

Ghostwriting

Samples

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THE Writing King

This document contains samples from a few ghostwritten books that I have worked on.

Remember that ghostwriters write in the voice of the client (also known as the author). Thus, the style of writing will vary from book to book depending on the client's desires.

Some books that I've ghostwritten are highly technical, are written in the third person, and are intended to explain facts. On the other hand, a memoir will be written in first person, as if the author himself was speaking to the reader.

The first part of any ghostwriting project is to determine the voice and style desired by the client. This is usually done in an interview. The ghostwriter gains an understanding of how the client speaks, what idioms and words they use, how much humor is desired, and so forth. All these things, and more, are put together to determine how the book is written.

In the samples, you'll see that each one is written in a very different style. The styles were defined in coordination with the client.

If you have any questions, please email me at rich@thewritingking.com so we can discuss further.

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Management Technique

For this book, the client felt the best way to make the technique understandable was to write it as a novel. He wanted to show how the company operated before the technique was implemented, while it was being done, and how much better it was afterwards.

The book was a complete novel, with several main characters, a protagonist, and antagonist, and a good story arc. This worked very well to explain to his audience the advantages of the technique and how it could be implemented.

“Nick,” Elise said, peering at him from across her desk. She noticed that he didn’t have his normal can of diet soda with him. “How’s your Colson’s assessment going? I’m anxious to know how our systems are going to merge – it’s a big unknown to me. Have you met with your counterpart at Colson’s Supermarkets yet?”

“Not yet,” Nick replied after a momentary pause, “at first, I had some trouble figuring out who to talk to, so I made a call directly to Jack Barra, the CEO, and asked him. We had a nice conversation, and he directed me to make an appointment with Susan. She’s their CTO.”

“Thanks, Nick,” *Elise smiled.* “I knew I could give this to you and you’d run with it. Did you talk with Susan?”

“I talked to her secretary,” Nick continued, “and made an appointment for tomorrow around lunch. Susan’s apparently very busy, and it was the only time she had available.”

Elise replied, “Very good, so what’s the plan?”

“Well,” Nick replied after a moment’s thought, “I’ll be meeting Susan at her office, we’re going to have a short meeting, we’ll probably go on a tour, and she mentioned meeting a few team members too.”

“Sounds like a good start,” Elise said. “Do you need any help?”

“I think I’ve got this, Elise,” Nick replied.

“Well OK then, very good,” Elise said, surprised at Nick’s new-found confidence. “Let me know how it turns out. And Nick, I appreciate your assertiveness in reaching out to Colson’s.”



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"Thanks. I used to wonder how you do it," Nick said, smiling at Elise. "You know, work with people so well."

"Well," Elise answered. "I've learned that different people have different talents. I happen to work very well with people, and you work well with computers and coders..."

Nick and Elise both laughed, realizing that Elise kind of implied that coders are not people.

"Yeah," Nick said, "there's some truth to that. But working with the Scrum teams has helped me a lot in dealing with others. It's forced me to come out of my shell. Since our teams are more collaborative than before, and because projects are smaller, I find myself working with a different mix of people at different times. It's quite interesting. Plus, I'm starting to see the same transformation on members of the teams. They really are getting better at working closely together. I'd never have expected this years ago."

"That's great news, Nick," Elise said. "And by the way, I see that same growth in you over the last few months - and I'm quite impressed. I think you're handling growing this company very well. It's no wonder Colson's is interested in buying us."

"Yeah, well I have to say that Lauren has been a huge help also," Nick replied, smiling a blushing just a little - Nick never really knew how to take a compliment. "Our weekly appointments have been great. I've learned so much about myself, my style, and I'm much more aware of how I act as a leader."

"And, you are planning on" Elise started asking a leading question, "continuing with Lauren, right?"

"I am, it's been quite valuable."

"Good," Elise said.

Nick smiled, obviously pleased about the compliments. "Thank you, Elise. Well, I've got some things to do before I head home."

"Okay, thanks for chatting," Elise said, "and let me know how tomorrow's meeting with Susan goes."

"Of course," Nick replied. He hesitated, then said, "Well, I may as well tell you."

"Tell me what?" Elise said.

