What is a white paper?
The term white paper is an outcome of the term white book, which is an official publication of a national government. A famous white paper example is the Winston Churchill White Paper of 1922, which addressed political conflict in Palestine.

A white paper typically argues a specific position or solution to a problem. Although white papers take their roots in governmental policy, but since 1980's they have become a common tool used to introduce technology innovations and products.

Current application of a white paper in companies?

A white paper is an important document that elaborates on any technical topic. White papers are usually industry-specific. This means that there are white papers for IT products, economy, trade, security and any possible topic on earth.

White papers are powerful marketing tools used to help key decision-makers and influencers justify implementing solutions, and many white papers are used in the technology marketplace.

Why does a company need to publish white papers?

White papers are influential aids for marketing your product especially in IT industry. They help readers from all over the world obtain knowledge about your company, your products and other industry specific issues. This global exposure can help enhance your business.

Who can write a white paper?

Anybody who has technical knowledge about the requisite topic and possesses fundamental writing skills can write a white paper. It is a common practice for large companies to outsource their white paper writing to content developers.

Are white papers easy to write?

White papers, like any other writing, take a lot of effort to write. The writer must have the technical expertise as well as exemplary writing skills. No matter which industry the white paper belongs to, a white paper writer must provide unique and expert information.

Does white paper need to include graphics?

If the charts, graphs, and other illustrations are relevant to the matter of prepared white paper, then by all means, they need to be included. Moreover, they are recommended because graphics help to break the monotony of the text and make the entire content visually appealing.
**What are the essential elements of a good white paper?**

The essential ingredients while preparing a successful white paper are:

1. It should hold and retain the attention of your target audience.
2. It must have a concise summary.
3. It should state a valid problem, describe your subject and address how your product can resolve the problem.
4. A good white paper should ideally demonstrate messages with real life evidence and case studies.

**White paper criteria**

1. Focus on the intended readers. These will usually be a very specific demographic, such as mid-level engineers, amateur web designers, or some other such group. The papers have to address the problem specific to that group, and they have to be written with the level of jargon that the audience will be comfortable with using. Amateurs or laymen will not understand highly technical jargon or acronyms. Conversely, the more experienced reader, when faced with a highly simplistic white paper, may feel the product will not be at his level of aptitude.

2. Describe the problems that the product will fix. This is the main marketing application of the white paper and should be described in detail. Any selling point related to the functions should be covered.

3. Focus the white paper on the company that will be receiving them. A white paper can be changed to extol the benefits of the product to each specific company based on the market that company serves. Even very similar companies will have a different range of problems they are facing. If you can tailor your white paper to their concerns, you will garner more trust for your company and its product.

4. Use real-world examples. Describe how other companies have benefited from the product and how that success could be theirs if they only had this product, too.

5. Break up the gray space. Use examples and statistics in the form of graphics and charts. Breaking up long blocks of text is one of the best ways to ensure that people will continue reading your white paper. Also remember that some people process information differently from others. While a paragraph block of facts and figures will work with some, others will have to see it visually.

6. Summarize the entire white paper. This can be with a numbered or bulleted list, or it can be a mixture of text and numbers or bullets. The summary completes the persuasive aspect of the white paper by reminding the reader of the problems that exist and how the product will fix them.

A white paper is usually written about high-tech products with a lot of technical aspects. But a white paper can be written about any product that has been created to fix problems companies face.