



## *How To Write A White Paper In One Day*

# TEMPLATE

*—2 Page Version—*

### **Template For A 2000 Word Problem/Solution White Paper**

1. Your title in the form of a reader's problem/reader's solution premise
2. One sentence summary of problem/solution (30 words)
3. Overview of white paper's premise
  - A. The current situation (40 words)
  - B. Has led through these steps (60 words)
  - C. To this major problem for the reader (80 words)

(Insert headline here)

4. Evidence of the problem
  - A. Example 1 with citation (140 words)
  - B. Example 2 with citation (140 words)

(Insert headline here)

5. Straw Solution 1
  - A. Describe solution briefly (60 words)
  - B. Expert quote on why it doesn't work (70 words)

6. Straw Solution 2
  - A. Describe solution briefly (60 words)
  - B. Expert quote on why it doesn't work (70 words)

(Insert headline here)

7. Introduce Real Solution
  - A. Explain what it is (70 words)
  - B. Explain why it's better than Straw Solution 1 and Straw Solution 2 (90 words)
  - C. Expert quote on why it's better (30 words)

(Insert headline here)

8. Real Solution Addresses 1st Major Concern
  - A. Introduce Concern 1 (30 words)
  - B. How the Real Solution addresses it (90 words)
  - C. Citation to support this (30 words)

9. Real Solution Addresses 2nd Major Concern

- A. Introduce Concern 2 (30 words)
- B. How the Real Solution addresses it (90 words)
- C. Citation to support this (30 words)

10. Real Solution Addresses 3rd Major Concern

- A. Introduce Concern 3 (30 words)
- B. How the Real Solution addresses it (90 words)
- C. Citation to support this (30 words)

(Insert headline here)

11. One example of a company or individual succeeding with the Real Solution (125 words)

(Insert headline here)

12. 3 more advantages of the Real Solution

- A. Advantage 1 (125 words)
- B. Advantage 2 (125 words)
- C. Advantage 3. Make this the best of the 3 (175 words)
  - include a citation for this final one (25 words)

13. Recap the Problem/Real Solution argument (50 words)

14. About the Author section (70 words)

- A. Bob Smith is \_\_\_\_\_ (current title) at \_\_\_\_\_ (name of company) where he \_\_\_\_\_ (does something).
- B. Prior to that he \_\_\_\_\_ (did something).
- C. Bob is also \_\_\_\_\_ (another current thing you're doing).
- D. (Name of Company) provides \_\_\_\_\_ (whatever your company does)
- E. Phone and email contact.

List of Sources