

THE BUZZ NEWSLETTER

How White Papers & Free Reports can Turbo-charge your Marketing Efforts

Generating quality prospects is an ongoing challenge for most business owners and marketers. More than ever before your marketing materials are competing for the attention of your prospects. If you have implemented the Duct Tape Marketing system in creating Magnificent Marketing Materials, then you are one step ahead of the crowd. But how to enhance the positioning you have in prospects' minds?

Research shows that white papers and free reports are two of the most compelling ways to attract prospects. They help people make decisions, they position you as an expert in your industry and they enhance traffic to your website if promoted properly.

What is a whitepaper?

Whitepapers are what some people call 'articles on steroids'. They present in-depth information about a problem, exploration of common solutions, and an introduction of a new solution. Then the white paper connects you and your company with the new solution.

Successful white papers are informative and have a high level of educational data within them. They take a soft sell approach, meaning they don't mention their own company or services until well within the document.

Because prospects bring them into the company, white papers have the ability to linger and travel around the business, persuading along the way. It is not unusual for a well written white paper to make it across a dozen desks in one company. But it's not as simple as penning 500 words and sending them out.

To find out more about white papers and how to leverage them for your business, give us a call, or email us today. Be sure to check out our Free Report this month, Expert Whitepaper author Michael Stelzner offers you a free chapter of his famous book, Writing White Papers.

Hot off the Press

1) New clients - Marketing Masters is pleased to announce two new clients, Loyalist College Training and Development Centre <http://www.loyalisttraining.com/>, and Welch LLP <http://www.welchandco.ca>. As a first step, we'll be helping these two leading Belleville Ontario organizations identify how they can Differentiate and Dominate.

2) New program - Liz Walker is now a faculty member in The Masters Certificate in Marketing Communications Leadership at the Schulich Executive Education Centre, York University. <http://www.schulich.yorku.ca/ssb>

OpenDocument -This is Canada's first and only university-managed Marcom program endorsed by the Association of Canadian Advertisers (ACA). Designed to help marketing and communications managers understand and address the new business reality, it is an intense and idea-packed program guaranteed to deliver value.

3) New client site - Ken Burgin's new site for Kitchen Classics WWW.KITCHENCLASSICS.CA is live. If you like what you see, please give Tom, Janet and Joanne a call to let them know!

4) New communities - we are now participating in these great online communities devoted to small and entrepreneurial businesses: American Express Open Forum <http://www.openforum.com>, Business Week Exchange Community <http://bx.businessweek.com> and Intuit's JumpUp <http://jumpup.intuit.com>

"After spending three months with the Duct Tape Marketing® System we really improved the way we market and sell to our customers. The seven step approach gave us the focus we needed and it helped develop some great systems to increase sales and focus our marketing efforts."

Peter Lorenz, President,
Lorenz Manufacturing

"It is always inspiring when you come. With all the doom and gloom out there an inspiring vision and upbeat happening is nice to have on our side."

Rob Sloane, Author & Professional
Speaker, Rob Sloane Marketing

"(You) make me think logically and critically. Most of all, you force me to focus. When we need a set of fresh eyes looking in from the outside, you're there."

John D'Amico, Manager Marketing,
Network & Computer Services, Plexis Inc.

Message from the Partners

"What goes around, comes around"

Hello and welcome to November! We hope you are enjoying this crisp weather and staying warm by keeping your marketing fires burning.

This month's issue is about giving away information and using this as a strategy for your business.

If you are like most business owners, you are often afraid of giving away too much information. But in fact, you needn't be afraid. The more valuable the information you give away, the more your prospects and customers will see you as an expert and trusted advisor.

So make the most of your give-away information - read this issue and pass it on!

