

A Step-by-Step Checklist to Efficiently Create Premium
Content that Accomplishes Your Goals

White Paper & eBook Planning Guide

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Solutions



Vision:

What is my purpose for this white paper? Why *this* white paper?

Goal:

How will my reader be better off after reading this white paper?

Audience:

Who is my target reader? What do I know about this reader?

Message:

What is my message?

Topic:

What problem will this white paper solve? How important is this problem?

Message Structure:

How can I present the message so it delivers an “aha” moment for my reader?



Message Support:

What expert resources can I draw on to support my message?

Resources:

What resources (budget, staff, time) will I need to produce this white paper?

Call to Action:

What do I want my reader to do or feel after reading this white paper?

Promotion:

How will I promote this white paper?

Approval:

Who will need to review and approve the final draft of this white paper?

Timeline:

Research:

Writing:

Revisions

Design:

Marketing: