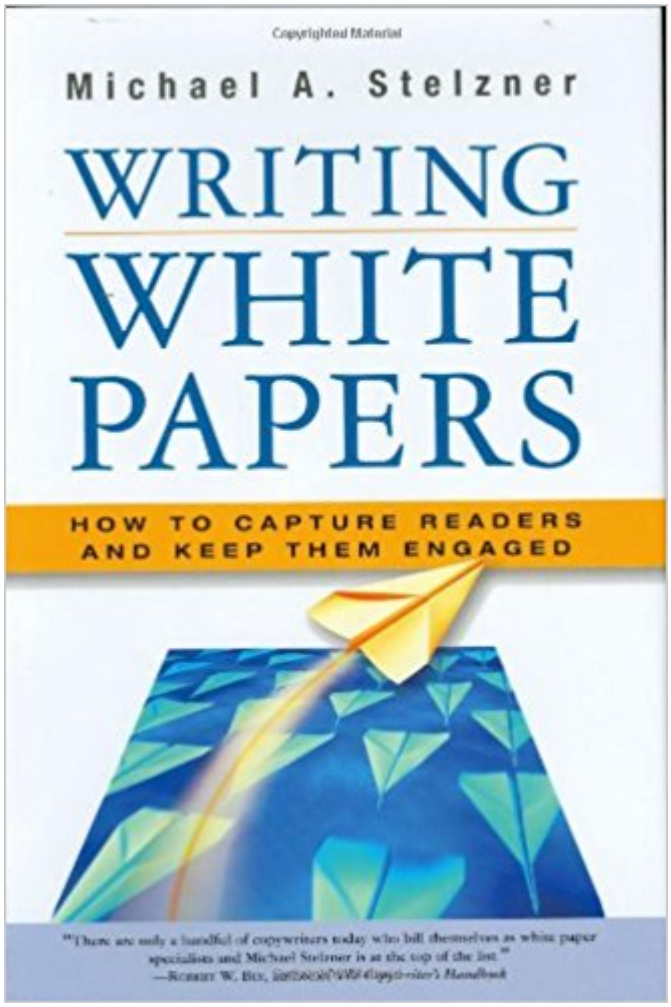
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Writing White Papers: How To Capture Readers And Keep Them Engaged



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Synopsis

Insightful tips to master white paper writing and marketing The white paper is a crossbreed of a magazine article and a brochure. White paper guru Michael Stelzner reveals his secrets for creating compelling white papers that attract readers in droves. The first of its kind, Writing White Papers provides critical how-to details for every step of any white paper project—from performing the needs assessment to attracting prospects with creative marketing tactics. With this book, you will learn to: * Create outlines that work * Master interviewing techniques * Focus content on your readers * Inject persuasion into your paper * Quickly find research data * Write the core parts for any white paper * Craft compelling titles * Apply proven marketing techniques Whether you have been tasked to write a white paper for your company, are a freelance writer wanting to grow your practice or a student seeking to master the art of writing white papers, this book will be your priceless guide.

Book Information

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Customer Reviews

White papers are at the forefront of an educational marketing revolution. Powerful enough to lure readers and able to persuade with unyielding strength, the well-written white paper is a super weapon in the marketing professional’s arsenal. Wearing many hats, the white paper can talk business or converse technically, and it can inform or influence. Best of all—it is highly sought-after. The white paper’s underlying strength rests on this premise: If you give readers something of value, they will give you their loyalty, and ultimately their business. This book aims to

equip anyone with the tools necessary to immediately begin writing white papers that attract readers and keep them engaged.

Michael Stelzner is one of the world's leading authorities on the topic of writing and marketing white papers. He has written nearly 100 white papers for many of the world's most recognized companies, including Microsoft, Federal Express, Motorola, Monster, Hewlett-Packard, Cardinal Health and SAP.

Good book. I particularly enjoyed:* Chapter 7: The Compelling Title. Author Shelzner talks about what actually works in the field, and how to test a title simply and inexpensively with Google ads.* Chapter 11: Marketing. He covers syndication, the proper way to drive leads into the sales funnel with website registrations, and pay-for-click advertising.

Yes, this is a book written for the high tech white paper, but does a great job of outlining what needs to be done in a concise manner.

Great book...excellent instruction on writing white papers.

Finally! A comprehensive and practical guide to writing white papers -- and from someone who has written more than his fair share of white papers. I was expecting a few helpful ideas when I bought this book. However, what I found was much more valuable: this guide gave me a glimpse into the inner workings of a white paper pro. Frankly, it's worth ten times the asking price, if not more. Put these ideas to work and watch your white papers become clearer, more persuasive and better organized.

Easy to read and very actionable.

If you're new to white papers, this is a great source. The author outlines all the necessary steps to follow to produce a quality white paper. The book is easy to read and well written. Even if you never write a white paper, there are good ideas and suggestions that everyone can use.

This is the White Paper Bible!!! In this age of 144 character messages - this book shows how and why white papers still are a vital tool for sellingÃƒÂ¢Ã â ¬Ã Â| even in 2014 and beyond.

Great book, I keep it in my office and reference it regularly.

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