

White Paper Template

Based on Gordon Graham's White Paper Structure
Analysis

For Creating Effective and Persuasive White Papers

Your Name/Organization: _____

Date: _____

Contents

1	Introduction to Audience and Context	2
2	Defining the Problem	2
3	Addressing Audience Concerns	3
4	Proposing Solutions	3
5	Reaffirming Commitment	4
6	Logical Structure and Evidence	4
7	Offering Inclusive Solutions	5
8	Practical Policy Proposals	5
9	Conclusion and Call to Action	6

1 Introduction to Audience and Context

Prompt: Introduce the purpose of your white paper, identify your target audience, and provide relevant background context to engage readers early.

Describe the issue or opportunity your white paper addresses, why it matters, and who it impacts. Provide historical or situational context to set the stage for your argument. Ensure the tone aligns with your audience's expectations and interests.

2 Defining the Problem

Prompt: Clearly articulate the problem or challenge your white paper seeks to address, using evidence to justify its significance.

Explain the problem in detail, including its scope, impact, and any misconceptions or concerns held by stakeholders. Use data, examples, or references to credible sources to build a compelling case for why this issue requires attention.

3 Addressing Audience Concerns

Prompt: Identify and directly address potential objections or concerns your audience may have about the problem or proposed solutions.

Acknowledge specific fears, doubts, or misconceptions your audience might hold. Provide clear, evidence-based rebuttals or clarifications to build trust and credibility.

4 Proposing Solutions

Prompt: Present clear, actionable solutions to the defined problem, tailored to your audience's needs and constraints.

Outline specific steps, policies, or strategies to address the issue. Ensure solutions are practical, feasible, and supported by evidence or examples. Explain how these solutions benefit all relevant stakeholders.

5 Reaffirming Commitment

Prompt: Reinforce your credibility by reaffirming your commitment to the proposed solutions and referencing established authority or precedent.

Highlight your organization's expertise, past successes, or alignment with recognized standards/policies to strengthen your case. Reassure the audience of your dedication to the issue and its resolution.

6 Logical Structure and Evidence

Prompt: Provide a structured, evidence-based argument to support your solutions, using data, examples, or case studies.

Detail the rationale behind your solutions, using logical flow and credible evidence (e.g., statistics, testimonials, or historical data). Organize this section to guide the reader clearly from problem to solution.

7 Offering Inclusive Solutions

Prompt: Propose solutions that appeal to all stakeholders, balancing competing interests to ensure broad acceptance.

Describe how your solutions address the needs or concerns of different audience segments. Highlight collaborative or inclusive approaches that promote shared benefits.

8 Practical Policy Proposals

Prompt: Offer specific, evidence-based policy recommendations or actionable steps to implement your solutions.

Provide detailed, practical proposals (e.g., processes, regulations, or frameworks) supported by data or stakeholder input. Explain how these steps will be executed and their expected outcomes.

9 Conclusion and Call to Action

Prompt: Summarize your key points and issue a clear call to action, urging your audience to adopt or support your solutions.

Recap the problem, solutions, and benefits concisely. Encourage the audience to take specific actions (e.g., adopt a policy, collaborate, or provide feedback) and emphasize the positive impact of their involvement.