### Why do people like white papers?

An effective white paper helps a target reader understand an issue, solve a problem, or make a decision.

### Top Challenges Facing B2B Marketers

- Generate Leads
- Stand Out From the Crowd
- Engage Prospects

### The 3 Main Flavors of White Papers

As different as vanilla, strawberry, and chocolate ice cream

<table>
<thead>
<tr>
<th>Type</th>
<th>Backgrounder</th>
<th>Numbered List</th>
<th>Problem/Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flavor</td>
<td>Vanilla</td>
<td>Strawberry</td>
<td>Chocolate</td>
</tr>
<tr>
<td>Definition</td>
<td>An in-depth look at the features and benefits of a B2B product or service</td>
<td>A numbered set of tips, points or questions on a topic</td>
<td>A new, improved solution to a major problem</td>
</tr>
<tr>
<td>Qualities</td>
<td>Predictable</td>
<td>Light &amp; Lively</td>
<td>Rich &amp; Satisfying</td>
</tr>
<tr>
<td>Length</td>
<td>6-10 pages + cover</td>
<td>5-10 pages + cover</td>
<td>6-10 pages + cover</td>
</tr>
</tbody>
</table>
When to Use Each Type of White Paper

**Problem/Solution**
When to use:

*At the Top of the Funnel*

Problem/Solution White Paper

**DEscribes a New, Improved Solution to a Serious Problem**

**Tip:** Always mention the problem in the title, so that your white paper shows up in search results.

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**Numbered List**
When to use:

*In the Middle of the Funnel*

Numbered List White Paper

**PresentS a Set of tips, Questions, or Points on Some Issue**

**Tip:** You can combine a numbered list with either other type of white paper.

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**Product Backgrounder**
When to use:

*At the Bottom of the Funnel*

Product Backgrounder White Paper

**ExPLains the Technical or Business Benefits of a Certain B2B Offering**

**Tip:** You can mention a specific product name in the title.

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* 95% of business buyers search the Web before contacting any vendors

**For many more tips and best practices on planning, producing, and promoting white papers, get “White Papers For Dummies” or visit www.ThatWhitePaperGuy.com**

Also available as an e-book for Kindle, Nook, Kobo, iOS or Android devices.
Most white papers fall into one of three flavors:

- **Product Backgrounder**
- **Numbered List**
- **Problem/Solution**

You can mix a numbered list with either flavor, yielding five flavors to choose from. Do not mix a product backgrounder with a problem/solution, or try all three flavors in one. Those mixtures just don’t work very well.

### Backgrounder
**Typical Page Count:** 6 to 10 pages + cover

- Cover or Title Page (optional)
- Introduction: 1 page
- Technical Features & Benefits: 4 to 8 pages
- Conclusions & About the Company: 1 page

### Numbered List
**Typical Page Count:** 5 to 10 pages + cover

- Cover or Title Page (optional)
- Introduction: ½ to 1 page
- Numbered Sections: 4 to 9 of whatever length
- Conclusions & About the Company: ½ page (optional)

### Problem/Solution
**Typical Page Count:** 6 to 10 pages + cover

- Cover or Title Page (optional)
- Executive Summary: 1 page
- Business or Technical Problem: 1 to 2 pages
- Existing Solutions: 1 to 2 pages
- Better Solution: 1 to 2 pages
- Case Study: 1 page (optional)
- Buyer’s Guide: 1 page
- Conclusions & About the Company: 1 page
<table>
<thead>
<tr>
<th><strong>Product Backgrounder</strong></th>
<th><strong>Numbered List</strong></th>
<th><strong>Problem/Solution</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Definition</strong></td>
<td>A <strong>deep dish</strong> of features and benefits of a certain product or service</td>
<td>A <strong>numbered set of tips</strong>, questions, answers, or points about an issue</td>
</tr>
<tr>
<td><strong>Also Called</strong></td>
<td>Evaluator’s guide, product briefing</td>
<td>List-based article, Top 10 List</td>
</tr>
<tr>
<td><strong>Audience</strong></td>
<td>Prospects at the end of the buying process</td>
<td>Anyone interested in that issue</td>
</tr>
<tr>
<td><strong>Approach</strong></td>
<td>A <strong>hard sell</strong> that pitches the technical or business benefits of a product or service</td>
<td>A lively <strong>roundup</strong> of points, questions, or highlights about an issue</td>
</tr>
<tr>
<td><strong>When to Use</strong></td>
<td>1. Your firm is a leader that easily attracts many prospects 2. To support a product launch</td>
<td>1. You need quick content for a blog, e-newsletter, magazine, or calendar 2. To spread FUD on your competitors</td>
</tr>
<tr>
<td><strong>Length</strong></td>
<td>6 to 10 pages + cover</td>
<td>5 to 10 pages + cover</td>
</tr>
<tr>
<td><strong>Typical Sections</strong></td>
<td>- Introduction  - Product or service features and benefits  - Conclusions &amp; call to action  - About the Company</td>
<td>- Introduction  - Between 4 and 9 numbered points  - Conclusions &amp; call to action  - About the Company (optional)</td>
</tr>
<tr>
<td><strong>Leave Out</strong></td>
<td>Hype, marketing-speak</td>
<td>Product features, hype, marketing-speak</td>
</tr>
<tr>
<td><strong>Repurpose As</strong></td>
<td>Demo, webinar, press release (launch only)</td>
<td>Blog post, magazine article, press release</td>
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