"Kate is pregnant," Nick replied, a huge grin on his face. "We just found out."

"Congratulations!" Elise said. "You just found out?"

"Yes," he replied. "It was just confirmed. She's about two months along."

"That's wonderful!" Elise replied. "How are the other two kids taking the news?"

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“We haven’t told them yet,” Nick said sheepishly. “Maybe this weekend.”

“Yeah, it’s always fun to see a kid’s reaction to getting a new baby brother or sister,” Elise replied, “sometimes they want to know what the return policy is!”

“Yeah,” Nick laughed, “Or they think they have naming rights. Baby brother Batman!”

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Afghani Politician Biography

In this book, I wrote the autobiography of a politician from Afghanistan. This was an interesting project because I was unfamiliar with Muslim and Afghani culture, so had to do a bit of research so that I could understand what to write about.

“Yes, I know. But did you?”

“Of course,” I said. “Besides, if there’s anything I need, I’ll pick it up in the states.”

“Well okay but be careful.”

My father stood behind her, waiting his turn to wish me luck. We shook hands, then the whole family was there, hugging, talking, and wishing me the best. My family was proud of me, that much was obvious. I had accomplished a huge task, passing the exams and getting selected to go to the United States. Everyone wanted me to bring them back a present. I promised too many people I would write to tell them about all my adventures. But how can you say no to that kind of request?

This was going to be a long trip. It would take several days to get to Iowa, my final destination. There is not a direct flight from Kabul to Iowa, of course, so a couple of plane changes and overnight stays were required.

It was finally time for the flight, so I gave the family final hugs and made my way to board the plane. I began my journey in June of 1968. My dream of studying in the United States had almost arrived.

I remember I climbed the stairs to get on the plane, then stopped, and turned around to look back at Afghanistan. I stared at the mountains in the distance and the tops of the buildings visible from where I stood. I wondered what it would look like when I returned. Would I be completely changed or would things be the same?

My mind was racing, and my emotions were all over the place. I felt excited about the trip, anxious about what would happen when I got to my destination, and concerned for my family and the friends that I wouldn’t see for so long.

Fortunately, I would not be alone on this trip. Two friends were flying with me: Moqim Ramanzai, who had a doctorate in education, and Sheja Parwiz, who received his degree in economics. The three of us passed the exams at the same time and were enrolled in the program together. The other six who also passed traveled to the school on separate flights.

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Our first stop was Tehran, the capital of Iran. Those were the days before the revolution; Iran was ruled by the Shaw. We remained in Tehran only long enough to change airplanes so we could get on our way to Chicago.

The flight, with a couple of brief stops to refuel, was very long, almost a full day on an airplane. There wasn't a lot to keep us busy, so my friends and I spent most of the time sleeping, talking, and eating.

Shortly after we took off from Tehran, the stewardess offered us some dinner.

"Gentlemen," the stewardess said. "It's lunch time. Would you like something to eat?"

Food sounded like a great idea. I was hungry after such a stressful day and the flight to Tehran. I hadn't eaten much, and my stomach was rumbling.

"Yes," I said, almost at the same time as Sheja, who was sitting next to me.

"Good. I'll be back in a few minutes."

"I wonder what they are serving," Sheja said. "What do they eat in America anyway?"

"I have no idea," I replied. "I heard something about a hamburger, which sounds like pork, but I don't know."

The stewardess came back with our food. It was some bread wrapped about a long tube of meat. It smelled good, and I tore open the wrapper.

"What's this?" I asked the stewardess. Sheja didn't wait for her answer. He ripped open the package and shoved the food into his mouth.

"Oh, it's just a hot dog," she replied.

Sheja stopped chewing. He looked at her with disbelief, then looked at me. His spat the food out back into the wrapper. His face was contorted with disgust.

I frowned. Unbelievable!

"Dogs?" I said.

"Yes, hot dogs. They are very good."

"We don't eat our dogs in Afghanistan," I said.

The stewardess looked at me, then looked at Sheja. She appeared to be confused, her brow was furrowed and her eyes wide.

"I don't know what to say," she said.

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She shook her head, took a deep breath, and asked if we would prefer something else.

“We have fish,” she said.

“That would be great,” I answered. Sheja nodded, then spit the last bit of food into the wrapper.

