

**(Your Company Name Here) Q4 2016 Whitepaper/eBook Outline**

**Offer Title: Make this something catchy that would resonate with your buyer persona. If they’re managers at chain restaurants looking for new tech to organize their staff and operations, something like “The Future of Restaurants: Leveraging Technology to Organize Your Staff and Streamline Operations” might entice them.**

**Step 1: The main point for your whitepaper**

Describe exactly what you want your buyer persona to get out of reading this whitepaper/eBook, and why it’s an important topic for them. Use this information to craft the offer’s voice and explain the significance of this offer to your audience.

**Step 2: About you**

This is an important part of your offer that communicates why you’re an authority on this subject. This section will be placed on the inside title page or at the end of your whitepaper.

I. Offer Title and Contact Information

a. Title

b. Your website URL

c. Company bio

i. Why you are an authority

What makes your company an expert?

ii. What you provide as a service

What do you do for your buyer persona?

iii. Your experience, what makes you interesting, remarkable and unique

What makes your company stand out from competitors? How do you differentiate yourself?

iv. Copyright and Links to Additional Resources

a. Copyright, Company Name, 2016. All Rights Reserved

b. Link to any additional resources you might have on your website

**Step 3: The core of your whitepaper**

**Introduction**

Begin your whitepaper/eBook with strong/catchy statistics or maybe a story that hits on your buyer persona’s pain points. Tell them exactly what they’ll get out of reading this, and how it will help them.

**Section 1: Create a headline for the first main point of your whitepaper (i.e. The Restaurant Industry Is Changing, and So Should You)**

1. Be sure to have supporting points that back up this main point (i.e. Customers expect X,Y,Z from restaurants today). The more thorough, the better.
   1. X customer expectation
   2. Y customer expectation
   3. Z customer expectation
2. Successful restaurants are learning to evolve to meet these expectations
   1. Example 1
   2. Example 2
3. What old restaurant management/operations processes are lacking to keep up

**Section 2: Create a headline for the second main point of your whitepaper (i.e. New Technology in the Restaurant Landscape)**

1. Be sure to have supporting points that back up this main point (i.e. Examples of what’s out there)
   1. Example 1
   2. Example 2
   3. Example 3
2. Why these are great additions to the restaurant world
   1. Example 1
   2. Example 2
3. How it helps restaurant managers do their jobs better

**Section 3: Create a headline for the third main point of your whitepaper (i.e. Overcoming the Challenges of Adopting New Technology for Restaurant Managers)**

1. How to onboard your team
   1. Training sessions
   2. Weekly check-in meetings
   3. Defined roles/duties
2. How to create accountability within your restaurant to ensure everyone is on board
   1. Make sure you have a clear system for ensuring each employee is working with the new tech
3. Addressing resentment from new processes
   1. Example 1
   2. Example 2

**Section 5: Conclusion**

Zoom out on the larger significance of this topic for the buyer persona. For instance, now that restaurant managers know how the restaurant landscape is changing, why they need to adopt new technology and how to onboard their team with new tech and processes, you could explain how it will make their jobs easier. Plus, it’ll help them deliver better service to customers, who have high expectations in today’s world. You know best — demonstrate the value of this offer to your buyer persona.

**Resources 10 Most Important B2B**

Be sure to link to resources that will help your writer complete the content in each section. The more thorough your research, the more likely your writer will include the facts you think matter most to your buyer persona.