



THE VALUE OF SPECIAL REPORTS AND WHITE PAPERS

Consumers want information before they buy. A special report (white paper) allows you to educate customers and prospects to your *differentiation*, to *new products* and *services*, and to your business practices.

Unlike a hard-sell sales pitch, a special report is a soft-sell approach your prospects can access when they're ready to learn more about you and your business.

Special reports are excellent 'bait' on the landing page of your web site, motivating your site visitors to give you their name and email address. Once they 'opt in,' you can contact them in the future to share new information, products and services.

Special reports ease the tension that typically exists between seller and consumer. Instead of presenting price and item, offer to provide your prospects an information-packed special report. This is often called the *two-step marketing communication process*.

Use special reports to educate your prospects as to what they need to know, and the questions they should ask, *before* they buy from someone else.

You can create a special report to educate your customers and prospects as to how to use your products, services and expertise. Special reports can provide technical information in terms that are easy to understand. Special reports position you as the expert in the subject, enhance your brand image, and make additional impressions on your clients and prospects.

Repetition of your message is how you implant your business name, and message, into the long-term memory of your prospective consumers. Since most consumers are future buyers, first position in their memory is critical because most consumers buy from the business they think of first.



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1. Use special reports to educate your complementary marketing partners to your differentiation and the products and services you sell, making it easier for them to provide referrals to you;
2. Special reports have a long shelf-life;
3. Special Reports regularly circulate to a variety of decision-makers;
4. A special report is a valuable marketing tool that is not used by most business owners, making it a point of differentiation for you;
5. Use special reports as a 'closing tool' when making a sale;
6. Special reports can be used as a PR resource with local media;
7. Special reports can easily be evolved into magazine articles;
8. Special reports can be easily updated;
9. Special reports make great direct mail pieces;
10. Turn special reports into profit centers by selling them.

A Typical Special Report/White Paper Averages 10 Pages, Can be written in a Variety of Formats and Often Includes the Following Information:

- Identify your readers problem or opportunity;
- Discuss what's happening in your industry ;
- Acknowledge any unique problems or opportunities your prospect currently face;
- Explain how the problem has been resolved, or how the opportunity has been maximized, before now;
- Review the current solution(s) to the problem or opportunity by analyzing the features and benefits of your current offering;
- Explain why the previous solution is no longer as viable as it could be by examining the features and benefits that are not provided;
- Point out the unresolved problems when the current solution is used;
- Provide examples of the problems that remain when the current solution is used;
- Present your new approach;
- Provide examples that show how your solution is the right solution;
- Make an offer, coupled with a call to action, and make it easy for the reader to respond to your offer.

My Special Report/White Paper Development Process:

- You and I talk to determine the subject of your special report;
- We identify your primary reader;
- We identify your secondary reader(s);
- We determine the objective of your special report;
- You make the initial deposit;
- I develop the outline and discuss it with you, then revise as needed;
- After you approve the outline I do any necessary research;
- I interview your experts and select customers;
- I write the first draft of your white paper for your review;
- I revise as necessary and give you the revision for your review;
- Once approved, you provide me with the logos, photos, etc. you would include in your report;
- I complete the special report and give it to you;
- You pay the balance due;
- You own your special report; use it as you desire.

Call me at 573-808-2349, or e-mail me at mark@accountablemarketing.com to discuss how *you* can use special reports/white papers as a marketing tool, and to discuss the creation of a special report/white paper for your business.

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