

'How I Secured My First Ghostwriting Job Writing Reports Using Just ONE Simple Idea!'

This is the EXACT technique I Figured Out and How It Led To My First Online Commissions.

By Ian Jackson

All Rights Reserved © Susanpeters Publishing Ltd.

NOTICE: Sorry But You Do NOT Have the Right to Reprint or Resell this Report!

You Also MAY NOT Give Away, Sell or Share the Content Herein

ALL RIGHTS RESERVED: No part of this publication may be transmitted, reproduced or copied in any form whatsoever, electronic, mechanical, including photocopying, faxing, recording or by any information storage or retrieval system without the express permission (written, signed and dated) of the author(s).

DISCLAIMER AND/OR LEGAL NOTICES:

The information presented herein represents the view of the author as of the date of publication.

Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions.

Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed in any way connected with this publication, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice in any way. You should be aware of any laws which govern business transactions or other business practices in your country and/or state. Any reference to any person or business whether living or dead is purely coincidental.

Ian Jackson here...

This is the exact technique I figured out and how it led to my first online commissions.

I'm driven by writing (publishing content) because of the infinite possibilities for how words can work and reworked, crafted and recrafted into the most sizzling context.

A language that can be used to help and inspire people to build great businesses.



Word processors, through technology have made things overwhelmingly easy and versatile beyond our wildest dreams from only a few years ago.

That said, I do still love to write loads of notes and plans with a pencil or pen and paper; “manually” jotting and notetaking complement each other really well; they do for me anyway.

“They” say that you should only stick with what you’re good at.



Rubbish! Why?

Who said? Who are “they” to say who should or should not do what?

The notion that **someone** has said it at all (and they have) makes me push and work even more against it.

Standing still flies in the face of the natural laws of Nature...

The natural desire of Humans is to develop and progress; it is the base ingredient of the Human race, of our character.

So as far as I am concerned "they" are wrong, the bloody lot of them!

Because if they were right, we would all still be living in caves!

So, being a mechanically minded soul, maybe I should have stuck at designing and making things?

I was actually quite happy doing that until some bright spark invented "Computer Aided Design". Sorry, but when it comes to designing, I'm fan of drawing boards, pencils, and compass sets, not "click click click" engineering.

Progress eh!

Progress does indeed have its advantages though, and yes, in spite of my dinosaur attitude for pencils versus computers in terms of designing cars, I found infinite possibilities for using WORDS... on a computer! 😊

Here's my account of how...

Still with me?

Excellent, but before I dive into the meat of exactly what I did, there are a few fundamentals to cover...



If what I practiced worked for me, it can sure work for you too.

And because you have invested and are here reading this it is because you are keen to write online for whatever takes your fancy 😊

Regardless of anything else you need the insatiable desire to learn and discover, so that you can build whatever business you want online.

I'm sure you're aware that those are PRIME ingredients for Ghostwriting success



You're here because you want to better yourself, and you're not afraid of hard work - right?

Or at least that's what I'm assuming.

You have the desire to build an online business from which you can offer a service of one sort or another.

We all are, because that is the point of being here.

By reading this you are in fact being mentored, and it is because experts and professionals invest in mentors that they achieve their success.

This is true for anyone in any vocation on or off line.

A few words about mentors, because you'll hear a lot about them, and through your increasing skill set, for some (or many) of you, **it is reason you are online anyway – to become a mentor to others.**

And we all learn how to build a presence online by following the instructions, advice and warnings from those that have been there before us.

It is the same process for the newest beginner, to the most experienced so-called "Gurus", and everyone else in between.

Yes, even the best still keep learning from someone... which is (or should be) good news for the least experienced because that should underpin the necessity to employ, yes employ, the services of such a mentor.

I cannot overstress the value of a mentor, but they are there to give direction and advice, not to do everything FOR you – or me.

I have employed several excellent mentors over the years but only two whose characters have aligned with mine good ones – one in the USA and one in the UK.

