

White paper template

A white paper is a report or guide which is used to position your company as a thought leader on a specific topic. It contains in-depth information and research that can help to generate leads and sales and teach your audience everything they need to know about your topic.

When creating your white paper, you need to think about:

- Who is your audience:
 - Who are you aiming to reach with this white paper?
 - Be as specific as you can here.
- What are your goals and messages:
 - Has the topic been covered a lot already? Are you bringing a fresh perspective?
 - Are you qualified to talk about it?
 - Is it something your audience is interested in?
 - What do you want to get out of this?
 - What do you want your audience to get out of this?

- Stakeholders:
 - Get buy-in from your internal stakeholders to help support you with this process. Think about who'll be most important to include within the project, i.e. marketing, sales, content, design, etc.

- Design format:
 - Is it mobile-friendly?
 - What layout will it take?
 - Do you have examples that'll help prompt or guide you?
 - Will it be a PDF, eBook, or something else?
 - What kind of writing/layout style does your audience respond to best?

- Research:
 - You should have the expertise to talk about this topic, but what'll make it extra credible is crowdsourcing information from other experts within that area through interviews, surveys, proofreading, and so on.

[White paper title]

[Company name]

Part one: Introduction

- Outline your topic.
- Why is your topic important?
- How will your audience benefit from this paper?

[Optional executive summary]

- An executive summary is a short section of a document produced to help readers become quickly acquainted with a large body of material without having to read the entire thing.
- You can add this in replacement of the overview section, or have it together.

Part two: The challenge

- Your audience's pain points. I.e. the problem you'll be discussing within the whitepaper that you'll also be providing a solution for. So, outline:
 - The problem you're solving
 - How you're solving it
 - Why your solution is so great
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Part three: An overview

- Summary of what the audience will find within the white paper.
- Define the terms you're going to use.
- If you have any key stats that you want to emphasize, include them here.

Part four: The body

- Discuss the topic, its solutions, and quantifiable data/statistics.
- Section the topic as much as you can into relevant, readable chapters.
- The outline for each chapter should look something like this:

[Chapter/section title - H1]

Add a paragraph here introducing the topic/subject of this section. Include qualitative and quantitative data to help back up your claims. If the paragraph becomes too long, section it into two or three paragraphs to make it easier for your reader to retain the information.

[Subsection title - H2]

Your chapter may have many sub-sections or sub-topics that'll you'll like to discuss. Sectioning your body copy in this way will organize your content and make it much easier for your reader to navigate through the text.

Part five: The conclusion

- Wrap up what the reader has learned.
- Key points you perhaps want to emphasize again.
- Quote from your CEO or leader about the white paper and its findings.

Part six: A call-to-action

- The next step that you want the customer to take.
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