

DEFINITIONS AGAIN

White Paper... A White Paper is a persuasive, more authoritative, report on a specific topic that presents a problem and provides the best solution and highlights the product or service as contributory to the solution. Professional Copywriters create White Papers to showcase how the business became better after dealing with problematic issues. **White Papers are problem-solving guides that in the end make the business better.**

Case Study... A Case Study is simply a relatively short quick study (2-5 pages) that identifies a problematic issue with a Product, Service or Situation that occurred during a certain time-period. A Case Study is particularly useful when a sale is being considered since **Case Studies primarily promote the product or service by showcasing how a particular issue was solved by a company's due diligence.**

- Identifies key problems or issue to be addressed...
- Backgrounds the history of the issue...
- Defines the objective of the study...
- Outlines any data collected...
- Key findings or solutions uncovered by the study...

DON'T FLIP A COIN