Both used very different approaches, equally professional, and I have learned a crazy amount from each. It also gave me the chance to figure out which one as most in line with my own character and the approach I wanted to adopt in my business.

Back to the plot....

Yup, writing gives me a real buzz, and I get the much satisfaction, fulfilment, and motivation from writing articles and publishing content online.

Now, it obviously helps to do what you love, and something that you're good at and comfortable with, or are interested in being comfortable with, even if you're not too good at it yet.

Mine is writing, for others it is making movies, recording verbal instructions, website design, coding, WordPress plugins, and so on.

I guess I'm not too bad a writer anyway, but that's not to say I've had to learn challenging new techniques and approaches along the way too.

I wouldn't say I would be too happy writing an article for the National newspapers, and even though grammar and punctuation errors are a pet hate of mine, I do make mistakes, sure I do, I'm Human.

**And my overall my focus is on
RESULTS, not perfection... BIG
difference!**

Writing styles and techniques are very different across such a huge range of media, on or off line, and my success has been with writing for niche online markets.

A few years ago, I read the Autobiography of a mechanic who had written of His life in the F1 pit lane, and I had a go at doing the same thing based on F1

factory-based life. Didn't quite have the same ring to it – at least that's what I felt.

It's one thing to sit down for a couple of hours a day and write about my varied career path (*from an employee in first, the UK knitwear industry, then to getting my break into building Formula 1 racing cars, to then venturing out on my own and building my very own business online*), mainly from memory, with a view to getting an autobiography published (*and then wondering who'd actually want read it*),

... But quite another to write articles for my own websites, E-zines, other people's websites, blogs, and so on.

So with the \$1000's I had invested into learning article and content writing techniques, I had to craft them and interpret them into *my own formula*, one that could actually get me going, to the point of meaningfully employing and using all the techniques that mentors were teaching me.

Most of the tutorials you will find online in places like the Warrior forum, JVZoo, Warrior+Plus, Clickbank, and article marketing directories etc. will all give you a structure to use (which I will mention later anyway),

and which typically follows the process of writing a 400 word article.

But first you need to get to the place where you FEEL comfortable enough to write a coherent 400 word article!

Here's the thing: Many of the techniques miss out on a couple of CRUCIAL factors that I am coming to, and I suspect you would be challenged to find these ANYWHERE else online.

The technique I am going to reveal is for writing, but I see no reason why it could not be applied to creating videos, MP4s, recording audio MP3's, or any of the other aspects I noted above.

To start with, choose a few (I actually did in excess of 50, probably nearer 100) articles that have already been published online in one of the directories, such as Ezinearticles, or Goarticles etc.

Here are load of them:

<http://www.practicalecommerce.com/wilson-article-marketing-1>

 MARKETING CONVERSION MANAGEMENT DESIGN & DEVELOPMENT ONLINE SEMINARS MERCHAN		
directory sites by their Google PageRank (10 being high) and Alexa traffic rank (1 being high). A disclaimer: The Alexa rankings are flawed and seem volatile, but give a relative measure of traffic to a site. Google PageRank (PR) is notoriously inaccurate, but can be seen as an indicator of Google's relative trust in a site — sort of. The list is not exhaustive and includes both general article directories and some popular niche directories with an Alexa rank of under 50,000. Sites are listed in ascending Alexa rank order, with the PR 6+ sites boldfaced for your convenience.		
Rankings as of 05-May-2007	Google PageRank	Alexa Rank
EzineArticles.com	6	499
GoArticles.com	4	3,592
ArticleDashboard.com	6	5,255
SearchWarp.com	5	6,032
ArticlesBase.com	4	8,735
iSnare.com *	6	8,791
SelfGrowth.com	6	9,653
Buzzle.com	6	9,698
ArticleCity.com	6	11,526
IdeaMarketers.com	4	13,121

Next, pick a few articles or blog posts, doesn't matter a soggy chip which ones or where they are from, grab them (copy/paste) and copy them.

