

# FUNDRAISER FLYER ONE SHEET FORMULA AND SAMPLE FLYER/ONE SHEET BY TOM ANTION

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## Here's the formula for a winning one sheet:

- A. The document is only about one of your topics, hence the name "One Sheet".
- B. It is on one side of one sheet of paper . . . also why it's called a one sheet.
- C. Put the topic or title of your talk REALLY BIG at the top of the page.
- D. Put one testimonial under the title/topic.
- E. Start a bulleted section that starts with something like "Attendees Will Learn:" or "Participants Will Be Able To:"
- F. Put one or at the most two short paragraphs about the program.
- G. Include your picture.
- H. Under your picture put a one or two sentence bio
- I. Include your contact information
- J. Leave a blank space for the Name of the Group, Location, Date, Time and Ticket Cost. Also Make sure it says "Fundraiser to Benefit [insert group name here]"
- K. As long as the one sheet has the elements above you can make it more graphically pleasing if you want. Just don't sacrifice clarity and ease of reading for fancy graphics.

A sample One Sheet is on the next page.

Fundraiser to Benefit XYZ Roastmasters Club

# BASIC Presentation Skills with *Tom Antion*

*"Tom's program gave our staff not only the skills but the confidence to make major-league presentations."*

**John Brandt, Editor in Chief**  
*Industry Week Magazine*

## Attendees will learn how to:

- Overcome the anxiety and fear of speaking to groups of all sizes.
- Make themselves believable and credible in front of any audience.
- Create impressive and understandable visual aids.
- Spice up boring, dry or technical material.
- Set-up the presentation room for maximum effectiveness.
- Use appropriate and well-placed humor.
- Use simple techniques to deal with negative or hostile audiences.
- Find and use quotes and anecdotes to drive home key points.
- Say and do the right thing when something goes wrong. Properly use microphones and audio-visual equipment.
- Expertly handle Q & A sessions.
- Keep interest during the entire session.

To be successful, you must be able to express yourself with clarity and confidence. You will enjoy immediate benefits from applying the powerful and proven techniques taught at this seminar.

Each attendees will also receive a valuable workbook and reference materials related to the seminar so they will always have somewhere to turn when the time comes to prepare a presentation.



Tom is an entertaining and informative business speaker and consultant.

He is the author of many books, CDs and DVDs on top notch presentation skills.

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XYZ Roastmaster Club Meeting Room, X/X/2012, Only \$xx.xx  
9:00 AM to 5:00 PM . Lunch on your own.  
Coffee and Cookie Breaks included  
To register visit: [www.xxx.com/roastmasters](http://www.xxx.com/roastmasters)