One-Pager Design

An elevator pitch on paper.

Before you start, ask:

What are you going to say?
Who are you going to tell it to?

The **one-pager is a marketing document**, a single page of content, front and back. Its main purpose is to communicate the core project information and how the audience can contact the program team.

CONTENT STRUCTURE

The exact content of a one-pager will depend on why it is needed and who is creating it. However, there is a basic working structure that you can follow when putting one together.

Problem - What problem is the research focused on? Why should the reader care about this project?

Hypothesis - What is the project hypothesis, and how will the team work on it? This should be a very short explanation of the initial assumptions and methodology for the project.

Project Team - Who is working on the project? People bet on people, not on ideas. The potential for a successful project (or business) relies much more on the people behind it than the actual idea.

EXAMPLES
bit.ly/ccm-onepagers

Institutional Information - A short blurb about the institution and how to get involved.

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LENGTH AND VOICE

Remember, this is an elevator pitch. You need to communicate the main points in 20s. Otherwise, you lose. As you can see in the examples, the actual content is much shorter than one page. Aim to have half a page in your word processor. Short headers followed by short paragraphs will be your go-to format. Use direct sentences to explain the concepts, and that's it.

HIERARCHY

Contrast is the name of the game. You can use color, size, and whitespace. Organize the content in such a way that it grabs the reader's attention. Large font sizes will create the color contrast to pull the reader where you want. That's why they need to be short.

LINKS

We can't explain our projects in detail on a single page, and I'm asking you to explain it in half a page (I can feel your pain). But we can solve that by adding links. You can add multiple links in your One-pager. You send PDFs in many situations so that the links will work just like a website. If the reader gets interested and wants more, they can have it. The one-pager fulfills its mission if a reader clicks on a link. You can even get fancy and add tracking links to your one-pager to measure its effectiveness.

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We are experts in creating systems that generate and nurture highly qualified leads. That takes ideas, know-how, and lots of hard work. But it also takes commitment to core values. For us, there are four that provide the foundation, the fuel, and accountability our work needs.

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