



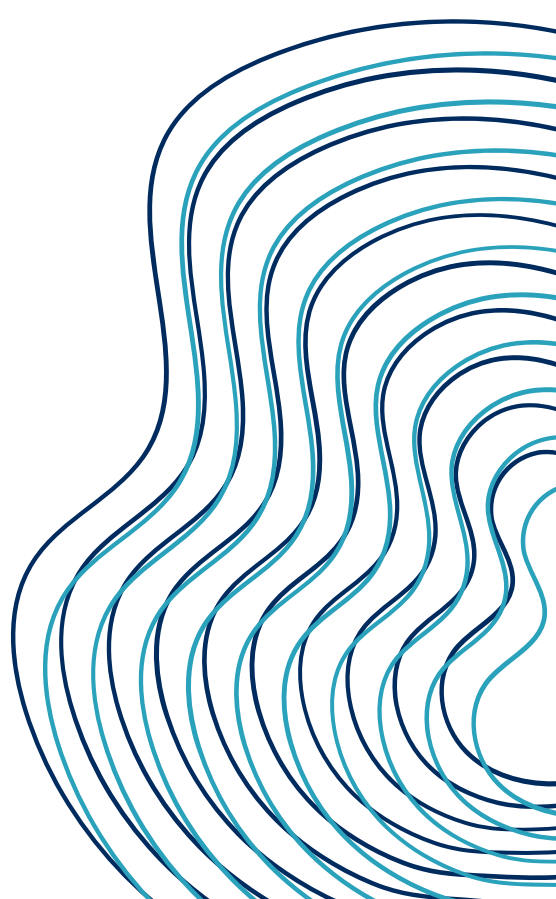
HOW TO WRITE A DATA DRIVEN VISUALLY IMMERSIVE WHITE PAPER

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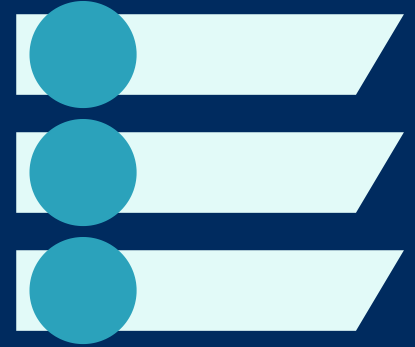


Title Page

Capture audience's attention with a visual & informative headline

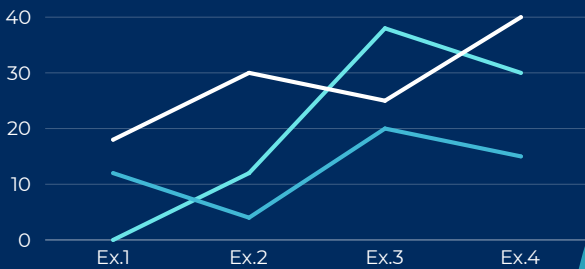
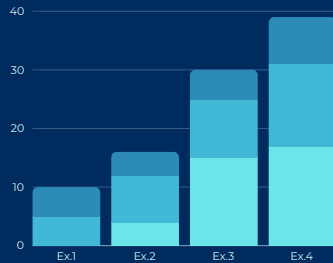
Introduction

Use visuals to introduce the topic or issue



Background

Use charts & graphs to explain research easily to lead to solution



Proposed Solution

Clearly state the solution supported by background research and evidence and lead to summary

Conclusion

Summarize main points



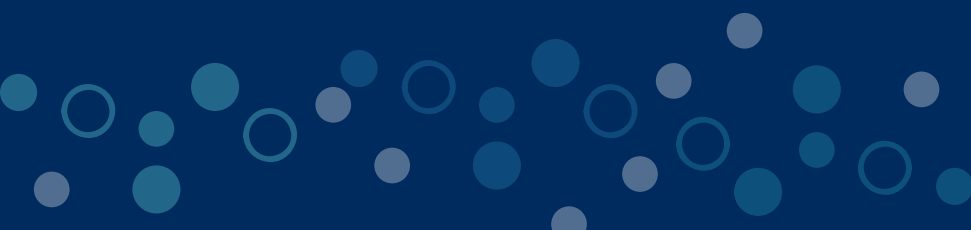
How to Write a Data Driven & Visually Immersive White Paper

White papers are valuable resources utilized by decision-makers in multiple fields.

