# White Papers for Dummies

*By Gordon Graham*

**White Papers for Dummies** By Gordon Graham

**A fast and easy way to write winning white papers!**

Whether you're a marketing manager seeking to use white papers to promote your business, or a copywriter keen to break into this well-paying field, *White Papers For Dummies* gives you a wealth of practical, hands-on advice from one of the world's leading experts in the field.

The fact-based documents known as white papers have been called the "king of content." No other B2B marketing piece can do more to generate leads, nurture prospects, and build mindshare.

Where white papers were once used only by technology firms, they are becoming "must-have" items in the marketing toolkit for almost any B2B firm. Practically every startup must produce a white paper as part of its business planning.

But writing effective white papers is a big challenge. Now you can benefit from the experience of a white paper specialist who's done more than 200 projects for clients from Silicon Valley to Finland, from mighty Google to tiny startups. Author Gordon Graham—also known as That White Paper Guy—provides dozens of tips and tricks to help your project come together faster and easier.

*White Papers For Dummies* will help you to:

- Quickly determine if your B2B firm could benefit from a white paper
- Master the three phases of every white paper project:
  planning, production, and promotion
- Understand when and how to use the three main types of white paper
- Decide which elements to include and which to leave out
- Learn the best practices of seasoned white paper researchers and writers
- Choose from 40 different promotional tactics to get the word out
- Avoid common mistakes that many beginners make

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## Editorial Review

From the Back Cover

Learn to:

- Plan, create, and promote effective white papers
- Pick the perfect style of white paper for your next project
- Manage a white paper project with a 12-step process

Discover how to write great white papers, and use them to boost your business!

White papers are a challenging form of content marketing that takes years to master. Luckily, this hands-on, friendly guide gives you a shortcut. Whether you're a marketing manager seeking to use white papers to promote your company, or a writer looking to break into this well-paying field, *White Papers For Dummies* gives you practical, step-by-step advice on planning, creating, and promoting effective white papers.

- Get started — find out what white papers are, who reads them, and whether your company (or client) needs one
- Plan a white paper, fast — pinpoint the audience, purpose, topic, key points, and call to action for your white paper
- Master highly effective habits — discover how to think like a lawyer, write like a journalist, and promote like a madman to make your white paper a hit
- Tricks of the trade — avoid common pitfalls that trap beginners creating their first white papers
- Reach your target audience — get a crash course on ways to promote your white paper and get it discovered, read, and shared

Open the book and find:

- Why white papers are called "the king of content"
- The huge opportunity for writers
- Outlines for the three main types of white papers
- More than 40 ways to promote a white paper
- Tips on finding powerful sources
- Ten ways to improve a white paper title
- Advice for white paper designers
- How to use white papers throughout the sales process

About the Author

**Gordon Graham** — also known as That White Paper Guy — is an award-winning writer who has created more than 200 B2B white papers for clients from New York to Australia. Gordon has written white papers on everything from choosing enterprise software to designing virtual worlds for kids, and for everyone from tiny start-ups to Google.

## Users Review

**From reader reviews:**

**Dorothy Guillen:**

The ability that you get from White Papers for Dummies will be the more deep you searching the information that hide into the words the more you get enthusiastic about reading it. It doesn't mean that this book is hard to be aware of but White Papers for Dummies giving you excitement feeling of reading. The article writer conveys their point in certain way that can be understood by means of anyone who read it because the author of this e-book is well-known enough. This particular book also makes your own personal vocabulary increase well. Making it easy to understand then can go along with you, both in printed or e-book style are available. We advise you for having this particular White Papers for Dummies instantly.

**Tara Scribner:**

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**Billy Golden:**

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**George Hoffman:**

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