

Are You Ready to Get Started on a White Paper?

Use this checklist to decide

If you think a white paper can help generate leads for your business, you're correct!

A recent report by DemandGen found that 76% of B2B buyers surveyed provided their information online in exchange for a white paper.¹

Before you jump on the white paper bandwagon, however, you need to gather some information.

Use this White Paper Checklist to help you figure out if you're ready to get started.

	Yes	No
1. I've identified what business goals the white paper will help me achieve.		
2. I know who my ideal client is for this white paper.		
3. I know what my ideal client's biggest challenge is.		
4. I've decided how my white paper will address that challenge.		
5. I've compiled a list of keywords or I know what keywords or phrases my ideal client uses when searching for a solution to their biggest challenge.		
6. I've identified what subject matter experts from my company will be sources for this white paper.		
7. I've identified which people from my company must review the white paper.		
8. I've decided on a call to action that my ideal client will take after reading my white paper.		
9. I know how I will distribute this white paper.		
10. I have a deadline for the white paper.		

Feeling confident about moving ahead with a white paper? Good for you!

But if you still need some help, maybe it's time to engage a writer. **Hear Ye! Writing offers a free 30-minute consultation to discuss your white paper.** Email bonnie@hearyewriting.com to get started.

Learn more about my Writing Paper Writing Services here: <http://hearyewriting.com/writing-services/white-papers/>.

¹The 2017 Content Preferences Survey Report: <https://www.demandgenreport.com/resources/research/the-2017-content-preferences-survey-report>