Persuade with One Page – Part 1

WINNING
EDGE

"Here's a secret to meetings no one ever tells you:
The person with a piece of paper usually wins."

You need to answer six questions to create a persuasive one-pager and win your meeting. Let's look at the first three.

What's the Bottom Line?

Your first question to answer is, "What do I want decision-makers to do after reading my document?" Clarity on the action you want your readers to take should shape every aspect of your one-pager's copy and design.

A **Bottom Line is just that: a clear action statement visually placed at the bottom of your one-pager** to engage readers who scan, skim, or study. It should be a one- or two-sentence summary of the content *and* the action you want the reader to take.
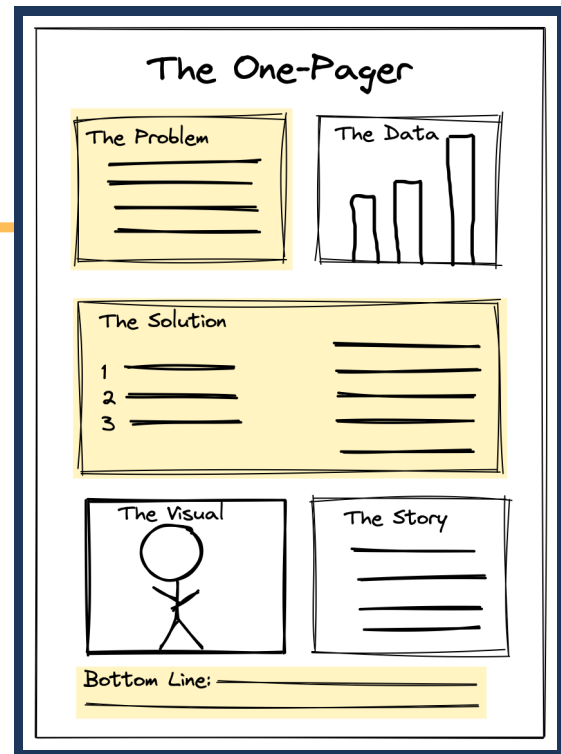
What's the Problem?

It is easy to become solution-focused when trying to persuade. You know the solution to the problem you perceive—but remember that the problem may look different to the decision-makers. If you can describe the problem in a way that resonates with them, you are halfway to successful persuasion. This is why "What's the problem?" or "How do decision-makers perceive this problem?" is the most important of all the questions.

Define the Problem from the decision-makers' perspective. When they read a description that clarifies a problem exactly how they would, decision-makers are inclined to believe they will agree with your solution. Get this problem statement right, and the rest of the one-pager will be easier to write.

What's the Solution?

Decision-makers often know the problem but need to learn how to solve it. Communicating the **Solution** begins with figuring out how to present your solution to their problem. There are two steps to crafting your solution: **1) decide on the framing,** then **2) make it seem easy**.

First, the framing. The challenge is humans have competing desires. We want things to be safe and predictable, but we also want things to be new and unique.

Consider how your audience views your solution - do they think it's a new idea, or a familiar idea? For new solutions, think about how to make them feel safe. And for known or familiar solutions, you need to consider how to make them seem new or unique.

Once you decide on the framing, make your solution seem easy by presenting it as three steps (or phases).

The Bottom Line:

The next time you have an important meeting or presentation, remember the person with a piece of paper usually wins. Take the time to answer these questions to create a persuasive one-pager, and you'll win!

This Winning Edge is adapted from the article *Persuade with One Page: How to create a compelling one-pager for your next high-stakes meeting.*