

What Makes a One-Sheet a “Must-Have” Marketing Tool?

By Barbara McNichol and Karen Saunders

You meet someone who could hire you for your expertise and services. In the spirit of getting to know you, that decision-maker asks, “What do you speak about?” or “How do you help organizations?” or “Which groups have you worked with?” These questions become your opening to convey how you assist people and why you’re the one experienced to do so. That’s exactly what a one-sheet does, too. To convey that you’re a “must-have” expert, your one-sheet needs to be written and designed as a “must-have” marketing tool.

Answers Key Questions

Your one-sheet, in effect, succinctly answers these seven questions that decision makers would ask you in person at a first meeting:

1. How would you describe your area of expertise?
2. Whom do you work with and give presentations to?
3. What are the benefits of hiring you—
 - a. for the leaders of the organization
 - b. for the participants in the ranks
 - c. for organizational progress
4. What have you done that makes you an expert?
5. Which groups have you worked with before?
6. What did participants think of your contribution?
7. How can you be reached for more information?

Well-crafted words on your one-sheet answer these questions in the form of seven corresponding “must-have” elements:

1. Topics/Programs
2. Target Audience
3. Benefits (especially in headlines)
4. Biography
5. Client List
6. Testimonials
7. Contact Information

Gives the Piece Personality

Even if you have all of these elements in place, what turns it into a stronger “must-have” piece that represents you? In a word: Personality. For example, Doug Butler’s one-sheet features these basics with lots of showmanship.

Its overall look reflects the “personality” that participants want from him, achieving that appeal through special graphic effects:

- four-color photos of Doug portraying his Cowboy Wisdom theme
- graphics of cowboy symbols: a guitar, a horse, a lasso, a badge, a cowboy figure wearing a hat, bandana, and chaps, a spurred cowboy boot
- a Cowboy Code message that stands out on the page
- benefits in the headlines
- a bio framed by a color photo that adds credibility for his message
- a list of target audiences, a sampling of clients, and comments from them
- a well-designed company logo and easy-to-find contact info
- an NSA logo to show affiliation with a group that’s recognized by decision makers
- a tag line: e.g., “Forge a firm foundation with Doug’s tried-and-true Cowboy Code”

Through these words, themes, and graphics, Doug extends his warm personality to additional marketing pieces—his web site, business card, handout materials, and so on. Together, they create a “must-have” look that appeals to decision-makers in the organizations he wants to reach.

You can see this example and many more beautifully designed one-sheets at www.macgraphics.net

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