

ATTRACT CLIENTS ONLINE

SPEAKER'S ONE-SHEET TEMPLATE

The goals of the Speaker's One-Sheet are:

- To grab the attention of the reader/listener, and
- Establish credibility with the event host and your audience.

These are the elements you'll need for your One-Sheet. Once you determine these elements, you'll use them to create (or have someone else create a professional layout piece including your picture, logo, and other graphics. Your One-Sheet can be one- or two-sided, depending on the amount of information you include.

Company Name and Tagline:

Opener

This is an attention-grabbing opening paragraph referencing statistic(s), article, or facts that are pertinent to the transformation you provide:

Pain Points

Identify 3-5 pain points of your ideal client in the form of pull questions:

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Benefits

Identify 3-5 (bulleted) benefits of your program:

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Bio

A 2-3 paragraph biography including experience, credentials, awards, etc.

Contact Information

Include your Name, Website, Phone Number(s), Email:

Testimonials

Include 1-3 client testimonials

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Hint: If you don't have testimonials around your skills as a speaker, use client testimonials for the transformation you provide.

Program Information (optional)

Include additional information about your programs or other Signature Talks.

List of Clients (optional)

Include a list of your current/former clients or groups that you have spoken for before.