## White Paper Template

### Purpose

The purpose of this tool is to assist you with the creation of an effective White Paper. Focus on what is critical for your business, and modify this template as necessary.

#### Scope

Before you start, consider the purpose of your White Paper. Will this be used for internal knowledge management, external product/service marketing, or both? Can you repurpose this white paper and turn it into other pieces of content?

Use this template to document your ideas and give it to a good graphic designer so that they can put the finishing touches on it. When it comes to white papers, be sure to use a consistent structure and layout in order to make them easy to read and write.

#### **Best Practices**

- Use industry reference data. Find statistics, quotes and other reference material you can cite
  in your paper. It enhances your credibility and supports the perception that the paper is
  unbiased.
- Use lots of graphics. Great white papers are almost works of art. Invest in having a graphic
  designer collaborate on the design, layout and supporting graphics. It will improve the
  readability.
- Use an outside reviewer. Get someone who is an industry expert but does not work for you to
  review the paper. The last thing you want to happen is to invest in a white paper and publish it
  only to have prominent industry experts bash it. Ideally, you want the opposite to happen.

# **White Paper Report Format**

**Simon Mort** 

#### **White Paper Report Format:**

NASA Technical Memorandum ,1982 **Professional Report Writing Simon Mort**, 2017-07-05 Professional Report Writing is probably the most thorough treatment of this subject available covering every aspect of an area often taken for granted The author provides not just helpful analysis but also practical guidance on such topics as deciding the format structuring a report stylistic pitfalls and how to avoid them making the most of illustrations ensuring a consistent layout The theme throughout is fitness for purpose and the text is enriched by a wide variety of examples drawn from the worlds of business industry and government The annotated bibliography includes a review of the leading dictionaries and reference books Simon Mort's book is destined to become an indispensable reference work for managers civil servants local government officers consultants and professionals of every kind Business Report Guides Dorinda Clippinger, 2019-01-16 This book includes reports that managers originate often reports they may create occasionally organizational policies procedures and work instructions Inside the reader will discover guides for creating over 20 diverse reports designing report forms planning writing and formatting narrative reports producing digital and print employee manuals and locating the service providers and software that can improve your reports cost effectiveness A crisp writing style bullet points and many authentic examples and visuals convey essential information quickly Each chapter summary includes checklists Business Report Guides gives ample information to apply instantly It also works as a handy reference for use throughout your career 1969 Census of Agriculture United States. Bureau of the Census,1972 General Technical Report RMRS ,1998

Strategic Guide to Technical Communication - Second Edition (US) Heather Graves, Roger Graves, 2012-05-23 A
Strategic Guide to Technical Communication incorporates useful and specific strategies for writers to enable them to create aesthetically appealing and usable technical documentation These strategies have been developed and tested on a thousand students from a number of different disciplines over twelve years and three institutions The second edition adds a chapter on business communication reworks the discussion on technical style and expands the information on visual communication and ethics into free standing chapters The text is accompanied by a passcode protected website containing materials for instructors PowerPoint lectures lesson plans sample student work and helpful links Report Writing for Readers with Little Time Rien Elling, Bas A. Andeweg, Christine Swankhuizen, Jaap de Jong, Kim van der Linden, 2019-11-05 Writing reports is a vital skill in many professions and roles across every sector Despite this the majority of reports generated in organizations tend to be difficult to read dull and do not make the impact they should either for the content or for the author In this book you will learn how to write in a convincing way for a variety of different audiences Fundamentals covered include structure graphic presentation plagiarism and oral presentation The authors include a useful section on writing under pressure by writing as a team for example as well as material on pitfalls to avoid when writing in English as a second language This simple effective book is a great tool for readers across the globe who wish to improve their report writing

Systems Joan Fowler,1994-06 Designed for new or experienced automated information system developers purchasers or program managers who must identify and satisfy requirements associated with security relevant acquisitions Explains Contract Data Requirements Lists CDRLs and Data Item Description DIDs and their use in the acquisitions process Charts and tables References glossary and acronyms A Strategic Guide to Technical Communication - Second Edition (Canadian) Heather Graves, Roger Graves, 2011-12-20 A Strategic Guide to Technical Communication incorporates useful and specific strategies for writers to create aesthetically appealing and usable technical documentation These strategies have been developed and tested on a thousand students from a number of different disciplines over twelve years and three institutions The second edition adds a chapter on business communication reworks the discussion on technical style and expands the information on visual communication and ethics into free standing chapters Particular attention is paid throughout to the needs of Canadian students

The Effectiveness of Legislative Program Review Richard E. Brown,

1969 Census of Agriculture ,1973 Federal Register ,2013-05 Census of Agriculture, 1969, 1974 Theory and Praxis in the Business Communication Classroom Kristen Getchell, Paula Lentz, 2018-09-10 Winner of the Association for Business Communication s 2019 Distinguished Book Award Rhetorical Theory and Praxis in the Business Communication Classroom responds to a significant need in the emerging field of business communication as the first collection of its type to establish a connection between rhetorical theory and practice in the business communication classroom The volume includes topics such as rhetorical grammar genre awareness in business communication theory the role of big data in message strategy social media and memory and the connection between rhetorical theory and entrepreneurship These essays provide the business communication scholar practitioner and program administrator insight into the rhetorical considerations of the business communication landscape The Copywriter's Handbook Robert W. Bly,2020-04-07 The classic guide to copywriting now in an entirely updated fourth edition This is a book for everyone who writes or approves copy copywriters multichannel marketers creative directors freelance writers marketing managers even small business owners and information marketers It reveals dozens of copywriting techniques that can help you write both print and online ads emails and websites that are clear persuasive and get more attention and sell more products Among the tips revealed 8 headlines that work and how to use them The 5 step Motivating Sequence for generating more sales and profits 10 tips for boosting landing page conversion rates 15 techniques to ensure your emails get high open and click through rates How to create powerful lead magnets that double response rates The 4 S formula for making your copy clear concise and compelling This thoroughly revised fourth edition includes all new essential information for mastering copywriting in the digital age including advice on content marketing online videos and high conversion landing pages as well as entirely updated resources Now more indispensable than ever Robert W Bly's The Copywriter's Handbook remains the

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House of Commons: European Scrutiny Committee, 2005-10-27 Fifth report of Session 2005 06 Documents considered by the Committee on 12 October 2005 including the Charter of Fundamental Rights and Commission legislative proposals

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