

Have you read Nike co-founder **Phil Knight's** inspiring memoir *Shoe Dog* or **Andre Agassi's** gripping autobiography *Open* or the recently released record-breaking *Spare* by **Prince Harry**? Apart from being chart-topping, what else connects these personal narratives? Believe it or not, they are all ghostwritten by the prolific novelist and Pulitzer winner J. R. Moehringer. Welcome to the invisible world of **ghostwriting!**

The idiom "don't judge a book by its cover" holds more relevance today than ever. Why, you ask? You would be surprised to know that a large number of best-selling titles and some of your favourite memoirs are actually ghostwritten. There is a high demand for professional ghostwriters who can do justice to the *author's* thoughts and ideas, bringing their stories to the audiences at large.

The American writer, cartoonist, and sports agent Christy Walsh is known to have coined the term 'ghostwriting.' Today, pretty much, all kinds of content: from newspaper columns to long-form essays, to magazine articles, full-length books, and even movie screenplays are extensively ghostwritten.

For Immediate Release:

Avid Learning presents **Ghostwriting 101: A Hands-on Masterclass**. It is open for all aspiring writers who wish to get started on their writing journey with *Founder and Director, The Big Sneeze Content Company* **Gayatri Pahlajani**. You will learn the ins and outs of ghostwriting, from developing a unique voice and style to working with clients and managing feedback.

[Please read below for more information on the event:](#)

Ghostwriting gives you a chance to express yourself, be more objective about criticism, and gain valuable experience while writing for others and getting paid. During the masterclass, the participants will learn how to capture the voice and style of the subject, edit and revise the work. Practical exercises and writing assignments will get their creative juices flowing. The expert will share case studies and real-world examples to devise strategies for working with clients while setting expectations.

Join us on this exciting journey and make the most of being a ghost.

Date: Saturday, 25th March 2023

Time: 10:00 AM to 1:00 PM

Venue: 1st Floor Podium, Essar House, K.K. Marg, Mahalaxmi, Mumbai 400034

Fee: Rs 499/- (Includes refreshments)

Tickets: www.insider.in

Press Email: Ayesha Dadachanji (ayeshah.avid@gmail.com)

About Gayatri Pahlajani

Gayatri Pahlajani holds an MSc in Gender and the Media from the London School of Economics (LSE), followed by a stint in film direction at the New York campus of New York Film Academy. She provides commissioned film, voiceover, scripting, and book writing services through her firm-of-one **The Big Sneeze Content Company**. Depending on the project, she also fully ghostwrites or edits books but does not, as someone asked her once, specifically write about ghosts. She hopes she never has to. Of the twelve books that Gayatri has been commissioned to ghostwrite or edit, **seven** have had national releases, **two** have been private commissions and **three** are in production. Of the **seven** national releases, **five** became bestsellers, some have been published in multiple languages to include Hindi, Gujarati, Bengali and Marathi, one was nominated for a Crossword Book

Award (the winner is through public vote), one was reported by the Times of India as the fastest-selling motivational book, and one won a Gourmand World Award for 2020 for India. She has also ghostwritten a column in Bombay Times for many years, as well as multiple articles for The Times of India. She provides end-to-end book services to include conceptualizing, positioning, ghostwriting, editing, liaising, and securing the publishing contract for the client. Her list of book clients include a Padma Shri and OBE awardee, CEOs, a Guinness World Record holder, celebrity trainers and nutritionists, and her clients are published with either Penguin or HarperCollins. The books have had multiple celebrity contributors and endorsements to include Alia Bhatt, Hrithik Roshan, Kiara Advani, Ananya Panday, Vaani Kapoor, Vicky Kaushal, Deepika Padukone, Karan Johar, Ranbir Kapoor, Preity Zinta, Sushmita Sen, Anand Mahindra and also forwards by Jack Canfield (Chicken Soup for the Soul) and Katrina Kaif. Of the private commissions, she has written a book on the construction of the Bandra-Worli Sea Link as well as a commissioned book on the founder of the Landmark Group, Dubai (owner of the brands Lifestyle and Home Centre).

She featured in the book How to Get Published in India (by Meghna Pant) and has contributed a chapter on Ghostwriting (other contributors included Jeffrey Archer and Shobhaa De). The book charted at #1 on Amazon. She has also been awarded the Women's Economic Forum's Exceptional Women of Excellence award in 2018.