



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

# LESSON 1

*—Print Out—*

### **NOTES:**

#### A White Paper Is

- A document that makes a factual, dispassionate case for a particular action.
- Written in the style of a report, it cites external sources for its major assertions.

#### 3 Basic Types of White Papers

- Backgrounder - General description of the current state of affairs.
- Numbered List - Collection of recommended actions. Can be adversarial.
- Problem/Solution - The presentation of a major problem, possible, alternative solutions, and the recommended solution.

#### The Tone And Style of a White Paper Is Unlike The Following, Because

- Website & Brochure - is sales copy talking about your company.
- Blog post - is first person and informal.
- Article - expresses the author's opinion.
- Press release - quotes company executives.

#### Which Prospects Can Be Best Reached With A White Paper?

- Someone who doesn't want to read your marketing materials.
- A person who's holding back for some practical reason.
- People constrained by best practices.

#### 3 Reasons To Write Your Own

- Budget
- Authority
- Knowledge

### **RESOURCES:**

The Elements of Style paperback:

<http://www.amazon.com/The-Elements-Style-Fourth-Edition/dp/020530902X/>

## **QUICK QUIZ**

1. Who wrote the first white paper and what was it about?
2. What makes even a resistant prospect want to read your white paper?
3. What is the toughest part about writing your own white paper?
4. What two things do you as an author need to have to write a good white paper?