



What to Include in an Amazing One Sheet

Congratulations! You just finished your book or novel. That is such a huge achievement, but are you thinking, “Now what?”

Marketing your book has many facets; not all of them are for everyone, nor can one person do it all. Additionally, none of the marketing strategies out there can ever guarantee success. Lightning is fickle, and unicorns are difficult to find.

We are going to tackle one thing that most authors should consider putting in their arsenal of marketing tools, a One Sheet.

What is a One Sheet?

A One Sheet is a single-page introduction to your book and a brief introduction to the author. Think of it as a visually appealing, micro-resume.

Why Do I Need a One Sheet?

It is a FREE and EASY way to let the masses know about your book without sending them a copy.

Bookstores, Influencers, Bloggers, and Reviewers will not have time to read a four-page synopsis of your book. They are handed those all the time, and trust me when I tell you, they set them aside or toss them. They will prefer to have a brief attention-grabbing announcement that will either entice them to contact you, pick up a copy, or stock their store with it.

They are great to send out in emails or to have on your website. They are also great if you wish to be a presenter at a convention or book fair.

Keep your One Sheet handy in print and digitally as a PDF file.

Why Not Write a Press Release?

Some of you may be old enough or out of the loop long enough to consider a press release or someone may have suggested you write a press release. But those days are long gone. Press releases are not effective for self-published authors because they can cost significant and valuable currency that is better spent on other things.



Three reasons to pass on a press release:

1. **Press Releases should only cover NEWS.**

They are not to be confused with a marketing plan or strategy. Only about 67% of reporters even use/read press releases. Out of those only 78% use them in their news stories. So, you are gambling whether you will get noticed at all.

2. **They are also ineffective in reaching your audience.**

Ask yourself if your ideal reader is going to be reading a newspaper or watching the news or a talk show that may mention your book if it is even featured at all.

3. **They are outdated.**

Often a press release would be used in the days before journalists weren't flooded by platforms and social media. There used to not be social media, so a press release was used to get the word out about your book.

Nowadays, journalists don't even have time to read your press release. It is as relevant as the weekly newsletter you get from that company you once bought deodorant from. You are going to chuck that thing in the spam or trash folder before even opening it.

Instead of writing a press release that no one is going to read, design an effective One Sheet.

What Should I Put on My One Sheet?

There aren't real "rules" when it comes to your One Sheet. But there are some things that your One Sheet or sell sheet should include so that it is comprehensive and effective.

Be sure to include:

1. Include a high-resolution image of your book's cover.
2. A short, concise book description.
3. Purchasing information including
 - ISBNs
 - Trim Size
 - Page Count
 - Suggested Retail Cost
 - Date Published
 - Publisher Info
 - Date Released
4. A very short and relevant author bio.
 - If you have written a non-fiction book, include your credentials that will bolster your expertise and why you are an authority on the subject you have written about.
5. Contact information



Optional elements to include:

1. Endorsements and/or reviews from notable individuals (not Amazon reviewers)
2. A gripping tagline
3. Comparisons to titles like yours
4. Links to sources and resources
5. Additional graphics or images to enhance or highlight your book's tone

There are some great examples out there for you to use as inspiration. Some good examples that I believe do the job are below.



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[the4threalm](https://www.facebook.com/the4threalm)

[+KrisKramerAuthor](https://www.instagram.com/krisauthor)

[kriskramer](https://twitter.com/kriskramer)

[kriskramerauthor](https://www.youtube.com/channel/UC...)

KRIS KRAMER

PUBLISHED AUTHOR

About Kris

Born in New Orleans and raised in Houston, Kris Kramer has been a native of Dallas, TX since 1987 and graduated from the University of Texas at Dallas with a degree in Computer Science. Starting off his professional life as a software developer, Kris spent his free time writing stories and screenplays for all the crazy ideas he had in that hyper-imaginative brain. After letting the I.T. industry suck his soul away for over a decade, he decided to make a go of his new passion for storytelling, and has been writing frantically ever since. Senior Editor and Publisher of The4thRealm.com.

Having recently finished his first full-length novel, Sanctuary, Kris is now working on his 2014 slate of books, which includes the sequel to Sanctuary, a new science fiction novel called Olympia, and the follow-ups to Tales of the Lore Valley, The Organization, and his collaboration with fellow authors Alistair McIntyre and Patrick Underhill, The Rise of Cithria. In his spare time, he chauffeurs his daughter around, watches movies, and tries to catch some basketball on TV.

Says Kris: "Who wants to read about me? I write because my characters are FAR more interesting than I've ever been."

