

Getting Started Guide

Executive Asset Ghostwriting™

From voice to authority in 10 days or less.

Your ideas deserve more than good intentions
—they deserve structure, clarity, and authority.

Executive Asset Ghostwriting (EAG) helps leaders
turn a 30-minute conversation into publish-ready
[executive assets](#) that amplify trust and influence.

Executive Assets are your business tools, designed to move real decisions.

- A written message that advances a specific business decision.
- A reusable document that makes your message clear and repeatable.
- A flagship piece that anchors emails, slides, posts, and briefs.
- A durable framework that carries your thinking when you're not in the room.
- A persuasive write-up that lowers risk and moves business forward.

EAG Signature Document

Building Trust, Not Just Words

You don't just need a writer.

You need someone who can think at your level—fast.

At the executive level, unclear communication can cost millions. It can mean a missed deal, a muddled message, a hesitant investor, or a team moving in the wrong direction because no one got it in writing.

[That's where I come in.](#)

I'm not a freelancer. I'm not AI. And I'm not here to "punch up your copy."

I'm a business ghostwriter with decades of executive experience—someone who's spent years distilling complexity into clarity and helping leaders communicate with confidence in high-stakes moments.

▶ [1. I've been there. Under pressure. And I deliver.](#)

You don't have to explain what's at stake—I already get it.

I've written for founders raising capital, for legal advisors guiding compliance decisions, and for federal contracting executives whose words influence billion-dollar outcomes.

I know how to write clearly when it matters most, and I've done it when there's no room for error.

▶ [2. I build trust-based assets, not just deliverables.](#)

Anyone can write a paragraph. I build Powerful Written Assets that anchor critical meetings, align teams, and accelerate decisions.

My Executive Asset Ghostwriting process exists because I saw the same pattern repeatedly:

brilliant leaders with great ideas—but no structure, no consistency, and no time to fix it.

I help them say it right, capture it once, and reuse it many times—turning clarity into leverage.

▶ [3. My philosophy is simple: Honor the voice. Deliver real value. Don't waste time.](#)

I write with integrity and insight. I serve with discretion. I listen for the signal beneath your words and shape it into a narrative that sounds like you—when you're not in the room.

That's why clients don't just stay—they ask, "What's next?"

They come for clarity. They stay for strategic advantage.

If you've ever thought, *"That's not how I would've said it,"* or *"This is too important to explain poorly,"* then you already understand the gap that I close.

You don't need a team. You don't need a stack of drafts.

You just need one right project—started at the right time.

[If you've read this far, you're ready.](#)

Let's close the gap—before this moment passes. Call to schedule a 15-minute intro.

"Having a personal ghostwriter is the secret weapon for successful executives."

The Executive Messaging Gap

Why Brilliant Leaders Struggle to Sound as Smart on Paper as They Do in Person

Every executive knows the frustration: in conversation, your message is clear, confident, and persuasive—but once it's written, it loses impact. The nuance fades. The clarity disappears. The ideas that wow a room somehow fall flat on the page. This is the Executive Messaging Gap—the space between how you think and how your written message lands when you're not there.

◆ The Real Problem Isn't Writing—it's Translation and Context

Your ideas are powerful. But complex thinking doesn't automatically convert into clean, concise text. To improve your writing, try this. 1) Record a 60-second intro as if speaking to your audience. 2) From that note, outline three key points. 3) From that outline, draft your message. Complex ideas need structure. Use a simple 1-3-1 outline (hook, three points, close) before you write every section. To do this well, it often takes an unbiased translator who understands executive framework, strategy, and tone.

◆ Unclear Writing Costs More Than You Realize

Every unclear proposal, muddled slide deck, or unfocused whitepaper drains momentum. Deals stall. Teams lose alignment. Investors hesitate. The Executive Messaging Gap doesn't just dilute your message, it delays your growth—and limits your corporate potential. Replace abstractions with specifics (numbers, names, next steps). Cut any sentence that doesn't move a decision. As a rule, try trimming 50% off on your first draft.

