

[<< Back to www.ghostwritingcompany.co.uk](http://www.ghostwritingcompany.co.uk)

Print Your Ideas and Make Book Profits

The book profits that can be made from releasing novel and autobiographies can be enormous. That is why thousands of celebrities and businesses alike hire skilled ghostwriters who can put their ideas on paper, saving themselves a great deal of time and creating a great deal of money. Whether divulging fascinating life stories, providing factual information in a specialist text, or simply pursuing an inspired literary project, books are a great way to get media coverage or sell ideas and expertise, as well as reaping book profits for a long time to come.

Book Profits for Celebrities

Career Boosting with Books

Writing a book can generate a real career boost for a celebrity and that is why so many embark on this as a project. Living life under the lens is undoubtedly hard work, and can sometimes leave celebrities feeling like they can't escape the smoldering spotlight or, more importantly, direct where that spotlight lands. Many celebrities feel that, by publishing an autobiography, they can take control of their media coverage by selling a personal brand they have designed and shaped themselves. They may want to set a record straight, protect or promote their reputation or simply document the compelling life they have led.

Financial Profit

The new celebrity blogging craze, along with red-hot social networking sites such as twitter, demonstrates that now, more than ever, public demand for insider information is sky high. Publishing a book is a chance to fulfill this demand whilst generating long-term book profits and media coverage.

When a book is published, celebrities may receive an advance of anything between £20,000 to £100,000, as well as embarking on a nationwide promotional campaign that can double up as a chance to not only sell books, but to increase the social appeal of, and media attention surrounding, an individual.

The book will remain a fundamental and readily accessible part of an individual's back catalogue and continue to sell to fans for years to come, generating anything between £50,000 to well over millions for the celebrity in book profits. Many public figures will publish books as they embark on a significant turning point in their career, and this is often a chance for them to publicise this turning point in a way they desire.

Book Profits for Businesses

Promoting a Business Idea or Ethos

Business is all about profit and there is no reason why this shouldn't include book profits. The means to promoting a business lie well beyond simple billboard or television advertising; selling a business brand, idea or ethos is all part of building profit for the company and can demand advances between £2,000 and £20,000. Companies can always find a way of marketing their products or brand in the literary market. Whether it is restaurants selling recipe books or psychologists publishing self-help books, putting ideas into print places businesses inside a consumer's home. For the customer, this provides easy-to-access information that comes directly from a particular company. For you, this means more customers and great book profits.

Buying into a Brand

Buying a company's book, you will often hear experts argue, is buying into that company's brand and having that brand readily available in any book store for years to come can generate between £10,000 and £30,000 book profits over time. Essentially, this is securing a long-term advertisement rather than a quick flash in a free newspaper that is merely glanced at on a busy tube train.

How will hiring a ghost writer make my book more profitable?

You might be a celebrity, the CEO of a company, or someone with an incredible story to tell, but you'd be a superhero if writing was just another talent you could cite, or even have time to pursue, in your very long list of achievements. That is why ghost writers can really help make your book more profitable.

All our ghostwriters have publishing experience with major UK publishers, which means they can create high quality manuscripts that are more publishable, readable and saleable. We are aware of what generates big book profits and, with years of experience in writing and editing manuscripts, our writers can offer their expert opinion on the profitability of your story or idea before they agree to write it. They will let you know if it is likely to be picked up by publishers and readers alike, saving you a great deal of time and money.