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What's Your White Paper ROI?

**by Gordon Graham
ThatWhitePaperGuy.com**

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**Our industry
is awash
in a sea of
"white
papers"**



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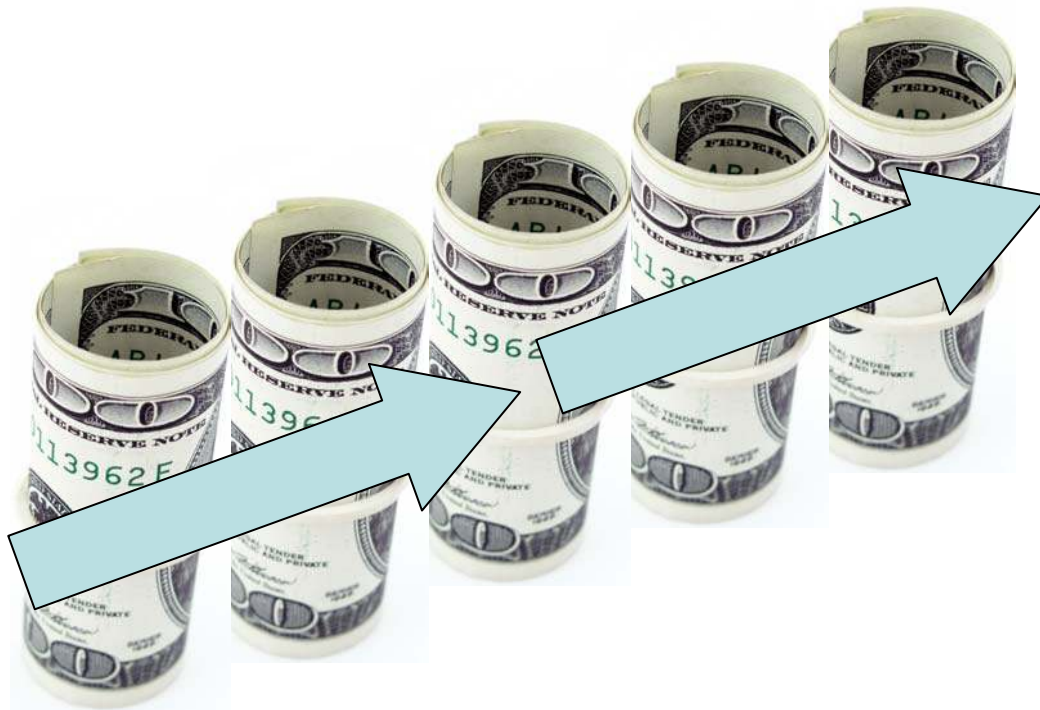
But many white papers don't generate an acceptable ROI



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**Follow these tips to boost
your white paper ROI**



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**Step 1:
Plan for
Success**



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➤ **Target a precise audience**



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Step 2: Build a Compelling Case



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**□ Find the right
writer and
editor**



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Step 3: Publish to Target Prospects



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➤ **Promote
your white
paper like
any new
product**



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**For more information,
or help with your next
white paper:**

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