◆ Great Leaders Don't Write Alone

The most effective executives delegate writing not because they can't write—but because they value leverage. They know that clarity is currency, and time is finite. Big-name authors always have editors, so why don't you? Partnering with a professional ghostwriter ensures that every word carries your full authority, accuracy, and intent.

"Your voice leads the room; your document should keep it top-of-mind." |

GETTING BETTER

- ◆ Record your insights. Voice memos and transcripts capture your authentic tone. Listen for patterns.
- ◆ Focus on your audience's decision and reception, not your own perfection.
- ◆ Collaborate with an experienced ghostwriter who can architect your thinking into written assets.

"Clarity isn't about more words—it's about stronger structure." |

GETTING SERIOUS

Brilliant leadership loses power when clarity fades. Closing the Executive Messaging Gap means transforming how your message travels—so it's just as strong on the page as in the room. That's what I do through Executive Asset Ghostwriting: Talk for 30 minutes and within 10 days receive voice-true, publish-ready documents that influence, persuade, and endure. Because when your words carry authority, your voice never leaves the room.

1. Written assets amplify your messaging.

I help executives, founders, and advisors translate complex thinking into clear, strategic documents, based on decades as a business writer. My work isn't about producing more words; it's creating valuable assets—docs that carry authority, build trust, & move decisions when you're not even in the room.

2. Transform a conversation into an asset.

Go from a 30-minute interview to voice-true, publish-ready, reusable documents in 10 days or less. You just speak in your natural style; I handle the structure, clarity, and strategy.

I apply my four-phase architecture framework:

- ❖ **Discover:** Identify ideas, gaps, opportunities
- ❖ **Extract:** Capture insights through guided conversation and supporting materials
- ❖ **Architect:** Build structure for a clear asset
- ❖ **Deploy:** Deliver a board-ready document with a reuse map to maximize ROI

"Ron is simply the best tech/copy/anything you need writer we've worked with." —Ron Lear, VP, 2023

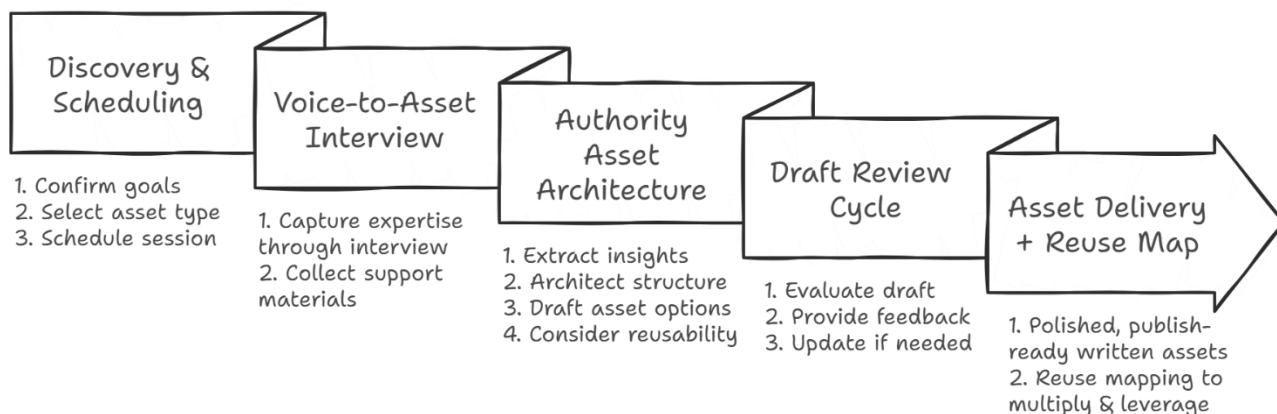
3. Purchasing is simple. No hourly fees.

