

White Paper Copywriter Now Helps Business Owners Get More Prospects And Clients

March 09, 2016

March 09, 2016 - PRESSADVANTAGE -

White Papers are a highly effective way to get the attention of potential business prospects. They demonstrate the owner's expertise and connect it with the needs of their audience. Now, Richmond Web Marketing has added a new service: professional White Paper Copywriting.

Richmond Web Marketing's owner, Elisabeth Kuhn, Ph.D., a linguistics expert in persuasion and a highly experienced copywriter, has been writing White Papers for her private online marketing clients for years. And now, she's offering White Papers to new clients as a standalone service as well, at least on a limited first-come first-served basis.

The reason Kuhn decided to add White Papers to her line-up of services is that White Papers are highly effective, and work especially well as generators of high quality leads. They directly address the need of the business owner's preferred prospects, also known as their ideal clients, and they do so by demonstrating how the business owner can help them.

This match is important, or the White Paper won't work. This means that the White Paper Copywriting Service includes customization to a specific business owner's needs. Details will be determined during a thorough consultation.

Obviously, business owners can write their own White Papers, especially if they have the time and the copywriting expertise to get the job done. However, most business owners are quite busy with their regular work, and writing their own White Papers would not be the most effective use of their time.

In addition, without copywriting and marketing expertise, they may end up writing White Papers that are less than effective. So Kuhn recommends outsourcing the process for best results.

There are also alternatives to White Papers, such as cold calling, email marketing, webinar marketing, and even sending out letters and postcards. However, for the most part, these are either more work or less

effective than sending out high quality White Papers, especially in printed form. White Papers can also be handed out at networking meetings or after presentation.

More information about Richmond Web Marketing's New White Papers Copywriting Service and a consultation with Dr. Kuhn (by request) is available at <http://richmondwebmarketing.com/white-papers-grow-your-business>

###

For more information about Richmond Web Marketing, contact the company here: Richmond Web Marketing Elisabeth Kuhn 804-285-2535 richmondwebmarketing@gmail.com

Richmond Web Marketing

Richmond Web Marketing offers comprehensive online marketing services and consulting to business owners in the US and beyond.

Specialties include persuasive copywriting, special reports, and other publications.

Website: <http://richmondwebmarketing.com>

Email: richmondwebmarketing@gmail.com

Phone: 804-285-2535

Powered by PressAdvantage.com