

## *WHITE PAPERS ... aka SPECIAL REPORTS ... show you're the expert in your field*

You don't need a big business to benefit from a white paper or special report.

These documents can very effectively promote your product, service, technology or methodology, and thus influence your customers' decisions.

These subtle marketing tools are the opposite of the showy brochure or advertisement, in that they are longer and more academic in style.

And customers often respond better to their persuasive, helpful information, backed by evidence.

### *How to show you're the expert*

By making such information available, you also position yourself as the helpful expert in your field.

Next time you need to clearly explain the technical features of whatever you're proposing, I can help you create a **BACKGROUND**ER.

If you want to focus on your offering's tips or points, a **NUMBERED LIST** will do the job.

If you want to suggest a better solution to a common business, technical or personal challenge, you need a **PROBLEM/SOLUTION** special report.

A **trained writer** asks the important questions that reveal the key points of your paper, and then bridges the gap between what you say, as the expert, and the language spoken by your reader.

*Let's talk about your project*

Contact me, Josephine Brown ➡

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*Be understood...  
in print and online!*

