7 Steps to Crafting an OMG-Inducing One Sheet

Also known as a pitch sheet or sometimes a sell sheet, the one sheet is an overview of an author/speaker and the pitched book or presentation topic.

In short, it's an easy-to-read, one-page information sheet formatted in a visual way to deliver the essential information a decision maker will initially request when considering your book or presentation topic.

So, if you think all you need to do is toss in a headshot, graphic of the book cover or presentation topic and a bio, think again!

You see, your one sheet is a hard-working marketing/sales tool and to do its job, it must:

1. Entice and intrigue recipients enough to want to schedule you as a guest to promote your book or speak at their next event
2. Clearly state the core benefit message for your target audience
3. Stand as a professional representation of YOU and your brand

Now that you know what your one sheet should do, here are 7 steps to make sure you create a one sheet that books your next speaking gig or sells your book.

Step #1: Write down your goals

An unwritten goal is nothing more than a wish. So, make sure you write down exactly why you're creating the one sheet and what you want it to help you accomplish. Here are a few sample goal statements:

- Share with the media, so they have all info when deciding to schedule an interview.
- Position me as a subject-matter expert who is available for lucrative speaking gigs.
- Leave with (or mail to) prospective book buyers as a reference sheet, so they have all the information to make a purchase decision, contact me, and buy my book.

Step #2: Describe your target audience for the book or speaking topic

Write down the demographics, desires and struggles of the folks who are ideal for your book or topic of discussion.

Step #3: Write down the core benefits your book or topic of discussion promise your target audience

Make sure the intended buyers understand exactly how your book or presentation will make their lives or businesses better.

Step #4: Identify the decision makers and who you will share your one sheet with to reach your intended audience

Unlike in Step #3, here, you're determining whose "hands" you'll place your one sheet into so you reach the best audience for your book or presentation topic.

For example, this might include owners/manager at bookstores, TV/radio producers, editors/freelance writers, podcast hosts, and so on.

Step #5: Clearly state your call to action

This step is critical – you must clearly state what you want the recipient of your one sheet to do. Should they call your media rep? Visit a page on your website? Be specific.

Step #6: Get some help

If you're unsure about writing or designing your one sheet, hire a professional copywriter and designer. Remember, you only get ONE shot to make a great first impression. Don't blow it with a less-than-stellar representation of your brand.

Step #7: Gather all the pertinent information

To write your one sheet, you'll need to:

- Craft a brief intro paragraph introducing the book or presentation topic along with a powerful benefit message for your target audience.
- Include a brief bio, written specifically for this book or presentation.

- Highlight one or two top presentation or book reviews
- Include your contact information. Be sure to link to a particular landing page rather than your standard website to ensure the reader knows what to do once they land on the page.
- If promoting a book, include the retail price, ISBN number, book description (i.e. business) and page count.
- Lastly, don't forget to add a compelling call-to-action that encourages the reader to take the next step.

For your formatting, you'll need to include:

- A high-resolution image of your book cover/presentation topic imagery
- Thumbnail image or other books/topics
- Your logo (if you have one)
- Your brand colors
- Your professional photo

As a marketing manager at a PR firm, I wrote quite a few speaker/author bios for clients. Nowdays … not so much. So, while I don't have any personal writing samples to show you, I did list below a few stand-out one sheet samples I've come across:

- **Zenovia Andrews:** https://s-media-cache-ak0.pinimg.com/originals/b1/49/56/b149560161df362099a599045c1feadf.jpg
- **TeeJ Mercer:** https://s-media-cache-ak0.pinimg.com/564x/a5/47/2a/a5472af4712131c19ed9c83297da614b.jpg
- **Becky Davis:** http://www.nixonvs.com/newsite/wp-content/uploads/Becky-Davis.jpg
- **Amy Walker:** https://s-media-cache-ak0.pinimg.com/236x/33/5a/a3/335aa308ba8208ca72fe318f0ea27011.jpg

While I highly recommend working with a professional designer to format your one sheet, I have attached a general template for a book one sheet.