

# Ghostwriting Excerpts, 2016-2022

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Photo by Tara Leigh Parks, 2020

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*The following excerpts come from ghostwriting projects from 2016-2022. The clients and titles must remain private, but I received permission to use these excerpts for promotion.*

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## *Excerpt 1-2022-Career Coach*

A lot of people feel that working on personal obstacles entitles them to success. People who survive a terrible childhood might think that means they deserve more in life. They sit and wait for things to happen. They wait to be noticed. No one is looking for you! Remember that. You have to let people know you're there and tell them what you can do. Then show them what you can do. Overcoming personal obstacles is important but the thing is... that differs from working on the actual process you want to lead to your career success. Your professional process needs work, too. You have to stay current with education and training relevant to your job. You must ensure that you understand the cultural vibe of your organization, whether you own the organization or work for it.

Understand the factors related to both personal and professional skills, but if you're counting on winning the approval of hiring managers and other decision-makers because you've overcome personal life traumas, that won't get you hired or promoted. You need to obtain and/or sharpen skills relevant to your profession. Even if you have no experience, you need to show that you are willing to do the professional work that helps the organization grow. And keep learning. You can never be current enough. The idea of being "current enough" leads to not getting hired, passed over for promotions and even worse, fired.

## *Excerpt 2-2022-Female Entrepreneur*

The end of my marriage wasn't a shock. It should've happened sooner. The end of my marriage created opportunity to network in a new way that didn't cause trauma at home. I was able to travel for conventions. I freed myself to find my entrepreneurial self. Now,

some marriages work. I'm not anti-marriage. I'm anti-marriages that don't work because when they don't work, your business doesn't work, either. It doesn't matter if you want to start a business, you already own a business, or you work for someone else. Bad marriages take a toll on your career and if the marriage can't be saved, then don't wait as long as I did to get out. Doing that almost ended my ability to create a brand.

### *Excerpt 3-2020-Relationship Counselor*

Intuition comes from the heart-gut connection. A lot of people second guess intuition because it develops from observation and inner exploration. But second-guessing is not the same as examining. Second-guessing amounts to a slow refusal of what your feelings are telling you. Intuition defines your essence. That reveals your realizations and needs. You use your realizations and needs to define what you want. The idea that you need a study to prove what you feel or want is absurd. Unless you suffer from hallucinations, your intuition serves as a guide to help you achieve your ultimate goals. You must acknowledge your essence and in doing so, you acknowledge and value yourself.

### *Excerpt 4-2020-Leadership Speech*

Flexibility, innovation, strategy: Leadership and change demand all of these components and more. Humility must infuse these components, too, because in order to move forward with leadership and change, one must move out of the way to let them flourish. Only then is it possible to begin to connect leadership and change to theories and styles that cultivate progress in order to reach a goal.

My name is (client name hidden). This year, it is my honor to present the Leadership and Organizational Change Workshop to you, a workshop for the Master Level Participants in Leadership

and Organizational Change. I work as a Senior Manager in the U.S. Army and naturally, my experience in leadership and change pertains to that field. But what you learn today in this workshop module applies to all organizations. Finally, this presentation contains no standard military gray template because I want to engage you, not enrage you. Yes, even us military folk know how dreary that template looks.

Let's begin with three key points about change:

1. Change emerges organically.
2. Change emerges from planning.
3. The origins of change can be positive or negative.

Change either emerges organically or from planning. Sometimes change is positive and sometimes change is negative. One major thing to remember about change is that it should never come from the leader's personal need. It must always come from an organizational need, whether that need forms from an internal or external change agent. This holds true for all organizations. It might come in the form of a terrorist attack, a fire, a massive award, or it might come from the need to plan for a technology transformation. While the origins of change can be positive or negative, resistance often arises even if the origins of change are positive. This demands a look at meaning.

The following three key points define meaning as it connects to change:

1. Meaning plays a crucial role in change.
2. Think about how much you depend on your job and what it means to, and about, you.
3. Think about learning that tomorrow, your job will be obsolete then consider how change breeds resistance

because of meaning even with a guaranteed new position.

Change proves difficult for a multitude of reasons. Some followers resist change because change creates fear. For instance, many employees identify their meaning directly with the work they do. Imagine that you love your job because you love the challenge and benefit it brings to your life. You just bought a house. You want to have kids. Suddenly, your organization announces a merger. What does this mean for *your* meaning? And if you are a leader, what does it mean for the people you lead and your leadership? All of this leads to the first rule of humility: Proceed ethically with all plans, approaches, and implementations of change. Never assume that as a leader, you know what is best, that your ego demands a change, or that everyone supports you in a change endeavor. Never forget about organizational identity on individual or collective levels. Communication plays a crucial role here.

