



Speaker Machine Pro Speaking System

Creating Your One-Sheet Checklist

Description: A one-sheet is a one sided, one page sheet of paper (or electronic page) with the purpose of selling one speech ONLY, regardless of how many speeches you have. Think of it as a full-page magazine ad for your ONE speech.

A one-sheet is typically is heavy on graphic design with fewer words that combined make a BIG impact.

Again, keep in mind your one-sheet should cover just ONE of your speaking topics, if you happen to have more than one. You can create multiple, nearly identical one-sheets for all your speeches so you can share specifics about each speech.

Remember:

One topic.

One speech.

Singular call to action, can be repeated but should be the same thing "call Me;" "book Me;" or something similar.

Don't over complicate it. Keep it simple so the reader isn't confused.

Industry Lingo: You may also hear of the same one-sheet marketing piece referred to as a one-pager, 1-pager, 1-sheet or speaker sheet. It is ALL the same.

What Should Appear on Your One-Sheet:

- Your name
- Professional head shot and/or speaking photo of you in action on stage
- Your logo, book cover image and/or other graphic elements to cement your branding
- Title of your speech
- Description of your speech written in benefit language
- Testimonial for your speaking
- Credibility-building info: TV appearances, media mentions (“As seen in *Woman’s Day Magazine*”), etc., using logos of media outlets as possible
- Brief biographical info about how cool you are and how brilliant you are and how audiences adore you
- Your website, contact, and booking info
- Call to action – LARGE

Create Your Own One-Sheet on a Shoe-String Budget

Ideally, it is best to hire a graphic designer to make all of your branding and images for your speaking business have a cohesive look and feel including your logo, website, headers, and printed materials. There are some resources listed below if you have a budget and can pay a designer. That is absolutely the BEST option.

However, if you are just starting out you may not have a budget at all, but still need to look professional. You can.

For THIS job in particular you can go to the Microsoft templates online at their site – search templates for Word.

If you have not yet done so, upgrade to Microsoft Office 2010 at Microsoft.com where you can sign up for a free 30-day trial and downloaded the software (will take you about 5 minutes total).

Then when you open Word, the 2010 version will open on your computer. This is the path you can follow from there:

File Tab > New > Office.com Templates > Flyers

Then you will have your choice of templates. As soon as you choose one you like based on the colors, look and feel you would like your one-sheet to convey, your computer will automatically download it and open the template. Then you can fill in the blanks, add your details, add your graphics and you'll be all set for free.

Samples

See a Speaker Machine Client Sample at:

<http://FeliciaSlattery.com/onesheet/>

And others online at:

<http://www.macgraphics.net/one-sheets-for-speakers.php>

Design Resources

I only recommend designers and websites I have myself personally used and in the case of individuals, those I have a personal relationship with.

If your budget is tiny you can roll the dice with <http://fiverr.com>. There you can hire individual graphics people for specific jobs such as logo creation, banner/header creation, and much more. You'll have to sift through the site to find them, but you'll only pay \$5.00 for any work you have done. I have often been pleasantly surprised, but this is a hit or miss kind of thing.

For your best option use an honest-to-goodness designer. Try one of these:

Adam Haroun at <http://www.TheXFactorAgency.com/> -- Full design services and branding coaching if you need it.

Matt Clark at <http://TweetPages.com/> -- Matt is way more than just cool Twitter backgrounds and Facebook badges.