Promote your company as a credible source by creating **data-driven & visually captivating white papers**.

This document will cover:

- General outline of a white paper
- Sections to include
- Design ideas to capture your audience's attention



What is a White Paper?

A **white paper** is a **research-driven document that highlights a particular problem or topic and provides evidence in support of a solution, product, or policy to address the issue**. A white paper is meant to be credible and persuasive, providing facts that support the proposed solution. As an educational source, a white paper can be a timeless resource when crafted well.

Why are white papers relevant?

White papers are utilized by leaders in their fields, decision makers, company executives, and others. When there is a problem, white papers are beneficial as they collate evidence from multiple sources to promote a proposed solution. **White papers are relevant to both the companies that produce them and the ones that utilize them.** By drafting a white paper for publication, you can promote your company as a valuable resource and a leader in the field.

White papers aim to convince the audience of their solution (i.e. a product, policy, idea, etc.) using facts.

In order to propose a solution and inform decision-making, a white paper must include a well-researched background of the problem and data that addresses and supports the potential solution.

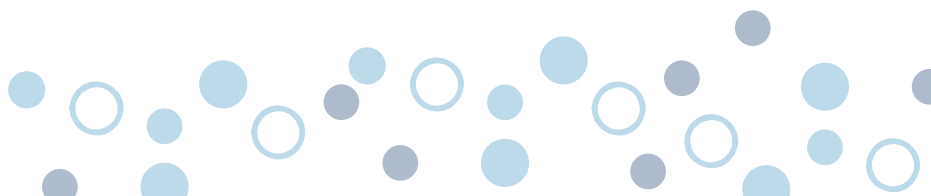


Is it worth writing a white paper?

A good white paper can be used by a wide audience for months to years at a time. While the upfront time investment to create a white paper can seem daunting, the reward is great. Between researching the issue or topic of interest and compiling the resources into a concise, persuasive, and visually appealing white paper, the process can take several weeks. However, this valuable document can be used for months-years, so the initial investment can be well worth the time.

What sections are included in a white paper?

- Title ●
- Introduction ●
- Background ●
- Proposed Solution ●
- Conclusion ●
- Methods (optional) ●
- About the Company (optional) ●



Title of a White Paper

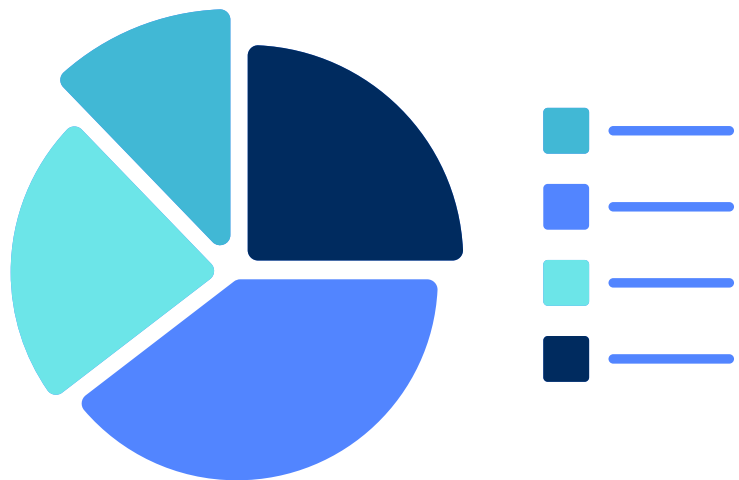
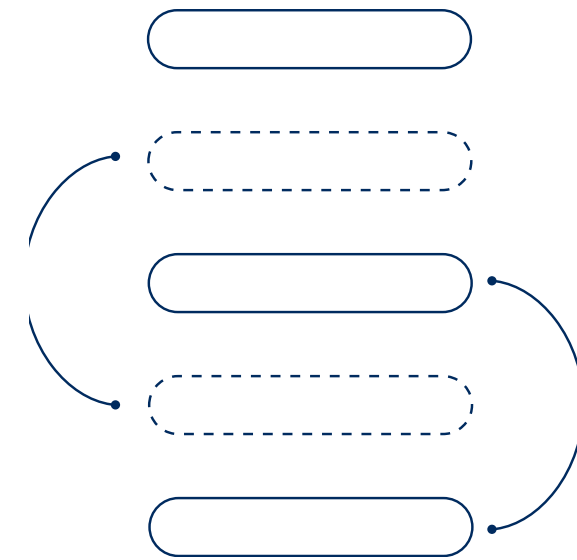
Generally the first page of the white paper consists of a well-thought out and descriptive title meant to catch the eye. Avoid overcrowding the title page and keep it simple but visually eye-catching. Small visuals like pictures or graphics that support the title are beneficial. Keep any data-heavy diagrams or tables for the following sections.