Published Work



The Chosen (*Rise of Cithria Book 1*)
Part one of an epic six-part fantasy adventure!
Three kingdoms at war. Three stories of hope, sorrow, and sacrifice. Three groups of heroes, whose personal quests lead them to discover that a fourth kingdom, long forgotten, lies dormant. But no more. Unless these heroes, bitter enemies of each other, can put aside their enmity, then Cithria will rise again, and everyone else will fall into the abyss.



Olympia (*Olympus*) (Volume 1)
Published Nov 01, 2014
\$4.99 US (Paperback)
ISBN-13: 9781311116307
ASIN: B00O1IBHWC
BISAC: Fiction/Science Fiction/General
PAGES: 498



Sanctuary (*Book 1 of Dominion*)
Published Jan 01, 2013
\$3.99 US (Paperback)
ISBN-13: 978-1482662559
ISBN-10: 1482662558
BISAC: Fiction/Fantasy/Historical
PAGES: 408



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SUGGESTED INTERVIEW TOPICS

- Defying personal or cultural gravity
- The immense value of unwanted change
- Mapping the stages of transformation
- Listening to your inner Guide
- The importance of cultivating Child mind
- Balancing following your bliss with reality

SUGGESTED INTERVIEW QUESTIONS

- How did other people's narratives about you or your family shape what you did or who you became?
- How did trauma play a role in transforming your life to one that was bigger, freer, and more colorful?
- How do you recognize your inner voice, and can you always trust it?
- Why is it important to know the stages of transformation?
- Why is cultivating Child mind so important to maturing into your destiny?
- Why is addressing your past vital to your future?
- How does following what calls you become the "luck" of preparation?
- What does it mean to follow the call of your wild soul?
- How do you set goals and how do you know if they're right for you?
- Why is being comfortable with uncertainty vital to your success?
- How are habits a form of personal wealth?
- How do you see forgiveness?

PATTY'S BIO

Born into an Old Order Mennonite community, Patty assumed she'd follow the narrow path of generations of women before her. Taught to be silent, submissive, and obedient to husbands, she'd don the same uniform of long dark dresses, white cap, and gray bonnet as her mother and grandmothers.

Instead, her father's excommunication and shunning thrust her family into the national spotlight, and trauma opened a door to an unconventional path. Patty earned her pilot's license in high school and an appointment to the US Air Force Academy. She attained her wings as an Air Force pilot and was an aircraft commander in Desert Storm. She recently retired as a 777 captain after thirty years as an airline pilot flying international routes.

Author of an award-winning memoir and coauthor of another on the parenting mindset, Patty teaches navigation skills and creates tools and maps for the journey of transformation.

PATTY'S BOOK



"An inspirational account of transcending limitations and succeeding despite the odds."
—CLARION REVIEWS

"A gripping story—one sure to resonate with anyone who believes in the power of the underdog."
—BLUE INK REVIEWS

"The tale of a girl raised under incredibly odd circumstances that ultimately feels quite universal."
—KIRKUS REVIEWS

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[IndieBound](#), [Bookshop](#),
[Books-A-Million](#) & [Powell's](#)



Embark on an adventure in Irish history...

Nancy Blanton

Award-winning author combines Irish heritage with strong research skills to create novels of adventure and illumination.

Nancy is available for book signings, readings and writers' workshops:

- Personal author branding
- Treasure hunting for historical gems

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Sharavogue

In December of 1649, England's uncrowned king Oliver Cromwell leads his brutal army across Ireland to crush a violent rebellion. Elvy Burke, daughter of a great warrior, wants one thing—to live her destiny as a leader and defender of her country. As the cavalry approaches, Elvy will not give up easily.

When Cromwell cruelly beheads a village boy, Elvy vows to destroy him, then must run for her life. She alights with a Scottish outlaw whose schemes send them headlong into a tumultuous journey across the sea to the West Indies, where she must learn to survive in a crude and lawless land.

Main themes:

- Self-actualization
- David vs. Goliath
- Honor vs. defeat
- The Wizard of Oz meets Far and Away



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292 pages, available in hard cover, soft cover or e-book from Amazon.com, Barnes and Noble, indiebound.org



Where Do I Design a One Sheet?

Like I said, you can design a One Sheet for Free.

Use [Canva](#) to access templates and get free design inspiration.

If you love complications and have the skill set, you can use Adobe software like Photoshop, In Design, and others to really go nuts.

However, if this is just not your jam. Then you can hire a marketing company or a graphic designer who specializes in book marketing to help you.

If you have hired me as your editor or author coach, you can also butter me up and possibly convince me to help you design one.

Now Go Out There and Tell the World

About the Amazing Book You Just Wrote!

