

SPEAKER ONE SHEET

for Health Experts

Here are the 15 main elements you must include in your speaker one sheet:

- A professional photo of yourself along with your full name
- Your business title and tag line
- A clear description of what you do
- Describe which groups you work with and whom you present to (your valued client).
- The advantages for those hiring you (be specific and apply it to each group you work with).
- Why are you an expert in your market? Discuss your past experience.
- Who exactly have you worked with in the past? State any successes you've had with them and their positive results because of your expertise.
- State your contact information
- But that's not it! You need to address each and every potential question your prospective client or customer may have for you.

In addition to the 8 elements stated above, your speaker one sheet should also include these 5 elements:

- Any programs/product or courses you have available
- A list of benefit-driven headlines of what your target audience will gain if they hire you
- Biography
- Credentials (i.e., past groups, clients or businesses you have worked with in the past).
- Testimonials from happy customers!

Be sure that your speaker one sheet showcases all you have done (as outlined above), while also staying within the color scheme of your brand. You want to be sure that you stand out from your competition.