Consider the role of effective communication in leadership. If no one understands what drives me to lead a certain way or why I want something done, then why would they do it? Just to earn a paycheck? That means that the job will not be done the way I want it. I need to make sure that I make myself clear to prevent injuries and worse, of course, but I need to make sure that the people who follow me want to elevate the work we do, and they only do that when they know why we do something and why it is important. They may not have every bit of information pertaining to why a job needs to be done, but they know from me that what I expect them to do matters. I make that clear, so they know that I value what they do and their presence. And communication means listening. If I fail to listen, then how can I lead? The answer: I can't.

### *Excerpt 5-2019-Life Coach*

My life started to make me think that people liked me, but only because they liked what I could get them, whether it was drugs or

hookers or an introduction to some rich asshole. When someone shook my hand, I wondered what they wanted me to give them. Whenever I nodded to someone, it seemed to be a polite way of saying I'd let them walk all over me if the price was right. But I changed this by finding faith in myself to stop working as a personal assistant to rich people. I should say party assistant. The important thing is that I moved beyond that scene. Now I help people who are also defined by their substance abuse and it's awesome. You could be one of the people I help if you keep reading and believing.

### *Excerpt 6-2016-Business Owner*

*The following excerpt comes from a book I wrote for a Story Terrace client. The client is a business owner who asked me to write his story exactly as he speaks so I kept his accent and grammar. This was important to him because although he lacks a formal education, he runs two successful businesses. He wanted his book to show people that they can rise above terrible circumstances like the child abuse and lack of education that he suffered.*

I never went to school. My older sisters said when we lived at one place, they went to school. I was at the age of getting ready to go to kindergarten then. My sisters say I went one week to a Pre-K type class, then we moved. I have no memory of that. I don't remember ever going to any Pre-K or preschool. I don't remember none of that, and it makes me sad. But I don't know for sure if their memory is legitimate. They could have confused me with one of the other kids. After all, they got beat, too, so they had more to worry about than trying to make a memory out of a week that didn't matter much to them. I do wonder if when I die, I'll remember anything about that week, if it did happen.

When we moved to the other house, we went to "homeschool". I learned to read from the Bible during homeschool and from just doing Bible study on my own. Around 1991 or 1992, that's when my Dad started to get into the Bible more. He used to kind of preach and had a pulpit in the living room. The family would get

on the couch, and he'd give us a story. Sometimes the story would be good and sometimes it'd be rough and vigorous, I guess you'd say. Not like what I do with my family, or like what my wife does. We read, or sometimes my son reads. Stuff like that. When I was little, Bible study meant trying not to get in trouble. I always used to pay attention and try not to fall asleep despite being exhausted from working. No one ever wanted to fall asleep at Bible study. We wasn't even to let Dad think we was sleeping, for fear of getting beat---beat at Bible Study. Yep. But you know, I always wanted to impress my Dad as far back I can remember.

I really loved my father and wanted to impress him and some of the stories I heard from the Bible intrigued me so I used to just read and struggle with the Bible until I learned how to read and could try to tell the others what I knew. History and the Bible was always two of the subjects I really loved which may be why I used the Bible to teach myself to read. I asked my family for help with words I didn't know.

It's funny, because my father left Homestead, Florida, because he couldn't read. He wanted to attend Bible college and the only Bible college that would take him was in Alabama. He couldn't read when he applied, but the school agreed to take him anyway if he agreed to learn to read while there. This might explain the reason that my father made sure we got the same education as him, which amounts to basically none except what we taught ourselves. He hated to be upstaged.

Still, Dad put on airs about certain aspects of educating us. Sometimes he got strict about schoolwork. He used to give us little tests. We needed a teacher, though. You can't tell not teach a child then just decide to test them. That makes no sense. Besides, after working all day...even if we had a teacher and a set time to study, it's kind of hard to learn after working from before daylight to after dark. Now, when I was an older child in the late 90s, he used to put us up against a wall at nine or ten o'clock at night after working



all day---picking squash in the morning and other crops later. We'd get home after all that work in the fields, and he'd give us a folder then tell us to do math while we faced the wall, and he watched TV. If he thought you were gonna fall asleep, he'd do anything from whip you to throwing cold water on you. Still, I can't say anything bad about my father in terms of him wanting us to know Jesus Christ. He wanted us to know Him even if he wasn't living by the word of God. Some people might say what I've written here about him is bad enough and mentioning Jesus Christ won't matter. Others may wonder how I could make such a man look any worse. To this day, I know Dad did the best he could about teaching us about Jesus Christ and for that I'm grateful. It's saved my life. It's just hard to accept that Dad's best didn't include much care about his family's best in other ways. In my dad's eyes, we were spiritually sound employees and that's what mattered. The thing is, though, that just because Dad wanted us to read the Bible and he read the Bible doesn't mean he understood the Bible. His lack of understanding and obsession with punishment is what lead to the circumcision crisis.