

# W9

**"If you wish to win a man over to your ideas, first make him your friend."**

—Abraham Lincoln

**Wednesday  
Morning**

**Fax**

*from*

**The  
Castle  
Press**

## **H**ow to write an effective **White Paper**

A White Paper—which offers sales prospects information that may help them realize new solutions to their business problems—can function as a stealth advertisement for your company and its products or services. But you have to do it right to gain maximum mileage out of it.

In a recent issue of *Software Success*, Consultant Nick Copley noted that White Papers are growing increasingly important as marketing tools because business publishers are scaling back the amount of editorial space they offer to advertisers.

White papers, he says, let marketers bypass the business press and reach their best prospects directly. People, he adds, are looking to get up to speed on current technology any way they can, and a little bias seems to be okay. A few of Copley's tips:

- **Focus.** Determine your White Paper's objective. Decide on the one goal you want it to achieve. Save all other ideas for future White Papers.
- **Use case studies.** When your White Paper is too abstract, adding a case study or two "can bring the paper back to reality."
- **Address competing technologies:** Show how your solution stacks up against the competition. Make sure that your White Paper addresses the major issues your competitors raise.
- **Include a call to action,** even if it only invites the reader to ask for more information.

Another expert on White Papers, Michael A. Stelzner of Poway, California, adds that White Papers can serve to:

- **Clarify technical issues** for non-specialists.
- **Summarize implications** to your prospect of emerging product/service developments.
- **Introduce new technical advances.**
- **Stake out your company's unique approach** to your client's problems, including satisfaction guarantees and ongoing customer services.
- **Educate** your prospects about how you and your competitors operate.
- **Burn in solid testimonials.**
- **Detail** advantages you offer.

Most White Paper specialists advise:

- **Choose your writer with care.** The smartest engineer in the world won't necessarily write the most effective White Paper.
- **Write from your prospect's viewpoint.** He is interested in what's in your product for him—not in how wonderful your company and its products are.

---

**The Castle Press** – *your best choice for a printing partner since 1931.*



1222 North Fair Oaks Avenue  
Pasadena, California 91103  
1-800-794-0858  
[www.castlepress.com](http://www.castlepress.com)

(07.09.03)