Introduction

The introduction is another section best kept simple with a small amount of text about the topic. It is recommended to lean more into visuals for this section describing the issue.

Graphics, diagrams, graphs or charts that immediately inform the audience of the topic can introduce a topic much faster than a wall of text.

Inform the reader of the problem or topic of interest briefly in this section, but save more detailed descriptions for the following section.



Background for White Paper

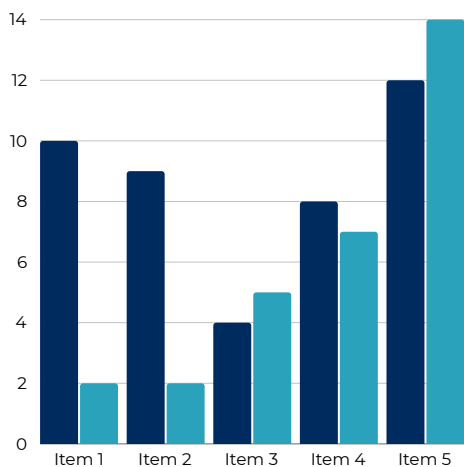
The background section should be the most **'data-heavy & detailed'** portion of the white paper. It is important to include research done on the topic of interest here, then flow into the proposed solution.

Start out with more general information and gradually condense into more detailed research that 'sets the stage' for your solution.

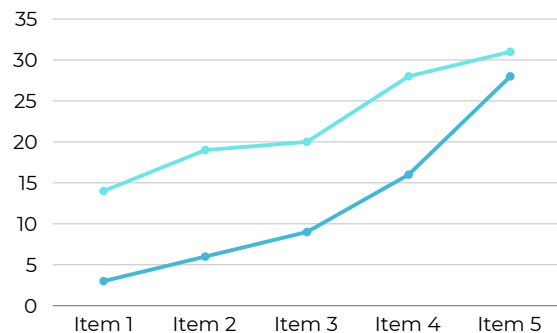
Tables, charts, and diagrams should also be utilized here to make this more detailed section digestible to a busy audience.

It is suggested to break up long paragraphs into shorter bits of information, use bold or larger font to draw attention to important subsections or sentences.

Example types of visuals:



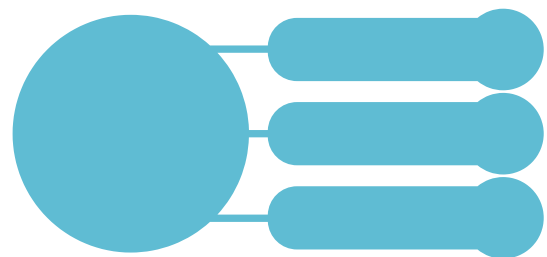
Bar Graphs



Line Graphs



Timeline



Bullet List Diagrams



Proposed Solution

The background section has the goal of informing the audience of the problem or topic of interest in a way that naturally flows into the proposed solution. **The 'solution' to the issue addressed may be a company's service or product, a new idea or policy, or general view.** It should be noted that the solution section should not be formatted as a general advertisement supported by opinion.

A white paper's solution is supported by credible evidence and facts. Make sure to use visuals when explaining the solution. Both the problem and solution should be evident to the audience, even if only skimming through the white paper.

