



How To Write A White Paper In One Day

LESSON 3

—Print Out—

NOTES:

Writing Tools

- Your White Paper Template - Outline version
- Word processing program - MS Office, OpenOffice, Google Docs
- Style guide - The Elements of Style, Google grammar sites
- Calendar

Information Sources

- Major news sites
- Google News
- Bing News
- Google Books
- NPR.org
- Business Insider

Graphics Resources

- Free stock photos
- Inexpensive stock photos
- Cheap, online layout tools

Support Team

- Editorial Team
- Research Support

Who Am I Writing This For?

- Developing your persona

Choosing A Subject

Ask "The Question"

- Why do our clients choose us/

Who To Ask

- Newest clients
- Loyal clients
- Support staff
- Sales staff
- Other business that has referred clients to you

Choose ONE Great Reason For Your Subject

- Save the others for future white papers

RESOURCES:

Free stock photo sites

<http://www.freeimages.com> - required to register and in some cases notify the photographer

<https://pixabay.com>

<http://nos.twinsnd.co> - vintage stock photos

Inexpensive stock photo sites

<http://www.bigstockphoto.com>

<http://www.123rf.com>

Free online graphic design tools (with option to pay)

<http://www.picmonkey.com>

<https://www.canva.com>

<http://piktochart.com>

QUICK QUIZ

1. Why is a strict calendar so important for writing your white paper?
2. Why is it so important to have outside authorities (quotes) to back up your assertions?
3. Is an online forum a good place to get quotes? Why?
4. Why shouldn't you just find images for your white paper on Google Images?
5. What's one reason why it's so expensive to hire a professional copywriter to write your white paper?