



NEW LEAF

cultivates your seed thoughts into successful communications. Generous listening and rigorous inquiry bring clarity and focus to our creative collaboration.



Ghostwriting: nurturing ideas at New Leaf

By Shae Hadden

Working with a ghostwriter is like working with three people in one...without the hassles of a larger team. I bring the commitment of a coach, the generous listening of a counsellor, and the versatile speaking of an actor to every project. With me, the collaborative process of ghostwriting is as easy as having a series of conversations with an attentive friend.

We start with a conversation to clarify exactly what you want to create, for whom and by when. The process and schedule I develop for you will always depend on your timelines, the medium you choose (print or digital, audio or video) and the amount of pre-existing material you have. For large-scale book projects, we may agree to work together for a week (for a mutually agreeable up-front fee) before

making a long-term commitment to each other. Your candid feedback on the initial writing sample(s) will inform and drive the rest of the writing.

As we proceed further in conversation, I will bring at least three perspectives to your project:

As a COACH, I listen for your commitments and for possibilities. My objective is to achieve **clarity** about your larger objectives and the specifics of what you want to communicate. Our dialogue will disclose any possible challenges and gaps that could impact your success.

As a COUNSELOR, I listen openly, without judgement, for what your ideas make possible. My curiosity propels me to keep asking questions, to keep exploring with you. I focus not only on creating

structure and **strategy**, but also on developing suggestions for **improvement**.

As an ACTOR, I listen deeply for the 'subtext' (the message behind your words), the tone of your voice, and your natural use of language. This deep listening has purpose: to create your **authentic voice** and present your thinking in a way that builds a **relationship** based in trust with your audience.

My promise to all prospective clients: if I cannot be at least as genuinely committed as you are to your undertaking, I will recommend you find another ghostwriter.

For more information, contact shae@new-leaf.ca or call 778.241.7423.