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Title: White Books for Dummies Type: Book Category: Industry Pros: A Great Resource for Writing and Promoting White Papers. Also, good writing tips in general. Cons: I wish the template, but otherwise stunning. Notes: Excellent book. Excellent content from the master of white paper-Gordon Graham. Overall rating: 5 Star Comments: Part of the Dummies series Von I was thrilled when I reunited with Gordon Graham, This Is Guy's White Paper, just to keep the relationship alive, and discovered that he was chosen as the author of a book about the White Books for the Respected Dummies series. I couldn't think of a more qualified candidate. I asked him to send me a copy so I could review it. He sent me two (one got sent to an old address, so he sent it again (Thanks to Gordon!)). I first heard about Gordon when he was the editor (and author) of softwareco newsletters (part of CompTia) when I sat on the advisory board. But the first time I found out he had written white papers when I was approached by an SEO company link to his white paper content from Chanimal.com. I looked at his site and content and immediately connected and was happy to reconnect and talk about his white paper experience. In fact, I was looking for confirmation that the approach I used to assist my clients with their white paper was correct. He provided some great tips, but he also directed me to places where I could publish my white papers for free-big advice. I even sent a few of my clients to his service. Review On Arrival, I noted the White Paper for Dummies had all the hallmarks of a series of teapots, including a well-organized format and conventions with tips, things to remember, true stories and warnings. It is also comprehensive and covers some of the history of white paper, reasons for creating white paper, but also some tips for freelancers (including potential revenue figures and ways to keep clients focused and happy-it's saavy tips for any freelancer). The book then identifies what white paper is and what it is not-specifically it is not a puffery piece (and even includes words to avoid), but instead, it is a proof piece-convincing essay that uses facts and logic. This is especially useful when you have evidence (and it details sources and types of credible (not flawed) evidence to consider) that the product or service you are providing solves a real, juicy, unpleasant problem, usually in a way that is unique and critical to the user (and industry). This is the final proof of the piece that confirms your positioning, creating an impression in the mind of the reader. I would be a fool not to consider it. He also points out that the pragmatic result of each document is that it should produce lead for verification - ROI for costs and effort). Of course, being the author of several white papers (but as a secondary, not my main profession), I especially hunted for things I never knew. Three types (flavors) of white paper papers: 1) Background, 2) list and 3) problem/solution white paper. I only used the problem/solution format as the most compelling king of content (as he describes it). Each taste has its own purpose, but I think I will continue with the most convincing King for most of mine when I have to write it (or set the direction) since I am looking for maximum persuasivity. All said and done, the acid test (from a marketing practitioner who has to constantly protect his budget) is - will it generate enough interest (curiosity) to produce many skilled leads? The book also contains well-documented sample processes, including ways to ensure clarity, set expectations, but also avoid a breakdown with those with a title and veto that neglect to attend the initial meeting. This is so critical or white paper can get the line edited and messed up at the furthest stage of someone who has come recently, doesn't understand the purpose or format, and has an ignorant opinion, but with absolutely no record of successfully producing leads with white papers. This process itself is worth getting a book. I also liked his typical times and prices for different types of white paper (I won't spoil it-get a book). His recommendation to put more call to action at the end was good, along with choosing the right kinds of graphics and an effective title. His recommendation to use the odd numbers with a list format (increases confidence) was helpful, as was following a good typography for easy reading, as well as his caution on how to appeal to competitors (although I would like to deposit them and the entire category if I have the facts to prove it). Gordon's section on sources for white documents, along with rules for proving how intimacy, authorship, timeliness and relevance were. Again-providing credible evidence to make your white paper and argument bulletproof. As he points out, weak minded people, weak research and vague common have no place in the proof paper or it works against you. The most valuable new information I learned was his control list should and could do stocks. As he says, why spend so much effort to produce compelling white paper and then not get it there to create leads. I also appreciated the English advice, including a good example for passive versus active voice (I think that was the reason for the minus in my A-that I got in college English). The only thing I felt was missing a template for a compelling problem/solving white paper, no doubt because I was looking to validate or fix a template that I'm already using (but I'm sure he can add it to his site ThatWhitePaperGuy.com). Even so far, this is a truly comprehensive and useful book, I've gotten through (notes), in between meetings, just a few days. Congratulations on an amazing book that will help newcomers and advanced writers of white paper alike. I'm giving him five stars! Add it to your library - it will serve you well. Gordon Graham White White are the king of content that can help any B2B company build a mindshare, generate leads, engage prospects, and undermine competitors. But in order to get powerful results, you need to use white documents effectively. Make sure to provide useful information that can help a business person understand a problem, solve a problem, or make a decision. Use the right type of white paper for the correct call: either background, edim list, or problem/solution. The following table outlines the features of each type of white paper and gives an idea of when to use each of them. Characteristic Backgrounder Numbered List Problem / Definition Solution In-depth look at the features and benefits of a certain product or service Numbered set of tips, questions, answers or points about some question compelling essay that uses facts and logic to present a new solution to the problem of B2B shoppers at the bottom of the sales funnel Anyone interested in the issue of B2B buyers at the top of the sales funnel; In addition, analysts, bloggers, channel partners, and Journalists Approach the actual description of the technical or business benefits of a product or service Light and live review points or highlights about some issue Useful information about the entire industry problem that educates readers and positions your company as a trusted consultant When to use to support your firm's position as an undisputed leader in the field to support technical evaluations to support the launch of the product, to attract attention with provocative views of uncertainty, and doubts) on competitors develop prospects through a complex sale To Create Leads to Learning Your Market To Create Recognition for Your Company The length of 8 pages plus cover 5 to 7 pages plus a cover of 8 to 12 pages plus cover Typical Content Introduction Features and Benefits of Each Feature Conclusions and Call to Action About Company Introduction Of Moderate Points (between 3 and 9) Conclusions and Call to Action (optional) About Company Optional) Executive Summary of The Entire Industry's Problem Existing Solutions , Improved Solution Example (optional) Buyer's Guide to Conclusions and Call to Action About Company Few people will read the text only white document. You can provide visual relief by using at least one of these text improvements on each page: Bullets: Use a small amount of text after each bullet; Avoid lists of 20 or more bullets or a few paragraphs of text after each bullet. Headlines: Use two sets of headlines, big and bold; Write active headlines to help people skim, scan, and skip. Pull the quotes: Extract up to 20 words that give a key point from the page; The format of these quotes is more on the side; Check the logs to see it's done. Sidebars: Pull out inconsequential side questions or lists and put them in a toned box to keep readers focused on the main thread. Tables: Real numbers, options or lists in the table to save words and make the information easier to digest. White Space: Leave Leave Room at the top, bottom and sides of each page; Run text no more than 60 characters wide to make reading easier. To get a target audience to notice your new document, you have to present it as a mini-product launch. Try different advertising tactics and repeat as long as they continue to work. Don't give up promotions too soon, and use all of these must-do tactics: Create a landing page with an abstract feature of white paper prominently on your website Mentioning it in the company's email newsletters your sales and channel partners (if any) Email your home to choose to tweet it on Twitter blog about it to announce this relevant LinkedIn Publish press release Send it to relevant journalists Send it to relevant journalists Send your slip deck to your sales forces and channel partners (if any) any

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