrative ghostwriting opportunity if you understand how it all works. If you know about sales and marketing funnels this might be the right ghostwriting niche for you.

## **Blog Posts**

Every blogger that is out there needs lots of blogging content. A blog content writer will write blog posts using the information the blog owner provides. Usually, the blog owner gives the blog writer the title, keywords, and sometimes an outline to ensure that the writer covers the topic completely.

How much you can make as a blog writer is as varied as the topics you can write about as a blog writer. There are writers who charge as little as \$5 a post and some who charge hundreds for one blog post. Obviously, you're likely to get more money based on the quality of your work and the extent of the service you provide.

Some ghost blog writers offer content strategy for bloggers, formatting, image creation or sourcing, as well as blog writing. You can charge more for doing more things but if you just want to write you can do that too. The amount you can make is varied based on your skills and the niche you want to fulfill.

These are a few of the in-demand niches for ghostwriters that you'll find most ghostwriters doing. But there are so many avenues you can go down with ghostwriting that you should never be bored or broke.

## **Specialized Ghostwriting Topics That Pay More**

Like most types of work if you specialize you can make more. This works for doctors, lawyers, singers, and almost any type of business you can think of. The reason is that when you specialize you become an expert in your own right for that topic, subject, and or style.

**Novel Writing** – You can make \$25,000 and on up, per book if you are willing to ghostwrite novels in almost any genre. There are writers' organizations that you can join

and work with to ensure that you charge enough for your writing based on the type of writing that you are doing. They will be listed below.

**High Volume Blog Posts** – There are some organizations and businesses have websites that need to stay full of content on a variety of topics. Therefore, if you work toward providing high volume blog post content to your clients you'll get paid more. For example, instead of creating one blog post a week for a blogger, why not sell 30 blog posts a month on a year-long contract. You can write the 30 blog posts about the same subject in a shorter time because you only research once. Thus, giving you more time to handle several clients.

**Subject Matter Expert Writing** – A subject matter expert has education, knowledge, and experience in a subject matter such as a medical issue, a business topic or a science subject. For example, if you're an expert in Social Media Marketing, Crypto Currency, or Diabetes and can prove it when you ghostwrite content for that subject matter you can charge more money. Consider that you're giving up credit and when you're already an expert in that subject that should be factored into anything you write as an expert. Often this is the case for textbook writers, for example.

**Proposal Writing** – Many authors don't even want to write a book until they find a publisher, but they need someone to write the proposal for them. A proposal usually consists of an outline of each chapter, description of the market, the author's bio, the marketing plan, and up to three sample chapters. You can make \$5000 just for this. Then you can work out a deal with the author that you either get paid up front, or you get a percentage of royalties depending on the deal made by the author with the publishing house.

These specialty topics can pay a lot more because they require some level of expertise, potential management of a project, and other skills aside from writing. Writing is a very specific skill that doesn't always carry over to project management, organization, and so forth. But the more services you can offer, the more money you can make as a ghostwriter.

## Groups and Organizations You Can Join

Joining writing groups is a great way to get the right information about writing for money. For instance, if you're in Canada the Writer's Union says that \$25,000 is the lowest you can be paid to ghostwrite a book. If you weren't in that group, you may not realize there are guidelines to pricing for everything.

- [Association of Writers & Writing Programs](#) – They have a large member base of over 50,000 members. They want to advance literacy and advance the art of writing in many ways.
- [The Writers' Union of Canada](#) – Founded in 1973 this group hopes to work with others and readers to improve conditions for writers in Canada. You can join over 2000 other members to get ideas about getting work, improving your writing, and so much more.
- [Association of Ghostwriters](#) – This is an association that is only for ghostwriters and they seek to advance the pay for ghostwriters and offer education to ghostwriters as well as help authors find the right ghostwriter.
- [Writersrelief.com](#) – This site lists many different writers' groups and organizations that you may be interested in. There is even a group for specific genres. Joining these groups can help you network with other writers and find writing gigs too.
- [Writersandeditors.com](#) – This is another site that has a great list of writing organizations that you can look through and join if you think they'll be helpful to you. Make sure to read everything about the group before you join to be sure you will get what you want out of it.

Hopefully, this small list will help you find an organization or association to help you with your ghostwriting business. There are also groups on Facebook, Meetup.com groups, and more. Look for them and you'll be able to talk to others.

