



One Sheet Creation Tool Questions

Please introduce yourself and provide your contact information so we can connect with you. If you have alternative contact details that should appear on your One-Sheet, you'll have the opportunity to provide those in a later question.

First name *

Last name *

Phone number *

Email *

Company *

Link to your website

What best describes you (and you want highlighted on your One Sheet)? Choose as many as apply to you or add your own.

<input type="checkbox"/> A Speaker	<input type="checkbox"/> B Keynote Speaker	<input type="checkbox"/> C Author
<input type="checkbox"/> D Best Selling Author	<input type="checkbox"/> E CEO	<input type="checkbox"/> F Entrepreneur
<input type="checkbox"/> G Business Owner	<input type="checkbox"/> H Coach	<input type="checkbox"/> I Consultant
<input type="checkbox"/> J Influencer	<input type="checkbox"/> K Artist	<input type="checkbox"/> L Nonprofit Leader
<input type="checkbox"/> M Educator	<input type="checkbox"/> N Trainer	<input type="checkbox"/> O Sales Professional
<input type="checkbox"/> P Marketing Expert	<input type="checkbox"/> Q Real Estate Agent/Broker	<input type="checkbox"/> R Health & Wellness Professional
<input type="checkbox"/> S Event/Conference Planner	<input type="checkbox"/> T Podcast Host	<input type="checkbox"/> U Other

Do you have any certifications or notable designations?

EXAMPLES:

**Health and Wellness: -Certified Personal Trainer (CPT) -Registered Nurse (RN) -Board Certified Behavior Analyst (BCBA)

**Coaching and Education: -International Coaching Federation (ICF) Certification -Distinguished Toastmaster (DTM) -National Board Certified Teacher (NBCT)

**Real Estate: -Licensed Real Estate Agent -Accredited Buyer's Representative (ABR) -Certified Commercial Investment Member (CCIM)

Do you have a 30-second elevator pitch?

If you are a client of Belmont City Press and have used our Elevator Pitch Generator, you can indicate this here or copy and paste the elevator pitch you developed or improved through our program. Otherwise, please provide your current 30-second elevator pitch as a response. (Reminder this is NOT a personal or business bio, those will be handled in other questions).

Personal Biography: Briefly give your personal bio plus any information about you personally that is important to communicate in your One Sheet.

EXAMPLE:

-Inspirational Journey: Share a brief story that defines your career path or a major challenge you've overcome (e.g., "Survived five years of wrongful imprisonment, which inspired my work in resilience coaching").

-Passions or Motivations: Highlight what drives you in your professional work (e.g., "Passionate about helping professionals turn their expertise into opportunities").

-Cultural or Personal Identity: Include any personal aspects that influence your work or resonate with your audience (e.g., "As a first-generation entrepreneur, I strive to empower others to break barriers").

Do you have a Business Bio?

How would you describe yourself and your professional journey in 2-3 sentences (or 5-6 bullet points)?

****Example 1 (Speaker/Coach):**

"I am a leadership coach and keynote speaker with over 15 years of experience helping professionals build resilience and achieve personal and professional growth. My journey began as a corporate executive, where I navigated high-pressure environments and developed a passion for empowering others to lead with purpose and confidence. Today, I share my insights through coaching, speaking engagements, and published works."

****Example 2 (Author/Entrepreneur):**

"As an entrepreneur and bestselling author, I specialize in guiding business owners to unlock their potential and build scalable brands. My career started in marketing, where I honed my skills in storytelling and strategy, eventually founding my own agency. Through my books and coaching programs, I inspire others to turn their expertise into opportunities."

What are the key milestones in your career or personal life that have shaped who you are today? (We encourage you to focus on moments that shaped your expertise or inspired your current work

EXAMPLES:

*****Professional Milestones:**

-Career Achievements: Promotions, awards, or recognition within your industry.

-Educational Milestones: Earning degrees, certifications, or completing specialized training.

-Publications: Authoring a book, research papers, or articles.

-Leadership Roles: Becoming a CEO, founding a company, or leading a major project.