Conclusion

The conclusion should be on a separate page and briefly **highlight the main points of the document.**

Bullet points or a conclusion graphic with minimal text is ideal.

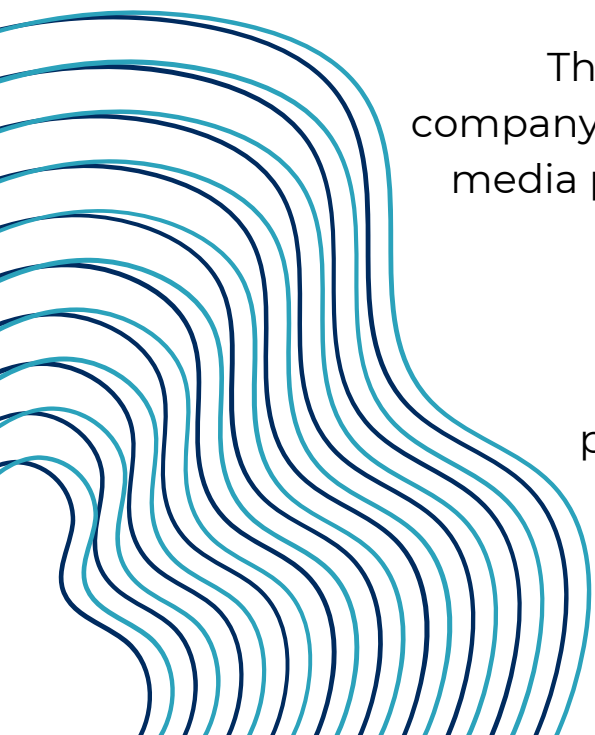
Format the conclusion section in a way that, even if the audience skipped every section after the title, the general background, problem, and solution can be easily understood.

About the Company Section

The final page of a white paper should highlight company name and logo, along with links to any social media page (i.e. LinkedIn, Facebook, Instagram, etc.).

Optional Methods Section

A methods section outlining procedures/analysis is sometimes necessary if complicated data analysis was performed..



Additional Guidelines for Creating a White Paper

How many pages are too many for a white paper?

A general goal for a white paper is **approximately 5-6 pages**. However, for data-heavy or more detailed white papers, it is acceptable to increase page count. If it is necessary to have a higher page count, is it important to break up large walls of text and consider condensing a few paragraphs into a simpler graphic or chart instead.

Graphs & Infographics: Why they're important

It is faster to usually faster to read through a diagram than a few paragraphs. If the information presented in a graphic conveys the same message as several paragraphs, **it is generally better to use a graphic than text**.

Use graphs (i.e. bar graphs, pie charts, line graphs, etc.), tables, infographics, pictures, diagrams, icons, and more to convey information in a shorter space and catch the audience's attention.

Use color & whitespace in your design

Despite sounding contradictory, **use more color and more whitespace**. Choose an appealing color scheme that is easy on the eyes and incorporate it throughout the document. A plain white paper with only black font and grayscale diagrams will not capture the audience's attention long enough to convey your message.

Add more empty whitespace in your document. **Balance color, diagrams, and text with empty space** to draw more attention to the important elements. Avoid overcrowding with too many graphics and design a simple and easy-to-read layout for your white paper.



Additional Guidelines for Creating a White Paper

Format for PDF, but consider mobile viewing

When designing and formatting your document to be viewed on a computer screen, **keep in mind how it will look when viewed on a mobile screen.** Is the smallest text still readable? While the whitepaper will be formatted as a PDF, it is important to ensure it can be read on a smaller screen as well.

How long can it take to write a white paper?

A white paper can take **a few weeks to several weeks to draft and publish.** Depending on the experience of the writer(s) and the desired length of the white paper, it can take more or less time.

Importance of promoting your white paper

Once finished, **it is crucial to circulate and promote your white paper on multiple platforms.** In addition to publishing the white paper on your company's website, consider promoting it via the following methods:

Social media ●

LinkedIn post ●

Attach via email ●

Promote on company webpage ●

Send in newsletter ●

Share with colleagues ●

