
Only Planet
KLIMAATGIDS VOOR DE 21ste EEUW


DOUBLE DOWN ON YOUR GENIUS




MALINCA VERWIEL
IMPACT MAKEN MET HUMOR


SUPERPOWER STORYTELLING
STEPHEN STEERS








NOOIT MEER WINTER!




ZONDER MEER ZONDER MAAR
VERDER MET DE HELFT


ULTIEM
BEROEPSONDERWIJS




EXECUTIVE
HOW TO GET THE
FAST
JOB YOU DESERVE
TRACK
IN 90 DAYS


WAAG DE SPRONG!

VIP GHOSTWRITING

Your story. Your expertise. Your book.

- *What could your book make possible?*
- *Share your expertise. Strengthen your professional position.*
- *Preserve your personal story.*



Together, we clarify your book's message, audience and purpose. Then I take care of the writing and publication.

Your first draft could be ready in just one week.

30+ books of my own. Hundreds of clients guided to publication. A maximum of two ghostwriting projects per year.

For non-fiction books:
memoirs, business methods, expert books, life lessons, personal development, interview collections, corporate profiles.

WHO AM I?



Hi! I'm Esther Jacobs, known as the No Excuses Lady. I'm an entrepreneur, international speaker and author of more than 30 books.

With over 1,000 keynotes, two TEDx talks and more than 750 media appearances, I understand the power of storytelling, positioning and communication. I've helped hundreds of entrepreneurs, experts and individuals turn their ideas into published books.

MORE THAN WRITING: Which story should you tell? Who is it for? And what should your book achieve? I help you find the essence of your story, connect the ideas and shape a book that serves your goals.

My Reverse Writing method starts with the back cover. We clarify your message, audience and purpose before developing the structure and manuscript.

You work directly with me. I bring my experience in writing, entrepreneur-ship and strategic thinking to every conversation, whether we're developing a business book or capturing your life story.

CLIENT SUCCESS STORIES



"This has changed my life. It was so much more than just writing a book."
Jacqueline Roberts

"Esther is an absolute ninja. I was very tight on time, but she helped me write my book Digital Delegation with just a few 1-hour calls. Honestly, I wouldn't have published without her massive support, efficiency, and incredible knowledge. She brought a whole world of experience, tips, tricks, and hacks to make the book-writing process as easy as possible."
Noel Andrews - JobRack.eu





"Esther's creativity is so powerful – Love the way she inspires!"
Matthias Schmitt - matthiasschmitt.eu

"Esther helped me shape my deeply personal book idea. Suddenly, I had a back cover and a cover! She guided me through the entire writing and psychological process. I found a publisher, and now my book is here. I'm so proud!"
Marcia van Marion



Check out some of the 200+ books published by Esther's clients.

THE PROCESS

STRATEGY SESSION

The first session is key. We brainstorm, clarify your book concept and refine your message. Who is your target audience? What do you want your book to achieve? And how can it support your business or personal goals? Using my Reverse Writing method, we start with the back cover. What does your book promise? Who is it for? And why should they read it? These answers guide the structure and writing.

TIME FRAME

We'll agree on a schedule that works for you. During an intensive writing week, focused interviews and daily progress can lead to a first draft in just seven days. If you prefer, we can spread the sessions over a longer period. Reviewing, professional editing, design and publication follow after the first draft.

DAILY INTERVIEWS

Through personal interviews, I uncover your stories, knowledge and experiences. I ask targeted questions, identify connections and turn your words into well-structured chapters in your authentic voice. You'll have the opportunity to review each chapter and provide feedback along the way.

PROOFREADING & EDITING

You'll review the manuscript, suggest changes and add any relevant materials or images. I'll then finalize the text and coordinate the professional editing, formatting and preparation for publication.

BOOKS DELIVERED

Once published, you'll receive 10 printed copies of your book. You'll finally hold your story in your hands, ready to share with your family, clients, network or the wider world.

WHAT YOU'LL GET

STRATEGIC BOOK POSITIONING

Together, we define your book's purpose, target audience, core message and positioning. For entrepreneurs and professionals, we also explore how your book can support your business, authority and future opportunities.

