*[leave 11-13 spaces]*

**TITLE OF WHITEPAPER GOES HERE [BOLD, 22PT]**

**RESEARCH COMPANY / COMPANY HERE**

**AUTHORS HERE**

**01.15.2015**

**CONTENTS**

**CONTEXT………………….…………………….**

**SURVEY………………………………………….**

**DATA……………………………………………..**

**CONCLUSION……………………………………**

**SECTION TITLE [H1]**

Paragraph copy goes here. This is where you’ll introduce your subject and provide data to support your claim. Perhaps this is where you include methodologies, etc. Just for the sake of writing more to make this look more complete I’ll add a few more sentences.

Make full line paragraph breaks. This helps the reader move through the text easier. This is because readers tend to jump from first sentence to first sentence when reading, both online and offline.

**THE FIRST SUB-SECTION TITLE [H2]**

Maybe your idea has several sub-topics. That’s good. Break out the copy in appropriate sub-section headers that will help organize the information and usher the reader deeper into the text. Again if there are several paragraphs within the text, don’t be afraid to break those out.

“One liners” can even go on their own line.

**THE SECOND SUB-SECTION TITLE [H2]**

Sometimes within one section you’ll have several examples. Here’s a great way of laying those out.

**The First Thought:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget nulla. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur sodales ligula in libero. Sed dignissim lacinia nunc.

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**WHAT IF YOU HAVE VISUAL DATA?**

Summarizing data in on separate pages for each key takeaway preps the information for a better transition to a PowerPoint deck, or other presentation. It also works better for PDFs.

**KEY FINDING 1:** PUT FINDINGS IN ALL CAPS, IN COMPANY COLOR, FOLLOWED BY STATS, AND OTHER RELEVANT INFORMATION

**HAVE A ONE-PAGER?**

**THE FIRST**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante

**THE SECOND**

Curabitur tortor. Pellentesque nibh. Aenean quam. In scelerisque sem at dolor. Maecenas mattis. Sed convallis tristique sem. Proin ut ligula vel nunc egestas porttitor. Morbi lectus risus, iaculis vel, suscipit quis, luctus non, massa. Fusce ac turpis quis ligula lacinia aliquet. Mauris ipsum. Nulla metus metus, ullamcorper vel, tincidunt sed, euismod in, nibh. Quisque volutpat condimentum velit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Nam nec ante.

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*[leave 11-13 spaces]*

**THANK YOU.**

FOR MORE INFORMATION CONTACT: JANE DOE

JANEDOE@YOURCOMPANY.COM