- ❖ **Starter Asset:** \$2K-\$4K, 1 flagship asset within 10 days
- ❖ **Momentum Pack:** \$6K-\$9K, 3 larger assets within 45 days
- ❖ **Advisory Retainer:** \$2K-\$4K/month, 1-2 assets per month

Most clients begin with a Starter Asset to prove value on a small flagship asset. From there, they expand into a Momentum Pack to accelerate authority or an Advisory Retainer for ongoing leverage and consistency.

4. Maximum impact with minimal effort.

"He is a master organizer and project scheduler. He takes volumes of details, tasks & planned objectives and synchronizes it all into a workable project plan—he makes eating proverbial elephants possible." —Rob Rosenberger, Account Executive, 2024



Stop explaining. Hand people written assets for clarity.

If you're sitting on ideas that could be building authority and opportunity, let's turn them into assets. Stop and schedule a 15-minute intro call right now.

Ronald E. Kaine, Rockatech Writing CEO
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Explainer: From 30 Minutes to a Publish-Ready Asset

The Starter Asset Workflow

Capturing your expertise and turning it into assets that build your credibility for months.

Timeline	Phase	Steps	Outcomes
Day 0	1. Discovery	<ul style="list-style-type: none"> Meet for 15 minutes (you or your representative) Confirm goals and select asset type Schedule a 30-minute Voice-to-Asset session 	<ul style="list-style-type: none"> Goals, Milestones Schedule NDA, payment
Day 1	2. Interview	<ul style="list-style-type: none"> Capture expertise & insights through Voice-to-Asset structured interview prompts, in 30 minutes or less. Collect all relevant supporting materials: email, slides, notes, minutes, memos, recordings, brochures, etc. 	<ul style="list-style-type: none"> Meeting transcript Meeting recording Support materials
Day 2-8	3. Architecture	<ul style="list-style-type: none"> Extract insights, voice, framework Apply Authority Asset Architecture to structure doc Draft assets following standard process Focus on clarity, authority, and reusability 	<ul style="list-style-type: none"> Drafted frameworks Variations possible
Day 9	4. Review	<ul style="list-style-type: none"> Evaluate draft for one review cycle Provide feedback, if needed (live or written) Update, if needed; most within one day 	<ul style="list-style-type: none"> Publish-ready Asset Reuse Map
Day 10	5. Delivery	<ul style="list-style-type: none"> Polished, publish-ready Powerful Written Asset Reuse Map included to multiply outputs & leverage 	<ul style="list-style-type: none"> Final Asset Reuse Map

Why Executives Love This Process:

Clear and repeatable, minimal time commitment, and high-trust authority

The Starter Asset: Best for first-time clients, urgent needs, proof of value. You don't have time to write and edit. You barely have time to prepare. That's why this entry offer exists: a low-friction, high-value way to transform 30 minutes of your executive insight into a strategic written asset—ready to use within 10 days. This is the easiest on-ramp, featuring low time investment and a fast turnaround time.

- ❖ **Outcome:** 1 flagship asset document (Optional: micro-assets or derivative piece add-ons)
- ❖ **Reuse Map:** Mini roadmap showing suggestions for how to repurpose this asset and extend ROI
- ❖ **Investment:** \$2,000–\$4,000 (Based on number of docs, pages, time, complexity, & source materials)

Your flagship asset with optional add-ons is voice-true, board-ready, & built for reuse. Examples:

- ❖ **Authority Article:** A publish-ready piece for LinkedIn, blogs, trade outlets—Establish your credibility
- ❖ **Framework Blueprint:** A visual or narrative distillation of a proprietary method—Your special sauce
- ❖ **Signature Slice Docs:** A set of smaller narratives as seeds for larger assets—Bio, explainer, positioning

Pricing & Path: Most executives begin with a Starter Asset to prove value. From there, they typically expand into a Momentum Pack to accelerate authority or an Advisory Retainer for ongoing leverage and consistency. A minimum of 50% of fees must be paid to move beyond the intro call, with balance due immediately upon completion of the deliverable and required to receive editable documents.

When it's written well, it keeps working when you're not in the room.

Designed for repeatability.
Not surprises.

