

**Daniel Hall Presents**



## **Episode 77**

# **How to Create an Effective “One Sheet” for Authors, Speakers, & Entrepreneurs**

**with Judith Briles**

Welcome to this episode of the Real Fast Results podcast! Judith Briles is today's special guest. She is known, the world over, as “The Book Shepherd”. She takes folks that have books inside them and Shepherds them through the entire process so that, when they reach the other end, they have a book that is well done, and one that does them proud. Judith pays close attention to detail, and she loves to help authors and other folks get their message out into the marketplace. Please welcome Judith to the show...

## **Promise: How to Create a "One Sheet"**

What we're going to talk about today is how to get an author in front of whoever they are trying to get in front of. So, my promise is to show you how to create a “one sheet” that's slick, clicks, and ticks. This could be an author one sheet, a book one sheet, an expertise one sheet, a speaker one sheet, or any kind of one sheet that you can slap onto your website or print out and take anywhere in order to extend, expand, promote your book, your speaking, yourself, or whatever it may be that you're trying to get out to the world.

A "one sheet" is a one-page document that you use to address whatever pain your target market has, which you are going to deliver a solution to, whether that's with your service, with your book, or with your expertise.

## Creating an Effective One Sheet

**The first thing is you want to have your name on it in big, bold letters, or you want to have your book title on there in big and bold lettering.** That way, when someone looks at it, they immediately "get" who or what it's about. I just went through this exercise, and it was on my to-do list, and I admit to this. It's like, "The shoemakers kids are always naked without foot coverings." Just starting out, what is it that I say? I drill down that you've got to have the right words in your social media profile. So, what am I? I am a book publishing expert.

Now, if I want to add onto that, I'm a blunt butt-kicking book publishing expert. Okay, maybe blunt and butt-kicking should not be on the top of it, but "book publishing expert," those are the keywords. No one's going to do a search like, "Oh, I want someone who is butt-kicking or blunt". Usually not, but "book publishing expert," would be something someone would search for. That's your lead.

### Your one sheet should have:

- your name
- your brand
- what it's about, very obviously laid out,
- **and it should also contain some sort of a tag underneath.**

**Then, you start thinking about, "Okay, how can I make this slick?"** This is where you bring in the imagery and the graphics. **I think it's really important that you realize this isn't a DIY project.** Some might say that you can do this yourself if you are a designer, but you know, I've seen some designers make some sloppy stuff, or stuff that doesn't work, because they forget who their market is. They can bring in all of these fabulous bells and whistles that might not be appropriate for what they are trying to project.

### Involve a Professional Designer

**You really want to have a professional designer in play, and then you think about if there's a branding that goes along with your colors, your imagery, and that kind of thing.** You want to play around with this too. Now, you want to start supplying body, and this is where... One of the editors that I had the pleasure of working with when I was publishing with New York said to me, "You must do ruthless editing." So, we're talking about less is more. When I put mine together, I said, "I need a key opening paragraph to launch it out. So what are the goodies that I need to have in it?"

## Reinforce Your Expertise

You need to reinforce your expertise. **These are your skills, this is your knowledge base, and these are your achievements.** All of these things are going to come in that opening paragraph, and this is where most people make mistakes. They forget that you need to get people's attention, especially when you are creating an author's one sheet, and numbers are essential. An example might be, "Judith Briles has spoken in front of 1,000 audiences, with over 1,000,000 people in attendance, over the last 30 years." Those are all truisms.

What this tells people is, "I'm out there." You know, this is not another person who is talking the walk, but really isn't a walker, and you know that there are a lot of them out there. It's kind of like fake news, but that's a whole other topic. Being on the speaking platform for 30 years, it is appalling to me that people say, "Anyone in this room can be an expert. All you have to do is read 30 books, and you're an expert." Have you been in the trenches and made it out of them? I want to know what failures you have had and what mud you've gotten all over you.

**Walk the talk, and then you can talk the talk, not the other way around.** What have you done in the opening of your one sheet to show people that you've really walked your walk, in accordance to what your one sheet is about? This is critical and essential. Brag, brag, brag because this is your chance to. Of course, Mom said nice girls and boys don't brag. Well, this is true for girls more than boys; boys get to brag all of the time. Anyway, this is your bragging session, and you bring that about. What are your brag features? What are those "bravos" that you've done? You really start articulating this, and that opening paragraph is going to include those.

The reinforcement of me as "The Book Shepherd," I actually open it on the first line, and I end it on the first line. I do have numbers that I've sold over a million books, and I am published in over 16 countries, and I have created a cumulative... I let it be known that it is a collective between revenues from speaking fees and money from book sales that has come out to over five million dollars. People get that, and that's what I'm talking about. You put that all together within your opening paragraph. That's really all you need.

