

One-Sheets: The Significant Six

1) Photos

Portrait/Facial _____

Action Shot _____

2) Presentation Titles with Benefits - Programs (name and type)

Description	Result/outcomes generated	Keynote/Training
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Benefits of attending program/hiring you - 3-5 bullet points per program

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3) Contact Information - Name, business name, logo, phone, e-mail, website...

4) Testimonials - Different references than those in the Client Listing

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5) Client Listing - In a logical order, alphabetical, by industry, chunked...

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6) Call to Action! Create a sense of URGENCY!
