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WHITE PAPER WRITER INDUSTRY REPORT

2nd Edition

*Trends, pricing and standards for
white paper writers*

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Introduction

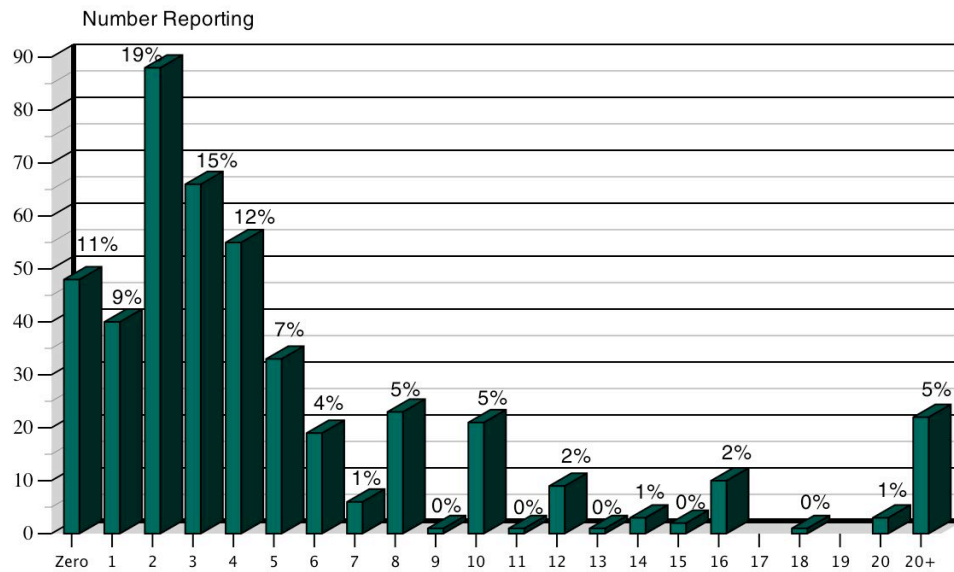
WhitePaperSource commissioned its second study of white paper writers in the winter of 2006. This comprehensive study was designed to reveal:

- How freelance writers charge for their services
- How much time is spent producing white papers
- Why white papers are produced
- The processes involved in writing white papers
- Challenges faced by white paper writers
- Philosophies adopted when writing white papers
- The difficulty associated with different parts of the production process
- Advice for beginning white paper writers
- How white papers are used
- How white papers are distributed
- The types of white papers written
- The length of white papers
- The use of special features (such as abstracts) in white papers
- The differences between freelance, in-house and non-professional writers
- How experience impacts all of the above items

The study involved hundreds of white paper writers with a wide range of experience.

Some of the key findings of this study are on the next page. However, many additional findings are highlighted throughout this report. The bulk of this document includes topical charts and analysis.

Hours spent conducting interviews



Most writers spend three or fewer hours conducting interviews as part of the white paper writing process. Those who spend no time conducting interviews are most likely content experts or are writers relying strictly on research to produce a white paper.

Freelance writers spend the least time conducting interviews. Only 31 percent of freelance writers conduct 5 or more hours of interviews. This finding is surprising given the lack of topical knowledge freelance writers often bring to writing projects. This also represents a significant drop from 2005, where 41.3 percent of freelance writers conducted 6 or more hours of interviews, compared with only 26 percent in this study.

Highly experienced white paper writers spend significantly more time interviewing. More than half spend between 4 and 10 hours interviewing, compared to only one-third of less experienced writers.