-Media Features: Being interviewed, featured in major publications, or appearing on podcasts.

-Speaking Engagements: Presenting at conferences, workshops, or corporate events.

****Personal Milestones:**

- Transformational Experiences: Overcoming significant challenges or life events that shaped your perspective.
- Volunteer Work: Major contributions to community service or nonprofit organizations.
- Creative Achievements: Completing significant creative projects, like publishing a novel or producing artwork.
- Athletic Feats: Completing a marathon, Ironman, or other notable physical challenges.
- Cultural Impact: Organizing or participating in events that made a positive societal impact.

What is your core business experience and expertise?

Example:

-Professional Highlights:

-Current Role: Include your job title and primary responsibilities (e.g., "CEO of Belmont City Press, specializing in PR and book publishing for entrepreneurs").

-Years of Experience: Mention how long you've been in your field or industry.

-Specializations: Highlight areas of expertise (e.g., "Expert in leadership coaching and resilience-building for C-suite executives").

Summarized your expertise.

****Examples:**

-General: "I specialize in helping leaders develop resilience and manage change effectively in high-pressure environments."

"My expertise lies in strategic storytelling for marketing and brand development, enabling businesses to connect with their audience authentically."

-Real Estate: "With over a decade in the real estate industry, I excel in helping clients navigate complex transactions and market trends."

-Coaching and Training: "I am skilled at guiding individuals and teams to unlock their full potential through executive coaching and leadership workshops."

"My expertise includes designing and delivering customized training programs for entrepreneurs, focusing on productivity and scaling."

-Author: "As a published author and editor, I specialize in developing engaging content that resonates with diverse audiences."

-Public Speaking and Training: "I am experienced in delivering impactful presentations on topics such as innovation, resilience, and leadership."

"My expertise includes training professionals on effective communication and public speaking, drawing from years of experience as a keynote speaker."

What unique perspectives or skills do you bring to your field?

Tips for Crafting Your Answer:

Be Specific: Focus on one or two key skills or perspectives that set you apart.

Tie it to Value: Mention how your skills or perspectives benefit your field or audience.

Keep it Concise: Aim for a single impactful sentence or a short, two-sentence response.

Examples:

"I have a deep understanding of how diverse teams drive creativity and success, which informs my leadership approach."

"My unique ability to ask the right questions fosters deep insights and growth in the people I work with."

"My ability to see the bigger picture while focusing on small, impactful details allows me to create meaningful, results-driven coaching programs."

Have you been featured in any media outlets or participated in prominent events?

If applicable, please provide the name, date, and links to the events or features. If you are a client of Belmont City Press and have been featured in an international press release through our services, please indicate this, and we will supply the relevant details for this question on your behalf.

What are your most requested talks or keynote speeches, or the common themes you frequently present on during podcasts and conferences?

If you have written a book, please provide the name of the book.

If it is an anthology, please indicate that as well.

Do you offer any coaching programs or courses? If so, please describe them.

Who is your ideal client (e.g., C-suite executives, entrepreneurs, educators, moms, post-menopausal women)?

What key takeaways do your ideal clients gain from their experiences with you?

What challenges does your work help your ideal client overcome?

How has your work positively impacted your audience or clients?

Do you have any *notable* individuals, clients, or colleagues who have shared positive feedback about your work that you would like us to include as a quote on your one-sheet? If so, please provide their name, title, and the quote.

Do you have any testimonials or success stories from your clients that stand out? If so please cut and paste them here with proper attribution.

What is the best email address, phone number, and website for people to contact you? (This may be different than what you provided before, If it is the same, indicate "same.")

Would you like to include any social media handles? (Provide NAMES of your handles and the platform. If you have a significant following, mention number of followers (round up, estimated, etc) as well.

Please email your logo and headshot to Publisher@belmontcitypress.com.

Do you have a tagline or slogan?

Are there any specific quotes, statistics, or elements you'd like included on the one-sheet?

Your branding colors: Please provide the hex codes for your brand colors. If they are not available, we will do our best to color match.

Is there any other information you believe would strengthen your one-sheet?