DSR GHOSTWRITING SERVICE OFFERING BROCHURE

Long form thought leadership writing services.
Specialty: B2B technology and public affairs.

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V1.0 Update 06/20

SERVICE OUTLINE: ARTICLES & BLOGS

Achieve thought leadership through ***onsite and offsite placement opportunities***

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Why Retain A Thought Leadership Ghostwriter?

Whether you're interested in being published in a niche trade media outlet, top-tier national media, or simply want to create an authoritative piece of content for publication on your own website, it's important that whatever articles go out under your byline are well-researched, impactful, and well-written.

What Kind Of Articles Do You Write?

I have written thought leadership articles for individuals and executive teams in a variety of formats ranging from guest posts in high-visibility websites, like CIO.com, through to recurring columns and pieces for owned social media profiles such as Medium and LinkedIn. I have also ghostwritten interview responses and quotations for media outlets.

What is the difference between articles and blogs?

The difference between 'articles' and 'blogs' has become a little bit blurry over time. However, some differences can still be pointed out. Including, for instance, that:

- **'Articles' are often published in print media outlets.** Blogs are not;
- **'Article' may be the terminology favored by editorial organizations** (ie, publications);
- Opportunities for placing 'articles' may imply that a higher standard of expected authorship and fact-checking may be required on the part of the author. 'Blogs,' by comparison, are often a more casual format.

Can You Provide Some Ballpark Cost Estimates?

Blogs — from $0.35/word ($350 / 1,000 words)
Articles — from $0.40/word ($400 / 1,000 words

Agencies and those ordering bulk work can factor in a 10-25% discount based on 3,6, and 12 month engagements.

Why Do Articles Cost Slightly More Than Blogs?

Articles are more likely to require adherence to a specific style guide and to have to meet strict editorial standards.

For further questions, or to schedule a meeting, please contact:

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SERVICE OUTLINE: CASE STUDIES

Present how your product or service solves real-world problems with B2B readers' most preferred thought leadership format

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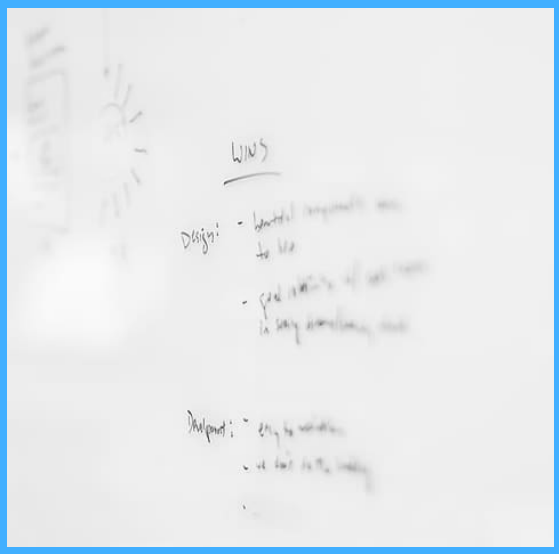
Show Your Audience How Your Solution Has Helped Others

Case studies are your chance to shine — the perfect pieces of writing to demonstrate how your product or service solves a problem in the real world. In fact, in the Code Red cybersecurity thought leadership study[1], case studies were found to be the most preferred format among a readership of IT professionals.

Although not typically thought of as thought leadership assets, case studies can lend credibility to the rest of your campaign by demonstrating your ability to effect tangible change and realize benefits for customers in the industry you are passionate about. Additionally, demonstrating concrete achievements for real-world customers can also be a useful counterbalance to the more abstract reasoning that can typify publicity opportunities such as keynote speeches.



Case Study Benefits

Additionally, case studies can:

- **Extend the lifespan of existing marketing collateral.** Case studies can draw upon material from your current assets, including articles, white papers, and e-books.
- **Amplify testimonials**: A case study tends to carry more weight than a simple quote testimonial because it provides a much more detailed outline of the problem your client had and how you helped them overcome it. Compared to case studies and other formats, case studies allow your best customers to advocate for you more convincingly.
- **Qualify your business for prospects**: Case studies are opportunities to demonstrate that your product or service could theoretically solve your potential customer's needs, allowing you to pass initial qualification processes and make it to the top of your potential customer's purchasing funnel.

[1] Code Red Security PR Network: Case studies were found to be the preferred format for consuming thought leadership by 47% of UK-based IT professional respondents, more than any other format.

