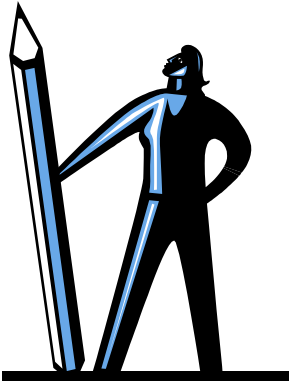


Do you have a book in you?



Do you have a book in you, an important message to communicate, a position or point-of-view that will speak volumes about your company, or a need to generate highly relevant and important marketplace interest?

If so, there is nothing that beats writing a book and being recognized as a published author, with your book available in bookstores and online booksellers in the United States, Europe, Asia, and elsewhere.

And we can help you get there – quickly, efficiently, and with a level of professional quality that you'd be hard pressed to duplicate any other way.

Start with an **experienced writer** who has served as a senior executive in Corporate America, a marketing/management consultant, and a successful author in his own right. He's a solid businessman with the right credentials and an excellent communicator. He's developed book proposals for major publishing houses, written books and articles on his own, with others, and for others, and established a publishing company of his own.

Add availability of a **full range of support services** – from research, editing and proof-reading, to cover and interior design, typesetting and graphics, printing, distribution, and fulfillment.

And a **marketing machine** that understands how authors fit into the total process, and why they're just as important as a solid marketing plan, a great book, or traditional reviews and publicity.

And top it all off with **solid project management** that guarantees results on time and on budget.

We're ready to deliver for you. Give us a call and let us explain the process and the many benefits for you and your company.



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Frequently Asked Questions

General:

Q. Why write a book?

A. There are several reasons why you (or your company) might benefit from your writing a book:

- Explain your philosophy or point-of-view in a clear and persuasive way
- Establish yourself/your company as a thought leader in your industry
- Share your experience with others who could benefit
- Generate customer/client awareness of your company's positioning, competitive advantages, and/or offering elements through highly efficient publicity
- Provide a catalyst for relevant, positive "buzz" in the marketplace
- Create a level of credibility that is hard to match any other way



Q. Why use a ghost writer?

A. There are a number of reasons why you might want to use a ghost writer.

First of all, most people have never written a book before and would be quite inefficient at it. They may not fully understand the process, and, even if they did, it would take a while to master it. In fact, many new authors say that they don't really "hit their stride" until the third or fourth book. If you're only planning to write one book, it's almost certainly going to be more efficient to use a ghost writer.

Second, writing a book is VERY time consuming and requires large blocks of focused attention. Unless it's your full-time job, you're not likely to be able to devote that kind of time and attention to the project, and the timing and/or quality will likely suffer as a result.



Third, you're probably better served doing what you do best and what you're hired to do. Let the ghost do the "dirty work" for you. For a good ghost, this IS a full-time job, and he or she is a professional when it comes to writing.

Fourth, a good ghost writer will not only adopt your "voice," but also edit and polish while he/she writes. You'll almost certainly end up with a better end product than if you

wrote it all yourself. The ghost will also be an experienced story-teller, and may be able to inject a memorable and emotional component to the writing that you probably wouldn't do yourself. In short, the quality – readability and impact – of the finished product will probably be better when you use a ghost writer.

Finally, the ghost writer won't be subject to unexpected "emergencies" that will cause missed timetables, as you'd be likely to experience yourself. You can even build in penalties for late delivery, if timing is critical, so the ghost writer will have added incentive to meet the agreed deadlines. Even without these arrangements, the ghost writer is best served to complete the project as soon as possible, so you have a built-in "task master" who will ensure on-time delivery.

The publishing process:

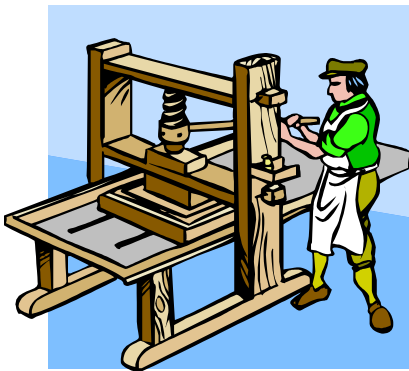
Q. Do I need/want an agent?

A. It really depends on what you're trying to accomplish and whether you already have a reputation that will have publishers eager to accept your book simply because you're the author. There are good arguments to be made on both sides of the "agent or not" question. We can review those with you and offer our own counsel. Ultimately it's up to you, of course.



