



STEVE RAMOS MEDIA GHOSTWRITING USE CASE

Steve Ramos Media Ghostwriting Products & Services



Background

Customers believe they're ready to write a book and identify the 'why' for writing.



Steve Ramos Media ghostwriting customers are business leaders, company founders, industry thought leaders, politicians, and repeat entrepreneurs.



Needs

Business leaders, company founders, industry thought leaders, politicians, and repeat entrepreneurs have concepts, ideas, and customer stories to support long-form books. They see long-form books as assets for differentiating themselves and their businesses from competitors..

BENEFITS

Analysis and Research

Steve Ramos Media gives authors the tools to grow their brands.

Design thinking sprints and interviews

Steve Ramos Media customers know that long-form books support other business content like eBooks and podcasts.

Catalog of existing content and findings presentation

Steve Ramos Media ghostwriting products attract audiences and publishers to your book.



I hired Steve to help me with my company's product launch at the Startup Grind Conference in Silicon Valley. Steve was an instrumental part of the planning, creative, PR, and messaging leading up to the launch and also helped quarterback the run of show.

PAOLO DOMINGUEZ
CEO Juble It!



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Goals

SR Media Ghostwriting customers aim to grow their businesses and communities of supporters via long-form books. They see long-form books as assets for differentiating themselves and their businesses from competitors.



Long-form books help generate qualified leads and sales for the author's businesses. Long-form books also support other business content assets like eBooks and podcasts.



Purchase

Once emerging authors discover their purpose for authoring a book during a SR Media design sprint, they frequently become clients. A customer believes they're ready to write a book when they identify the budget and carve out the necessary time...

PRODUCTS & SOLUTIONS

Ghostwriting Kit

Grow your brand. Craft your voice, value, and purpose. Attract publishers.

Author Content Creation Package

Craft a book as unique as your story. Gain the marketing tools to grow your brand.

Author Communications Strategy Guide

Gain the communications assets to attract advocates.



Steve brings a thoughtful intelligence to every project. He always adds valuable insights and is able to envision solutions through multiple perspectives.

RAN MULLINS

CEO Relequent



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Deliverables

Book outline and template.
Book intro. Book outro.
Author bio.
Media Relations Guide.
Media Relations Tips.
Media Relations Kit.
Media Relations Workbook.
FAQs.
About Page.



The Beginning Book Content (key paragraphs supporting book chapters).
XR Strategy.
Communications Strategy.
Story Kits.
Content Creation Package.
Long-formBooks.



Normal Flow

Steve Ramos Media Ghostwriting customers participate in a year-long curriculum involving design sprints, interviews, and phases of work, resulting in a long-form book. Steve Ramos Media Ghostwriting customers may break up their year-long curriculum into distinct phases.

ADDITIONAL BENEFITS

Stronger Relationships

Comprehensive Strategy.

Increased Productivity

Greater Reach.

Improved Quality

High-quality Voice & Tone.
Exceptional Interviews.



Steve brings a thoughtful intelligence to every project. He always adds valuable insights and is able to envision solutions through multiple perspectives.

RAN MULLINS

CEO Relequint