

# Electron Microscopist and Nanotechnology Veteran Reveals 17 Secrets to Driving Revenue With White Papers

Dear John,

In the highly competitive nanotechnology and electron microscopy space, white papers can play a critical role in the marketing and selling process.

That's because **white papers work**—and often surprisingly well.

In fact, well-written and effectively positioned white papers can build mindshare, generate leads, persuade prospects to shortlist your company and even help seal the deal.

And in an age where more buyers are making critical decisions behind closed doors, your white paper is often the only “voice” you’ll have at critical points in their buying process.

But **not every white paper is a success**. Many fail to yield even a marginal return on investment and effort. Not to mention that white papers are **often the most challenging and most misunderstood** marketing pieces around.

**So how can you ensure your next white paper delivers the goods?**

Follow the proven tactics described in my FREE resource guide:

## Scaling Up Nanotechnology Sales: A Marketing Manager's Guide to Driving Revenue with White Papers

To download your copy, go to:

**[www.colmporegan.com/whitepapers](http://www.colmporegan.com/whitepapers)**

This 9-page resource guide is full of practical tips and insights you can put to use immediately. No half-baked, theoretical ideas. It's all meat—and all straight from the trenches.

**You'll learn 17 secrets to writing a winning white paper. For example:**

- The **5 most important questions** you need to ask yourself and your marketing team in order to write a winning white paper (**page 5**)
- What you should **never include** in your paper's title (*if you want prospects to read it!*) (**page 7**)
- What the **optimal length** of a white paper is (*It depends on*

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- your audience, so I'll show you what works best for each.) (Page 7)*
- The **two types of readers** you'll need to write for, and how to do it well (Page 6)
  - The **single most important thing** to remember when writing a white paper (*if you want it to get results*) (Page 4)
  - Industry survey of 200 websites (including yours) revealing the **4 biggest white paper mistakes** made by marketers in the nanotechnology industry (Page 4)

### Who am I to be giving white paper advice?

I'm a B2B technical copywriter specializing in the nanotechnology and EM space. I've spent the last 6 years working in nanotechnology research, which included hands-on training with electron microscopes and other tools used in the industry.

So not only do I understand the technology, but I also understand your audience. I offer unique value as a marketing writer for nanotech firms because I realize what makes your prospects tick and what keeps them up at night.

I also respect the budgetary and ROI pressures you're under. So I write with results as a goal. Targeted, benefit-oriented copy that gets more potential prospects to engage with you and move more quickly through your sales cycle.

### The white paper resource guide is free:

## Scaling Up Nanotechnology Sales: A Marketing Manager's Guide to Driving Revenue with White Papers

No strings attached. And it takes just a few seconds to download. The website is:

**[www.colmporegan.com/whitepapers](http://www.colmporegan.com/whitepapers)**

At the end of the day, nanotechnology marketers who produce a steady flow of informative, well-written and persuasive white papers will **have a leg up on the competition**—especially when it comes to shaping the needs and requirements of their prospects and influencing their buying process. **Download my free guide today.**

Sincerely,

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**P.S.** An article published by MarketingProfs in July 2015 cited white papers as the #1 B2B content type that generates the best leads.

Make sure you learn how to write these pieces so they *get results*.

Download your FREE resource guide today at **[www.colmporegan.com/whitepapers](http://www.colmporegan.com/whitepapers)**