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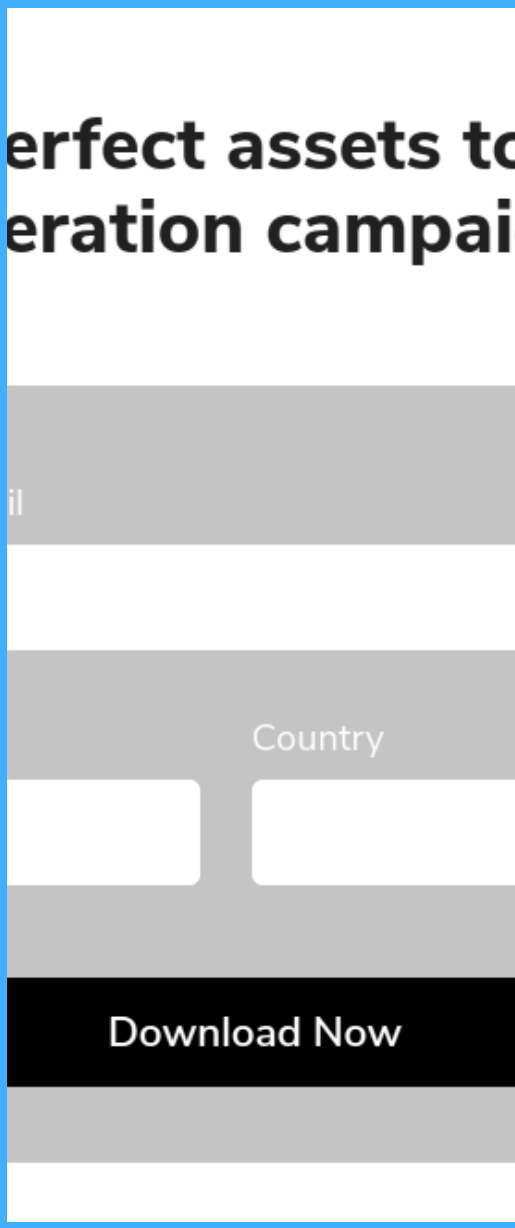
SERVICE OUTLINE: EBOOKS

Informative and educational long form writing perfect for gating in lead generation campaigns.



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eBooks: Perfect Assets for Lead Generation Gating

eBooks are here to stay. And they're an ideal asset to use in any customer journey that involves the expectation of substantial education on the part of the seller. For that reason, eBooks have been widely adopted in B2B selling processes. They allow the author to go into even more depth than in a white paper and — if formatted in a native eBook format — they can be read conveniently and easily from an e-reader such as the Amazon Kindle. Additionally, eBooks are ideal assets to gate in lead generation campaigns. Requiring that prospective viewers provide their contact information can help your marketing resources to gather a top of funnel list of prospects to include in future marketing efforts.

What's The Difference Between an eBook And A White Paper?

Like the difference between 'articles' and 'blogs' it's hard to point to cut and dried factors that differentiate the two. However, white papers are often more technical in tone than eBooks. eBooks are often also written for a more general audience and sometimes avail of dynamic resources to make them more visually appealing. Finally, it's common for eBooks to be made available in eBook-native formats to aid in distribution.

eBook Benefits

eBooks can:

- Be effectively used as **gated assets** in a lead generation campaign
- Be used to **simultaneously speak to multiple levels within an organization** - or buyer personas
- **Use dynamic media**, such as embedded audio or video, in order to present themselves in a more engaging manner to their readership
- Directly generate revenue

