Title:
How To Use White Papers To Promote & Sell Your Industrial Products On & Off The Internet

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889

Summary:
Increase sales and improve marketing ROI by writing and distributing white papers to promote y

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Article Body:
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For quite some time now White Papers have been sort of the in-thing in the world of industrial

Think about it. What other promotional item or marketing tool cost so little? For just pennies

Client-Centered White Papers

Generally speaking, white papers are suppose to be technical documents, at least originally. E

The key of writing an effective white paper is focusing on how the content benefits your custo

·   Technical information the prospect can put into action and benefit from;
·   Information that makes the prospect understand the value of your products and reliabil
·   Information that gets the prospect to pick up the phone and call to request a quote –

Writing Effective White Papers

Anybody that is skilled in a certain industry can write a white paper. Sure, you can hire some

If you're not much of the writing type, you can always hire a copywriter or editor to go over

Your existing customers can also be an excellent source to gather a lot of information that yo

What Does A White Paper Look Like?

A white paper does not have to be colorful and fancy. It can be a simple, black-and-white, sin

I'm not suggesting your white paper should be cheap looking. By all means, you want it to be p

You can also Google or Yahoo the term 'White Papers' to find all kinds of samples. Or better

Distributing Your White Paper

Getting your White Paper into the hands of your prospects is the easy part. You can offer the

When you write a really good white paper, you'll notice the distribution will spread on its ow

About The Author :

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