

How to

Write

White Papers

that wins more business

www.KLARITI.com

**Do you find it
difficult to
write white
papers?**

Hi, I'm Ivan Walsh

www.Klariti.com

How to write persuasive **White Papers**

**Use
White Papers
to
establish authority**

3 goals

Demonstrate **authority**

Be **interesting**

Build **credibility**

Who reads them?

Decision makers

experts (**not technical**)

Tech Journalists

Time **poor**

The Executive Summary
‘pre-sells’
the White Paper

**Write the executive
summary so it can be
read independently of
the white paper**

Executive summary

Summarize **key** points

Don't **copy** introduction

Make **sales pitches**

Mirror main document

Generate **enthusiasm**

Be **interesting**

**How to
write your
white paper**

White paper writing tips

No **emotional** language

Avoid **jargon**, clichés

Consider your **readers**

Stand **over** everything

1 idea per paragraph

Use **sub-headings**

White paper structure

Provide **context**

Define scope (**in/out**)

Explain approach

In a **nutshell...**

You're **recommending?**

It **stands alone**

A white paper answers

The problem to be **solved**

The **potential** solutions

A **recommendation**

Start by

Orienting the reader

Avoiding assumptions

Answer in one sentence

Language to use

Specific, concrete

Active voice

Positive phrasing

In white papers

Use parallel construction

Subject/verb close

Remove waffle

Persuade the reader by

One idea per **paragraph**

1st sentence **intro topic**

2nd sentence **links next**

**think of
readers as
potential investors**

Be different or else...

Why are you the **best?**

Investors are **v savvy**

****Stand over** every word**

Cite references

Credible references

Add links in endnotes

Testimonials

**I know I'm
nagging but...**

**No one reads your
white paper
if
the executive
summary sucks**

Images and charts

Compliment **text**

Help **reader understand**

****Indicate** relationships**

White paper writing

everyday **language**

Don't **coin** new words

Connect ideas

Put bottom line at **start**

Write to **be scanned**

Consider search engines

**How to
test your
white paper**

Review three times

Read **aloud**

Print out, **read** from end

Reduce word count

1. Ask others to **read it**
2. Sounds **right?**
3. Would you **buy** it?
4. Explain in **1 sentence**
5. Every revision **helps**

Takeaways

1. Write several **drafts**
2. Readers want **facts**
3. Make it **remarkable**
4. Revise in **waves**
5. Share and **promote**

**Please
Tweet, Like, or
Subscribe!**

More at www.Klariti.com