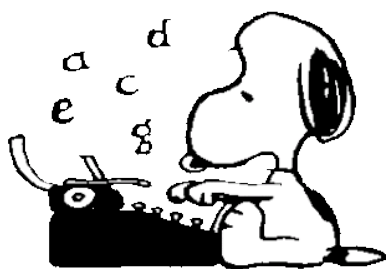
Copy them word for word, existing articles published online – the reason you can use published ones because you're not going to repeat or re-publish anything with or without your name on it at this stage,

regardless of its source, so don't fanny around worrying about plagiarism.

Just get writing, don't overthink it, because you have freedom without limits; it's all about the practicing the skill of writing actual articles.

I did this in random chunks and over a few weeks, dipping in when and where I could amongst other business activities on and off line.

Moving on... Writing your own content



Now that you're "in the groove", just sit at your computer and start writing – or rather typing.

Yes, it really is as easy as that.

The point of this is to go through a transitional process rewriting content verbatim, to flying solo. Remember your first days at school or your new job.

Don't get hung up about what you write to begin with because it is only the process of writing your own content that I want you to be concerned with at the moment, don't even think about writing anything that will be anywhere close to being an article for publication or printable quality, because that is not the object of this exercise.

For the moment it is about getting words onto a clean sheet of paper – or a clean screen – if you're on your word processor.

Just like learning to drive a car... you do not need to have a definite destination to go to, you just get used to driving around anywhere in your locality just to get a feel for how to make the car move.

Same with article writing, just get your fingers comfortable with the process of tying words onto the page – or word processor.

Don't know what to write?

Not a problem, just type any old crap.

Just words.

That you have been through the previous process should make this a lot easier for you.

What did you do yesterday? Write about it

Write an account of it – I have no idea about how hard you'll work but I bet you can type out at least 400 words about whatever you did.

What are you going to do after you've spent 15 minutes typing out a few words about nothing in particular?

Do what I did, just keep going, write a summary of why you want to succeed, or describe the last holiday you had. What did you do last weekend? What are you doing this weekend?

Write a few thousand words using all of the above examples.

You feel a bit slow at the moment?

Not a problem, speed will come, as it does with gaining any new skill and becoming more familiar with new territory.

Speed comes with experience, and if you want to speed-up a little faster with your typing in general, there are plenty of courses on and off line.

Begin writing about niche specifics.

I took the same articles I had for the earlier tasks, and rewrote them.

It's definitely cheap!

Then I "invested" in some FREE Private Label Rights (PLR). Because most of them are so crap, and I mean crap, they need a serious rework.

And THAT is a really good thing because what they DO is provide an excellent *canvas* that you can use to write something that's actually half decent.

There's more than plenty of PLR articles that is written for online information business owners like us in this niche.

At first I wrote them out word for word; all good practice in writing for your niche. I must have written a couple of hundred, and then began to re-write them into my own words.

Which was just as well because otherwise I'd have probably ended up becoming as crap a writer as whoever had written the original.

Scary thought 😬

Going through the process this way is about going through a gradual transitional phase and as you do more, the more you will learn, and the more you will feel comfortable.

When I say gradual, you can of course go through it as fast as you can or as fast as you feel comfortable... the point is that you set your own limits.

Without even realizing it, I found I loved the process; it gave me a feeling of progress, especially those moments when I actually stopped to remember I was doing

it to build my own online information business.

Yes, sometimes I got so carried away that I completely forgot!

It's easy to get hung up about writing down the right words and trying to make sensible articles before you are even used to typing out words, sentences, and paragraphs for any length of time.

My next move – when I really wound things up gear or two because I started to write my own articles FROM SCRATCH

And you should be able to do the same.

You will have written so much by now (or you should have done) that your mindset will be conditioned.

All of the work that you have accomplished so far has been about reaching this moment.

It is the same place I got to; then I was writing my own articles.

But hopefully you can see from what I've just described that it can be such an easy process, but only if you put in the works and allow it to be.

