

# SPEAKER ONE SHEET KEY ELEMENTS

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## **S**howcase your skills and credentials.

Include a short bio and description of your experience as a speaker and industry leader. The more you can include, the better, but keep it concise.

## **P**inpoint your target audience.

Outline which industries and audiences you have worked with the most. Event planners should be able to see exactly who your message benefits the most.

Click for the full blog!



## **E**xplain how your clients will benefit from hiring you.

Detail how easy you are to work with and what added benefits they'll receive, besides your presentation (i.e. books, complimentary hour of consulting post event, etc.)

## **E**xplain how the audience will benefit from your presentation.

What are the people in the audience going to gain from your presentation? Lay out the immediate and lasting positive impacts of hiring you.

## **C**onclude with testimonials from important clients.

Quality is better than quantity here. Include a few words from two or three of your happiest clients, so the viewer can see proof of your skills.

## **H**ave your contact info and headshot clearly visible.

What do you look like and how can they reach you? Include this information where they can easily see it.

# TAYLORR PAYNE

Speaker · Author · Marketing Expert



## Empowering Businesses Through Improved Marketing

I'm a tech geek and have spent most of my career in sales management roles and working within the eCommerce marketing and professional speaking industry. I've built teams and processes that have led to \$30+ Million dollars in annual revenue.

My experience helping speakers implement marketing, and automation experience is what led to the creation of SpeakerFlow, the first consulting firm created and tailored specifically for the speaking industry.



## Popular Programs

Find Your Value: The Basics of Marketing for Small Teams

Niches Lead to Riches: Narrowing Your Focus Industry

6 Figures in 6 Months: The Keys to Building a Business Quickly

Slow & Steady Wins the Race: The Importance of SEO Optimization

[taylorr@speakerflow.com](mailto:taylorr@speakerflow.com) || (651) 925-9376 || [speakerflow.com](http://speakerflow.com)

Note: This speaker one sheet is entirely fictional, when naming Taylorr's credentials and past clients. It is intended to serve purely as an example for you when you design your own one sheet.

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## Past Clients

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## Testimonials

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**Erin Hannon**  
*CEO at ABC Company*



"Taylarr's presentation went beyond our expectations. He went above and beyond to engage and empower our team."



**Daniel Cordray**  
*Owner of Paper Sales Masters*



"Taylarr absolutely killed it. He cut right to the point and gave us tools to implement his strategies right away."



**Michael Scott**  
*Owner of Shoe La La*



"I cannot say enough good things about Taylarr's presentation. He definitely needs a 'Best Speaker Ever' mug."



**Nellie Bertram**  
*Owner & Founder of Special Projects*



"Wow, wow, wow. My team and I are encouraged and pumped, thanks to Taylarr. Five stars, without a doubt!"

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To Book Taylarr at Your Next Event, Contact Us or  
Connect With Us On Social Media!

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☎ (651) 925-9376

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MARKETING EXPERT  
SPEAKER  
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SpeakerFlow is for professional speakers who want to run a business rather than gig around like a garage band. We design technology and training solutions for speakers who are ready to get a grip on their business and build predictable revenue.

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# TESTIMONIALS



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★★★★★

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**TO BOOK TAYLORR FOR YOUR NEXT EVENT, CALL  
(651) 925-9376  
OR CONNECT WITH US ON SOCIAL MEDIA!**

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@officialspeakerflow

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# PAST CLIENTS



SPEAKERFLOW



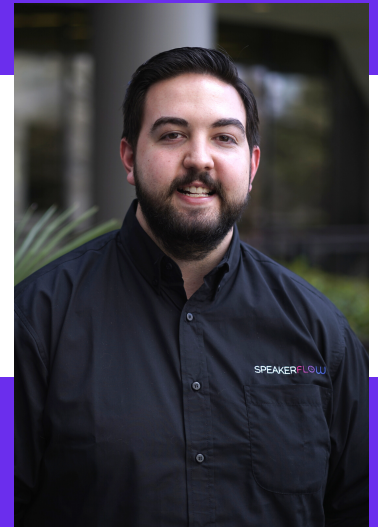
General Electric



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SPEAKER • MARKETING EXPERT



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# PREVIOUS CLIENTS



General Electric



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# Questions or Comments?

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Contact us at  
**hello@speakerflow.com**  
and let us know what you  
think!

speakerflow.com