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

TEMPLATE

**—Outline 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

Serverless: A cloud-native approach to building modern APIs

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2. One sentence summary of problem/solution (30 words)

Building highly available and rapidly scaleable APIs

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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)

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4. Evidence of the problem

  A. Example 1 with citation (140 words)

  B. Example 2 with citation (140 words)

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(Insert headline here)

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5. Straw Solution 1

  A. Describe solution briefly (60 words)

  B. Expert quote on why it doesn't work (70 words)

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6. Straw Solution 2

  A. Describe solution briefly (60 words)

  B. Expert quote on why it doesn't work (70 words)

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(Insert headline here)

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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)

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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)

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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)

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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)

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

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(Insert headline here)

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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)

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

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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.

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List of Sources