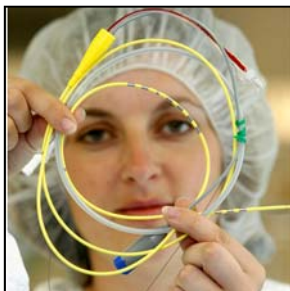


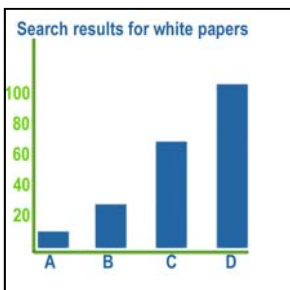
White Papers.. building trust

10 tips for creating White Papers

Build more trust, more credibility, and more sales



Often a White Paper is both the first and last document consulted by a customer before the decision is made to buy a product or service.



In April 2010 search results for White Papers showed 108,000 for medical devices (D), 70,700 for single-use devices (C), 34,800 for single use catheters (B) and 12,600 for disposable instruments (A).



Everyone has problems to solve. If your technology solves the problem, you have willing customer, one who is happy to pay the right price. White papers provide the crucial information for customers with problems that your business can solve.

White papers

- generate trust, credibility and lead to sales
- act as references for decision makers
- include interesting data to generate enquiries
- provide accurate information to managers working for a buying decision.
- supply quality information... all too often missing from the World Wide Web.

1. Keep it short

Good white papers can be any length... but more than 5000 words really belongs in a degree submission. About 1500 words is often enough to create interest, raise the relevant issues, highlight common problems and point the reader to the solutions and relevant background information.

2. Consider your readers

Make sure you appeal to your readership. Use the common language of your customer market sector ... but avoid complications and provide real information...bearing mind it will be visible on the Internet for ever and a day!

3. Remember Google

Do provide memorable introductions and conclusions. Many readers only read the first and last paragraphs. Include key words and search terms so that Google can find your information! This will help ensure that your potential customer finds a solution, preferably your solution, to his problem.

4. KISS

Keep the language simple. But not too simple for the educated reader in your field... don't patronize the reader, but remember he or she may need to convince partners or colleagues using your information. Give the reader clear and effective ammunition for his budget battle.

5. Define and explain

Decision makers need to be confident of the technology before they finally choose a supplier. Define and explain the problems and solutions. Outline the key issues. Show how the technology and solutions meet the customers' needs.

6. Be interesting.

Maintain reader interest and enhance credibility with good graphic design including charts and graphics. Do use case studies; readers want to see real problems solved, ideally with inspiring anecdotes and photography.

Break information into sensible paragraphs, and vary sentence length, display critical points, use headings to help the skimmers and provide memorable, concise introductions and conclusions.

7. Be positive

Be positive, but avoid direct selling. So concentrate on benefits rather than the features. Place all the information there so that readers can see your service or product for what it is ... a solution to their problem.

8. Be up to date

Use new and practical information with concrete hints and tips. The latest research results are interesting to everybody in your specialist field. They could be the difference between an also ran and a winner. So make sure you do thorough research (but be aware of non-disclosure agreements) before writing the paper.

9. Third party sources

Do cite third party sources; one endorsement is worth 50 advertisements. The aim is to provide a standard reference. Google likes links...so do the third parties! Citations help ensure you are found quickly, when the problem needs a solution.

10. Above all, be credible

Present your business solutions, demonstrate their benefits... but FIRST show that your information is credible and that your argument is valid. Use your White Paper with solid, supporting evidence to explain why your business has the best solution.

Everyone needs accurate information...whatever the enterprise or the market. This should include case studies on problems and solutions, practical application data and theoretical background.

A good White Paper gives a balanced view. It generates reader interest... and provides your customers with solid reasons to choose your technology and your business to solve their problems.

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