But don't forget to also join groups regarding the subject matter you want to write about as a ghostwriter. The important thing is that you know what you want to do, who you

want to do it for, and you have the means to market that intention. That's where your website comes in.

## What Your Ghostwriting Website Needs

Everyone who wants to sell anything these days needs a website. Don't be fooled into thinking you can have only a Facebook Page or a free blog to market your ghostwriting services. This is simply not true and is, in fact, a huge mistake. You need a good website with which to market your services if you want to get good clients who value your work. Let's go over what your ghostwriting website needs.

### **A Good Domain Name**

Everything starts with your business name and your URL for your domain. You want to ensure that you choose one that makes sense to your buyers exactly what you do and even who you do it for. Try to avoid dashes and use a dot-com because people remember that better. You can get creative with the name as long as you ensure that you put what you do on the top of your site someplace.

### **An Email List Sign Up Form**

Even as a person who serves others with your writing you still want to build an email list. An email list is very powerful because it can bring people back to your site and also give you a way to make passive income later. The best way to get people to sign up for your email list is to give them something for signing up like a cheat sheet or a list of writing prompts or something that you know your audience will like that will solve a problem for them.

### **A Proper About Page**

Many people waste their about page by not thinking about it the right way. When you put the information in your about page remember that it's really about your audience, the person you want to write for, not you. You'll need to include enough information to

get them to feel as if they know you, like you, and can trust you – but you want to do it from their perspective. It's also a good place for a call to action.

### **Description of Services**

Right off the bat, you want to describe what you do, who you do it for, and what problem it solves for you to do it. You want them to feel good about hiring you for your services and not as if it's something to be ashamed of. Many people are afraid of hiring a ghostwriter because they think it makes them less professional. Explain to them what a good idea it is.

### **Contact Information**

Don't make it hard to contact you. A great way to get more leads is to set up a service like Acuity Scheduling which enables people who are interested and want to learn more to sign up for a discovery call with you. This system lets you add them to your email list, get answers to a questionnaire, and even accept some form of payment if you want to charge for consultations and brain picking. Put the method of contacting you on more than one page of your site especially the areas people look such as the about page, the front page, and near any call to action.

### **Writing Examples**

One problem many ghostwriters have is getting testimonials. While you will end up getting some from people who don't have a problem letting people know they hire a writer to help them it can be hard. But, people still want to see writing examples. For this reason, you need to provide samples.

You don't need a client to write about the topics you are interested in writing about. Go ahead and write them. Get them submitted as guest blog posts on other sites, publish them on Kindle, and publish them on your blog. You can also publish on LinkedIn.com and other places. Then link to them on your site so that your audience has examples of your writing.

## **Testimonials**

The truth is most people who hire ghostwriters today aren't going to give you a testimonial. That's not fair but it's the truth. But, if you do other types of work for them you can point that out when you ask for a testimonial and you can still use it. Make it part of your process to ask for a testimonial each time you complete a project for someone. Tell them everything you did for them as a reminder, and you may be surprised to collect some great testimonials that you can use on your site.

## **A Blog**

You're a writer. You need a blog. The more content you can put on your blog the better. Remember that your blog should be focused on the type of information that the audience you want to attract needs. So, if you're focused on attracting ghostwriting for cooking bloggers you'll want to post information about the importance of regular blogging, ways to get more content for blogs, how to format blogs, SEO and other information that proves your expertise.

## **Social Links**

You need to create social accounts where your audience hangs out. At least consider having accounts at the top five social networks which are Facebook.com, LinkedIn.com, Instagram.com, Twitter.com, and Pinterest.com. You may find that there are others that are more important to your audience as you study your audience. The important thing is to be where they are.

As a ghostwriter, your website can be very basic. They don't need the ability to check out on your site, so you really don't need a shopping cart. Although you may consider that later to sell content to people that have been pre-written. But for now, you can start with a basic website as described above.

# How to Create a Social Media Presence for Your Ghostwriting Business

Creating a social presence for your business is important no matter what type of business you have. As mentioned above, setting up social media accounts for at least the top five networks is a good idea. But, you'll also want to add content to them so that you can create a solid social media presence for your ghostwriting business that will help you get more clients.

## **Fill Out Profiles Completely**

Every platform has their own profile style. Just like each platform has its own personality. For example, Facebook is more laid back than LinkedIn.com. But, having said that you want to fill out all profiles as completely as possible.

