

# Who is Best Qualified to Write a White Paper?

## The Top Ten Qualifications of a White Paper Writer

The challenge is to find a person or team with a diverse set of competencies and skills.

- 1. Writing skills:** White papers require the ability to present ideas in a clear and concise manner. *Does the writer have extensive writing experience?*
- 2. Interviewing skills:** White papers require input from subject matter experts. *Can the writer direct the questioning and draw out pertinent information?*
- 3. Marketing skills:** White papers address areas of marketing expertise such as markets, customers, competitors, supply chain and product positioning. *What knowledge does the writer have about marketing strategies and tactics?*
- 4. Sales skills:** White papers call for persuasive arguments. *Does the writer have the ability to utilize each section to build a strong case?*
- 5. Analytical and explanatory skills:** White papers call for the presentation of complex concepts in the concise language of the target audience. *Can the writer analyze processes and explain them in the language of the audience?*
- 6. Experience with white papers:** White papers, depending on the audience and objective, utilize a variety of disciplines and tools to make a strong case. *Does the writer understand how to craft a white paper?*
- 7. Technical competency:** White papers often highlight the business benefits provided by technology. *Does the writer have the ability to translate technological features or jargon into customer value terms?*
- 8. Organization and structure:** White papers require points to be made in a sequence that builds a persuasive argument. *Is the writer able to develop thoughts into a structured argument?*
- 9. Energy and punctuality:** White papers require extensive research and collaboration with experts, as well as with creative and organizational staff, but also have time restrictions due to marketing needs. *Does the writer have both the initiative and the organizational skills to drive the process?*
- 10. Cooperative and flexible:** White papers are produced through a process of intensive short-term collaborations. *Is the writer open to input and to change?*



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