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ACTSmart, American Computer Technologies Presents:

Monday, July 13, 2009
Volume 1, Issue 24



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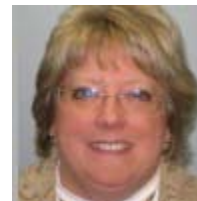
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Dear Pam,

Last week we got lots of positive response to "Write a Blog!" Week 3 in our 12 Week Marketing Challenge. Many of you have called to have a blog added to your website - it's such an inexpensive (\$99) and easy to use marketing tool!



Over 4th of July weekend I got the opportunity to catch up on my reading. It was so nice to be able to sit out in the backyard, enjoy the beautiful weather and read the Brevity Brief articles that I get every week. Brevity Brief is a service that reads and summarizes books on business and it allows me to decide what books I want to invest my time and money in by giving me a few pages of information and an action plan to make the book more meaningful.

Two little books really stood out and I purchased them right away:

Words That Stick - a Guide to Short Writing with Big Impact by Rix Quinn. It's less than 100 pages and a very quick read. It has lots of great information about how to write effectively.

Little Red Book of Selling by Jeffrey Gitomer. It hasn't come in yet and I'm anxious to read it. One of the quotes in the Brevity Brief "When it comes to sales, it makes no difference who you know. It matters who KNOWS YOU." How true! And marketing is how you get people to know you.

Week 4 in our 12 Week Marketing Challenge is "Offer a White Paper." It's a great way to be thought of as the "expert" and tell potential customers what you know.

It only takes a minute to find a new marketing idea ~ Let's Get Business!

What is a "White Paper"?



According to Wikipedia, a **white paper** is an authoritative report or guide that often addresses problems and how to solve them. White papers are used to educate readers and help people make decisions. They are often used in both politics and business.

According to Michael Stelzner, the author of ***Writing White Papers: How to Capture Readers and Keep Them Engaged***, "A white paper typically argues a specific

position or solution to a problem. Although white papers take their roots in governmental policy, they have become a common tool used to introduce technology innovations and products. A typical search engine query on "white paper" will return millions of results, with many focused on technology-related issues. White papers are powerful marketing tools used to help key decision-makers and influencers justify implementing solutions."

For a Free White Paper on How to Write a White Paper (of course!) go to his [website](#).

Why You Should Write a "White Paper"

As the author of a white paper, you are the expert. You have the knowledge that your customers or clients want and become more valued in their eyes. It gives them one more reason to chose you over the competition.

If a "White Paper" sounds too formal, offer a "Free Report." "Top 10 Reasons to..." "How to ..."
Every industry has something that people want.

If you are a gift store, offer "New, Exciting Ways to Wrap a Present" or "The Top 10 Gifts That Brides Love Most."

If you are a restaurant that offers a Function Room, offer "How to Make Your Party a Hit" and give them suggestions that make it easy for you to work with them (Win / Win)

If you are a dental office, offer "How to Keep Your Smile It's Whitest." or "Cosmetic Dentistry Has the Answers To Your Concerns."

Think of what questions customers or clients ask you all the time and turn it into a white paper or report. It makes you seem more helpful and concerned about their problems. It makes you more approachable, more human.

Trade It For Something *YOU* Want!

Once you have written your White Paper or Free Report, you'll want to offer it on your website. Rather than have it readily available to anyone, trade it for a valuable piece of information that you'd like - their email address!

This gives you the opportunity to market to a qualified lead - they're interested in whiter teeth, next week you can send them information about your whitening special. Then follow up a week later with information about how to become a new patient. Offer them your email newsletter. Keep in touch. When they are ready, who are they going to think of - YOU!

Tips To Writing a Good White Paper / Report

1. Know your audience - A white paper must quickly identify problems or concerns faced by the reader and show that the solution may lie with your company's products or services.
2. Offer the "What To Look For" pitch. Provide an overview of the key considerations when looking for a solution to their problem.
3. Provide Examples - Explain situations where your solutions have been particularly valuable.
4. Use images, charts and illustrations - it breaks up the white space and makes your information more interesting.
5. Break information into small, digestible chunks. Again, this allows the reader to understand the information easier.
6. Use sidebars and pull quotes - this helps those who are scanning your article to find the information quickly.
7. If you are not a good writer, consider hiring a professional.



Take the "12 Week" Marketing Challenge with us. Set aside a few hours to work on your

marketing uninterrupted. Last week some of you who don't already have blogs called us to add a Blog to your website. That's GREAT! We look forward to reading your postings!

Week 4: Add a White Paper or Free Report to your website. Once you have a report or white paper, call George at 781-834-9208 Ext 207 and he will set up the protocol that provides the report or White Paper in return for their email address for only \$49. It's one more way to set yourself apart from your competitors AND it gets you those valuable email addresses to expand and continue your marketing

We're on our way with our "12 step program to marketing health"
Have a Happy, Healthy, PROSPEROUS week!

MondaysMarketingMinute.com



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