

Checklist

***How To Find, Research
and Hire A Ghostwriter***

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Now Let's Get Started...

Checklist: How to Find, Research and Hire a Ghostwriter

This checklist builds upon the "**How to Setup a M.O.N.E.Y. Funnel Using PLR Content™**" report and focuses on reminding you the important steps of finding, researching and hiring ghostwriter.

Note: I highly suggest you to print this checklist (pages 3-6) out and put it next to your computer (or on your desk). Make sure you've a pen ready, and right after you complete a step, put a tick inside of the relevant step's small box. Doing so will help you to track your progress and you'll easily spot the right ghostwriter(s) to start working. (And the accomplishment feeling of going through all steps and putting ticks on paper will be the hidden bonus inside!)

Let's get to it!

A. Find a Ghostwriter

- ☐ Ask for recommendations from your colleagues.
- ☐ Ask for recommendations from other service providers (like your web designer).
- ☐ Post on (at least) one of these freelancing boards:
 - Elance.com
 - GetAFreelancer.com
 - Guru.com
 - oDesk.com
- ☐ Check business forums:
 - WarriorForum.com
 - SitePoint.com
 - DigitalPoint.com
- ☐ Search Google using a variety of terms:

- Ghostwriter
- Freelance ghostwriter
- Freelance writer
- Article writer
- Ebook writer

- ☐ Browse the classified ads in your local newspaper ("services" section).
- ☐ Post an advertisement in your local newspaper classifieds.
- ☐ Post an ad in a college newspaper.
- ☐ Post an ad on a college bulletin board.
- ☐ Ask college English professors to help you by telling their students about your need.
- ☐ Browse the ads on Craigslist.org.
- ☐ Post an advertisement on Craigslist.org.

B. Research a Ghostwriter

- ☐ Check the freelancer's portfolio and samples.
- ☐ Ask for samples specific to your niche.
- ☐ Check the freelancer's references.
- ☐ Check the freelancer's feedback (where applicable) on freelancing boards (e.g., elance.com).
- ☐ Check the freelancer's prices.
- ☐ Run a Google search, including:
 - The freelancer's name.
 - The name of the freelancer's website.
 - The name of the freelancer's business.

- The freelancer's email addresses.
- The freelancer's usernames (on forums, freelancing boards, etc).
- ❑ Look for good signs:
 - A good, established history (at least 6 months working as a freelancer).
 - Customers willing to recommend the person publicly (especially if the customer is a well-known person in the niche and not a shell).
 - Unsolicited testimonials. (e.g., "Jane did great work for me.")
- ❑ Watch out for these red flags:
 - A pattern of complaints, such as poor quality work, missed deadlines, not completing work, poor communication, no-pay or slow pay of affiliates, lots of excuses for late work, etc.
 - Unprofessional behavior, such as fighting with others on forums, inappropriate comments on social networking sites, etc.
 - Serious allegations, such as fraud.
 - Fake testimonials.
 - Fake samples (allegations that the writer provides good samples on his or her site, but then turns in poor-quality work).
 - Shilling (where it's been proven that the freelancer posed as a third-party to boost his or her worn reputation on a forum or other interactive site).

C. Hire a Ghostwriter

- ❑ Hire several ghostwriters to see which ones do the best, including:
 - Follow instructions.
 - Provide high-quality work.
 - Met the deadlines.

- Communicated regularly.
- ❑ Start with a small project (such as a small pack of articles or a short report).
- ❑ Create a detailed brief for your writer, including:
 - What you need (e.g., report, ebook, etc) – include an outline.
 - How long should it be (give word counts rather than page count, as different writers have different ideas about how many words there are on a page).
 - Information about your target market (e.g., the people who'll read the content). Details include the niche (such as "parents who home school), gender, age, and other details that help the freelancer write for your market.
 - The purpose of your content.

Example: Is it for promotional purposes? Is it a paid ebook? Is it part of a high-ticket course?
 - What you want readers to do (e.g., click on a link).
 - Anything else your writer needs to know.
- ❑ Sign an agreement that lays out delivery deadlines, payment terms and other expectations. (Have your attorney create a generic agreement, if need be.) Generally, it's 50% payment upfront and 50% on delivery, or a similar break down.
- ❑ Let the freelancers know about your other expectations.

Example: Do you expect them to touch base on a daily basis... or a weekly basis... or some other timeline?
- ❑ Ask those freelancers who do well to take on increasingly larger projects as well as increasingly more projects.