

# White Paper/Free Report Writing Guide

## I. AGITATE THE PROBLEM

A. List 3 problems your customers are facing right now.

- 1.
- 2.
- 3.

B. List the causes of these problems

- 1.
- 2.
- 3.

C. List the losses incurred by your customers because of these problems. Use \$ figures and other hard numbers when possible.

- 1.
- 2.
- 3.
- 4.
- 5.

D. List ways your customer might currently try to solve these problems

- 1.
- 2.
- 3.

E. Explain the shortcomings of the solutions above. Why are they not optimal solutions?

- 1.
- 2.
- 3.

## **II. Explain the DIY (Do-It-Yourself) Solution**

A. Describe a do-it-yourself solution (in steps if possible)

- 1.
- 2.
- 3.

B. List reasons why the DIY solution is better than the less-than-optimal solutions.

- 1.
- 2.
- 3.

C. List the time, money, etc. this do-it-yourself solution save the customer. Use hard numbers and \$ figures.

- 1.
- 2.
- 3.

## **III. Offer the DFY (Done-For-You) Solution**

A. Explain the DFY solution (in steps if possible)

- 1.
- 2.
- 3.

B. List the time and money savings from taking advantage of the DFY solution

- 1.
- 2.
- 3.

C. List as many reasons you can think of to do this NOW instead of waiting until next month/next year, etc.

- 1.
- 2.
- 3.
- 4.
- 5.

#### **IV. The Next Step**

*Fill in the blanks (see completed template below for example)*

To further help you (benefit to client \_\_\_\_\_), (your company name \_\_\_\_\_) has developed a (#)-minute (name of presentation \_\_\_\_\_) which we conduct (in person/over the phone) with you and top staff/team members. This (name of presentation \_\_\_\_\_) has a (\$ value) value but is yours for no-charge for reading this report.

What we accomplish in this fast-paced, zero-nonsense session is:

- (benefit number 1) \_\_\_\_\_
- (benefit number 2) \_\_\_\_\_
- (benefit number 3) \_\_\_\_\_

The presentation is conducted by (title and name of presenter \_\_\_\_\_), who has (short description of experience and recognizable and relevant clients he/she has worked with \_\_\_\_\_)

Please be assured that this consultation will not be a thinly disguised sales presentation; it will consist of the best intelligence (name of presenter \_\_\_\_\_) can supply in a (#\_\_\_) minute time span. After the call you will be provided with a (battle plan/5-step recommendation/etc).

There is no charge for the call, but please be advised that the call must be strictly limited to (#\_\_\_) minutes. The consult will typically take place within 1-2 weeks of your call.

To secure a time for this consultation, please (fill out form/ call/ email). (name/"we"/etc \_\_\_\_\_) will provide you with a (diagnostic sheet/survey, etc) consisting of several questions that will need to be answered to maximize our time together.

## Example of “Next Step”

To further help you with your business, Atlanta Marketing Center has developed a 15 minute “Self-Assessment” which we offer on our website.

What we accomplish in this fast-paced, zero-nonsense session is:

- How to determine and manage your current business situation, cutting out where you are specifically leaving money on the table
- Research your upside profit potential from your new ways to employ your sales marketing strategies
- Give you advice which you can implement right away as an initial steps for your business growth

### PROFIT FOCUSED!!!

The Self-Assessment is reviewed by the CEO of our company, Brad Lloyd, who has worked with thousands business owners. This Tune-Up has a \$299 value, but it's yours for no charge for a short-time.

<http://atlantamarketingcenter.com/self-assessment>

You ought to take advantage before it's gone.

If you qualified, you will have a chance to have a one on one strategic coaching session with Brad.

Please be assured that this consultation will not be a thinly disguised sales presentation; it will include of the best intelligence Mr. Lloyd can supply in a 30 minute time span.

There is no charge for the call, but please be advised that the call must be strictly limited to 30 minutes. The free value driven consultation will typically take place within possibly in just a few days of you completing your self-assessment.

Look at it this way, take the 15 minutes now, to have an opportunity to increase your profits by 15% +++.

<http://atlantamarketingcenter.com/self-assessment>

To your success,

### Brad Lloyd

Founder of Atlanta Marketing Center  
Profit-Triggers.com

P.S. Marketing your business is the single highest value activity you can be working ON, far more profitable than working IN your business.

P.P.S. "Let's Build a Smarter Marketing System"

**What can we promise? Double Your Money Back Promise. Yes, you must have a real business to implement these proven strategies. New business strategies are available as well.**