



SpeakerNet News

P R E S E N T S

Create A “Get Hired” One-Sheet: Design and Writing Tips to Give You “Buy” Appeal

A teleseminar with Barbara McNichol & Karen Saunders


Interviewed by Rebecca Morgan, CSP, CMC

Contents of this report:

- Synopsis of the teleseminar from the SpeakerNet News Web site, with an overview of the program contents and background information for Barbara McNichol & Karen Saunders.
- Edited transcript of the teleseminar interview. The verbatim transcript has been edited to improve readability and to provide a list of additional resources.
- Handout prepared for this program.

SpeakerNet News

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Create A “Get Hired” One-Sheet: Design and Writing Tips to Give You “Buy” Appeal with Barbara McNichol and Karen Saunders

Whether it appears in print or PDF form, you want your one-sheet to convey your services and talents with maximum appeal. How do you accomplish that in a single page or two? Two experts who have created lots of stand-out one-sheets will share their techniques so you can better craft a one-sheet that gets you noticed.

Karen and Barbara work together to create "get-hired" one-sheets for speakers and entrepreneurs. Karen had her own graphic design firm in the Denver area since 1990, and Barbara has offered editorial services since 1994, but their professional association goes back to the mid-1980s. They both specialize in making books, one-sheets, and other marketing materials the best they can be. You'll receive handouts from this session that come from Karen's book *Turn Eye Appeal into Buy Appeal: How to Easily Transform Your Marketing Pieces into Dazzling, Persuasive Sales Tools!*



You will learn:

- Who your messages should be directed to
- What written and graphic elements to include
- How to make your one-sheet stand out above the rest
- Three ways to avoid the most common mistakes
- How to “get over yourself” and start crafting a powerful one-sheet

About Barbara McNichol:

Barbara McNichol excels at working with authors, speakers, and experts to put their passion on paper and make a difference in the world. With Barbara McNichol Editorial, authors get more than scoping out grammar gremlins and word trippers. Their message becomes more polished, persuasive, and effective.

Before starting her own business in 1994, Barbara gained expertise as a corporate communicator for 15 years. Since then, she has provided wordsmithing and ghostwriting services for entrepreneurs, and has more than 100 books she's edited on her trophy shelf. Barbara shows how persuasive writing opens doors to opportunities. Sign up for her ezine “The Door Opener” at:

www.barbaramcnichol.com

About Karen Saunders:

In 1990, Karen Saunders founded MacGraphics Services, a graphic design firm in Aurora, Colorado. Her firm services small businesses nationwide with ads, logos, one-sheets, book covers and interiors, corporate identity, audio and video packaging, and much more. Karen has designed the covers of 18 books that have become best-sellers or won awards, including the 2005 Writer's Digest "Grand Prize" winner for the best self-published book in America. Karen is a Colorado Independent Publishers Association (CIPA) board member and program director. She wrote the "Desktop Coach" column for CIPA's newsletter for three years and is the author of *Turn Eye Appeal into Buy Appeal: How to Easily Transform Your Marketing Pieces into Dazzling, Persuasive Sales Tools!* Sign up for her monthly ezine at:

www.macgraphics.net

SpeakerNet News Teleseminar
“Create A ‘Get Hired’ One-Sheet:
Design and Writing Tips to Give You ‘Buy’ Appeal”
with Barbara McNichol and Karen Saunders
Interviewed by Rebecca Morgan, CSP, CMC

REBECCA: Let me introduce our two guest experts. Barbara McNichol works with authors, speakers and experts to make their books, speeches, Web sites and other writings more polished, persuasive and effective. She’s edited several of my books and I tap her expertise often.

Karen Saunders creates attention-grabbing designs to help people attract new clients and get more sales. She’s the author of *Turn Eye Appeal into Buy Appeal: How to Easily Transform Your Marketing Pieces into Dazzling, Persuasive Sales Tools*.

Since Karen and Barbara work together to create one-sheets for speakers and entrepreneurs, we’ve asked them both to join us today for our session. I know we have a lot to cover and they’ve got a lot of powerful and good tips for us. So, I would like to welcome both of you.

Let’s talk about who we should direct our one-sheet to. It may sound like an obvious question, but I know you have some ideas on who we should make sure we’re writing and targeting our one-sheet for. Barbara, we’ll start with you.

BARBARA: Yes. It sounds like an obvious question. You would write it for the person who hires you, but there are other stakeholders involved—other people that will be looking at the one-sheet. At least the meeting planner or the final decision maker has to keep the other stakeholders in mind. That would be, in addition to the meeting planner, the audience members, the people that will be there at a

presentation, as well as the executives of the organization. You need to keep at least three audiences in mind as you write the copy for your one-sheet.

REBECCA: It sounds like we don't need to have three different one-sheets, we can incorporate each of their needs in one. Help us see how to do that.

BARBARA: Exactly. The meeting planner will have different considerations than the audience. The meeting planner cares that you can present well, are easy to work with and that you will cater to the needs of the audience. And she's looking for what the organization she represents will get out of this particular presentation. The meeting planner is looking for a variety of things from the one-sheet.

REBECCA: Barbara, on this call we have consultants, coaches and people who are not marketing presentations. It sounds like we should just be clear on who's going to purchase our services and write to their needs.

BARBARA: And be aware of secondary audiences that may not be obvious.

REBECCA: In our pre-session questions, someone asked if we should have a one-sheet for various target groups. Say we are entrenched in insurance and real estate and the jewelry business. Is it your advice that one one-sheet fits all or should we craft a one-sheet using the language of each of those industries?

BARBARA: I think the answer to the question lies in the problems that you address. If the problems are going to be common to all those groups, then chances are a one-sheet can be crafted for each of those groups, but you need to really understand your audience before you can answer that question. It may behoove you create more than one one-sheet depending on the various problems that they are dealing with that you can help them solve.