

SHE'LL TELL THE STORY OF YOUR LIFETIME

Give a gift that keeps on giving

(IRVINE, CA, November 2, 2010)--Former public relations executive, journalist and Irvine resident Lynette Brasfield, author of *NATURE LESSONS: A NOVEL* (St. Martin's Press, NY, 2003), recently launched a ghostwriting business penning memoirs for people who, as she puts it, "have everything but immortality."

"Orange County is home to many high-achieving people—including business executives, physicians, inventors, and elected officials—whose unique experiences will be lost forever unless they capture their lives in words," she says. "The irony is that these are exactly the people who don't have the time to write their memoirs. That's where I can help."

Brasfield says she realized the need for such services after interviewing authors of memoirs including Huntington Beach resident Jonna Doolittle Hoppes. Hoppes's grandfather Jimmy Doolittle, a four-star general who led the Tokyo Raid during World War II, was portrayed by actor Alec Baldwin in the movie *Pearl Harbor*.

"When I read the screenplay I realized my grandfather was going to be depicted as a careless daredevil, which he wasn't," Hoppes says. "There wasn't much I could do about the movie, but I decided then to write his biography to set the record straight."

Interestingly, her book, *CALCULATED RISK* (Santa Monica Press, 2005), turned out to be as much about her grandmother as her grandfather, and the memoir—wildly popular among veterans—became a family history as well as the story of a remarkable man.

"Jonna had been studying writing for quite a while, and it shows in her book," Brasfield says. "But writing is not for everyone, and it's time-consuming. That's where I believe my experience with language and narrative form comes in."

Brasfield notes that her novel, a Booksense selection in 2004, is semi-autobiographical and captures, in fictional form, some of her experiences growing up in apartheid-era South Africa.

“I realized how much I had forgotten, but also how much I remembered of my childhood when I put my mind to it,” she says. “The experience of recalling the past can be quite therapeutic, among other things. Even if you don’t think your experiences are worth recording—which they probably are!—providing the services of a ghostwriter is a great and unusual Christmas or anniversary gift for parents or spouses, and for future generations. It’s truly the gift that keeps on giving.”

Brasfield has taught writing in private workshops and at Cal State Fullerton, and during her career in PR she directed creative national PR campaigns, wrote newsletters, and ghostwrote articles and speeches for CEOs and physicians. She’s penned articles on topics ranging from writing to travel. She can be reached at lyn@lynettebrasfield.com and her website, with ghostwriting FAQs and samples of her writing, is www.lynettebrasfield.com.

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