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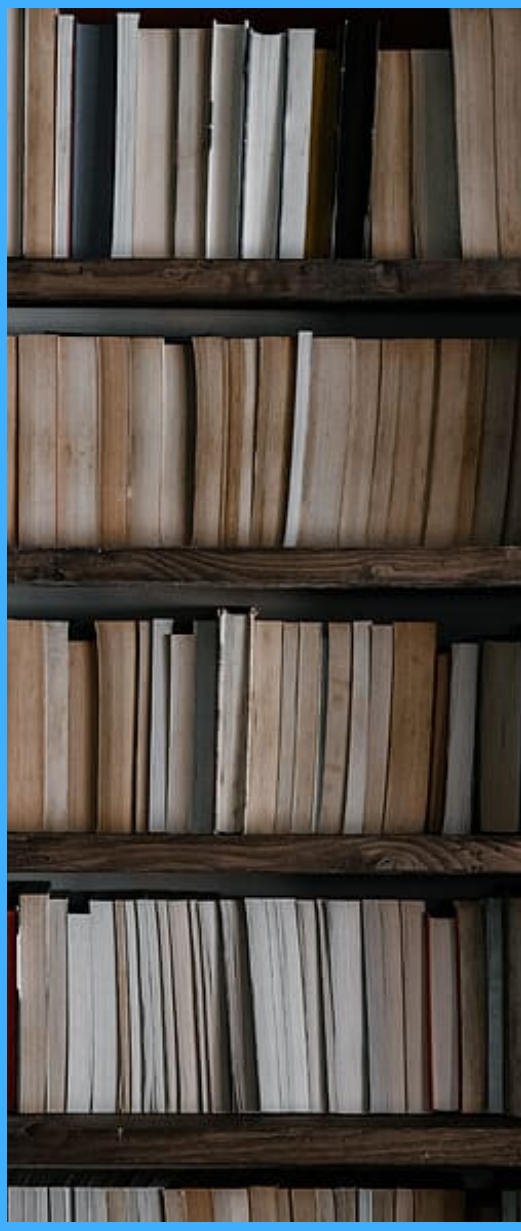
SERVICE OUTLINE:
BOOK GHOSTWRITING

Non-fiction book ghostwriting service for individuals that want to establish or solidify their reputation as thought leaders.



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Everybody has a book in them. What's yours?

If you're looking to solidify your reputation as a thought leader, then authoring a value-laden and well-received book can be an enormous step in the right direction. Although blogging and other forms of online writing have never been more accessible, writing a book remains a gold standard in accruing authority.

Thankfully, these days, getting a book to market is comparatively straightforward. Today's authors have several means at their disposal to get their composition onto bookshelves — or readers' Kindles. If conventional publishing is not an option, self-publishing through a service such as Kindle Direct Publishing (KDP) is both quick and easy.

DSR Ghostwriting offers a **contracted book ghostwriting service** for non-fiction books or memoirs.

What's included:

✓ Writing
✓ Editing
✓ Outlining
✓ Interviews: with author and third parties
✓ Weekly/monthly progress reports
✓ A fixed revision cycle

What's not:

× Publishing
× Cover art design and graphics
× Layout and formatting

Book Ghostwriting FAQs

I have a great book idea. Would you be interested in a royalty split?

Regrettably, I cannot work on a royalties-only basis. All ghostwriting jobs I contract for at a minimum include a fixed price contract to compensate me for the time spent writing the text.

Will I own the copyright and other intellectual property (IP) rights to the book that you write?

Yes.

Do you require some form of coauthoring attribution?

No.

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SERVICE OUTLINE:
PR MATERIALS

Writing to support public relations (PR) activities and opportunities. A pitching service to land offsite placements for written work.

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The PR Writing To Support Your PR Objectives

If you're trying to build up a reputation as a thought leader, then you will want to leverage every possible public relations (PR) opportunity to build your brand awareness and get yourself media exposure. **Thought leadership intersects with PR in many ways** — and a lot of these require the delivery of ghostwritten writing. Some examples of these include:

- Ghostwritten **interview responses.**
- Ghostwritten **award applications** and self-nominations.
- Ghostwritten **speeches and keynote addresses.**

Keynote addresses, conference speeches, and articles and blogs for offsite publication are also often key constituents of PR campaigns. Details about these service offerings are contained in the individual service brochures.

Benefits of PR Writing

Benefits of engaging in public relations (PR) activities as part of a broader thought leadership effort include:

- **Recurring media commentary opportunities** (the "domino effect")
- Boosted **brand awareness**
- **Improved image** and visibility

PR Experience and Support

Having managed public relations (PR) on behalf of a technology company, provided written deliverables for a PR agency, and worked in-house at one, I am familiar with the **standard formats and types of writing that PR agencies require** to pitch client stories to the media.

My writing pitching service also allows clients to avail of a **limited form of PR support** to help find offsite placement opportunities for writing that I produce for them. This is available for contracted clients on 3, 6, and 12 month commitments.

