EVENT TITLE:
Ghostwriting 101: Insights and Advice for Those Seeking a Lucrative Career

EVENT DESCRIPTION:
“No one wants to hear from the ghostwriter,” says the ghostwriter of Prince Harry’s *Spare*. Except those wanting to know the secrets behind this lucrative way to support a creative career. Discover how to break into ghostwriting. Learn the nuts and bolts needed for a wheelhouse of services. Find out what to consider in taking on clients and what worked and what didn’t in seeing a project through. We’ll reveal the form’s challenges and joys and how it shaped (for good or bad) our writing journeys.

EVENT CATEGORY:
A panel discussion on Artistic & Professional Development.

This virtual event was prerecorded. It will be available to watch on-demand online starting on Wednesday, February 7, 2024 through Thursday, March 7, 2024.

Event Organizer and Moderator:
Kate St. Vincent Vogl teaches at the Loft. She is the author of *Lost & Found: A Memoir of Mothers*, which ABC news featured. She cowrote *Lady Ref* as well as *Iron Horse Cowgirls*. Her essays appear in best-selling anthologies like *Why We Ride*; her fiction received a Minnesota State Arts Board grant.

Event Participants:
Hope Edelman has published seven nonfiction books of her own, including the bestsellers *Motherless Daughters* and *Motherless Mothers*, and has cowritten *Along the Way* with Martin Sheen and Emilio Estevez. She teaches workshops throughout the year and is currently collaborating on a nineties rock memoir.

Isidra Mencos is the author of *Promenade of Desire—A Barcelona Memoir*, an IPPY Awards silver medalist and Best Book Awards finalist. Her essay, “My Books and I” was listed as Notable in the *Best American Essays 2019*. She has ghostwritten books for CEOs and people without a high school degree.
**Kate Hopper** is a writing coach, editor, and the author of *Use Your Words: A Writing Guide for Mothers* and *Ready for Air: A Journey Through Premature Motherhood*, and coauthor of *Silent Running*, a memoir. She leads retreats and teaches online and in Ashland University’s low-residency MFA program.

**Pauleanna Reid** is a celebrity ghostwriter and founder of WritersBlok, who helps high-profile leaders and doers turn their personal stories into powerful brand — when clients want to speak up and shake the room—she gets the call.

Ghostwriters with a range of experiences writing for changemakers, movie stars, and others who’ve got a story but not the time and/or skill to write it will explore the practical as well as creative considerations facing aspiring ghostwriters: What should you charge, what skills do you need? How has ghostwriting informed the panelists’ writing practice and their careers? How can newbies avoid pitfalls faced? How can attendees be better equipped to take full advantage of the form?

**Panel Discussion Questions**

1. **How we broke into ghostwriting, how it informs our writing, how it’s served our career**
   - Offers a source of income as you’re building career
   - A chance to work with interesting clients
   - Easier to see story when it’s not your own

2. **Biggest challenges faced & how we found resolution**
   - Need to figure out what you don’t know about the story
   - Who has final say on the narrative?

3. **The Money Talk: Considerations in structuring fees and charges**
   - Best tip: Charge by the hour
4. Biggest Wins
   - And some cautionary tales
   - Pauleanna’s million-dollar business offers support for ghostwriters, too

5. Last Words of Advice
   - A professional opportunity, so approach as a professional