

Michael J. Dowling

Award-winning Professional Ghostwriter & Publisher



4 Reasons for Hiring a Professional Ghostwriter Instead of Attempting to Write a Book by Yourself

by Michael J. Dowling

About the Author

Michael J. Dowling helps thought leaders and other professionals write and publish non-fiction books to accomplish their goals and advance their careers.

Writing and publishing a book can significantly advance your reputation as a thought leader, increase your speaking invitations, and open doors to profitable new opportunities. However, the process requires more than a trivial investment of time and money. Before launching a book project, be sure you've considered all the factors.

In this paper, I offer four reasons for working with a professional ghostwriter instead of writing a book by yourself. Usually, a ghostwriter does all the writing, but hiring a ghostwriter to serve as a full-time editor or writing coach is also an option.

Reason #1: A professional ghostwriter can save you valuable time.

Just as high-profile public figures are too busy to write their own speeches, most successful thought leaders are too busy to write their own books. Unless you're an avid writer with considerable spare time, you'll probably find it advantageous to delegate the writing to a professional.

Through regular phone calls and other means of communication over a period of months, your ghostwriter will collect your ideas and express them in clear and persuasive writing that echoes your voice and accomplishes your goals. As the author, you'll have full control over the content and make all major decisions. With the writing burden off



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your shoulders, you'll be freed up to focus on the things that you do best and only you can do.

Reason #2: A professional ghostwriter will enable you to produce a better product.

As the subject-matter expert, you intimately know about the content of your book. But this familiarity can make it difficult for you to view your material objectively. A ghostwriter will be better able to see things from your readers' perspective. He will present your ideas so they are understandable to your target audience and achieve maximum impact.

Working with a professional ghostwriter will give you more time to focus on the development of your book's content. You'll produce a better final product. and you'll enjoy the process a whole lot more.

Reason #3: A professional ghostwriter will keep you on schedule.

At some point during the creative journey, most authors who attempt write a book alone find it difficult to give the endeavor the priority it needs and deserves. When pressing matters arise with their primary job, the writing project gets relegated to the back burner, perhaps for an extended period of time.

Writing with a ghostwriter provides helpful accountability that keeps your project moving forward. Your book will get to market faster and start producing a return on investment sooner.

Reason #4: A professional ghostwriter can help you avoid costly mistakes.

Lack of knowledge about writing, publishing, and marketing a book can lead an aspiring author to make expensive mistakes. A

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professional ghostwriter will expertly guide you from conceptualization to publication of your book. When the need arises, he'll be able to introduce you to book marketing consultants and other resources that he knows from experience are competent and trustworthy.

Concluding remarks:

A book that is professionally written and published can establish your brand, enhance your reputation, and increase your success. But a book that is poorly produced will do more harm than good. The right professional ghostwriter will make the writing process enjoyable and help you create a book that will make you proud.

In another white paper, I discuss five important qualities to look for when hiring a professional ghostwriter.

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About the Author

Michael J. Dowling is an award-winning ghostwriter and publisher of non-fiction books for business leaders, executive coaches, professional consultants, entrepreneurs, and other professionals. He offers turnkey services that make the writing and publishing process understandable, cost-effective, time-efficient, and enjoyable for his clients.



Michael earned an MBA degree from Columbia Business School, where he was a Harriman Scholar, and a Bachelor of Science degree with honors from the University of Florida. Prior to founding Wool Street Writers in 1999, he served as president of an educational publishing company, president of a national gift company, and administrator of a 1000-member church. He is the ghostwriter, author, or editor of numerous books and articles.

Learn more about Michael and his services at www.michaeljdowling.com.

Contact Michael:
mjd@michaeljdowling.com | 912.230.5051

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