

Chapter 1 : 8 Basic Tips for Writing an Amazing White Paper

KINE White Paper Samples: [View White Paper](#): [View White Paper](#).

Too many people forget this core principle and end up creating something that reads like a college textbook. No one wants to read that—just ask any college student. An easy way to bring attention to points is to use an icon, like in the white paper example above. The colorful ink stands out against the neutral background. This white paper example uses icons as bullet points that illustrate each section, as you can see above! A white paper design with a sleek, modern and minimalist feel will likely appeal to tech enthusiasts. Pick a neutral background color like white or beige. Then, pick an accent color and create a color scheme using shades of that color. You could also opt to simply stick to grey tones, like in this white paper example: Incorporate that theme into your white paper design! Look for icons that illustrate your theme and pick a color scheme that readers will associate with the season, industry, or products. For example, this holiday design guide uses festive icons and a recognizable holiday color scheme for a fun and thematic design: But looking at too many of the same types of graphs can make you go cross-eyed. Vary the types of data visualizations you use based on the type of information. For example, use maps for geographical information, or use pictograms to compare population sizes. You could also use infographics to summarize important sections. Dedicate pages to particularly important points. The primary goal of your white paper should be to educate readers. But you also want to strike a balance between being informative and entertaining. If there is a central point that you want readers to remember, you may want to dedicate an entire page to that one point and an accompanying image to help drive the message home. Pages like this should be used sparingly. That being said, they can deliver some real impact to readers. Take this white paper that dedicates a page to an evocative quote and photo: You can do this by creating a glossary for your white paper. Think of it as a map that outlines exactly what your white paper will cover. In this example, you can see that the designers used a bold color to bring attention to the glossary. This ensures that it will be seen by a reader, and actually used to navigate the content. If you make your white paper design engaging, a lot more people are going to want to read it. Try using a full-page color fill like in this white paper example for your glossary. Otherwise, readers may miss it when quickly flipping through the pages. Sometimes a classic table will get the job done, like in this example. As you can see, the designers used a table to organize key points and takeaways from each main section. On this page, it helps to bring attention to the key takeaways. Mainly, because they stick out like a sore thumb! Now, on something like a white paper or ebook, it can be a bit difficult to include CTAs in a way that feels natural. And there can be a ton of friction with these types of content—so some people just omit them completely. However, a call to action is a great way to activate your readers at the end of a white paper. But it should point them towards an easy web page to visit or email address to reach out to. So if someone wants to learn more about our company, they can easily find it. This tactic is like a subtle call to action for the most interested people. You can use this approach, like they did in the white paper template above. And by the time it has been forwarded around, people are going to have no clue where it came from. So use this section to remind them. This also helps give your page design more variety. In this example, they use different fonts and colors for each level of header. This helps make the distinction between main and sub-headers more noticeable. Create a simple but striking cover for your white paper. A great white paper cover intrigues readers without overwhelming them. This white paper combines an artfully shot background photo with a simple title box. The design has a calm tone that reflects the feel of a tea business. One easy way to do this is to feature those numbers in big, bold text. Like this white paper example that presents some key site metrics in big green text:

Chapter 2 : 33+ White Paper Templates in PDF | Free & Premium Templates

How to Write White Papers. In this Article: Article Summary Engaging Your Audience Discussing the Problem Arguing Your Solution Community Q&A A white paper is a one-to five-page document that describes a given problem and proposes a specific solution to the problem.

