

CRYSTAL ADAIR-BENNING

4x NYT bestselling ghostwriter & book coach.
Thirty years pulling books out of people who
swore they had nothing to say.

WRITEWORDMAGIC.COM



4x
NYT BESTSELLING

200+
AUTHORS COACHED

30
YEARS IN PUBLISHING

27+
COUNTRIES SPOKEN IN

12
COUNTRIES AT #1

01 KEYNOTES FOR EXECUTIVES & THOUGHT LEADERS

Rooms where nobody turned up wanting to write a book.

UNSCRAPABLE THE ANCHOR

AI can write like you. It can't have been you.

Everyone in that room has the same AI their competitors have. Same prompts, same output, same beige. What the machine can't do is be them.

- ◆ A test for what a machine can't fake
- ◆ The difference between information and judgment. Only one of them is free now
- ◆ Two or three stories they've never told, written down before they leave

YOU THINK EVERYONE KNOWS THIS. THEY DON'T.

The most valuable thing you know is the thing you assume is obvious.

Ask a room of experts what they'd write a book about and watch it go quiet. They've known it so long it stopped feeling like knowing.

- ◆ Three questions that dig it out, copied down word for word every time
- ◆ The backwards test: if it feels too obvious to say, that's the tell
- ◆ A verdict they reach themselves on which idea is actually worth it

YOU DON'T OWN YOUR METHOD NEW

Your framework isn't property. The book you write about it is.

They named it. They put a ™ on the slide. They don't own it. Copyright protects expression, never the method. Five countries disagree about who owns what the AI wrote.

- ◆ The line between an idea and its expression, drawn on stage
- ◆ Which country's rules they're actually operating under
- ◆ Employee or contractor, and which one decides who owns their work



Conference stages, corporate offsites, author summits and retreats. Twenty-seven countries and counting.

THE WORKSHOP, AND THREE MORE KEYNOTES

Every talk on this sheet is available live or delivered virtually.

02 THE WORKSHOP

Hands on the keys before the session ends.

BLANK PAGE TO BESTSELLER

THE MINI-CREATECATION™ · 90 MINUTES TO 4 DAYS

A strategy session that happens to end with words on a page. They arrive convinced they have nothing and leave with a plan specific enough to hand somebody else.

- ◆ One sentence on what the book is for
- ◆ One reader they can actually picture
- ◆ The spine: the argument, in a paragraph
- ◆ A chapter outline an editor could use
- ◆ The next thing to do, with a date on it
- ◆ Room note: needs tables or laps. Cap it.

03 KEYNOTES FOR WRITERS & CREATIVES

For rooms that already want to write.

YOUR BOOK IS ALREADY WRITTEN

You're not blocked. You're not too busy. You just never wrote it down.

Gets emotional. Leave a gap after. There'll be a queue.

NOBODY BUYS A SECRET

You published a book nobody knows exists. That's a diary.

For author summits and publishing events.

THE BESTSELLER LIST IS RIGGED. HERE'S THE RIGGING.

"Write a great book" is not how anyone on that list got there.

Crystal's been behind four. Give it a Q&A.



Formats: keynote 45–60 min · workshop 90 min to half a day · the same content delivered live to remote audiences · or brief her on the audience and she'll build to fit.

WHAT ORGANISERS GET

Bio in three lengths, high-res headshots, stage photos, and promo copy written to sell the session, not describe it.

WHAT SHE NEEDS

A mic she can move with, a screen, and ten minutes with someone who knows what the room is actually worried about.

TRAVEL

Travels from Victoria, British Columbia. Recent rooms in the UK, Australia, New Zealand and the Gulf. Ask about dates already booked nearby.

**TELL HER ABOUT THE ROOM.
SHE'LL TELL YOU WHICH TALK IT NEEDS.**

Full catalogue, deep links to every talk, headshots and press assets.

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