Q. Am I better off with a major publisher?

A. It depends on your goals and needs. Having a major publisher certainly adds prestige to the mix, but the actual services provided by a smaller publisher are about the same, and the final financial picture will probably not be all that different. There are some economies of scale, of course, but the publisher has overhead and profit requirements too, and those usually offset the economies. This is another area worth exploring early in the process.



With a smaller publisher you are likely to get more individual attention and better support, as you will probably be much more important to the publisher.

Depending on your situation and needs, self-publishing is another option worth considering. It puts you in total control of the finished product, and lets you keep all the profit, not just a small royalty. We can help you sort through the various issues and make a decision that is best for you.

Timing and time demands:

Q. How much of my time will this take?

A. Depending on how deeply involved you want to get in the concept development, writing, proof-reading, editing, etc., it could take anywhere from 4-5 days over a 6 month period to 12-15 days over that same period of time. Of course, you can spend as much or as little time as you want.



The real time demand on the nominal author comes when the book is finished and marketing/publicity kicks in. Sales are almost always a function of how well marketed a book is, and only the author can really market his or her book. Nobody wants to talk to the editor or ghost-writer. They want the author.

Thus the real time commitment comes AFTER the book is written, and it can be substantial. The good news is that this time provides quality exposure for the author and the book, and it may deliver the real payoff for all the work leading up to it.

Q. How long before I have a finished manuscript?

A. A typical non-fiction book usually takes 4-6 months to write, including research and rough editing. This can vary substantially, of course, based on the length of the manuscript, the amount of research required, and other factors.

Q. How long before I have printed books in hand?

A. Once the manuscript is finished, the editing, typesetting, proof-reading, and printing processes generally take 3-4 months, after which you will have printed books in hand.

These are only estimates, of course, and they can vary somewhat. As a rule, it takes a minimum of 7-8 months from concept to printed books in the fastest scenario, and as much as 12-18 months in other cases.

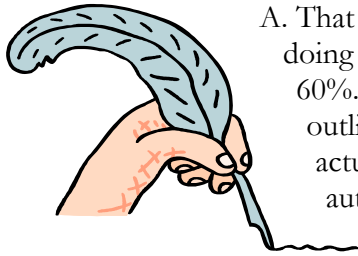


Working with a ghost writer:

Q. Does the ghost writer get credit/public acknowledgment?

A. It's negotiable. Sometimes the ghost writer is "invisible" – a true ghost. Sometimes, he or she is mentioned in the acknowledgments or introduction to the book. Still other times he or she is shown as a co-author, or "as told to ...". It's up to the nominal author, of course.

Q. How much of the work does the ghost writer do?



A. That too is negotiable. Some projects have the ghost writer doing 90% of the work, or more. In others it's more like 50-60%. The difference is often in the up-front stages when the outline is developed and the research is done. Usually the actual writing is done 100% by the ghost, with the nominal author reviewing for content and tone.

Q. How does the ghost writer get paid?

A. Generally there is an agreed fee for a clearly-defined and specified deliverable. It may be based on the number of words/pages, hours spent, or a flat project fee. Sometimes it's based on a combination of hours (for research) and words, with a guaranteed minimum.

Depending on the project objectives, there may be a reduced up-front fee with some deferred incentive, in the form of royalties or other compensation when predetermined milestones are achieved.

The actual amount of the fee will take into account the experience and going-in knowledge/expertise of the ghost writer and the needs/objectives and other requirements of the nominal author.

Q. What's included in the ghost writer's fee?

A. That too is negotiated. Generally it includes everything up to and including a finished manuscript, with only rough editing. Marketing/jacket copy, additional appendices, promotion copy, or extended/final editing are not usually included, as they are considered part of the publishing function, not the ghost writer's primary function.

Of course, most smart publishers will tell you that it's important to understand the basic components of the marketing plan while the book is being written, so you may want to involve the ghost writer in the up-front marketing planning process as well. If you make it clear in the beginning that this is part of the project, the ghost writer will take into consideration the likely demands on his or her time and include that in the fee.

We know of instances where the ghost writer also became the primary architect of a website related to the book, or a key member of the marketing/publicity planning team. These are not typically part of the ghost writer's agreement, but they may make sense for a particular situation.

