

The White Paper Guide

A non-writer guide to the perfect white paper for any business

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Introduction

What's a white paper?

Formally, it's a piece of detail-oriented content of a certain industry or topic that expresses a problem and provides a solution.

In reality, your white paper is meant to convince stakeholders that your technology, product, or service is *the* solution to current problems.

This e-book will provide you with the necessary steps and knowledge to help you create the best white paper for your business.



The Pre-Prep

Your white paper should be informational and persuasive. Therefore, it takes substantial effort to write the perfect white paper. In this chapter, you'll learn the pre-prep steps that you can take before you work on your white paper.

The Pre-Prep

What you need to do before creating

Writing a white paper is hard work. Preparation comes way beyond. Devising a framework is vital as it serve as a guide to the creation.

The Goal of a White Paper

First of all, it's not to sell. You don't create a white paper to tell people why they should buy your product right now. Rather, it's to inform and persuade based on solid facts and concrete evidence.

Important Things To Consider

Who are your audiences? Know who you're writing it for. One-size-fits-all doesn't apply to the white paper. Identifying the needs of your audience guides the content in the right direction, Talk to your sales team or customer service team; they're the ones who communicate more often to potentials than anyone else.

What problem(s) are you presenting? Think about the kinds of information your audiences need from you regarding your industry, and how your content camn deliver answers. That will help back your solution to their problems.

The Pre-Prep

Where will it be available? Think of your target audience and how you want your white paper to reach them - will you e-mail the white paper to your potential investors or are you allowing public mass to have access to it via your website? This can help decide if you need it to be professionally optimized for SEO purposes.

Have you done enough research?

A convincing report entails extensive and intensive research. The long hours of research is worth it because original research in your content amplifies your credibility and authoritativeness in your industry.

Time To Brainstorm

Now it's time to have a serious brainstorming session with your team members. Pinpoint the topic and problems, and you'll then have a clear purpose for your white paper.

Tip: Don't forget to make use of white papers floating around on the internet! Take reference from good ones, such as [Microsoft AI Platform: Build Intelligent Software \(Microsoft\)](#).



The Prep

The content of your white paper is important, but sometimes the format of the white paper makes a whole lot of difference for your audience. This chapter specifies the individual processes of a white paper that you can easily follow.

The Prep

Steps taken to prep for a white paper

Write The Outline

Here's an example:

How to pick a restaurant for a date

- Find options via internet
- Filter options via reviews
- Check operating hours
- Make reservation

An outline defines the objective(s), sections and subsections, structure of the white paper, and how everything can be put together to reach the goal of your white paper.

List Down Possible Headlines

The headline lures your readers in, so make it direct *and* captivating. Brainstorm with your team and list down as many headlines as you can. Then, sieve each option until everyone is happy with it.

Draft An Executive Summary

Imagine the reader has only 1 minute for your white paper. That's where the executive summary comes into good use. The 150 to 200 words paragraph should tell your readers everything they need to know about your white paper. P.S. Some prefer to create an executive summary after the entire white paper is produced.

The Prep

Draft An Introduction

An introduction differs from the outline as it sets an even more thorough overview of the content. It should consist of the problem(s) intended to be solved, the outline, and explanation of the benefits meant to be reaped. If it's too hard to start, try using bullet points for each section.

Map Out Sections & Subsections

The layout of your content matters tremendously to your readers. If your content is too lengthy, break it up into parts. Doing this increases readability and allows your reader to skim through the document and absorb the sections most relevant to their business.

Moving On To The Format

All in all, a good white paper should have:

- A problem/problem statement
- Background (team members, achievements, etc.)
- Solution (including product description)
- Conclusion



The Essentials During Creation

You are almost ready to craft your white paper. But wait! Here's more exclusive information to make producing your white paper a piece of cake.



The Essentials During Creation

Handy tips and notes for an effective white paper

Requirements of a Powerful White Paper

- Professional and formal in tone
- Focused on one specific topic
- Fact-based and data-backed

Persuasive White Paper Must-Haves

Strong headline

Some examples you can follow:

1. [Joomag: The Next Era of Retail Innovation - Digital Retail Solutions For Giving Customers What They Want, When They Want It](#)
2. [Seven Tough Questions Every Insurer Must Ask About your Next Hospital Contract - A White Paper for Health Insurance Executives](#)
3. [An Introduction to Bitcoin and Blockchain Technology](#)

Notice how most of them are concise and straightforward, especially with the help of a brief subtitle. It tells a clear benefit and an action verb in a professional tone.

The Essentials During Creation

Concrete evidence and facts

Solid numbers, stats and findings, which are results of exhaustive research, lay a firm foundation for the solution that you're about to offer.

Necessary use case or case studies

Manifest the boundless possibilities of your product or show off successful case studies to increase the confidence level of your intended stakeholders in your product, service, or technology.

Easy-on-the-eyes layout

Do you have enough white space for enhanced readability? Does one column per page, or two columns per page works better for your content?

Appropriate visuals

Colours and visual expressions are just as significant as the content, Important knowledge can be developed into charts, pie chart, maps, etc. which won't bore your readers. I'd recommend hiring a graphic designer to design the page layout, images, fonts, and colors as well.

The Essentials During Creation

Useful Tips

1. Indicate the problem, need or pain point right in your readers' face to grab their attention.
2. Use data to support your point(s).
3. Include a background to your topic if necessary.
4. Staying succinct, not verbose.



Last Steps After Writing

The process doesn't end here - follow these final course of action before publishing.

Last Steps After Writing

Write, edit, proofread

Nothing speaks unprofessionalism more than grammar or spelling mistakes. Read your content over and over again to see that it's free of errors. Ask your team members to go through it to make sure ideas resonate.

Resources for grammar and plagiarism check:

- [Hemingway App](#)
- [Grammarly](#)

Promote it on the right platform

Distribute your hard work to your target audience at the right place. Meant for investors? Make use of your email list. For the public mass? Promote it on your social media platforms.

Don't leave it as it is

You've put in so much effort creating your white paper - don't waste it! Recycle content into blog posts or even brochures, or make use of the data and stats collected for further sales resources. The possibilities are endless.

Need help developing a white paper?

If it's too much trouble for you to create a white paper for your business, we can help!

[ASK FOR A FREE QUOTE](#)