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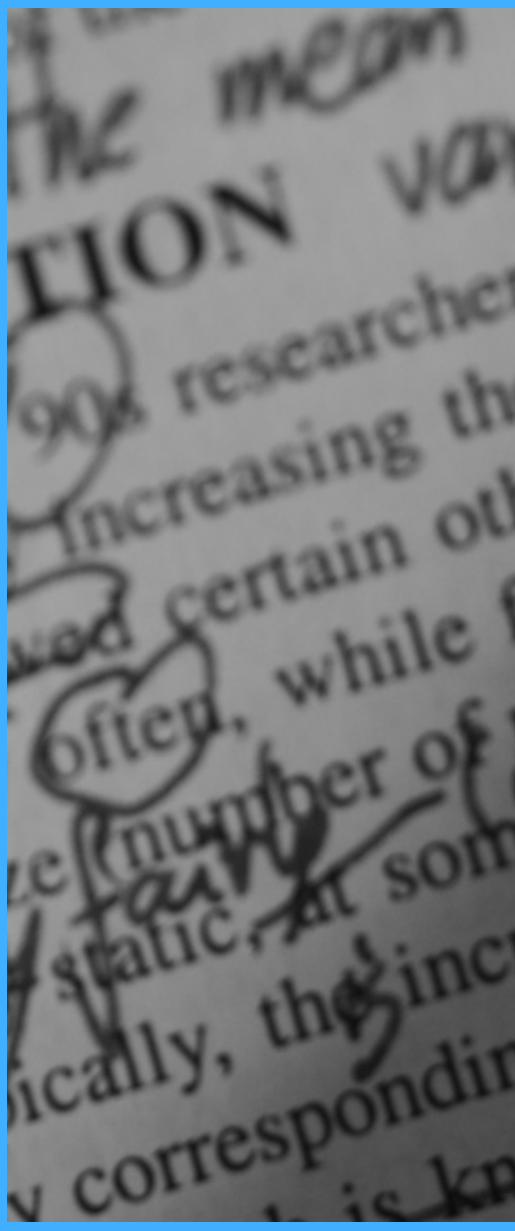
SERVICE OUTLINE: SPEECHWRITING

Coordinated speechwriting and general thought leadership to get your message in front of stakeholders online — and in real life



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Public Speaking As A Vital Thought Leadership Tool

Getting out on the speaking circuit is an important part of becoming a thought leader. Although thought leadership that appears online and in print can make great gains in building a reputation as a subject matter expert and authority on a topic, it's also important to **get out in the real world** and deliver your message face to face.

While this is true in general, it is especially so in the world of B2B — where **face-to-face relationships matter greatly** and are often instrumental in establishing rapport and maintaining prospects' attention during often arduous and protracted sales cycles. Making a favorable impression at a conference or business event is a great way to kick things off on a good note. **Having your remarks for these opportunities ghostwritten can help take the pressure off** — while simultaneously ensuring that you prepare to get the right points across to your audience.

Common Speechwriting Projects

Opportunities for public speaking in today's busy business world are both varied and plentiful. Common speechwriting projects include:

- Fireside chats
- Conference speeches
- Keynotes
- Ted and TedX talks
- Public lectures

Speechwriting Cost Estimate

Speechwriting quotes vary in cost depending upon the occasion, the amount of background research required, and the agreed revision cycle. However, factoring in a budget of $15-$30 (USD) per minute of expected speaking time would be a good ballpark.

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SERVICE OUTLINE: WHITE PAPERS

Articulate complex ideas, establish credibility, and convince buying teams of the suitability of your product of service

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Showcase Expertise. Posit Solutions. Convince Buyers.

The white paper is a piece of marketing collateral that is classically associated with B2B marketing.

White papers are **versatile tools for packaging and distributing information** that can be sent directly to prospects or used as gated content as part of lead generation strategies.

Benefits of Producing White Papers

White papers can be useful for:

- **Disseminating your expertise:** perhaps more than any other content asset, **white papers have an association with authoritativeness** and being an "expert" in your field. Some white papers contain very little to no direct promotion of the company's product or service, but rely on **"marketing by education"** — building up an image of the author as a preeminent expert in his or her field, and subtly positioning the author as the logical person to buy a product or service from.
- **Collecting leads:** Thought leadership research demonstrates that a majority of prospects are happy to hand over contact details in exchange for useful information. Email addresses still reign supreme as the number one personal particular that sales teams want to have access to in order to steer a prospect down the sales funnel. Because white papers can be easily gated, like eBooks, they are a great vehicle for developing a list of pre-qualified sales prospects.
- **Building trust:** Unlike direct promotional material, like brochures or email campaigns, white papers reflect a more nuanced approach to selling. Besides helping to develop a reputation as an expert in an industry, white papers create a sense of trust between you and your prospects.