Although crafting a white paper is more of an art than a science, there are general guidelines you can follow to help you out along the way. Have a topic people will want to read. This seems obvious, but finding the right topic can be your biggest challenge. First, figure out who your audience is; who are you trying to reach? Be descriptive and professional. Writing a white paper is not the same as writing a blog. You need to use a business writing style and be fairly descriptive. You will probably end up writing at least ten pages to make your point. Set up a great intro. You want to catch people right off the bat with your introduction. This means writing a summary of your white paper and including an organized list of topics. Emphasize the value you will create. Your white paper is not a billboard for your business—it is an opportunity to create an image of expertise and insight that will help your readers. In return, they may buy from you later. First, though, you need to give them something of value, and you can only do that by filling your white paper with useful tips and information. Come up with a clear outline first, and then proceed to write your paper. Be sure the flow of your white paper is in line with your goals. Grab their attention, deliver value, and get them to take further action. Write first, edit second. Once you have your outline put together, get your thoughts down while they are still fresh in your mind. You will have no problem going back and making everything flow well afterwards. Go back over your draft and see what needs to be done to make it read better. Read it out loud to ensure there are no run-on sentences or awkward phrases. Follow up with how you can help. If you are selling a product or service that will help your readers, make sure to mention it at the end. White papers are great tools for generating credibility. Customers respond better to informative write-ups than they do to blatant ads. The trick is to make sure your white paper is organized and well thought out so that you will create a natural and genuine interest in your services.

Chapter 3 : 13+ White Paper Templates – PDF, Word | Sample Templates

Benefits. White paper template guides the user in writing a perfect white paper. The white paper template is a professionally designed template that enables the user to quickly create the content that he/she needs for an effective white paper.

In government[edit] The term white paper originated with the British government , and many point to the Churchill White Paper of 1941 as the earliest well-known example under this name. They can also serve as educational techniques. Publishing a white paper tests public opinion on controversial policy issues and helps the government gauge its probable impact. Also known as consultation documents, green papers may merely propose a strategy to implement in the details of other legislation, or they may set out proposals on which the government wishes to obtain public views and opinion. In business-to-business marketing[edit] Since the early 1900s, the term "white paper", or "whitepaper", has been applied to documents used as marketing or sales tools in business. These white papers are long-form content designed to promote the products or services from a specific company. As a marketing tool, these papers use selected facts and logical arguments to build a case favorable to the company sponsoring the document. B2B business-to-business white papers are often used to generate sales leads, establish thought leadership , make a business case, or inform and persuade prospective customers, channel partners, journalists, analysts, or investors. White papers are considered to be a form of content marketing or inbound marketing ; in other words, sponsored content available on the web with or without registration, intended to raise the visibility of the sponsor in search engine results and thus build web traffic. Many B2B white papers argue that one particular technology , product or method is superior to others for solving a specific business problem. They may also present research findings, list a set of questions or tips about a certain business issue, or highlight a particular product or service from a vendor. This type of white paper is best used to supplement a product launch, argue a business case, or support a technical evaluation at the bottom of the sales funnel. Presents a set of tips, questions, or points about a certain business issue. This type is best used to get attention with new or provocative views, or cast aspersions on competitors. Recommends a new, improved solution to a nagging business problem. This type is best used to generate leads at the top of the sales funnel, build mind share , or inform and persuade stakeholders, building trust and credibility in the subject. Several variations on the colour theme exist: The green paper is a proposal or consultative document rather than being authoritative or final. Two others are much less well established: A blue paper sets out technical specifications of a technology or item of equipment. It is synonymous to the more widely used term preprint.

Chapter 4 : How to Write a Good White Paper for ICO: Tips and Examples

A technical brief is a white paper that educates buyers on the basics of a technology so they can make smarter purchase decisions. This brief on electroforming is volume 3 in a series looking at various technologies involved in ultra-miniature component design and fabrication.

