

Private executive LinkedIn ghostwriting and positioning.

One senior person, written and published in their name, to an agreed schedule and only after their approval. This page is for whoever is evaluating it on their behalf.

1:1

One person on the work. No juniors, no subcontractors.

4

Ghostwriting clients at a time, no more.

20

Years inside an operating business, five at C-level.

0

Pods, automation or paid promotion. Ever.

1 WHAT IT IS

Positioning first, then writing. I establish what the public presence should say, rebuild the profile against it, then write and publish to an agreed rhythm. Eight to twelve pieces a month, depending on what we agree.

2 THE PRINCIPAL'S TIME

Most of it at the beginning, where it matters. After that, two to four conversations a month and messaging during working hours. The work is built from their reasoning and their decisions, so it cannot be supplied by anyone else.

3 APPROVALS AND CONTROL

- Nothing is published without approval. Silence is never treated as consent.
- Anything touching legal, financial, personnel or reputational risk comes to you before it is drafted.
- Existing approval paths stay where they are. I work inside them.

4 WORKING WITH THE OFFICE

I work directly with the principal and, where it helps, alongside an executive assistant, chief of staff, communications, marketing or legal. I replace nobody already protecting the reputation.

5 CONFIDENTIALITY

Where required, I sign your NDA before anything confidential is shared. One person holds the material from first conversation to final draft. Clients are not named publicly, and that is a condition of the work rather than a gap in it.

6 BEHIND THE VOICE

From €2,000

per month · minimum four months

After the minimum term the engagement continues by agreement, for as long as it is useful. Scope and terms are set out in the proposal.

7 WHAT IT INCLUDES

- Positioning direction, and the judgment behind what is said in their name.
- Complete profile optimization: headline, About, experience, featured and visual direction.
- Ideas and research brought to you, unprompted.
- Eight to twelve pieces a month, published to an agreed schedule after approval.
- Direct contact during working hours, and a monthly review.

8 WHAT IT IS NOT

- No guarantees on followers, engagement or business results.
- No engagement pods, comment farming or automation, and no content written to fill a number.
- No PR, media bookings or speaker representation.

1

A conversation

Thirty minutes, no charge, no obligation. We establish whether this is the right fit, in both directions.

2

A written proposal

Scope, price, term and how the work runs. Nothing begins before it is approved.

3

Foundation

Voice, record and positioning are settled and the profile is rebuilt, before publishing begins.