

## GHOSTWRITER ACTION STEP INTERIM 5

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*Professional ghostwriting is more intricate than merely researching a subject, interviewing an author, and writing a manuscript without taking a byline.*

*This action step is the fifth in a six-part series that introduces the analytical skills we use to attract premium clients.*

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- Action Step** Using the same uncomfortable nonfiction title (section 1) and novel (section 2) as last month, apply **focused ingenuity** to determine the work’s untapped potential.
- Explanation** We use focused ingenuity (“what if?”) to:
1. Correct the issues raised by debate protocol and abstract reasoning
  2. Determine how correcting those issues will change a manuscript’s potential market, reader appeal, and salability
- GPDP Candidates** If you are thinking about or have registered for [Introduction to Ghostwriting](#), this is an assignment. Submit using the information below. If you need help, click Office Hours on <https://ghostwritertraining.com>.

Submit to	<a href="mailto:wambtac@wambtac.com">wambtac@wambtac.com</a>
Subject	Interim5
Slug	LM [Fname]/Focused Ingenuity <span style="float: right;">page# RM</span>
Format	Use 1.25” margins on all sides. Apply a Heading to each section. Apply a first-line-indented style to each paragraph. Double space all paragraphs.
Parameters	Maximum 15 levels. Be concise but specific. DO NOT waste words on justifications or opinions. DO NOT put yourself on the page.
Deadline	All interim assignments must be received by June 30, 2021.

- Working & Self-Training Ghosts** Use this exercise to hone your creative analysis skills, expand your industry insight, and nudge your mindset needle.