Oh, the roads you will travel in trying to figure this one out. Chapman from their book, *Content Rules*: That said, according to the above distinctions, white papers do play a key role in educating and engaging buyers at a deeper level than your typical eBook. Create your white paper as part of a broader content strategy. A white paper should be fulfilling the objectives of your content strategy—for example: Optimize the reuse and repurpose of white paper content. Teams to align with include: Keep reading to take a deep dive into each of these areas. Review the following questions in preparation for title brainstorming: Who is your target audience? What are you providing in this white paper that your audience cannot get elsewhere? Ensure your title represents what is truly in the white paper. Unless you work in a highly technical industry, avoid buzzwords and stick to clear and easy to understand language. Consider search engine optimization as part of title creation. Optimal title length for search engines: As they say, less is more. Do take the time to create a shorter, more powerful title. Having trouble shortening your title? Break it down into sections with a colon, or insert a subtitle that can be more descriptive. Similar to the title, time should be spent developing a clear, concise and hard-hitting abstract. Write the abstract after you have completed your white paper. Use a direct structure format for the creation of your abstract. Keep it short, simple and to the point. A commonly recommended length is 100 words. Put the entire abstract on the title page. Then you can use the title page as a separate sheet for your sales team to send to prospects. Add a call-to-action linking to the full white paper and save it as a PDF. Ensure that the abstract answers the following questions: What is included in this white paper? Why should I read this white paper? Give your audience a reason to take time out of their busy schedule to read your white paper. Have someone review your abstract. Outline Develop an outline prior to beginning the writing process; it will eventually take form as its shorter, more succinct cousin, the table of contents. It will ensure your messaging and content are on-target, and that information flows in an easy-to-follow manner for your readers. The following tips and subsequent section examples provide a good starting point. Yes, it will take time and delay the start of the writing process. However, it will save you an enormous amount of time in the long run, and more importantly, ensure you have a better final product. There are plenty of other formats to provide company or product-specific information to your audience, such as data sheets for example. Be sure to include team members as part of the development and review of the outline to ensure your white paper plan is on target. Plan on many revisions. Creation of an outline is an iterative process. Map out sections and subsections. It is important to break up your text into several sections, including section headers and subheads within each section. This increases readability and allows your reader to skim through the document and absorb the sections most relevant to their business. The introduction is essentially the next level down from the abstract. Set up the problem, need or pain point right up front. Use data to support your points. Provide additional detail to that included in the abstract, but avoid going into too much detail. Indicate the objectives of the white paper, as well as what specifically will be included in subsequent sections. Providing a map or structure in the introduction will help your audience follow your thought process and understand how the white paper is organized to achieve its objectives. Sample questions to be answered in this section: What is currently happening in the market today? Answering this question will help readers understand why your solution is of value; and more importantly, entice them to continue reading. What data points help to support answers to the above questions? Introduce the solutions, including a clear definition and even a framework or model. Provide a detailed description of each part of the solution. Use subcategories as required to help readers draw distinct boundaries between different parts of the solution. Subcategories also make it easier for your audience to follow your thought process and absorb the content. Be very clear regarding the benefits of each of the solutions, including how it specifically impacts your audience. Provide specific, real-world examples to support your solutions. These examples provide another opportunity to

connect with different segments of your audience. One example from our recent business blogging study can be seen below. The conclusion provides the opportunity to: Summarize the white paper objectives. Review the problem statements. Highlight the solutions and their value for your audience. Be clear regarding how these solutions address the problem statements. Finish with a strong statement. Additional Resources Provide a list of available resources for your audience. This may include resources you have sourced throughout the white paper. Create a consistent color scheme based on the color of your logo. Use the most dominant color for your section headers. Use a softer version or a shade of gray as the subhead color. Ensure your white paper has been run through several editors for quality control. Once someone downloads your white paper, it is in his or her possession and you are unable to make further edits. Correct spelling and grammar will elevate your message and back up the credibility of your company. Use the white paper to link to your other content marketing assets, such as other white papers, eBooks or blog posts. Substantiate your message by including content from subject experts by getting quotes directly from them or curating their content. For a guide to ethical curation, download our complete eBook on the topic: Content Marketing Done Right. Ready to get started?

Chapter 5 : 20+ Page-Turning White Paper Examples and Design Tips - Venngage

This white paper explains an innovative way to insert non-intrusive ads into games using blockchain. This startup will bring together advertisers, game developers, and gamers in a new ecosystem that rewards everyone with a new cryptocurrency.

