

THE WHITE PAPER | COMPEL YOUR AUDIENCE TO CONTACT YOU

White papers form the core of your marketing communications. They get hot leads to call you, allow warm leads to keep you top-of-mind, and encourage cool leads to warm up and buy.

WHY YOU NEED A WHITE PAPER

Technology customers depend on white papers to help them make their purchase decisions. When they're interested in a certain technology or vendor, they'll look for a white paper to read before doing anything else. *And* if readers like your white paper they'll distribute it to everyone else in the decision-making process.

WHAT MAKES A GOOD WHITE PAPER?

A good white paper is highly targeted to its audience, is structured to make a compelling case to IT decision makers, and contains a call to action.

- *Highly targeted.* Laser-focused on the group of people who will either purchase or whose recommendation for purchase will get the budget.
- *Compelling case.* Leads the reader through a series of agreements until they're convinced that you hold the answer to their problem.
- *Call to action.* Encourages readers who are ready to buy to contact you now, and keeps you top-of-mind when a prospect buys within a 6-12 month timeframe.

WHAT I OFFER

I will write a white paper for you that focuses tightly on your ideal customers, convinces readers that you hold the answer to their important challenges, and makes it easy for them to pick up the phone and call you.

WORKING WITH ME

To make this happen, I'll need four 1-hour meetings with you or your team. The first meeting is the needs assessment where we'll focus on your white paper's audience, message, and scope. Subsequent meetings will explore customer challenges, technology solutions, and your specific offering in depth.