

Ghostwriting Guide

Voice · Examples · Process · Tips

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Ghostwriting Guide

How to write in someone else's voice — professionally and confidently.

1. What is Ghostwriting?

Ghostwriting is when you write content for someone else and they publish it under their name. It is completely legal and widely used for blogs, captions, speeches, bios and books. Your name does not appear — their name does.

2. How to Capture Someone's Voice

- Ask them: How would you describe yourself in 3 words?
 - Read their existing content — what words do they use often?
 - Note their tone: formal or casual? Funny or serious?
 - Ask for examples of content they love
 - Mirror their sentence length and punctuation style
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3. Types of Ghostwriting with Examples

Social Media Captions

Client brief: "I want a caption for my new product launch. Fun and exciting."

Ghostwritten: "It is finally HERE and we have been waiting for this moment just as long as you have. Introducing our brand new collection — made for you, designed with love. Link in bio to shop now. Trust us, you do not want to sleep on this one."

Professional Bio

Client brief: "I am a nurse who loves helping people and recently started a wellness page."

Ghostwritten: "Adaeze is a registered nurse with over 5 years of experience in patient care. Passionate about holistic health and everyday wellness, she created this space to make evidence-based health advice accessible, relatable and genuinely useful for everyone."

Blog Introduction

Client brief: "Write an intro for a blog post about managing stress as a student."

Ghostwritten: "Nobody warned you that being a student would feel like juggling ten things at once while someone keeps adding more to the pile. The deadlines, the expectations, the social pressure — it adds up fast. But here is the truth: stress is manageable, and you do not have to figure it out alone."

4. Ghostwriting Process

- Brief — get all the details from the client before writing anything
- Draft — write a first version based on their voice and brief
- Review — send it back for feedback
- Revise — make edits based on their notes
- Deliver — final version, ready to publish

Need content written in YOUR voice? Jasper Space offers ghostwriting for captions, bios, articles and more. Book today!