



## *How To Write A White Paper In One Day*

# LESSON 2

*—Print Out—*

### NOTES:

#### The 3-30-3 Rule

- 3 seconds - they'll scan your headline
- 30 seconds - they start reading your intro
- 3 minutes - they'll read the first two pages

#### You Have ONE Job

- Each part of your white paper can have only one main purpose. If it fails at its one job, the chain of engagement is broken and the next parts can't do their job.

#### Major Parts of Your White Paper

- Title - Presents the problem/solution promise in such a way that the prospect will want to read the Overview.
- Overview - Introduces the problem and promises a solution. Piques the reader's interest to begin reading your argument.
- Competing Solutions - You describe other leading recommendations, making your solution all the more believable.
- Your Solution - You describe how your solution succeeds where the competing solutions fail.
- More Problems Solved/Objections Dealt With - You give examples of other problems solved by your solution, showing that there are multiple benefits for taking this course of action.
- Example - You describe person or organization who's taken your recommended course of action and been successful because of it.
- Conclusion - A recap of how you fulfilled your promise.
- About You - The whole point of the white paper (from your perspective).

## Style

- Write like you're a journalist

## Three Things To Avoid

- Passive Voice
- Repeated Wording
- Cliches
- Wordiness

## QUICK QUIZ

1. Why do you want to quote outside experts when shooting down the Competing Solutions?
2. At what point in the white paper do you start selling the benefits of working with your firm?
3. What does WWTWSJD stand for? When should you ask yourself WWTWSJD?