

# **EDL CONSULTING, LLC**



## **WHITE PAPER WRITING SERVICES**

White papers are highly useful marketing tools. They provide persuasive and factual evidence that a particular offering is a superior method of approaching or solving a problem or challenge. Read on to see what we can do for you!

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# EDL CONSULTING, LLC

## WHITE PAPER WRITING SERVICES

EDUCATE. PERSUADE.



### THE MOST EFFECTIVE LEAD GENERATION TOOL

A White Paper is an informational document issued by a company to promote or highlight the features of a solution, product or service. It is used to provide persuasive and factual evidence that a particular offering is a superior method of approaching or solving a problem or challenge.

White papers are sales and marketing documents used to entice or persuade potential customers to learn more about or purchase a particular product, service, technology or methodology. They are frequently used in tandem with case studies and other sales literature as part of an overall marketing campaign.

EDL Consulting, LLC will work with you to:

- Identify your ideal reader (develop buyer persona)
- Define specific message to be conveyed
- Identify the problem
- Back up your findings with market research
- Identify any additional problems
- Propose a basic solution
- Introduce your company's solution
- Provide details on your solution
- Discuss the Business Benefits of your solution
- Summarize the main points of your pitch
- Supervise document printing and distribution



We create visually pleasing white papers that get your point across in an efficient, compelling manner.

We work to identify the unique qualities of your business and to make those qualities irresistible to your ideal buyer. Give us a call and set up your consultation today!