This is the exact same process I followed, having spent many hours and a few thousand dollars to realize it. But, you can shortcut most of that because I've just ripped out the entire middle bit (the time consuming research and deep-thinking) I invested to bring it all straight to you in this report.

And all that is exactly what I did to secure my first writing job, which I got through placing an offer in the WSO section of the Warrior forum:

Here it is, buried in the archives:

<http://www.warriorforum.com/warrior-special-offers/250275-insane-0-02-per-word-firesale.html>

18th Aug 2010, 11:05 PM

#1

ian Jackson
Senior Warrior Member
Registered Member
War Room Member

Join Date: 2006
Location: Oxfordshire, UK.
Posts: 1,114
Thanks: 403
Thanked 155 Times in 120 Posts
Blog Entries: 1

"Insane \$0.02 per word firesale!"

Share on: [f](#) [t](#) [g](#) [+](#)

Strictly limited offer for 2 Months only...

Whichever way you cut it, there's simply not enough time in the day for you to do everything on your own, and that's where we can help you get the results you need for growing your business.

"Who Else Wants To Know How You Can Get Cash Generating Content At Only \$.02 Per Word?"

Articles and product reviews.

"Ian,

Pardon my late response. I just wanted to post and say thank you for the awesome article that you turned out for my keywords. Interesting and engaging content with excellent optimization for the SE's. The cool thing is that the article is already ranking first page for its keywords on a brand new site!

Will DEFINITELY be using your service again "

Mike (Warrior forum member)

This was one of my first WSO's and not a particularly good one at that. Looking back, it makes me cringe!

You can see that I hit the road with an introductory offer, and now my fees run from around \$0.06 per word.

I've seen, and purchased the work of the \$0.02 market (you can too), and you only have to employ a few freelancers writing for this rate to spot the differences.

At one point, I had far too much work to handle and was having to outsource for around \$0.02. A shining example of getting what you pay for.

I was spending more time than it would have taken me to write it myself, waiting for the articles to be written, then rewritten, then correcting missed errors, reformatting, and pretty much rewriting the whole sodding thing anyway.

Lesson:

**Yup, YOU GET WHAT
YOU PAY FOR!**

If you go the WSO route, you'll see one thing that can be really misleading. Some of them get hardly any response, whilst others receive a LOT of response, and I mean pages and pages of the things.

Don't read too much into this. Mine received a couple of responses and brought me, give or take an hour, 52 hours' worth of work. I've seen millionaire marketers get only one public response to their WSO but behind the scenes, it has brought in thousands of dollars.

There's no perfect pitch but...

An avalanche of responses may imply that their pitch isn't too clear!

It was 52 hours spread over a year, but it was consistent income which gave me the chance to carry on developing my business, and as close to being a membership "subscription" without actually being one.

**Comparing different structures of articles
– how to put one together if you not
already seen it**

There is a common "how to" theme, a format for article writing that I am going to blow apart.

When you get Ghost writing jobs, you'll quickly find that different clients require different styles, so you'll have to be open to adapting

DON'T WORRY ABOUT THIS!

It comes with practice, same as anything; when you have driving lessons you get taught how to make a car move properly, THEN over hundreds of miles, and only then, do you develop you own driving STYLE

The best way to demonstrate how I write is by providing a couple of examples of mine:



Can you write articles?

"You need to be able to write compelling content if you wish to succeed in online marketing. It's a skill, but to learn and master it, you must - if you are to get the success online that you're chasing.

Excel at writing articles by using these 4 latest steps:

1. Adopt the habit of interesting titles. Would you be attracted to, or buy, a book with a boring title?

No, neither would I.

A book may be a first class candidate for an award, but if its title is not up to scratch, the title alone can likely be its downfall.

This is how online readers will judge your articles too, so be sure to use an attention grabbing title that will compel your potential clients to open and read what you have to tell them.

2. Short articles. Articles should be about 250 words minimum and 500 maximum - depending on the criteria of some submission sites - but that's a rule of thumb. Don't drag it out, think about the effort required to watch a 6 hour movie.

