



## Elements of a Speaker One-Sheet

If you're just getting started in professional speaking, one of the most important pieces of marketing collateral you will need is a speaker sheet. This is a simple document that can be given to those who would book you to speak at an event, and also available for download from your website.

There are a variety of ways to create yours. Some speakers create a simple one-sheet, while others will use two or even more sheets. I tend to prefer simplicity so I use the one-sheet approach.

Here are elements to include on your speaker sheet:

- Professional photo of you. Even better if it's a great photo of you on stage.
- Your name, prominently featured.
- Brief bio about you and your experience. Note that this should position you as an authority in your field.
- Titles for your presentations. If you have room, provide a brief description for each or include simple take-aways.
- Testimonials from past engagements. If you don't yet have these, not to worry. Simply update your sheet as you begin to collect them.
- A list of past clients or their logos. If your list is short or doesn't exist yet, leave this off and update later.
- Photos of you speaking on stage.
- Image of your book cover(s).
- Contact information. This may seem obvious, but you want to make it *very easy* for a prospect to reach you. Be sure to include a phone number that you answer regularly (cell is fine), e-mail address, website URL, and a mailing address (this is important so that potential bookers know where you are traveling from).

Your one-sheet should be designed by a professional. Don't try to do this yourself! You'll see a big difference when an experienced graphic artist produces yours.



## Sample Speaker One-Sheets

<http://www.sagerock.com/2/wp-content/uploads/2011/07/sage-lewis-speakersheet.pdf>

<http://www.80shortcuts.com/wp-content/uploads/speaker-patrick-schwerdtfeger.pdf>

<http://www.derilatimer.com/wp-content/uploads/2011/05/2013-Deri-Latimer-One-Sheet.jpg>

<http://www.saracanaday.com/wp-content/uploads/2015/03/Sara-Canaday-One-Sheet-2012-Web.pdf>

<http://www.craigvalentine.com/motivational/CVOneSheet.pdf>

<http://clifton-anderson.com/wp-content/uploads/2012/12/Clifton-Anderson-Leadership-Speaker-One-sheet.pdf>

<http://www.doitmarketing.com/Portals/42552/Newman1-sheet-2009.pdf>

<http://www.scottgreenberg.com/forms/Student-One-Sheet.pdf>

<http://wendyida.com/pdfs/WendyIda-OneSheet.pdf>

<http://www.toddnewtononline.com/pdfs/Todd-Newton-One-Sheet-Most-Recent.pdf>

<http://www.joshshipp.com/press/joshshipp-pk.pdf>

<http://thebrightideabox.com/wp-content/uploads/2014/09/Randhawa-One-Sheet.pdf>

<http://www.fripp.com/pdf/speaker-one-sheet.pdf>

<http://www.poweroptimism.com/onesheets/workplace1sheet.pdf>

<http://www.yastrow.com/downloads/steve-yastrow-one-sheet.pdf>

<http://allyloprete.com/wp-content/uploads/2015/03/Speaker-One-Sheet-Social-Media-2015.pdf>

<http://suiterbusinessbuilders.com/wp-content/uploads/2015/08/Suiter-Speaker-One-Sheet-2015-v7.pdf>

<http://www.donnaserdula.com/wp-content/uploads/2010/10/OneSheet.pdf>

[http://www.janaflaig.com/Jana\\_s\\_One-Sheet.pdf](http://www.janaflaig.com/Jana_s_One-Sheet.pdf)

<http://coloneljill.com/wp-content/uploads/2013/11/Jill-Morgenthaler-Speaker-One-Sheet-v1-web.pdf>

<http://warren-macdonald.com/pdf/WM-OneSheet-Generic-PRESS.pdf>