After the stewardess left, he and I looked at each other.

“They eat their dogs,” he said, his face contorted into a grimace.

The fish was very good, and after eating we both got some sleep. A few hours later, after a brief stop to refuel, we landed at an airport in New York. I watched the city as we approached, fascinated by the incredible display of engineering that was laid out in front of me.

New York was a huge, impressive city. There was no time to explore, and it was all so new and strange that I don’t believe any of us would have ventured out very far. I’d read that New York is the center of American power, and even though our stay was brief I gained a new respect for their strength and engineering skill.

After we landed, I stepped off the plane onto the stairway leading down to the tarmac. I stood there for a few brief seconds to see this new country. Someone gently pushed me from behind, so I went down the stairs and remained for a few minutes, taking it all in.

I sniffed the air, then took a deep breath. Even the smells in this country were different. Afghanistan is dustier, with animal and human odors mixed together. The scent in America was moister, with no animal smells at all. Instead, it seemed that New York had a large number of automobiles and industry, and the scent was very strong. Not unpleasant, but different from what I had used to at home.

I stood next to the bottom of the stairs, taking it all in. Then it hit me. I had finally arrived in America.

As we walked through the airport, I was struck by the difference in our cultures. The women were not covered up! I already knew this from the research I’d done before the trip, but its one thing to read about and quite another to see it in person. I felt shocked at the display of bare female skin in the lobby, but I told myself their beliefs and lifestyles were just different.

We changed planes quickly, then headed off to Chicago. A few hours later, we landed at O’Hare airport. I’m afraid I spent most of the approach to that city leaning over Sheja so I could get a good look out the window.

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Book About the Internet of Things

This client wanted to brand himself as the expert in the area of the Internet of Things as it applies to businesses. His idea was to publish the book and use it to gain speaking engagements and recognition within his industry.

Once the book was published, he achieved his goal and more. He was signed for several speaking engagements and received recognition from c-level executives throughout the Internet of Things industry.

DISECTING THE DIGITIZATION PHENOMENON

This book will help you and your staff understand:

- why digitization is the right choice,
- why the IoT is the best bet when a company is willing to go digital and gain financial performance,
- the opportunities and risks of the IoT digital transformation,
- and finally, how to leverage digital transformation to beat commoditization and leapfrog your competition.

Some of today's analog players might be tomorrow's unicorns if they succeed with their digital transformation. The word "analog" describes companies that have not gone through a digital transformation. In market places typically dominated by analog company-derived products and services, the rules are not only changing, but in many cases, entirely new games with radically different playing fields are evolving. Industries and markets that didn't exist just a few short years ago, are sprouting up everywhere. The information within this volume is based on case studies and will explain, both simply and practically, what digital transformation means and what is the foundation of the Internet of Things.

"As we head into 2016, the IoT has gained mainstream awareness, yet organizations are still struggling with how to deal with the complexities of the vendor ecosystem in terms of developing and deploying connected products and services," says Carrie MacGillivray, Vice President responsible for IDC's Mobility and Internet of Things teams.

Our mission is to help companies successfully transform themselves digitally by providing a simple methodology with pragmatic steps. Such a well-defined and executed plan helps fulfill a company's social responsibility towards their employees and customers by improving their financial performance.

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DIGITIZE TO 'PROFITIZE'

Are you aware that digital transformation and profitability are tightly linked? Companies that combine both investments in technology-enabled initiatives and associated leadership capabilities outperform their peers. They statistically derive more revenue (+9%), more profit (+26%) and have an overall higher market value (+12%).

If tackled properly, digital transformation with the IoT is an enabler for financial performance. On the other hand, the opportunity becomes a significant risk if the impact and consequences are not properly understood and addressed.

SPECIFIC AUDIENCE AND UNIQUE INTENT

This book is written for the CEOs, CDOs and employees of companies that have built a performing analog business and that are asking questions about what the IoT holds in store, good or bad, for their business.

This book is intended to be used by senior leaders in manufacturing companies, resellers, software vendors and associated channels, in particular—CDOs, CTOs, and CIO/CDIOs, who are at the forefront of leading the digital transformation of the company.

