

Crazy Window

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CRAZY WINDOW

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Editor's Desk



We hear a lot about crushing, grinding and kicking stuffs to become successful, that makes the entire process sound more like a battle.

How about being happy, being in love with your job and have wonderful things to do everyday? Sounds more fun, right?

Derek Lewis, America's #1 ghostwriter for business books shares why something has to change if you are not having a great time.

Learn from his journey so far and stay focussed on yours!

Love,
Ruby Shiv

HIGH FIVE

1. How did you choose your niche in business writing? Was it because of books that hooked you early on? Accident? Or something else?

When I used to play Hot Wheels with my cousins, I always pretended to be the businessman who owned several shops around town. I can't say I was born to be an entrepreneur, but it was definitely on my radar quite early.

Although I was a voracious reader in school, our small-town library didn't have much in the way of business books. I didn't discover the genre until high school. I went to visit a missionary in Brazil who lent me his tattered 1979 copy of Stanley Marcus's *Quest for the Best*. I was hooked.

While my friends read whatever the 90s' equivalent of *Twilight* was, I was reading biographies of Gilded Age titans, stories of struggling entrepreneurs, and the thoughts of business leaders.

So that missionary put business reading on my radar...but business *writing*? That was something I stumbled into.

While I'd always received compliments on my writing ability, it wasn't until I entered the workforce those skills really got put to use. I was an in-house consultant for a \$30 million company group, spearheading new projects (mostly marketing). Before long, every piece of sales and marketing copy came across my desk before being used in the company.

When I launched my own business, it was just natural to keep doing what I had been doing. I freelanced as a copywriter for small business owners like the ones I had worked for. I took my clients' ideas and expertise and turned them into sales copy. Then, I discovered that some people needed the same thing, but for full-length books. I landed my first ghostwriting gig and have been in love with it ever since.

I kept doing what I was good at and it eventually led me to what I love doing.

2. Based on your experience, which publishing platform do you prefer: traditional or self-publishing?

We live in an awesome day and age for authors. There is increased competition, the barriers to enter the publishing industry have fallen away, and technology has leveled the playing field.

If you study economics (and I happen to have two degrees in the field), you find that, in the long run, these factors usually result in better services and lower prices for consumers; in this case, authors. On the other hand, these changes have seriously hurt established publishers. It's a paradox that today there's more money in publishing than ever, but publishers' margins are now thinner than ever. Like newspapers and record labels, though, publishers will figure out how to adjust in the long term.

In the short term, it's chaos.

The general public still doesn't understand the difference between authors traditionally published (i.e., vetted by industry professionals) or self-published (i.e., they paid out of pocket to get their book printed). One invaluable service publishers provide is filtering out most of the ideas, stories, and people who aren't ready for the major leagues yet.

On the other hand, publishers also can't afford to publish authors who are ready but whose book or topic won't be a commercial success.

Writing is an art, but publishing is a business. If a book won't sell well, the publisher has to pass.

Before the advent of modern self-publishing, that meant plenty of authors had nowhere to go. Today, they can simply turn to a self-publishing company and get their book out there.

I know that's not really an answer but that's the short story behind the real answer: it depends.

3. As a business ghostwriter, how do you help others create authority in their field?

Did you know the word "author" and "authority" come from the same Latin root?

In order to truly be an authority, you have to be an author. Just the very fact that you "wrote the book" on a subject puts you at the head of the pack.

But you don't just want to write an authoritative book—you want people to trust you, personally and professionally, as a result of reading your book. That means not writing a book that's not only informative and insightful, but intriguing and entertaining. When people read a thought leadership book (whatever the topic), they don't want to read a textbook;

they want a living, breathing human being telling them a story. As a ghostwriter, my job is to translate their expertise, anecdotes, experience, and insights into a great book that reflects their vision and voice.

But you can't stop with just a book. You have to create an entire persona around the author in the book: a whole platform of insights and experience that underscore the authority of the author.

Basically, I help people discover their awesomeness, and then make sure they share the best of that with the world.

4. What are some things a person should have before they look for a ghostwriter?

1. Meaning

2. Money

Everybody wants to say something, but only some have something worth hearing. That is, everybody wants to be an author, but only some are up to the task. If you don't have anything original or insightful to share with the world, then go ahead and write your book.

Just don't publish it.

Wait until you and your ideas have matured; wait until you have something to say before you starting saying it.

Regarding the item #2, ghostwriters are professional service providers. Like editors, attorneys, and architects, they make a living in their profession from getting paid by their clients.

Yes, some ghostwriters still earn their living from book royalties, but before the book is published, you have to land a publisher...which means writing a book proposal...which means paying a ghostwriter to write it...which means all starts with having some money to get started.

5. Please share a little bit about your book, The Business Book Bible.

Thought leadership books almost deserve to be their own genre, they're so unlike any other.

When I started ghostwriting for business professionals, I was continually frustrated by the lack of books and other resources out there for people like me. Whenever I hit a problem, I had precious few places to turn.

Thousands of online articles on how to land an agent, how to find a publisher, how to write a proposal, and why you should write a book. There were published books on writing general nonfiction, memoirs, or

everyday business correspondence. There was next-to-nothing on how to actually *write* a business book.

So after a lot of writing, a lot of thinking, and a lot of talking, I finally wrote the book I wish I'd had back then.

I titled it *The Business Book Bible: Everything You Need to Know to Write a Great Business Book*, but I'm told it's helped nonfiction authors from all walks of life. It's been endorsed by Brian Tracy and Skip Prichard (two big names in the business book world), plus a host of other publishing professionals.

I'm quite proud that, to date, it maintains a five-star average on Amazon.

BIGGEST CHALLENGE FACED

“Having the guts to finally charge what he was worth”

Derek’s clients loved him because they got incredible work at an incredible price. But he was constantly stressed, constantly anxious, and constantly trying to keep his head above water.

Somehow, he found the courage to quote a figure more than *ten times* what he'd charged for his first book...and the client said yes.

It took him two or three days to finally come out of the haze. That moment stretched the limits of what he thought was possible. His mind had been warped and there was no going back.

Takeaway? It’s fine to charge less when you are new to freelancing but as your experience grows you must charge what you are worthy of.

I even found an interesting article on this, [read it here](#).

DEREK'S SUCCESS MANTRA

Groucho Marx said, "If you're not having fun...you're doing something wrong."

Life is too short to be miserable. We've been given the gift of life to enjoy. If I'm not having a great time, something has to change. I want to enjoy the people I work with, the work I do, and how I live my everyday life.

As long as I'm having fun doing what I love, then everything else is gravy.

How to start your journey?

1. Start your freelancing career by doing things you are good at.
2. Find out whether or not you are enjoying your work.
3. Address the issue you are facing by either learning a new skill or consulting a coach for guidance.

MOnEy TRiCKS

I learned these tricks from Mr.Money Mustache and totally loved it.

Spend you dinner time with family members and not in front of the TV, laptop or other electronic gadgets & make every dinner a candlelight dinner.

These tricks will not only save your money on electricity bills but will also help you spend family time better.