**You can bring some bullet points in that might reinforce what you're trying to say.** On a speaker's one sheet, I would want to make sure that I displayed the fact that I am highly interactive with my audiences and that I use humor. These types of things are all very important to point out. You might create some bullet points about what your participants would take away from your presentation. You might also want to mention things like the fact that you only do Keynote presentations or that you're a trainer.

You have all of these things in place. If a meeting planner were looking at your one sheet, they would probably want to know what you speak about, and it would be best to tell them this within three or four bullet points. What is it? Bang, bang, bang, bang, and

then, “I’m highly-interactive, engaging, entertaining, humorous, life examples, takeaways...” That’s what you’re looking for.

## Testimonials

Then you want to have a few testimonials. What kind of testimonials will reinforce your credibility to the audience that this one sheet is designed for. So, jumping back to the one that I just did, which is really about being a book publishing expert, I included two testimonials. One was a male’s, and one was a female’s, and both had experience as an author, but also, recognition. I have a lot where I use Marilyn Van Derbur’s. She is a former Miss America who was molested by her father for many, many years, and Marilyn will tell people that I’m the only mentor that she’s ever had, and she has an enormously successful book, which is *Miss America By Day*.

Another testimonial that I use often is Dom Testa’s. What we didn’t go into, with Dom, who has got one of the top radio shows in Colorado... He’s a very fun guy, but he’s also got a very successful young adult series. Dom is one of those people who wanted to... He was tired. Self-publishing is tiring, and it’s a lot of work. He came into my office, and he said, “I just need to sit down. I need to be a client. So, what check do I need to write to you?” I listened to him, and I said, “You sound tired. Do you want to sell your book? Do you want to sell it to New York?”

Dom thought that he would, and he had a couple of books in the Galahad series, and I said, “Okay, I know some agents, give me some new material, and I’ll do the pitch for you to them so that they’ll pick you up, and in turn, take you to New York.” I didn’t want to be *that person*. He brought it in, and I sent it out. There was an immediate interest in his work. The one agent, who I really wanted him to go with came back and said, “You know, Sci-Fi really isn’t my thing.” I’m going, “What? So Jock, who do you know?” That’s always an important question. “Who do you know who can help me?”

The name that he gave was the president of a publishing company that does Sci-Fi. Of course, my next question was, “Would you introduce me?” So, I pitched it over, and they just happened to be the right place, at the right time, and Dom had a six-figure deal in a week. I called Jock back and told him that this was above my pay grade, and I need to have you take it back. So I basically gifted him \$20,000. He could have sent me some wine or something, but anyway, I gifted him \$20,000 to put the deal together and make sure that Dom’s “t’s were crossed and I’s were dotted” to protect him.

Here’s what’s interesting. Dom has left the big New York because he said that he really wanted the control over what he’s got going. In any case, Dom is on my one sheet as a testimonial, and then the last testimonial was for a conference that I spoke at. It said, pretty much, you were a rock star, and not only did you do this, but you did that, and our members still speak about it. So, there’s the testimonials, and then I have on the side information about how to get a hold of me. I have a couple of speaking topics for conferences, and I have all of my contact information, which includes a phone, my email, and my website. I also suggest following me on Twitter, Facebook, etc.

This is all on one sheet, and the image on it... I wanted people to visually see, “Oh, she works with all these kinds of books because this is for ‘The Book Shepherd’.” So, we have taken all of the spines of my client’s books. **You can go to my website and look at it. It’s [TheBookShepherd.com](http://TheBookShepherd.com). When you go there, click on the “Speaking” tab, and you’ll see a link to view my one sheet.**

You can pick it up and just print it out. If you want to [mimic it and copy it](#), putting in your own information, that’s fine. Put in your own images as well. But, you can see how I put the spines of the books together, in the image, so that you can see a variety of fiction and non-fiction. So, you can tell at a glance who I am and what I’m about. Don’t make it complicated. Reduce it down to content information, topics, a couple of testimonials, some bullets, a solid paragraph, some images, and then a big lead. You are the star.

## Connecting with Judith

If you want to email me, it’s [Judith@Briles.com](mailto:Judith@Briles.com). You can call me, on Mountain time, 303-885-2207, and certainly reach out to me on Twitter. MyBookShepherd is the handle. Also, join the [Publishing with the Book Shepherd](#) Facebook group. It’s open, so do that. We are at it. We are all moderating. We are at it, and we’d love to come play with you.

## Resources

[Judith's "One Sheet"](#)

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