I don't think anyone has that much spare time - or patience. You need to aim at supplying your readers with the information they need as efficiently as you can, in a space of about 5 minutes maximum. Assume that they're as busy as you are, so scan-friendly, to-the-point articles are the order of the day

3. Pick interesting topics. If your articles are very informative but off topic, you'll not be able to get potential clients through to you site.

Feed them what they need, topics covering the information that they need to know. They'll have questions about their interests and hobbies, so write content that answers their desires.

4. When you write articles that are interesting to read, you can be sure that your readers will hang on and go beyond the first paragraph, so ensure you offer an interesting read.

Content-laden conversational articles are what you should strive to offer."

I wrote the one above a while ago. What I would add to that now is that results-based articles are **VERY** powerful too.

Here's another



How to Use Your Own Voice in the Articles You Write

"How can you send a message to your audience that doesn't read to them like you are just regurgitating the same old things.

There are a couple of ways you can do this, but the main one is to realize that you are an individual with an individual voice.

No one, anywhere, any time, can tell a message in exactly the same way you can.

Your voice is unique.

Here's the thing – people don't use their voice.

It is the rout of least resistance to follow the crowd and tell the same story.

Lets' take the wheel for the sake of an example:

Sure, the wheel is not for reinventing, but there are different ways the wheel can be made, designed, styled and so on.

And the beauty is that all of these ways lend themselves to a different type of wheel.

Seriously... how many different wheels for different applications can you think of? The list is inexhaustible.

Now, unless the mechanics have changed since I wrote this, a wheel does but one thing... it goes round and round on center of one kind or another.

That's all it does; it cannot be changed.

If it's changed, then no longer is it a wheel – right?

But, a wheel always does the same job

Same with writing articles – generally speaking you are presented with the same information each time, BUT you will receive it in different ways, different ways to do the same things...

In other words, you are being given alternatives

And you can do exactly the same when you are sending information to your own audience; the same thing applies to everyone anywhere, including the online information business.

So even if there was no 1, 2, 3 step formula to this, one could be derived – actually I have written this article in two sittings, meanwhile having started a product showing my subscribers how to do exactly what I have just been writing about; there'll be an article too.

That's what happens when I take a look at a different style of wheel... it gets me thinking and my internal wheels start turning...

My internal gear wheels start meshing together and I go up through my mental gears.

I hope this article has given you a bit of an insight and some food for thought?

What's happening in the gear wheels of your mind right now?

Are they turning, meshing, and making you think?"

Same Author (me), but two distinct styles.

Where can this lead YOU?

Requests for writing job are all over the place, but you do have make the effort of getting a presence and traction in a few freelancing websites, and/or do what I did, and promote your services on forums, blogs, and directories.

I get daily email alerts like this one from Freelancer.com showing me what contracts are coming through; here a screenshot of a typical one.

I could only capture the top part of list, and often there are at least a few pages. That is just one site, they're all there...

Artists JOINT • Web Developers JOINT • Writers JOINT • Sales/Marketing FROS JOINT

Freelance Website Designer - Websites, Marketing & Branding

(Ad) www.christianthorne.co.uk/ ▼

Over 14 Yrs Experience, Producing Intuitive, Eye-catching and Engaging Websites

Here's a list of the 15 best sites to find work as a freelancer.

- Upwork. With over 1.5 million clients, Upwork (previously oDesk) offers something for every type of freelancer. ...
- Toptal. ...
- Elance. ...
- Freelancer. ...
- Craigslist. ...
- Guru. ...
- 99designs.
- Peopleperhour.

More items...

The 15 Best Freelance Websites to Find Jobs - Entrepreneur

<https://www.entrepreneur.com/article/245953>

🔍 About this result 🗨 Feedback

The 15 Best Freelance Websites to Find Jobs - Entrepreneur

<https://www.entrepreneur.com/article/245953> ▼

12 May 2015 - Here's a list of the 15 best sites to find work as a freelancer. Upwork. With over 1.5 million clients, Upwork (previously oDesk) offers something for every type of freelancer. Toptal. Elance. Freelancer. Craigslist. Guru. 99designs. Peopleperhour.