Ops Expectations

Our business operations are clear, predictable, systematized, quality-assured, outcome-driven

Confidentiality & Trust

- ❖ All sessions are private and recorded only with permission.
- ❖ Drafts and documents are never shared outside the client relationship.
- ❖ AI may be used as a tool for structure or ideation, but never as a substitute for the client's authentic voice, nor to replace the skill and experience of a professional executive ghostwriter.
- ❖ No outsourcing—every word is written in-house for consistency and security.

Clarity isn't about more words—it's about stronger structure.

Executive Effort Required

Executives typically invest **about 60 minutes per asset**:

- ❖ 10-20 minutes for initial discovery, scheduling, and sending support materials (may be delegated)
- ❖ 30 minutes for **Voice-to-Asset** interview
- ❖ 10–20 minutes for review feedback (may be delegated)
- ❖ 10–20 minutes for alignment calls that may be needed for multi-asset projects (may be delegated)

Collaboration Tools

- ❖ **Scheduling**: Microsoft Teams, Google Calendar, or email booking.
- ❖ **Meetings**: Microsoft Teams, Google Meet, Zoom, or your preferred video platform.
- ❖ **Drafts & Revisions**: Delivered as PDF, JPG, Word, Google Docs, or your preference.
- ❖ **Final Assets**: Print-Quality PDF, Microsoft Word or Office, plain text, Google Docs, or your preference

Complexity doesn't sell. Clarity does.

Standards of Excellence

Every **Powerful Written Asset** undergoes a multi-part quality check before delivery:

- ❖ **Completion Check**: Does it include everything requested?
- ❖ **Decision Check**: Is it structured and streamlined for clarity, influence, and impact?
- ❖ **Quality Check**: Is it free of errors and distractions from the message? Does it sound like the client?
- ❖ **Reuse Check**: Does it include a reuse map for multiplying outputs?

Reusability Leverage

Each asset deliverable includes a reuse map to multiply immediate return on investment (ROI).

Here are a few reuse examples that may connect with your initial asset.

- ❖ **Authority articles**: blogs, trade publications, newsletters, LinkedIn articles, thought-leadership series
- ❖ **Executive bios**: website, proposals, board packets, press kits, speaking introductions, podcast profiles
- ❖ **Pitch decks**: sales presentations, investor updates, webinar or conference visuals, onboarding booklet
- ❖ **Sales collateral**: one-pager explainers, brochures, case study snapshots, capability summaries, FAQs
- ❖ **Onboarding materials**: playbooks, training handouts, culture docs, orientation guides, SOP overviews
- ❖ **Email campaigns**: drip sequences, nurture flows, event invitations, social media posts, pull quotes
- ❖ **Web copy**: landing pages, service pages, campaign microsites, SEO pillar pages, lead magnet opt-ins
- ❖ **Thought leadership scripts**: podcasts, keynotes, panel remarks, video introductions, internal message

Clarity today becomes leverage tomorrow.

Three Asset Packages, Ready for Purchase

Offer Framework: Building Momentum

All packages include Voice-to-Asset interview, structured architecture, editing, and reuse mapping.

We understand that executives like you value clarity and simplicity in buying decisions. Instead of vague “services” with hourly fees, there are three structured packages with clear expectations and defined outcomes—each highly customized. Choose your starting point based on your current needs.

Package	Assets	Turnaround	Best For	Investment
Starter Asset	1 flagship asset	10 days	First-time clients proving value	\$2K–\$4K
Momentum Pack	3 larger assets	45 days	Executives building visibility fast	\$6K–\$9K
Advisory Retainer	1-2 assets/month	Monthly	Ongoing cadence & consistency	\$2K–\$4K/month

Optional: For each package, micro-assets or derivative pieces may be included as add-ons

Pricing: Based on package, add-ons, and factors like length, time, complexity, and source materials

Turnarounds: Timelines pause while awaiting client input or approval; clock resumes upon receipt

Process Phases: Discovery > Interview > Architecture > Review > Delivery, same as described above

Package Distinctives

Starter Asset: Best for urgent needs, proof of value. See “The Starter Asset Workflow,” above for details.