## **Share Relevant Content Daily**

Whether it's something you wrote or something someone else wrote if it's relevant to your audience share it with them. Don't just share it but share it with a question or comment because what you're really after is engagement. You'll get more engagement if you ask questions and make comments.

## **Share Your Content**

When you create any content of your own for any purpose share it like it's the most valued paid product you've ever created. Whether it's on your blog, a new page on your site, a guest blog post, an article published in your name – it doesn't matter. Share it and give some background information so that you can get people to comment.

## **Engage with Followers**

Social media is about being social, right? Therefore, you should seek opportunities to engage with your followers as well as potential followers. Go to other people's pages, groups, and profiles to be helpful too. Make comments, like things, share things, and



participate. The more you do that the more people will look at your profile and get to know you.

### **Be a Helpful Resource**

On social media, you want to be a helpful resource and not a pest. Just always shouting about your sales, or yourself is not a good strategy. When you really care for people and point them in the right direction even if it's not you, it gets around. Social media marketing is the long game, be willing to keep being helpful forever.

### **Be Human**

Show your face. People like seeing you. They want to see your eyes. They want to see who you are. Sometimes it's fun to put up a fun cartoon of yourself, or your logo to show it off, but you really do need to be you and show yourself to the world. The days of being behind a computer and not known to the public are over. Get comfortable with being who you are online.

### **Keep Branding Consistent**

Once you've created your website you have some form of branding. Branding is more than the colors, shapes, and fonts that you use on your site, it's also the feelings you bring to your customers. It's your voice and what you want people to feel when they meet you and do business with you. When they see your logo what do they think? Keep it consistent throughout so that there is no mistake of who you are.

### **Be Consistent**

When you share anything keep your ideas consistent. Don't contradict yourself. If you say that you don't believe in something, then don't do it. If you think that certain practices are not ethical don't do them. Be consistent in action, intention, and value and you'll build an audience who does the same back to you.

## Choose the Right Type of Account

When you set up your social accounts it's important to read the rules and understand their terms of service. In some cases, you'll need a business account and in others, it's all the same thing. Understand what you can and can't do on each account so that you don't make a mistake and get your account removed.

As you learn more about each social platform you'll think of new ways to spread awareness of your brand, provide value to your audience, and become known as an expert in your niche.

Whether you want to help someone write the next great American novel or you want to provide clients with consistent content on their blogs let them know what you do, how you do it, and who you do it for on a consistent and regular basis. When someone sees your name, whether they need your services or not, you want them to say, "So and so is an amazing writer, she knows her stuff!"

## How to Get Paid as a Ghostwriter

This is probably one of the things you wanted to know when you first started reading this. How do I get paid? Well, getting paid isn't as hard as you might think. But you can't get paid if you don't market your business using your website and social media to do it. Once you take your first client you should start getting paid. The best way to do that is to systemize your business. You may want to talk to an accountant at this point.

**Get a PayPal Account** – Many people think they can do without a PayPal account, but the truth is, you can't. Having a PayPal account will open your business up for international transactions and boost your income. It's also easier than setting up an authorize.net account and going through all that. And, people trust it and use it.

**Set Up Invoicing** – PayPal offers free invoicing options that you can use that enable you to send invoices to your clients. But you can also use invoicing through a bookkeeping program such as Go Daddy Bookkeeping or QuickBooks. Whichever you choose to use be consistent, so everything is in one place.

**Set Your Terms & Conditions** – How you get paid is up to you. For example, some ghostwriters require complete payment up front. Others require a deposit. Some require payment when the job is done. Whichever way you choose to do this be sure to create contracts that spell it out. For example, you may want to include the line, “once payment is rendered rights transfer to name of client.” That way, until payment, is made, they don’t own the content.

**Stick to Your Process** – Once you create a process for determining if someone is good to work with or not, it’s important that you stick with your process other than when you make improvements. If you have a process you won’t do work before you’re sure you should, and you won’t waste time.

To get this part right you’ll need to get a business license, depending on where you live. It’s highly recommended that you get a FEIN (Federal Employer Identification Number) if you’re in the USA so that you don’t have to give out your social security number. PayPal will require certain information to set up a business account with you.

