

Using a White Paper to communicate: Business to Business

What is a White Paper?

- ✓ A blend of a brochure (persuading the reader) and an article (informing the reader)
- ✓ Powerful enough to lure readers yet able to strongly influence and help make decisions
- ✓ The format is increasingly sought after in business and considered to be value.

Why write one?

- ✓ To generate sales leads
- ✓ To help close sales
- ✓ To demonstrate thought leadership

Why do business readers like them?

- ✓ Useful information – learn something new
- ✓ Answer repetitive questions better than a sales person
- ✓ Helps establish credibility

What other uses are there?

- ✓ Support presentations
- ✓ Website content
- ✓ Develop business cases