Momentum Pack: Best for those needing multiple assets quickly—sales, advising, article posts, etc.

- ❖ **You get** a library of reusable assets—builds authority, sharpens messaging, and scales influence
- ❖ **Process:** 2 to 3 Voice-to-Asset sessions—much like the Starter Asset, as described above
- ❖ **Receive:** 3 larger assets in 45 days—a mix of signature docs, articles, blueprints, narratives, etc.
- ❖ **Reuse Map:** Extended roadmap for multiplying ROI on each asset across many applications

Advisory Retainer: Best for ongoing clarity and consistent, high-leverage writing support

- ❖ **You get** a trusted partnership consistently producing needed documents—without slowing you down
- ❖ **Process:** Regular Voice-to-Asset cadence—delivering assets aligned with evolving goals
- ❖ **Receive:** 1-2 assets monthly, flexible format & content—micro-assets or derivative pieces as add-ons
- ❖ **Meet:** Quarterly Messaging & Reuse Roadmap Session—strategic planning included
- ❖ **Rollover:** A month’s capacity rolls for 1 month, then expires—accommodates busy seasons & travel
- ❖ **Bonus:** Priority scheduling and rapid-turn support in shared queue—less waiting for responses

Your Message Deserves Momentum

You already have the expertise—now help your audience understand it.

Each written asset becomes your executive voice in print and online.

Schedule a 15-minute intro call to get started.



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Your Strategic Ghostwriting Partner

Testimonials & Transformations

Why Executives Choose Me

- ❖ **I create order out of chaos.** From scattered notes, slides, and voice memos, I deliver sharp, strategic documents that make you look brilliant—without adding hours to your schedule. *Testimonial: "He can take volumes of details, tasks, and planned objectives and synchronize it all into a workable project plan—he makes eating proverbial elephants possible."* —Rob R.
- ❖ **I translate complexity into clarity.** I simplify dense, technical, or nuanced material into messaging that stakeholders, clients, and investors grasp immediately. *Testimonial: "Ron is best at understanding and conveying the nuances of written and spoken English. That's a big deal to me."* —Brian S.
- ❖ **I multiply your impact.** One 30-minute conversation becomes a premium asset—written in your voice, aligned with your vision, and ready to reuse across multiple platforms. *Testimonial: "With extraordinary attention to detail, Ron transforms raw or poorly formatted content into immaculate, error-free final form that improves impact."* —John D.
- ❖ **I teach through structure.** I don't just deliver polished work—I equip others with systems and shortcuts that make them more capable. *Testimonial: "Ron's teaching method is organized, professional, and clear; what he taught me about Word has stayed with me for 10 years."* —Linda R.
- ❖ **I operate with confidentiality and trust.** This isn't AI content or generic freelance fluff—it's discreet, executive-level ghostwriting designed to amplify your authority in every room you enter. *Testimonial: "He listens, understands different perspectives, and helps the group find balance and trust."* —Lori E.
- ❖ **I deliver calm under pressure.** Even in high-stakes deadlines, I maintain composure and clarity, ensuring teams and executives feel confident about timing. *Testimonial: "Ron's skills put confidence in the team and help the success of the project—even when others are overwhelmed."* —Eric L.
- ❖ **I write where words carry weight.** My track record in high-stakes environments means your messaging lands the first time, every time. *Testimonial: "He brings a palpable calm to the critical production process, especially in the 11th hour, and always delivers more than expected."* —BJ A.
- ❖ **I combine technical precision with strategic insight.** Beyond formatting, I apply subject-matter understanding to strengthen the impact of every message or deliverable. *Testimonial: "Ron is the single most talented Microsoft Word super-user I have ever met—with impeccable attention to detail, he can streamline thousands of pages with supreme accuracy."* —Rob R.
- ❖ **I engineer clarity before creativity.** By structuring ideas first, I create the foundation for creativity and persuasive storytelling to shine. *Testimonial: "His ability to build the skeleton first creates the space and atmosphere to write creatively."* —Ken M.
- ❖ **I uncover frameworks you already own.** I spot patterns in your thinking and brand them into reusable Framework Blueprints—so your best ideas can teach, sell, and influence at scale. *Benefit: Executives often realize their intellectual property is hiding in plain sight; I surface and codify it into assets.*

Don't just publish content—deploy assets.

