



**Accelerating the Production
of High Quality White Papers**

The Benefits of the FastDraft™ Methodology



@ppum group
the white paper company



“The Appum Group completed our white paper in a fraction of the time that our internal resources would have required.”

Warren Pichler
Senior Marketing Manager
Mincom, Inc.

Here's the problem...

It's just weeks to the new product launch — but that white paper you need is languishing on the desk of some overworked employee in your marketing department.

You're hit with the uncomfortable realization that by the time marketing finally finishes the paper, your product launch will be a distant memory.

It used to take months to finish a high quality white paper...

But decision makers won't wait around for information. If it isn't on your website when they need it, they'll go somewhere else. To beat the competition, you need to get your messages out to your prospects with speed and finesse.

With Appum FastDraft™ your white papers are ready when you are.

Using our proven FastDraft system, the Appum Group can complete a typical 10-page white paper in weeks, not months. And, we do it with our usual attention to the flow of ideas, the quality of the writing and the graphic presentation.

FastDraft has been developed and refined over the course of many years and many projects, resulting in a systematic, proven, streamlined process that works.

The foundation of our ability to consistently produce professional white papers, faster is based on our structured production methodology that follows these steps:

- 1. Data Collection**
- 2. Outline Development and Approval**
- 3. Draft Development**
- 4. Review and Revision**
- 5. Layout and Graphic Enhancements**
- 6. Final Review and Confirmation**



“We were surprised and pleased how smoothly everything went. You delivered our white paper project on time as promised to support our important event.”

Ed Lubieniecki,
Managing Director
RealFoundations, Inc.

Appum FastDraft creates better white papers faster. Here’s how:

We systematically work with you and your subject matter experts to gather information, formulate a structured outline, gain approvals, and complete the white paper draft in a fraction of the time that an internal marketing department would require.

Step 1: Data Collection

We start by asking you and your subject matter experts to participate in a series of live interviews that provides focus and valuable content for the white paper development process. Questions asked during these live interviews include:

- Industry pains and high-level business issues
- Specific business, operational, or competitive challenges
- Your solution advantages and benefits
- Case Study examples (if applicable)
- Concluding summary points

We’ll ask you to provide support materials and graphic files, and we’ll work closely with you and your subject matter experts to assemble the detailed background information needed to create the white paper.

Step 2: Outline Development and Approval

After these interviews are conducted and all other relevant background information is gathered, we then develop a formal outline.

The white paper outline is a detailed, high-level document that represents a framework for the presentation of information and logical flow of ideas. The outline delineates the sections of the paper, the specific bullet points in each section and the order in which information will be presented.

Like a preliminary blueprint for a building project, the outline provides a starting point for envisioning the finished piece — and the opportunity to make structural changes before any heavy work is started. The outline and approval process ensure that changes are made before any formal writing is done — and that the first draft of the white paper will accurately convey the intended messages.

Step 3: Draft Development

The first draft stage ensures that the development of the points approved in the outline have met the client’s expectations for key message delivery and content accuracy. Graphic elements such as charts, graphs, or illustrations can also be included in the first draft, but these are often also in draft form at this stage. Both graphics and text are revised as necessary for accuracy and alignment with strategic corporate messaging.



“The first white paper that The Appum Group produced for us has already paid for itself by generating several substantial business leads”.

Hiatt Ives
Director of Marketing
URETEK USA, Inc.

Step 4: Review and Revision

The FastDraft review and revision process includes three opportunities for revision after the initial outline is approved: a first draft and up to two more drafts.

Our record for meeting agreed-upon timelines is exceptional . . . but it is completely dependent on how promptly clients complete their part of the review process. When reviewers and subject matter experts submit their changes as agreed, we guarantee that we'll meet or precede the publication deadline.

If your white paper draft must be reviewed by several subject matter experts (SMEs), we recommend assigning a project manager to take responsibility for issuing deadlines to all reviewers and managing the timely return of all edited drafts to ensure that publication schedules are met.

Step 5: Layout and Graphic Enhancements

After the copy and supporting graphics have passed all rounds of edits, the final draft is put into the layout design selected by the client from the Appum Style Guide.

In most cases, development of the white paper design takes place concurrently with writing and reviewing. Graphics are developed in the same timeline as the writing and copy reviews, so they will be available when the final copyediting takes place.

Step 6: Final Review and Confirmation

When the final, approved white paper copy and graphics have been put into the layout, the piece is submitted for final review and approval. Upon receiving confirmation of approval, the Appum Group will email all final versions of the white paper to the client — this will include a MS-Word file, a PDF file, and any other associated files that are suitable for digital printing and web site posting.

Speed the deployment of your most important and strategic messages.

The Appum Group's FastDraft approach not only gets your marketing messages to your audience while they are still fresh, but also eliminates project management headaches for you. You know where you stand at each stage of the process — with no surprises.

With Appum FastDraft, you can get a high quality, great-looking, professional white paper in time to meet your demanding marketing calendar.

FastDraft is an exclusive service of The Appum Group.

Only the Appum Group offers FastDraft — a proven, structured methodology that produces high quality, professional, effective white papers in a fraction of the time that internal marketing departments or external agencies usually require.

Appum Group FastDraft clients get their white papers on time and on budget.



9210 SE Riverfront Parkway
Suite D
Tequesta, FL. 33469-1119
(303) 877-8486

Appum Group white papers are targeted marketing pieces that educate, inform and motivate. We produce timely white papers that get read. Appum Group will take your white papers to a new level of excellence, effectiveness and impact. For more information about Appum Group white papers and our proven FastDraft methodology, please visit our website at: <http://www.whitepapercompany.com/docs/fastdraft.php>

The Appum Group® and the @ppum group™ logo are registered trademarks of The Appum Group, Inc. FastDraft™ is a registered trademark of The Appum Group, Inc. © The Appum Group, Inc. 2006.