Journalist, marketer and www. Hundreds of startup projects worldwide are trying to raise funds using this technology. Every team needs to provide a project description in the course of ICO using this document. Today we will talk about the correct way to do this. The white paper is a document determining the technology of a blockchain project. This file usually contains a detailed description of the system architecture and its interaction with users, as well as current market data and growth anticipations and requirements for the issue and the use of tokens. In addition, it provides a list of project team members, investors and advisors. Without a proper modelling of a white paper it would be difficult for a project team to perform a successful ICO procedure: You may find some tips on creating a high-quality white paper, and several real successful examples below. Andrew Chapin, blockchain expert and the founder of projects Benja. This article is a good guide to the white paper. A good white paper should have the following sections: One of the most important elements of the white paper is usually the information on the project team, despite the fact that it is frequently placed at the end of the document. According to Chapin, any investor-angel can tell stories about investing in a strong team with a bad idea, because he believed in their abilities of creating a valuable product in the course of their activity. For example, before its pivot, Android used to be a camera operating system. Therefore, it is crucial that the team should be multi-professional, and should already have had some success. In a perfect world, they should also have at least some experience in the blockchain domain. The founders consider money-raising to be the most important task and they are pretty sure they can employ an engineer later on. But you should look before you leap, because until investors become eager to donate money to the project, they need to be convinced that the team is able to create what they had planned. The second section of the white paper should contain the product description: Frequently, in the course of ICO the project team only have a perfectly designed pdf and a few mock-ups. Yet, they have no actual product, its potential users and development strategy. If the project already has an ecosystem and users, this increases the chances of token survival on the market. These elements must therefore be present in the documentation. A detailed plan of the use of funds is also essential. This may raise suspicions that a member of the team intends to spend money not only on product development but also on something else maybe on his or her personal needs. The information on tokens is detailed during its offer at the stock exchange. If it is not introduced "or if the plan states that this will follow in 30-60 days" there is reason to believe that something is not going as expected. In general, the public is interested in the future cooperation of the company with issued tokens. In this situation some questions will need to be answered: Will the issue be limited before the pre-sale? When will sales start on the market? Will redemption or buy-backs be operated? In theory, the team should present a detailed working plan for the next 12-18 months, which should include the beta-launch. If some tasks of the roadmap have already been performed, that may be considered as an advantage for the project team. A Perfect White Paper: We have selected three very successful projects and analyzed their white papers find more examples at this link. Monetha is a project of a payment system for the blockchain. Its white paper of their system contains all the abovementioned sections. These details are crucial for all white papers. Besides the technical description of the product architecture, there are also some easy-to-read diagrams. Its white paper may give the impression that documentation does not need to be as comprehensive as we suggest. The file see below is not beautifully designed and is created in a research article pattern a simple two-column document. A research article pattern is really trustworthy. Its founders also decided to use a research article pattern without any design refinements of their white paper. The presentation style corresponds to the pattern: In particular, we are interested in the content design, which blockchain startups should choose. In conclusion we will give you some tips based on our surveys: Startup founders need to be aware of that. The pattern should suit the team: This information may be found on their website in a special section. It is essential to take the public into

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account: If your goal is to attract technically literate public and scientists, it is quite logical to present the information using a research article pattern. But you can also create two versions of the document:

Chapter 6 : How to Write White Papers: 14 Steps (with Pictures) - wikiHow

A white paper is a clear representation of a complex issue. It is generally in the form of a report that is sent from the experts to any government or authority figure to review an issue, understand the outcome, approve the proposal and make a final decision.

Chapter 7 : Sample White Papers

For almost any form of content—be it a white paper, a news article, or a novel—the title has to hook your reader. After all, the title is the introduction to your written work. After all, the title is the introduction to your written work.

Chapter 8 : White paper - Wikipedia

White Paper Examples: By exchanging contact information for an opportunity to download content, buyers are expecting that content to be useful and beneficial to their situation. White paper content should answer questions or solve part of a problem that consumers are facing.

Chapter 9 : racedaydvl.com: White Paper Samples

The white paper should be formatted into small sections with clear titles for easy reading. Most white papers won't be read from cover-to-cover but rather skimmed for information that is important or educational to the reader.