



White Paper Creation

Premium Package.....\$5,000-8,000.00

Premium Package Includes:

- **Initial Interviews with Subject Matter Experts and Project Leadership**
 - Interviewees receive customized Interview Preparation Questionnaire prior to the interview in order to better gather the necessary information before the interview. Interviews are 30 to 60 minutes in duration and held via conference call.
- **Industry Review**
 - Independent review of white papers currently available on the product/service and other industry marketing documentation.
- **Internal Research Review**
 - Client will provide all internal documentation pertinent to the white paper creation. The review includes any internal memos, research, and documentation provided by the client in addition to interviews.
- **Copy Platform Review**
 - Prior to beginning work on the Initial Draft, a formal outline will be provided to the client for review. A conference call will be held after the client is able to review the outline and adjustments in layout, content, and style will be made before the document creation begins.
- **Initial Draft Review**
 - The Initial Draft will be provided to the client for review and a conference call will be held to discuss the draft, any changes needed, and style considerations.
- **Formal Draft Review**
 - The client will be provided with the changes made from the Initial Draft Review. The client will then review the document and make any final changes before the finished product is complete. A conference call will be held to discuss any additional changes prior to the delivery of the final product.
- **Final White Paper Production**
 - The White Paper will be provided to the client in both .pdf and Word 2007 format for distribution. Once the client takes possession of the electronic document, the client has the right to make changes to the document and publish the document.



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Basic Package\$3,000-5,000.00

Basic Package Includes:

- **Subject Matter Expert and Project Leadership Knowledge Collection**
 - The client is responsible for providing all information from both the subject matter experts and project leadership to include in the White Paper.
- **Research Review**
 - The client provides both industry and internal research relevant to the White Paper creation.
- **Copy Platform Review**
 - Prior to beginning work on the Formal Draft, an outline will be provided to the client for review. A conference call will be held after the client is able to review the outline and adjustments in layout, content, and style will be made before the document creation begins.
- **Formal Draft Review**
 - The Formal Draft will be provided for client review. The client will then review the document and make any final changes before the finished product is complete. Changes may be communicated via email or conference call.
- **Final White Paper Production**
 - The White Paper will be provided to the client in both .pdf and Word 2007 format for distribution. Once the client takes possession of the electronic document, the client has the right to make changes to the document and publish the document.