How to write a

Whitepaper

What is the basic use of a whitepaper?

The main purpose of a whitepaper is to pass some information to the reader.

What is the information?

Following, you see a summary of a professional article.

Source: https://medium.com/the-capital/how-to-write-a-white-paper-for-your-blockchain-project-a-complete-guide-660ca52372a2

White paper writing steps;

Step 1: Identify your primary target reader

Clarify whom you want or expect to read it.

- Is it an ordinary person on the street?
- Is it a professional crypto investor?
- Is it a developer who might want to use the technology to design other solutions?
- Is it a business executive who might influence their company to buy the technology you are building?
- Or is it several categories of target readers?

Once you decide whom you are targeting with your white paper, you should build a detailed profile of them. The points to guide you when doing this include:

- Their age brackets
- Their likely gender
- Their occupation
- Where they live
- Hobbies and interests
- Problems and concerns they face and need solving
- Their level of education
- Their level of understanding of the technology you are explaining in the white paper

Understanding your target reader using these points is helpful in terms of matching your offer with their needs as well as explaining concepts at the level of their comprehension. If you are targeting

developers and cryptographic experts, for example, using industry-specific technical terms will be in order.

However, if your target reader is a person on the street with no technical understanding, then you should appropriately tailor the paper in a way they will understand it.

It also happens that many times, the solution you are describing in your paper is a B2B, and therefore, you have businesses and enterprises in mind as the target. You still need to create a profile of the kind of enterprises you are targeting. Consider things like their size, industry where they operate and their market.

But still, even when your document is targeted at a company, institution or business, it is going to be read by a natural person. You have to identify that natural person. Ideally, you need to target the person who is likely to influence the decision of the institution.

Step 2: Identify the goal you want the white paper to achieve

Having a white paper without a clear goal is like not having a white paper at all. It is important to have specific, measurable, achievable, relevant, and time-bound (SMART) goals for your white paper.

Step 3: Identify who is going to write the white paper

You must think a lot about who is going to write the white paper. The ideal situation is that those designing the solution are the ones to draft the document, and then an expert writer helps with making it presentable.

Step 4. Identify the structure of your white paper

Before you start working on your white paper, or at least after the first draft is done, it is important to decide the overall structure or format it should have. How you arrange your ideas and have them follow one another impact on how readers comprehend the document.

1. Before — After — Bridge

This a perfect white paper template when you are presenting a solution to a problem that a reader has probably never thought about. Most businesses exist because they are good at convincing their clientele that a problem exists then going ahead to offer a solution.

2. Problem — Agitate — Solve

This is a standard white paper template, especially for content written for marketing purposes. It is useful because it not only first creates a clear picture of the problem for the reader, but it also, to some extent, scares them into embracing the solution. And as we know, fear is a powerful feeling. None beats it at making people take a step.

3. Features — Advantages — Benefits (FAB)

This is another white paper template you can use. It focuses more on the solution you are presenting to the reader or the target customer. This is best suited when the solution you are presenting is meant for a problem that is almost obvious to the reader.

Features — In the first section of the white paper will break down and describe the features of your solution. For example, if you are introducing a new blockchain, you will describe the mining or consensus process, the network architecture, and the wallet design.

Advantages — In this section, you will describe what things give the solution a better chance at succeeding. Still, on your new blockchain, you can describe the capacity of the team behind it as well as the resilience of the technology you are using.

Benefits — This is the most critical part because it is what will sell your solution. People are always interested in how something makes their lives better. Describing benefits is about showing people how the solution will improve the quality of their life or that of their business.

Step 5. Final touches

The tagline

Google defines a tagline as 'a catchphrase or slogan, especially as used in advertising, or the punchline of a joke.' It is important to have one for your white paper. In fact, it should be the second thing to come on the paper after the name of your project.

While the tagline should have rhymes and rhythm to sound pleasant to the ear when read out, the most important component of it is that is should say what the project is about in the fewest words possible. By just

reading your tagline, a reader should get a clear idea of what the project is about and what you are trying to achieve.

A legal disclaimer

It is important, especially if you are seeking funding to support your project you include a legal disclaimer advising investors on some of the obligations, responsibilities you have and those they have.

An attorney should draft this part or it should be at least Okayed by one. This part is meant to protect you from legal litigation in case the advisers lose money because of their own poor judgment on your project.

Notes:

1- Even when a white paper is not for fundraising, it must be written well because that determines whether your message is received or not.
2- The white paper should let the reader, at the earliest point possible, have a general picture of the idea, concept or solution.
3- the most effective white papers are those that adequately justify why their project exists as well as the coin they are issuing to raise funds. More importantly, it justifies the benefits those who buy into the project stand to get.