COMPELLING TITLE & SUBTITLE

We'll develop a clear, distinctive title and subtitle that communicate your book's promise, appeal to your ideal readers and support its online discoverability.

BOOK COVER DESIGN

A professional designer will create a cover that reflects your message, personality and brand.

PROFESSIONAL EDITING & FORMATTING

Your manuscript will be professionally edited, designed and formatted for ebook and paperback publication.

YOUR MANUSCRIPT, WRITTEN IN YOUR VOICE

I write your complete manuscript based on our interviews and your existing materials. I listen to your words, examples and way of thinking, then shape them into a clear, engaging book that reflects your personality and expertise.

PUBLISHED BOOK ON AMAZON

Your book will be published through your Amazon account, making it available worldwide as an ebook and paperback.







SUPPORT BEYOND PUBLICATION

Your book is ready. These practical extras help you share it, order copies and manage future updates.

PROMOTION PLAN, POSTS & VISUALS

A personalized book promotion plan, including 15 social media posts and visuals to help you introduce your book to your audience, clients and professional network.

COST-EFFECTIVE PRINTING

I'll show you how to order author copies through your Amazon account at printing cost plus shipping. Costs and delivery options depend on the book specifications and destination.

FUTURE EDITS

You'll receive your book's source files and 10 hours of support from the design and Amazon publishing professional who worked on your book, for future updates. Further support can be arranged at their applicable rate.



INVESTMENT

My VIP ghostwriting fee ranges from €30,000 to €50,000, depending on the topic, complexity, available materials and scope of your project.

This includes strategic positioning, developing your book's concept and structure, interviews, writing your manuscript, professional editing, cover design, formatting and publication on Amazon.

For comparison, Scribe Media lists its Scribe Professional ghostwriting package at $56,000 and its Scribe Elite package at $135,000.

With more than 30 books of my own, over 1,000 keynotes and decades of experience as an entrepreneur, journalist and media expert, I bring strategic thinking and a broad perspective to your book. Together, we sharpen your message, uncover the strongest stories and create a book that supports your goals.

I take on a maximum of two ghostwriting projects per year, choosing people and stories that excite me. You work directly with me, with my full personal attention and commitment.

The starting point?
We both need to feel that we're a great fit.

Payment schedule

- 50% upfront
- 25% upon delivery of the first draft
- 25% upon upload to Amazon



Optional in-person week:

Prefer to work together face-to-face? We can arrange for an in-person writing week anywhere in the world. This option involves an additional cost, covering travel and accommodation.

CLIENT SUCCESS STORIES



“Working with Esther is a delight! I love her speed and out-of-the-box thinking. She encourages me to color outside the lines, take that extra step, and keep my eyes on the bigger picture. That’s the magic of Esther for me. Believe me, you want this!”
Anne-Lies Smal

“Writing a book can be inspiring, but also lonely and challenging. Esther reads and analyzes so quickly, providing targeted advice in no time. She adds structure and flow to your story. Thanks to her guidance, my book became much more accessible to readers.”
Danae Bodewes





“I can’t talk enough about how important, useful, and amazing it was to work with Esther. She makes writing a book - and turning it into a revenue stream - so easy, digestible, and even fun! Don’t delay: definitely have a conversation with Esther.” Stephen Steers

Check out some of the 200+ books published by Esther's clients.



WHAT YOU NEED

- A story, message, method or expertise you want to share.
- An idea of what you want your book to achieve, personally or professionally.
- A preferred deadline, such as a conference, speaking engagement, anniversary or business launch.
- Approximately 1 to 2 hours a day for interviews during our writing week.
- Time to review chapters and provide feedback.
- Any existing materials you'd like to include, such as interviews, presentations, articles, images or business information.

GIVE THE GIFT OF A LIFETIME

Offer the unique gift of capturing the story, wisdom, and life lessons of that special (business) partner, family member, or friend who seems to have everything.



LET'S TALK BOOKS!

What could your book make possible?

Let's explore your story, your goals and the opportunities your book could create.

Schedule a discovery call to see whether we're a good fit and how we can bring your book to life.



calendly.com/no-excuses/ghostwriting