

White Paper In A Day Template

Create A 2000 Word Problem/Solution White Paper

1. Your title in the form of a reader's problem/reader's solution premise

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

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)

(Insert headline here)

4. Evidence of the problem

A. Example 1 with citation (140 words)

B. Example 2 with citation (140 words)

(Insert headline here)

5. Straw Solution 1

A. Describe solution briefly (60 words)

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

6. Straw Solution 2

A. Describe solution briefly (60 words)

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

(Insert headline here)

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)

(Insert headline here)

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)

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)

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)

(Insert headline here)

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

(Insert headline here)

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 three (175 words)

And include a citation for this final one (25 words)

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

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)

D. Phone and email contact.