Upwork - Hire Freelancers & Get Freelance Jobs Online

More

Hi jacksonian,

Here are the latest projects and contests matching your **profile** and **skills**:

PROJECT DESCRIPTION	BUDGET
Rewrite some Articles: \$1 per 300 words Rewrite some articles: \$1 per 300 words..... Rewrite some articles: \$1 per 300 words..... Rewrite some articles: \$1 per 300 words. Rewrite MANUALLY Must pass COPYSCAPE Skills: Article Rewriting Article Writing	\$2 - \$8 USD /hr Bid now
Industrial Specific White Paper Writing... Industrial Specific White Paper Writer Needed for my own. Writer should be more professional in that. Skills: Article Rewriting Ghostwriting Report Writing Research Writing Technical Writing	\$30 - \$250 AUD Bid now
Revise Intercom and doorbell products Instructions (US writer only) Revise Intercom and doorbell products Instructions (US writer only) Skills: Book Writing eBooks Ghostwriting Research	¥2000 - ¥6000 CNY Bid now
Write an eBook For ME !!!!!!! I need a writer for my own project. He or She need to be more professional in that. Skills: Article Rewriting Article Writing Book Writing Ghostwriting Technical	\$30 - \$250 AUD Bid now

These days' Social media such as Facebook is one of the most common and widely used platforms but you need to evaluate where the players in your niche spend most of their time. I don't know which niche you're in so I can't help you there.

One thing I did do is (as you can tell from the theme of my WSO) is to offer to write a few articles for free, or a low introductory price. Ask for testimonials and feedback. If your work is good, customers won't mind a bit, and equally will soon let you know if it isn't.

I offered to write for a **crazily** low price (the point of a WSO) but you may have to be prepared to do some work even for free until you get some recognition and traction in your niche.

Once you get going and webmasters, blog owners, and other publishers get to know you, your opportunities for negotiating your own price per job open up. They will employ you on good reputation.

Thread Tools

Search this Thread

Rate Thread

8th Jul 2017, 11:57 AM

#1

sambakker

Advanced Warrior

War Room Member



Join Date: 2010

Location: Novosibirsk, Russia

Posts: 576

Thanks: 174

Thanked 351 Times in 70 Posts

Skilled Online Marketing Writer (English Native Speaker)

Share on: [f](#) [t](#) [g](#) [+](#)

Hi,

We are looking to hire someone to help us to communicate with customers and to write some content for blog posts as well as some other content that we're working on.

If you're available, you have some writing experience that you can show me then this might be for you.

You'll be well paid however we will expect a high level of quality. Your grammar must be good, your blog posts should be informative and well researched.

If you enjoy writing, you want to learn more about online marketing and be a part of a successful online marketing company please let me know below.

I'll be reaching out with a couple of questions and we can go from there.

Sam Bakker 😊

Create high quality sales funnels in minutes <http://iglooapp.com>

Quote

Multiquote

Quick Reply

Thanks

Requests like this one are all over the Internet in niche-related forums, and really don't take much finding.

Persistence is the key.

New marketers tend to want (or expect) communication, jobs, and results, instantly, and when it doesn't happen within a few days, just give up.

And guess what...

They move to the next shiny object, and the "getting nowhere" process is repeated.

This attitude is astounding!

It is also the one that sets success apart from failure.

Ask yourself this: How long does it take to set up a business in the offline World?

I have news for you; there are no short cuts online, only more (and closer) resources.

So that's how I got to getting my first Ghost writing jobby.

Yes, there's a lot of hard work, but it will pay off. If it didn't it wouldn't be such a massive market, which is growing daily.

Here's to your new future as a Ghost writer.

Best,



Ian Jackson

Don't miss out on my FREE "**Passive Income Funnels**" course...

[Check it out here](#)

Feel free to contact me: ianjackson863@gmail.com

I will respond personally.