



9 Powerful Goals for Your Next White Paper

White papers use facts and logic to explain an idea, solve a problem, or help make a decision. Pick a business goal to focus on.

Here are 9 to choose from:

1 Introduce a New Trend, Concept, or an Idea

Give your audience a new perspective. Examine the possibilities for change, the challenges they can overcome, and the benefits they can get from something new.

2 Support a Product Launch

Zero in on your target audience. Show them you understand their needs. Then, introduce your new solution and explain how it opens up new possibilities. The call to action takes them to the next step for more details on the features and benefits.

3 Get Noticed

Maybe you're a startup company or entering a new market. Start by connecting with your audience. Find ways to pique their curiosity. Focus on their needs and desires. Simply, be helpful. And make it easy to consume and share, like a listicle white paper.

4 Simplify a Complex Process

Make your complex process easier to understand. You can start with a visual diagram of your process to make it engaging and memorable. Think of adding a customer success story to make it relatable.

5 Generate More Leads

Focus on your target audience. Start by discussing the problem they have and the drawbacks of other methods being used to solve it. Then, introduce a new improved solution without mentioning your brand name. It's too early in the process. The call to action will guide them to get more details about your specific solutions.

6 Thought Leadership

You have knowledge on a topic that is new and original. Share your expertise on it. Be the go-to trusted resource and consistently share content in different ways.

7 Offer a Leave-Behind

What big question is often asked by potential customers in sales meetings? Create a white paper on that topic as leave-behind content. Your prospects get something useful to take home and you have another reason to stay in touch.

8 Help Close a Sale

Educate buyers on the details of your products and services. Eliminate their objections, reduce risk, identify gaps, and compare solutions. Help them to make the best decision. The call to action will guide them to the next step or to the sale.

9 SEO Benefits

There are two ways to look at how your buyers search. And two types of white papers.

First, they search for their *nagging business problem*, not the product or the company name. So, focus on the problem in the paper and include it in the title.

Once they understand what's possible, then they search for the *brand products or services, and companies*. Include your company's name, solution, and benefits in the title and focus the paper on the features and benefits of your solutions.

Do you need help with planning, picking your goal, and/or creating a powerful white paper, guide, or report? Reach out to me at 833-978-5678 and we can talk.