

7 Don'ts to Avoid When Writing Your White Paper

This is an extra resource to go along with the original article:
[SaaS White Paper Do's and Don'ts](#)

1. Don't Forget the Title

The title will draw your reader in. Add a benefit or strike a pain point with your title.

2. Don't Publish Without Editing

Before sharing your white paper, be sure to proofread for any grammatical mistakes. It's also important to fact check all your data, including sources and links.

3. Don't Give Away Your White Paper for Free

White papers take so long to write. Don't just give it away without getting something in return, such as an email address.

4. Don't Forget to Promote Your White Paper

Have a plan for promoting your white paper. Start by adding a link to your white paper on your website. Then, link to it on social media and share it on your email list.

5. Don't Forget to Research

White papers are heavy on research. Make sure to dig deep and conduct your own research so that you provide your reader with a unique perspective that they can't find elsewhere.

6. Don't Forget the Images

Images visually break up large walls of text and add context.

7. Don't Be Casual

Write in a professional, academic tone. The goal is to come off as a trusted expert. Be authoritative and keep the jokes to a minimum.