A great side effect under current tax laws is that if you accept payment via third-party payment such as credit or PayPal no one sends you a 1099 MISC anymore which helps cut down on the paperwork and tracking and makes things easier for everyone involved. You can still choose to take other types of payments, but those options will make it easier to do business with anyone in the world.

## How to Find Ghostwriting Jobs

Finding ghostwriting jobs isn’t hard once you set up your website, social media presence, and have your systems and processes set up. For example, you will want to have a basic outline of a contract set up before you get your first client so that you’ll be ready for them and only need to fill in the blanks. Some people go to a lawyer to help them set these up, others just write them on their own.

**Join Writer Groups** – There are some great writing groups online that will post leads to jobs. For example, [Writers Help Wanted](#) has a membership program that includes leads

for ghostwriting opportunities. Sometimes people in the group ask others if they know ghostwriters for different projects.

**Join Author Groups** – This may seem strange. Most of the time the advice to people is to join groups where their customers go not groups of others like them. But in this case, many authors want to hire ghostwriters, therefore joining author groups is a great way to get leads on potential jobs.

**Join Groups Your Ideal Customer Join** – Any groups that your ideal customer would join should be a group you want to join too. When you join a group like this it's important that you understand that spamming the group with your offers will not be appreciated. Instead, be a resource and people will come to you.

**Join Freelance Sites** – Sites like Upwork.com, Fiverr.com, and others are good places to put a profile and look for requests for proposals. Don't be intimidated by the people who are either looking for or offering low cost ghostwriting. Instead, focus on your audience and making an outstanding profile.

**Job Sites** – Regular job sites like Indeed.com and others often have listings for people who are looking for ghostwriters of all kinds. A lot of these are in health services, Christian writing, and marketing.

**Literary Agents** – Often agents that work with authors who have a great story, or idea, but who don't know how to get it down they'll look for ghostwriters to help the author. Sometimes when an author dies and has a bunch of ideas already outlined for future work the agent will hire a ghostwriter to get the work finished.

**Writer's Agency** – If you have the credentials you can join a writer's agency. They'll find work for you and take a percentage of the proceeds. To get work this way you'll probably have to have more experience and even have published something of your own. You can check out [Gotham Ghostwriters](https://GothamGhostwriters.com) to see how this works.

In the meantime, keep writing for yourself. Write for your blog, write for others as a guest blogger. Create your own portfolio. For example, if you are marketing yourself as

a recipe writer, create recipes, and post them for sale on Kindle. Then link to that book (and offer it free to those who need examples) on your site.

If you're marketing yourself as a grant writer, write some grants. Offer to do some work free for a favorite charity in exchange for a testimonial. The more you put yourself out there the more you're going to get noticed and the more leads that will come your way.

## Getting Started

Now that you have the overview of getting started in the ghostwriting business the first thing you should do is figure out what you want to write, who you want to write for and get started on creating your website and online presence. Set a timeline for yourself so that you avoid procrastination.

After all, when you are working as a ghostwriter you're going to need to be able to stick to deadlines and get work done on time and under pressure. No writer's block for you. But don't worry, you can do it! What's more, you'll be glad you're doing it and getting paid while doing something you love.

## About the Author

Connie Ragen Green is a bestselling author, international speaker, and online marketing strategist who is dedicating her life to serving others as they build and grow successful and lucrative online businesses. Her background includes working as a classroom teacher for twenty years, while simultaneously working in real estate. In 2006 she left it all behind to come online, and the rest is history.

She makes her home in two cities in southern California; Santa Clarita in the desert and Santa Barbara at the beach. In addition to her writing and work online, Connie consults and strategizes with several major corporations and some non-profits, as well as volunteering with groups such as the international service organization Rotary, the Boys & Girls Clubs, the Benevolent Protective Order of Elks, the women's business organization Zonta, and several other charitable groups.

As a recent recipient of the Merrill Hoffman Award, presented to Connie by the Santa Barbara Rotary Club, being honored with this award has strengthened her resolve to serve others around the world in any way she is able to by using her gifts, talents, and experiences in a positive and sincere manner.

My [books on entrepreneurship and more](http://ConnieRagenGreenBooks.com) are at: <http://ConnieRagenGreenBooks.com> - check out my most recent titles to see which is best for your goals. If you're not sure where to begin, simply hit "reply" to any of my email messages and I will respond to your questions promptly.



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