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Gordon Graham

That White Paper Guy

White Papers

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by Gordon Graham

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White Papers For Dummies®

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About the Author

Gordon Graham is an award-winning writer who has worked on close to 200 white papers for well-known companies, like Google, Rackspace, and Oracle, plus many smaller firms with big dreams. Gordon wrote his first white paper in 1997, and by 2001, he decided to specialize in this unique form of content. His versatile experience as a journalist, technical writer, marketing executive, and independent copywriter helps him look at white papers from all different angles: as a reader, a sponsor, and a creator.

Gordon finds most white papers not nearly as engaging or persuasive as they could be, and he thinks that's a shame. He continues to do research, write articles, and give presentations to professional marketers and writers on how to make their white papers more effective. His website, ThatWhitePaperGuy.com, is top-rated in Google, thanks to the dozens of how-to articles available on his site.

Gordon has taught writing at two universities and given more than 50 workshops, including in-house training at Cisco, Ericsson, and Sprint. As a freelance journalist, he wrote close to 1,000 magazine articles on technology for everyone from accountants to woodworkers. And for five years, he was the editor of SoftwareCEO.com, interviewing dozens of software executives on the secrets of their success.

Unlike most writers, Gordon has first-hand experience as a marketing executive. He served as the vice president of marketing for a wireless startup, where he helped grow sales from $250,000 to $14 million and then sell the company in three years. He did this, in part, by

sponsoring white papers that helped his firm "eat the lunch" of much larger competitors.

Gordon lives with his family and two ginger cats a few steps from the shore of Lake Huron in northern Ontario, Canada. In the summer, he likes to run, paddle, and cruise the river on his boat, *The Thessalon Queen.* In the winter, he is happy to confirm that you can get high-speed Internet in an igloo.

Dedication

This book is dedicated to my wonderful partner, Angie Gallop, the woman I dreamed of since I was a teenager. Her love, insight, and sense of humor are a constant delight to me and all who know her. And to our daughter, Cassidy Rain, who helps us welcome every day with a toothy smile and a strong desire to go "oudside."

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White Papers For Dummies®

Visit www.dummies.com/cheatsheet/whitepapers to view this book's cheat sheet.

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