Executives often ask:
 “What will this actually look like for me?”

Transformations

The best way to answer is with before-and-after transformations. Every asset produced may become a family of reusable tools that extend your voice, save you time, and multiply your influence.

Example	Before	After	Reuse Map
Scattered Notes > Signature Doc	Handwritten notes, half-finished drafts, or repeated explanations to staff and clients	Signature Doc: a polished, 2 to 3 page narrative capturing mission, method, and market position in clear structure	<ul style="list-style-type: none"> ■ Pitch deck overview slide ■ CEO bio for proposals ■ Internal onboarding memo ■ Investor "about us" page
Messy Slides > Framework Blueprint	Slide decks with too much text, inconsistent language, and no clear flow or format	Framework Blueprint: a clean, structured model that distills the executive’s method into a visual one-pager	<ul style="list-style-type: none"> ■ Presentation explainer slide ■ LinkedIn carousel post ■ Training handout for staff ■ Script for webinars or podcasts
Voice Memos > Authority Article	One or more 5-minute audio messages or casual rants on recent market trends	Authority Article: a 1,000-word piece, establishing credibility, ready for LinkedIn, a blog, or industry publication	<ul style="list-style-type: none"> ■ Trade magazine submission ■ Newsletter feature ■ Panel discussion talking points ■ Pull quotes for social posts
Investor Q&A > Funding Narrative	Founders giving rambling, long-winded, inconsistent answers to investor questions	Investor Narrative: a concise, compelling 2-page document addressing key objections and selling the opportunity	<ul style="list-style-type: none"> ■ Exec summary in pitch deck ■ FAQ handout for VCs ■ Internal fundraising playbook ■ Prep sheets for roadshows
Team Emails > Onboarding Guide	New hires receiving piecemeal information across many scattered emails and meetings	Onboarding Guide: a structured document that explains the company’s values, method, expectations	<ul style="list-style-type: none"> ■ First-week checklist ■ Training deck ■ Leadership orientation notes ■ Culture handbook excerpt

Frequently Asked Questions

- ❖ **Isn’t your price higher than most writers or freelancers?** Some clients have said the same—until they realize that what’s created isn’t just a document, it’s a revenue-accelerating flagship asset. You’re not paying for words or pages; you’re paying for traction, authority, and conversion. If a \$5K asset brings \$50K in business or credibility, that’s not an expense—it’s leveraged investment.
- ❖ **Can’t my existing team—or even AI—handle this instead?** Fair question. Internal teams and AI are helpful, but they don’t have my expertise to extract and refine what’s in your head. Most of my clients are brilliant leaders—but their best insights are scattered or buried. My role is to capture those ideas, organize them into frameworks, and deliver a finished product that moves real decisions. Try this: Compare your team’s draft against mine. The difference speaks for itself.
- ❖ **I barely have time for another project. How much time will this take?** That’s exactly why I built this process for busy executives. You invest less than 60 minutes per asset—I handle everything else. It feels more like a guided “brain dump with a bonus strategy session” than a writing task. You’ll save at least 10 hours of thinking, writing, and polishing per asset.
- ❖ **I’m not even sure what I’d write about.** Totally normal. You’ve got a wealth of experience—we’ll simply surface what’s most relevant to your goals and audience. Using a guided framework, I’ll help you discover your unique message and shape it into something powerful, without prep or pressure.
- ❖ **What if my ideas or materials are confidential?** Every project is handled with discretion and respect for sensitive content. I work quietly behind the scenes as your ghostwriting partner—so your voice shines while your information stays secure.

Capture the voice; frame the message; deliver the win. |