

# Credo Reference

## How do I write a white paper?

The “white paper,” originally used to describe a government policy, has become a standard form of communication in the business world. White papers are used to describe a particular problem and propose a specific solution to that problem. White papers typically include the following:

1. Begin the white paper with a general title, e.g., “White Paper on Network Slowdown.”
2. State the main problem your paper is addressing in one or two direct sentences (e.g., sales are decreasing, network speed is too slow, customers are complaining).
3. Include any necessary background information, taking care to consider your audience's need for detail. You do not want your white paper to be either too simple or too complex for your readers.
4. Write the body of the white paper, which will typically range from 1–5 pages. Begin the body by elaborating on the problem you identified in the introduction. Follow with the solutions you are proposing, including any step-by-step implementation that will be needed.
5. Close with a summary that reviews the problem, your suggested solution, and the anticipated results.

### Citation Information:

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