FUTURITY

Create the ideal white paper in 8 weeks

Meticulous planning and realistic deadlines are essential if you want to create a successful white paper. Over the last 20 years, we have been refining this approach to ensure every white paper we create is on time, on budget, and on message. Here is our step-by-step guide to roles, responsibilities and milestones.

Week 1

Project kick-off and scoping

We will:

- Establish project objectives and audience
- Identify the main stakeholders and who will be responsible for signoff
- Agree on topics for the white paper

You will:

- Provide brand guidelines and tone of voice
- Identify client interviewees
- Agree on timelines based on stakeholder availability

Desk research

We will:

- Writer to research topic area
- Writer to produce a list of questions for the interviewees to have in advance

You will:

- Review and approve list of questions

Week 2

Interview process

We will:

- Typically, two or three interviews, preferably held on separate video/phone calls
- List of questions can be adapted for each interviewee

You will:

- Interviewee to be briefed in advance by the project sponsor about paper and objectives

Outline

We will:

- Writer will produce a white paper outline to establish the content and flow of the paper

You will:

- Outline will be shared with the project sponsor and interviewees for input

Week 3

Writing

We will:

- Once the outline has been signed off, Futurity will start the writing process
- The draft will go through the Futurity quality assurance process
- The draft will be in Microsoft Word format (or Google Docs as required)

Week 4

Review draft

You will:

- Main stakeholders and experts should review the draft
- Consolidate changes and comments in file using the Word revisions functionality
- Ensure that all revisions are agreed between stakeholders and no changes are lost

Week 5

Second draft and review

We will:

- Futurity will take the stakeholder comments and produce second draft

You will:

- Review cycle to repeat until signoff – max three times

Week 6

Design

We will:

- Design team will produce a PDF version of the document using the agreed brand guidelines
- Select images for the paper – stock or brand library
- Draft PDF will go through Futurity quality assurance process

Week 7

Review design PDF draft

You will:

- Main stakeholders and experts should review this document
- Send to the senior stakeholder for their input
- Consolidate comments with Adobe Acrobat revision facility to mark changes on the PDF
- Ensures that all revisions are agreed between stakeholders and no changes are lost

Week 8

Second draft and review

We will:

- Design team will produce revised PDF based on amends and comments

You will:

- Review cycle to repeat until signoff – max three times

Produce final versions

We will:

- Buy all stock or custom images as required
- Output online and print versions if required
- Supply source files

Why Futurity Media

We have been creating technology white papers for over 20 years. Our experienced team of writers and designers can deliver the white papers that can help make a difference to your marketing efforts.

Download our essential guide **12 Rules for White Paper Success** to learn how to master the art of the white paper.

Contact us to find out more about our white paper program at stewart@futuritymedia.com.

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