Richmond Copywriting whitepaper writing

What is a whitepaper in the digital sense?

Businesses use whitepapers to explain their operation to others – commonly when they want to get funding. Usually it will contain background information, details about the key players, USP, place in the market, sales projections etc, with financial statements to back it all up.

The task:

I wrote a whitepaper for business ABC, a technical start-up. I had to sign an NDA, so I can't tell you too much. The paper was 15 pages long and 12,000 words. We had two minor revisions. I worked in InDesign, so the designer could do the same. When the work was finished, the client had the InDesign file that they could amend if they wished before producing hard copies.

Whitepapers, by their nature, can be a bit dry and word and figure heavy, so it's a good idea to break up the text with infographics and tables and diagrams. It also helps if the paper is well designed, not just a Word document.

For business ABC, I worked with a graphic designer I know. We used the company's corporate colours, which worked well.

The work took about 10 days, with two minor revisions. One member of the client's staff was appointed as sole point of contact to avoid the 'changes by committee' scenario.

We were on a tight time scale but delivered on time and to brief.

Client testimonial:

"We recently hired Olivia to write and design our business plan whitepaper using InDesign. This was delivered on time and exactly as per our spec... I would hire Olivia (Richmond Copywriting) again without hesitation. Also credit to the graphic designer Olivia sourced for us..."

http://www.richmondcopywriting.com 020 7129 7451