

I'm Not Afraid of a Ghost...Ghostwriter that is!

So you want to start blogging, need articles written, want a catchy press release to promote your business, or need help with your website content, but don't feel your writing is up to par. Consider utilizing the assistance of someone that provides ghostwriting services. Many virtual assistants provide such services to help increase your exposure, and make your communications pieces professional and unique.

A ghostwriter is basically someone with strong writing abilities who provides content to others for their use. The ghostwriter generally receives little or no public credit for their content. Ghostwriters provide help to those that want to get their message across but just do not have the time or ability to do so.

You may have great ideas and thoughts on how to promote your business, or specific topics you want to communicate to your target market, but can't organize them in a clear, concise manner for print. Or you may have excellent writing abilities but no time to develop your communications material. A ghostwriter can help you achieve your communications goals and help put your thoughts, ideas and concepts into professional, reader-friendly material.

Ghostwriters can offer help with the following communications needs:

- ✓ Books
- ✓ Newsletters
- ✓ Articles
- ✓ Press Releases
- ✓ Website Content

When selecting a ghostwriter, consider your goals, their background and whether or not they will ensure that the content they are providing you is unique. Remember, the content once delivered to you will be yours, so you want to ensure that it is not copied from anywhere else. If you are considering having your website content written or re-written for your business, a good resource to ensure your content is not copied is www.copyscape.com.

For more information on ghostwriting services, contact Teresa at tchberger@innovateservices.com.