We address both the threats and the opportunities presented by the Internet of Things. We balance actual company cases and market studies to form a strategy that gives companies the tools and methods needed to adapt and thrive through their digital transformation journey.

We address how the IoT will impact current analog companies, what strategies are applicable to transform a risk into an opportunity and how to focus on specific areas of IoT implications:

IoT strategies for analog companies

For analog companies that have fine-tuned their strategy throughout the years (organizations, financials flows, people, products, channels, etc.) it is vital that they keep their everyday operations (what we call the “analog mothership”) working in the markets where they make their money. They need to prepare themselves for what might happen and understand the different options available when facing digital transformation.



Computer Security Book

This project was an update to an existing book written in 2010 to include new security risks and preventive measures in the year 2015. So much had changed that the book was about 50% rewritten. I had to research every technical point made in the book both to ensure they were still valid and referenced the newest threats and technology.

In many cases of phishing emails, the message tries to get readers to click a link. Readers see further requests for information on the web page that appears after they click the link. Unfortunately, it may already be too late to avoid trouble, even if the user immediately closes the page. What makes such access dangerous is that simply visiting the page can trigger a drive-by download (a malicious software download) to the user's PC, after which the software can collect all user keyboard activity and send it elsewhere across the Internet to a cyberthief.

You've Been Engineered ... Socially, That Is!

Social engineering is the term information security experts use for the act of talking somebody into divulging information that they shouldn't share with an unauthorized third party. Clever scammers rely on human impulses to be helpful, to avoid trouble or conflict, and to try to fix things when they break to extract information from unwitting and unwary users.



Social Engineering

Techopedia.com defines social engineering as "deception for the sole purpose of gathering information, fraud or system access" [11] and Webopedia.com adds, "the act of obtaining or attempting to obtain otherwise secure data by conning an individual into revealing secure information." [12] Wikipedia, on the other hand, defines social engineering as the "psychological manipulation of people into performing actions or divulging confidential information." [13]

The key elements of social engineering reveal themselves in some of the words from those definitions: *deception*, *fraud*, and *manipulation*. Cyberthieves try to set up and define a situation where it will seem natural, normal, or helpful to provide the requested information or to click the link that's displayed. For non-email attacks, especially on social media such as Twitter, Google+ or Facebook, all that's necessary is to present an attractive reason to get people to click a link. This, too, is social engineering.

The sections that follow take a closer look at some phishing attacks to show where the social engineering comes in. You'll get a chance to see how social engineering is designed to get a response from readers. Even if readers don't provide the requested information, clicking the link is good enough to give cyberthieves a "foot in the door."



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The remainder of the email message asks for personal information, such as user name, password, date of birth, occupation, and country of residence. The message sets up the urgency to provide the information by stating “Failure to comply means your Yahoo! email account will be deactivated without further notice.”

Just the small snippet shown in Figure 3-1 contains a number of telltale signs of a phishing attempt:

- It’s addressed to “Account Owner” rather than to an individual. Yahoo has sufficient information to address each recipient by name, and it would do so if it were the actual sender of such a message.
- There’s a strange formatting error in the first paragraph of the message. The Yahoo! text graphic includes a shaded background with vertical strokes beneath that intrude on the text in that line. Likewise, odd line breaks follow after “Dear” and throughout the message body.
- The font used for the message salutation is very different from the font used for the message body (sans serif versus serif); Yahoo’s own email messages use consistent fonts throughout.
- The message body text omits a space between “48” and “hours,” and it misspells “shuting” (shutting), “conjestion” (congestion), and “unsued” (unused).
- The Yahoo! graphical header at the start of the snippet references a customer care satisfaction survey, but the message body isn’t associated with a survey or attributed to customer care. Yahoo wouldn’t do any of this.

In this message, the outright errors, formatting glitches, and strange mix of graphical and badly written textual elements point toward a phishing attempt.



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Conclusions

Thank you for reviewing this portfolio of some of the ghostwriting work that I have completed during my career. As of now, I have published 60 books of my own, and completed 16 ghostwritten books. Additionally, I also provide blogging and LinkedIn profile services.

For additional information about ghostwriting services, please call me at 727-475-1283 or email me at rich@thewritingking.com

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