



Working with a Ghostwriter Checklist

If you're thinking of or currently working with a ghostwriter, here are some things to consider and discuss with your writer for best results. Communication is a two-way street and the better you can communicate with your writer (and vice-versa), the better the results.

Part 1: Ensure Your Expectations Are Met

- ❑ **Confidentiality:** All assignments must be held in the strictest confidence and your writer cannot share or otherwise use any information you learn through working on your projects. You may want the writer to sign a non-disclosure agreement.
- ❑ **Turnaround Time:** Ensure that you provide an expected turnaround time. Sometimes delays are encountered, but by providing a deadline, it ensures open communication and the ability to meet your needs more effectively.
- ❑ **File Format:** If you have any specific requirements in regard to file format (for example .doc or text, font type and size), be sure to let your writer know.
- ❑ **U.S. or British English:** Yep, if you're not aware, there is a difference in spelling between U.S. English and British (plus Canadian, Australian, etc.) English. Be sure to let your writer know which spelling you need.
- ❑ **Find out Payment Expectations:** Find out what type of payments they accept and the payment process. In many cases, partial payments may be required before the work begins and the balance is payable before you can use the writing.

Part 2: Writing Process

- ❑ **Writing Voice & Style:** If you have a specific voice you'd like your writer to duplicate, be sure to provide plenty of samples to give your writer a good overview of what you're looking for.
- ❑ **Give Them Your Angle:** As you know, the world is full of people with differing opinions. Even things we might believe to be facts, someone else will believe something else. If you want a writer to take a specific stance on a topic, be sure to let them know what you're looking for.
- ❑ **Sentence & Paragraph Formatting:** If they're writer is familiar with online writing, they will already know this. But if you are working with a writer who is accustomed to

print writing, you may want to inform them about the unique requirement online writing requires.

For example, eye fatigue can happen easily on long, so keep paragraphs and sentences short and simple. Paragraphs should be 3-5 sentences. Sentences should also be relatively simply and convey one idea at a time. Bullet points make content much easier to read.

- ❑ **Tell Them What You Want Covered:** If you're knowledgeable in a topic area and you want an article written on that topic, don't assume that writer is going to know which points you'd like to have covered. Give them a short list of points to cover in the content. It just takes a moment and will give you a better finished product.
- ❑ **Plagiarism & Rewriting Content:** Copying someone else's work is never acceptable. If you're hiring a professional, they will already know this, but if you're training your own new writer, you need to make sure this is absolutely clear:

Cutting and pasting other articles or sentences and making a few slight changes (or a lot) is not acceptable. All writing needs to come from the writer directly. Yes, writers can research and read other content to learn, but the final piece and voice must be 100% their own work. Using article rewriting software should also strictly unacceptable.

- ❑ **Use of Hyperlinks:** Often content is designed to promote a product/ business/ website, etc. That often means that links to outside websites is often a distraction to the content your ghostwriter creates. You need to tell your writer if you want them or don't want them to link to outside resources.
- ❑ **Evergreen Content:** In most cases, the writing assignments you will give your writers are meant to be evergreen content. Most professional writers will expect this, but it doesn't hurt to remind them of this. However, if you want your piece to be timely and reference specific seasonal events, you need to specify that as well.
- ❑ **Edit Process:** Find out how many, if any, edits are included with the work. Some writers pay not include edits in the price, so know exactly what you're getting into before you begin.

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