

How to Write Your One-Sheet to Get the “Wow” You Want

By Barbara McNichol

What impression do you want those who hire you to take away when they see your one-sheet?

A “wow!” response would be fabulous. But, realistically, that initial impression lives a short time. What’s most important? Making it clear that your targeted readers can readily see how your talent benefits *them*. Does your description of your offer contribute to their agenda? Have you shown how you’d address their pain? Are the solutions you describe on target for them?

To get those critical results, a well-written one-sheet needs to include:

- problems you can solve not only for the meeting planner but also for audience members and organizational leaders (your value statements)
- services and programs you provide (your topics described)
- credentials that show you’re qualified to deliver (your bio)
- evidence that similar people have benefited from your talents (your testimonials)
- actions to take once they’re enticed to hire you (your call to action)

These elements are easy to list but hard to deliver. So as you sit down to write your one-sheet, first answering these questions will warm your heart, mind, and writing muscles:

1. What do you do? (one sentence only – your elevator speech)
2. Why did you choose this line of work?
3. What gets you excited about your business/subject?
4. What makes you different from others who do similar work?
5. What is the single most important question you can answer for each constituent who will benefit from your talk (meeting planner, audience members, leaders)?
6. What is your call to action? It could be as simple as stating: Contact me today.

This exercise helps you leave the exact impression you want and makes the case that you’re the right person to meet their needs. When your finely tuned one-sheet hits the mark, you can expect a “wow” reaction and much more!

Barbara McNichol writes and edits one-sheets, articles, books, and book proposals for authors, speakers, and entrepreneurs. For persuasive writing tips, sign up for The Door

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