**[YOUR WHITE PAPER TITLE]**

[Your White Paper Subtitle]

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\*Be sure to update your page numbers

Executive Summary

Write this part last. All executive summaries should include:

* Concise Abstract (What is your attention-grabbing point?)
* The Problem (What audience pain or need are you describing?)
* The Solution (What did you do to address the problem?)
* The Conclusion (What are your findings and recommendations?)
* Additional Resources (What are your other white papers?)

Introduction

Provide an overview of the main problem, and outline how you will address the pain or need. The introduction should:

* Grab your readers’ attention
* Use data to introduce your problem
* State your objectives for writing this white paper
* Provide additional detail not included in the Executive Summary
* Help your audience understand how the white paper is organized

The Problem

This section should provide additional background information and thoroughly define the problem by answering questions, such as:

* What is the current market situation?
* What are the problems that companies experience and why?
* What will happen if the problems are not resolved?
* What are the benefits of addressing these pain points or needs?
* What additional perspectives or data would clarify the issues?

The Solution

This section describes your specific solutions to the problem, and should include:

* A clear definition and framework for the solution
* A detailed description of each part of the solution
* A clear explanation regarding the benefits of your solution
* A real-world example to support your solution
* A visual aid in the form of a graphic/table to illustrate the solution
* Relevant quotes or metrics to help drive home your main points

The Conclusion

This section allows you to summarize the objectives of the white paper, and should include:

* A brief restatement of your main point without history or details
* A recap of the solution and how it addresses the problem
* Additional solutions and resources for readers to get more information and develop new solutions on their own
* An indication of what readers can do next to act on your ideas
* A focus on having an effect in the world, such as making your products, services, or company look good; helping people understand or do something well; or raising awareness of an issue.

About Your Company

Introduce your company, reinforce your authority on the topic, and share your mission and your unique value proposition. Include contact information and a call to action to learn more.

Rawson Internet Marketing

At Rawson Internet Marketing, our aim is to help you strengthen your level of engagement and presence on the Web to grow your business – whether you want to attract new prospects, expand your social media audience, increase your sales, communicate more effectively with existing clients, or develop a professional brand identity.

Our core capabilities include Online Marketing, SEO, SEM, PPC, Email Marketing, Social Media Account Management, Business Reputation Management and [More](https://rawsoninternetmarketing.com/our-services/).

**Contact us for more information:**

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