

### White Paper Project Planning Checklist

Here are 12 steps to manage in the white paper publishing process. You can think of these 12 steps in three phases: Planning, Production, and Promotion.

For best results, marketing teams should focus first on the planning phase (steps 1 through 4) and leave the production process to your white paper writer and designer, if you hire one (steps 5 through 11).

While your writer is producing your white paper, focus your marketing team on the final stage (step 12): getting ready to promote the finished white paper.

1	Sponsor a kickoff call with your writer and all reviewers.	
2	Make a list of all reviewers.	
3	If your writer asks for help, answer promptly.	
4	Don't interfere with the creative process.	
5	Request a draft executive summary.	
6	Gather all first-round comments promptly.	
7	Help your writer make sense of comments.	
8	Find, create or buy graphics.	
9	Gather final comments.	
10	Get final deliverables and sources and do a quick spot check.	
11	Attend to payments, permissions and a post-mortem if needed.	
12	Launch your promotional campaign.	