

White Paper Reviewer's Checklist

Not everyone has a lot of experience reviewing white papers. The key is to focus on high-level issues: Do you think the draft will reach your target audience? Is everything expressed clearly and accurately?

You don't need to focus on low-level issues like grammar or spelling; the writer's software can check that.

Here are 14 things to look for when you review a white paper.

1	Will this white paper achieve its business purposes? Why or why not?	
2	Will this white paper reach the target audience? Is the language right?	
3	Is the title compelling?	
4	Are there enough graphics? Do they make sense? Are they effective?	
5	Is the text enhanced with bullets, tables, pull quotes and sidebars?	
6	Is the executive summary crisp and clear?	
7	Does the conclusion wrap it up properly?	
8	Is the call to action clear and effective? Is it brief and simple to follow?	
9	Does the call to action fit clearly into your sales cycle?	
10	Overall, is the text clear and concise, easy to read and compelling?	
11	Are there enough proof points in the text? Are sources credible?	
12	Does the flow of ideas make sense?	
13	Can you point out any contradictions, gaps or jumps in the logic?	
14	Is the white paper too long or too short?	