

WHAT MAKES ADVISORGHOST UNIQUE?

A QUICK GUIDE TO HOW ADVISORGHOST
BRINGS YOUR BOOK TO LIFE

**“WE ONLY WORK WITH PEOPLE
WHO ARE TOO BUSY TO TALK TO US”
ADVISORGHOST & BUSINESSGHOST FOUNDER, MICHAEL LEVIN**

Nobody has time to write a book. That’s why we ask for just an hour a week.

Our clients are financial advisors, investment advisors, wealth advisors, insurance professionals, and financial planners.

All are too busy to talk to a writer!

So how do we do serve people who don’t have all the time in the world to get a book done?



**“NO ONE IN HISTORY HAS CREATED MORE SUCCESSFUL
BOOKS THAN BUSINESSGHOST”
“E-MYTH” AUTHOR MICHAEL GERBER**

Step One...The Breakaway Moment (Creating The Plan)

You'll first meet with New York Times best selling author Michael Levin, to determine what book you should write and your goals for the book. Together, you'll determine...

The audience for the book – whom you want to influence

The actions you want that audience to take

The table of contents for the book that will influence that audience to take that action.

Then...



**“MY EXPERIENCE WITH ADVISORGHOST WAS INCREDIBLE. THEY INTERVIEWED ME, AND THE TEAM BROUGHT ALL MY IDEAS TO LIFE. THEY MADE COMPLETING MY BOOK EASY, TAKING CARE OF ALL THE DETAILS, FROM BEGINNING TO END, WERE VERY PROFESSIONAL THROUGHOUT, AND DELIVERED AS PROMISED”
TOM GRIFFITHS, COFOUNDER, GRIFFITHS, DREHERS & EVANS**

Step Two...The Brilliance Download (Interviewing)

You'll meet weekly for an hour-long interview with an outstanding AdvisorGhost writer/interviewer – one hour per chapter, based on the table of contents you created with Michael. Within ten days, you'll have the chapter from that call in your inbox.

An hour a week...for a dozen weeks...and the first draft of your book is complete!

Then...



“MICHAEL HAS A PASSION FOR WRITING AND A SKILL THAT IS UNPARALLELED. HIS STYLE IS EASY, PROFESSIONAL, PERSUASIVE. MICHAEL IS BRILLIANT”
DONNA PHELAN, FINANCIAL ADVISOR, ROLLING HILLS ESTATES

Step Three...The Credibility Enhancer (Editing And Proofreading)

You'll review each chapter with your AdvisorGhost writer and get us changes and revisions within 30 days of the receipt of each chapter.

We then have the completed manuscript professionally proofread and copy edited. We take care of everything!

Once the manuscript is complete...



“I KNOW OF NO OTHER BOOK THAT ADDRESSES THE MARKETING CHALLENGES FINANCIAL ADVISORS FACE, ESPECIALLY IN SUCH AN ENTERTAINING AND ELUCIDATING MANNER AS THIS ONE. I AM VERY, VERY IMPRESSED WITH THE WRITING AND HOW YOU HAVE PRESENTED THE MATERIAL.”

**CHARLES D. MARTIN
CHAIRMAN, MONT PELERIN CAPITAL**

Step Four...Celebration: You! (Design, Blurbs, Back Cover Copy)

We will have the cover and the interior designed to your satisfaction.

We will get blurbs for you, write your back cover copy, and prepare the book for publication.



“I THINK CLIENTS ARE VERY PROUD TO WORK WITH SOMEONE WHO HAS PUBLISHED A BOOK, AND THEY ROUTINELY GIVE IT TO OTHERS THAT THEY THINK SHOULD WORK WITH US.”
STEVE MORTON, FINANCIAL PLANNER, GREENSBORO, N.C.
AUTHOR,
TEN COMMON MISTAKES RETIREES MAKE

Step 5...The Victory Lap (Publishing And Distribution)

We arrange for the publish your book – as a physical book, an eBook downloadable to the Kindle and Nook, an iBook sold via iTunes, and a PDF.

We make your book available on Amazon.com and BarnesandNoble.com, and in brick and mortar Barnes and Noble bookstores, and handle fulfillment as well.

You can order additional copies directly from the printer. We never mark up the price or take a cut of the printer's fee.



“ADVISORGHOST IS THE ONLY GHOSTWRITING FIRM I WOULD RECOMMEND.” MARKETING LEGEND JAY ABRAHAM

Step 6...Telling the World (Marketing)

We have identified the "best of breed" book marketers and are happy to introduce you to them. They will provide, for a separate fee, book marketing and branding services as follows:

TV and radio interviews

Speaking engagements

Articles by and about you placed in national and local media outlets
(newspapers, magazines)

Social media presence (LinkedIn, Facebook, Twitter, blogging, YouTube, etc.)





You can only get to steps one through seven if you contact us!

Please call Sara Stratton toll-free at 800 637 6856

Or email her at Sara@AdvisorGhost.com to learn more about how to become a AdvisorGhost Author!

We look forward to serving you!