



LIVE AND WORK INSPIRED!



Designing Your One-Sheet

By Pam Robertson

You're ready to put together a one sheet. As a speaker, trainer, coach or co-author in an about to be released best-selling anthology, this little instruction sheet will help you to produce a one sheet that gets noticed.

When someone asks you what your business is about, they want information. They don't have time to meander through your website, nor to read through your blog. Your one sheet gives them a snap shot that describes who you are and what you – or your business – are all about.

Your one-sheet should succinctly answer the following six questions:

- What is your area of expertise?
- Who is it that you serve (your target audience)?
- What are the benefits of hiring you (to the organization, an individual within the organization, or to the goals of the business overall)?
- What makes you an expert?
- What do your previous clients/participants think of your work?
- What is your complete contact information?

A one-sheet is NOT a thrown together piece of clip art. It reflects your brand, your personality and presents you professionally, just like your business card and website. Use bold, creative and unique graphics that support your brand and set you apart from the competition. Enhance it with your logo, a tag line, and a photo.

Print your one-sheet on quality paper that can handle the ink that is in your graphics. That means that cheap bond paper is not normally heavy enough for your one sheet; I generally prefer to use brochure paper, which is available at all the stationary suppliers.

It can be tough to decide where to spend your money in the early days of your business, but if you are someone who will speak publicly in any capacity, including your first book signing event, your one-sheet is an important part of your marketing kit.

Best wishes for a magnificent campaign!