

# How to Attract Customers Who Want to Buy, by Getting THEM to Call YOU!

A “white paper” is just one of many types of *viral* marketing mechanisms that you can use in your business to qualify and attract streams of clients, whether you’re awake or asleep, at work or on holiday. This is truly the “sales person who never sleeps”!

And the best part is, even if you have to pay someone to research and do it for you, it’s the cheapest, most effective advertising you could possibly do! In many cases, with a little help from your fellow business people, you can create your own very simple but effective white paper.

## What is a White Paper?

- Definitive report or guide
- Relates to a problem, situation, product or service
- Initially used to refer to particular government publications
- Thereafter used to refer to reports about technical products or scientific advances
- Has now been adapted to all sorts of products and services, including yours

The best white papers point out a crucial and relevant problem which your potential clients would walk over broken glass to get the answer to. Don’t use white papers to try to convince people – that’s way too hard and rarely works. Find a “starving crowd” and offer them “food”!

We’ve proven over and over again that just about any company has a “starving crowd” out there waiting for them, if only they know how to identify it!

## Purpose Related to Marketing

If a white paper is well researched and well-written, it has the potential to be passed on to many others. This means that distribution of many thousands of copies of your white paper, to a targeted audience, can be at **no cost to you whatsoever!**

Studies show that white papers are often passed on to 6 others whom the recipient considers the information important for. Result: ***High contact rate from qualified potential clients.***

You can do the math on this for yourself. If 2 people each pass it on to 2 other people, who each pass it on to 2 other people, within just 19 days it has the potential to reach over ***1 million targeted, qualified people.*** Great white papers do exactly that.

## Characteristics of a White Paper

- High relevance to audience
- Unbiased and objective
- Does not in any way appear self-serving
- Informative
- High credibility

A white paper isn't just an overblown brochure, and in reality isn't about you or your company at all. It's all about your client! No wonder your potential clients will want to read it!

Make sure you write objectively, from the client's point of view, in such a way that the client absolutely knows you understand his/her problem, and absolutely trusts that you have what they are looking for. Be brutal in eliminating hype.

If you do this well, you will build a highly-responsive, trusting client base that will not only make you their first port of call, but will send streams of referrals to you as well. After all, you've now established yourself as the trusted "expert" in your business or field.

### **Steps to Create Your Own White Paper**

- Research your topic – do not merely rely on your own company resources
- Decide on a topic and headline that will rivet the reader's attention
- Begin by briefly describing the purpose/content of your white paper
- Clearly elucidate the problem from the client's perspective
- Offer a range of solutions
- Give an irresistible reason to initiate contact with you, that is a logical progression of the white paper

No matter how well you believe you know your clients' needs, never presume. Use free tools like Overture or GoodKeywords to test out your ideas about what's in your clients' minds. Home into what you discover with laser-like accuracy in your heading, and in your very lifelike description of what it's like to experience the problem, from your clients' shoes.

Be objective in discussing solutions. You may be aware that there are some solutions that people are trying that are not working – give personalised case studies of those as well as others that are giving good results.

Finally, invite the reader to initiate contact with you in a way that is a natural flow-on from your paper. It may be taking advantage of a coupon, subscribing to an ezine or discussion forum, asking for a further report, attending a seminar, etc, etc. Make sure that from this step, there are others that lead logically, safely and comfortably, to acquisition of your product or service once your client has gained sufficient confidence and trust in you. Remember that the white paper is not a strategy on its own, but is part of an overall marketing strategy!

### **How We Can Help**

Different businesses have different degrees of need for help with their white paper. Some are able to complete the whole task and need our help only to review and edit. Others need us to complete the whole process, from initial research to final write up. How we help is completely up to each business and its unique needs.

If you know that you need help, but it's beyond your budget, at least use your business community to help you construct, write and test your white paper or other report to make sure it has the greatest impact possible.

Your business community is only a few clicks away, on My Speed Business Network. Simply go to [www.speedbusinessnetworking.com](http://www.speedbusinessnetworking.com) and click on "**Take Me to My Speed Business Network**". It's completely **FREE**, and you'll find a whole new world of business support just waiting for you!

Enjoy!