

Sallie Goetsch

The Author-izer

sallie@author-izer.com

Summary

I turn consultants into authors so they can get a better grade of clients and speaking engagements. I specialize in capturing the voice of my clients, so even their own friends and colleagues won't know which parts I wrote and which parts they wrote themselves. (I find my background in translating Greek and Roman plays for the stage is very helpful in this.)

I'm also fascinated by New Media and co-founded the Podcast Asylum in September of 2005.

If you hate to write, or don't have time, but know you have something important to say, drop me a line.

Specialties

Ghostwriting, editing, blogging, podcast consultation, public speaking

Experience

Co-Founder at The Podcast Asylum

September 2005 - Present (2 years 7 months)

I'd already started noticing ways in which podcasting changed my behavior (particularly while listening) when my co-founder Lee Hopkins (far the cleverer and funnier of us) started consulting the DSM-IV for definitions of new podcast-related syndromes. The Asylum has developed from an extended joke in the podosphere/blogosphere into a global podcast consulting consortium.

What I mainly do is give a lot of presentations about podcasting and its marketing potential to groups of people who have never listened to a podcast before, much less thought about creating one. I help solo professionals join the podcast conversation and make new connections.

Sometimes I talk people out of creating podcasts. Sometimes I encourage them to go ahead and start, in which case I refer them to Lee Hopkins and our Canadian colleague Donna Papacosta.

1 recommendation available upon request

Senior Linguist at Strategic Name Development

August 2005 - Present (2 years 8 months)

I've been working for SND as an independent contractor since August 2005. One of the things I like best about working for a naming company is that I get to draw on my background in classical languages. Latin and Greek turn out to be particularly handy when naming technology products and pharmaceuticals.

In addition to suggesting names for new products and companies (this is harder than it sounds, especially when you get to the fourth round of revisions), I provide tutorials on Latin word endings and other linguistic input. I keep 11 dictionaries and phrasebooks handy to answer questions and stimulate my imagination.

If you want naming advice and you're on a shoestring budget, read SND's blog, NameWire (<http://www.namedevelopment.com/blog/>). If you want someone to help you find a name that embodies the spirit of your product--and is still available to trademark--contact Bill Lozito and Diane Prange, and they'll choose the best team for the job.

1 recommendation available upon request

Owner at The Author-izer

April 2005 - Present (3 years)

Collabowriting means writing *with* my clients as much as *for* them. I believe my most important skill as a writer is listening. One of the things I enjoy most about my work is getting to know my clients, their values, and their businesses. My goal is not just to convey your meaning clearly, but to capture your voice well enough that even your friends won't know you didn't write it yourself.

Most of the work I do is non-fiction, such as business books and websites, ghost blogging, proposals and queries, and the conversion of long white papers into short presentations, but I've also written blessings for baby blankets and fictional biographies for clients' alter egos.

Right now I'm creating a storyboard for an educational graphic novel and writing an internal HTML newsletter for the IT department of a pharmaceutical corporation.

1 recommendation available upon request

Owner at The FileSlinger

September 2001 - Present (6 years 7 months)

3 recommendations available upon request

Lecturer, School of Theatre Studies; Editor, Didaskalia: Ancient Theater Today at University of Warwick

September 1994 - April 1998 (3 years 8 months)

I was founding and managing editor of the electronic journal *Didaskalia: Ancient Theater Today* from 1994 until 1999. During part of that time I was a part-time lecturer in Classics and Theatre Studies at the University of Warwick in Coventry, England.

Education

University of Michigan

M.A., Classical Studies, September 1989 - May 1994

Brown University

A.B., Classics, September 1985 - May 1989

Interests

Web 2.0, podcasting, cooking, classical languages and literatures, medieval history, sci-fi/fantasy, the publishing industry, and indeed almost everything--one of the things I like most about working as a ghostwriter is getting to know my clients and their businesses.

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6 people have recommended Sallie

"Sallie turned my scatterbrained blog of 2.5 years into a "mind map" and the first draft of a book -- which is actually now published and for sale, will wonders never cease! Without having Sallie do this work, I certainly would never have found a publisher. More to the point -- I would still have the ideas in random scraps of blog and paper napkins! If you have a book in you -- have Sallie help you massage it out. Sandy"

— **sandy shepard**, was Sallie's client

"Sallie is a really smart young lady with a lot of energy to go around. Well-versed in Greek and Latin, she's a wordsmith extraordinaire. An excellent writer and communicator with a great sense of humor."

— **Diane Prange**, *Vice President, Strategic Name Development*, was with another company when working with Sallie at Strategic Name Development

"Sallie moderated a BACN panel I participated in and she recorded/edited our discussion. It was amazing how well she edited the recorded conversation, reducing external noises to almost nothing. She was both professional and personable."

— **Karen Pierce Gonzalez**, *Owner, Karen Pierce Gonzalez Public Relations*, was with another company when working with Sallie at The FileSlinger

"I have worked with Sallie for several years on the Executive Team of the Bay Area Consultants Network. Her work is always first class. In particular, I hired Sallie to edit some written material for my consulting practice. She did an OUTSTANDING job. I will use her services again when the opportunity presents itself. She is a wonderful resource and a wonderful person."

— **Harry Chapman**, was Sallie's client

"Sallie Goetsch is highly knowledgeable and experienced in the podcasting arena. With Sally, complex concepts are easily understood. And if you're writing a book, or need assistance with the process, she's an excellent choice. She truly is the Author-izer."

— **Baylan Megino**, *Owner, White Light Associates*, worked directly with Sallie at The Podcast Asylum

"I would highly recommend you sign up for Sallie's Backup Blog, which is a weekly reminder to Backup your drive. I look forward to her witty and insightful remarks and of course, I like that it comes around Friday afternoon, right in time to remind me to BACKUP!!!"

— **Monica Flores**, was Sallie's client

[Contact Sallie on LinkedIn](#)