Unlike e-books, white papers tend to be used for explaining, in detail, **highly technical subject matter to one target audience** rather than a multi-tiered one. However, both pieces of collateral can be used in tandem. Thought leadership pieces can be used together synergistically to establish a trustworthy reputation and convince buyers of the value of your product or service.

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SERVICE OUTLINE: STRATEGY

Ensure strategic and consistent thought leadership campaigns with editorial calendar planning designed to support 3, 6, and 12 month initiatives

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Sound Strategy To Inform Excellent Execution

It is a widely accepted truth among writers that a good outline makes for a good piece of writing. And likewise ideally you should not initiate an organized thought leadership campaign without first having a clear idea of:

- What you want to say;
- Why you want to say it, and
- Who you want to say it to (which will inform where you want to say it)

Although writing blogs and articles; case studies and white papers; books and e-books and keynote speeches can all contribute to establishing and cementing your reputation as a thought-leader in your industry, **in order for these efforts to be as effective as possible, it's important that they are strategized,** honed, and directed from the very outset.

I offer **two strategy packages** designed with this very purpose in mind — both of which are geared towards producing a roadmap document to set down the direction, tone, and objectives for the campaign.

Both of these packages are focused around brand positioning, personal and/or company reputation management, high-level messaging, and heightening overall market awareness. They can be deployed well in tandem with an overarching Public Relations (PR) or marketing strategy. They do not involve the provision of SEO services. For best results, they should be complemented by an in-house or out-of-house resource specialized in digital marketing.

Pre-Campaign Planning Package
20 hours, once off

- In-depth review before campaign kick-off
- Overview of competitor landscape
- Identification of central message
- Media landscape mapping
- Internal spokesperson identification
- Editorial calendar development

Ongoing Strategy Development
5 hours per month, recurring

- Evaluation of current thought leadership
- Proactive monitoring of competitor writing
- Messaging refinement
- Observation-based suggestions

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SERVICE OUTLINE: PLACEMENTS

Basic public relations (PR) support to help you find appropriate homes for developed thought leadership writing

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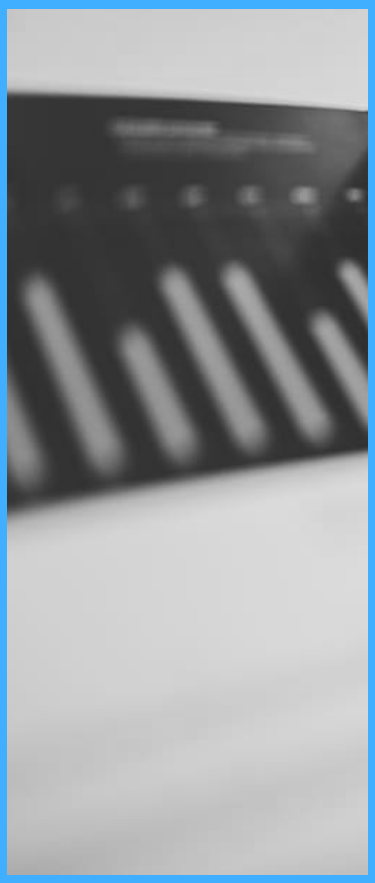
Ensure Your Thought Leadership Gets The Resonance It Deserves



To assist companies that don't have an in-house capability for pitching and placing articles I write for them, I also offer an hourly pitching/placement services.

As part of this service, I:

— **Compile a list of media outlets** that might be interested in the written material that I have written for you.

— **Request a list of your target media outlets.**

— **Pitch your article** to appropriate outlets.

I generally recommend **investing 5 to 10 hours, at a minimum**, for placing each piece of writing. This is priced at, and billed, on an hourly basis.

Where Are Some Appropriate Places to Place Thought Leadership Pieces?

Thought leadership research has shown that thought leadership audiences are no longer consuming this type of information though traditional means such as print media and niche trade media publications.

The following can all be effective places in which to find appropriate opportunities for placing your thought leadership: online-only news websites which cover your industry, Medium publications looking to amplify relevant voices, book authors looking for expert chapter contributors.

Notes and Scope of Service

- This is an ancillary service to writing and not a replacement for a full public relations (PR) service.
- I do not pitch articles that I have not (ghost)written.
- I require an email address at your organization to manage sending and responses.
- Handling email correspondence with journalists and outlets is billed at the hourly rate.

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For more information, and to request a quote, visit:
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