

# How to Create a White Paper That Converts



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## Introduction

White papers are great content sources to generate leads, to stand out from your competition, and to explain the benefits of your product or service. Their design and content structure make them excellent content sources for all parts of the sales funnel.



I've seen all kinds of content on web labeled as a "White Paper." They come in all sorts of page range and formats, but just because you wrote your "White Paper" on white-paper, does not make it a true white paper. White papers have a certain flow and content structure, and it is this format that makes white papers a valuable content source for buying decision makers. Whether you have been writing white papers for a long time or you are new to the white paper process, check out these often-overlooked tips to make your white paper stand out above the rest.

## Title

The title is one of the most important parts of your white paper. Take your time to create an eye-catching title. Your title is the first place to grab your reader's attention. If your title is boring, your reader may move on to the next shiny object. A good title is active, solves a problem for your reader, and suggests that if they continue reading they will find information that the reader may need.

For example, you are selling a new and improved version of CRM software. Two possible title choices could be:



### **The New and Improved CRM Software from XYZ Corp.**

This title is boring. It is not active and does not give the reader any reason to continue reading your white paper.

Now, look at the active title:



### **Save Time, Save Money, and Keep More Clients with Today's Next Generation CRM Software**

The second title is active and relates to a common problem that many CRM users have, wasting time, wasting money, and losing clients. This title catches the reader's attention by **offering a solution** to a common problem.

## The Seven Page Sales Pitch

Have you written a white paper in the past and wondered why it isn't generating any leads for you? Maybe it is because your paper is full of blah, blah, blah....

Yada, yada, yada...

Your company is the best...

Your product is the best...

We've heard it all before and honestly, that is not why we selected your white paper to read. Your reader wants content, relevant content that will help him make a great decision about your product or service. Empty facts will not help someone make an important decision.

So, be careful not turn your white paper into a 5 to 7 page sales pitch. If you do, your paper will be boring and your reader will leave without finishing it.



## Sections to Include in Your Paper

Your paper should have a logical flow with an intriguing introduction, fact filled middle, and a rock-solid conclusion. A general outline to follow could be something like:

Introduction - Tell them what you are going to tell them

Market drivers - Why would someone want this product or service?

History of the technical problem and challenges it has produced.

Prior solutions and why they have failed.

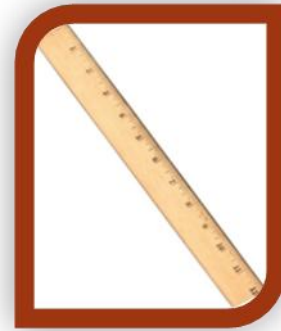
Your company's solution

- Clearly define the technology
- Benefits of how it overcomes the problems listed earlier
- Describe how your solution works
- Explain how the new technology can be used
- Key features of the new technology
- Competitive advantage of your new technology

Conclusion and your call to action

## Length

The length of your paper should be five to seven pages or approximately 2,500 to 3,000 words. This is a good length for a white paper. If you are at the 1,000 words or less then you have basically written a long blog post.



## Pagination

Don't break a paragraph at the bottom of a page. It's okay to leave some white space at the bottom. To keep everything clean, move the paragraph to the next page. This makes your paper easier to read.

## Conclusion

In your conclusion, **summarize the key points** you just talked about in the body of your white paper. Do not rehash every point in your paper, but instead remind your reader of the important facts that you want them to remember. These facts should be short and to the point. Again, you don't want to bore your reader so they give up and bypass your call to action.

## Call to Action

Add your call to action in the last sentence of your conclusion. In your Call to Action, provide the next steps that your reader needs to take. Your call to action must be direct and to the point.



For a 30 minute complimentary white paper audit session send me an email at [dan@danswords.com](mailto:dan@danswords.com) or you can contact me the old fashioned way by picking up the phone and dial 815-298-5144.