How to Make a One-Pager in 6 Steps

The whole method, on the one page it teaches you to make.

The Method

01

Pick one reader, one decision.

Write who reads it and what they decide. If you can't, you're not ready.

02

Write the headline as the answer.

“Ship the pilot in March”, never “Pilot update”.

03

Keep only the facts that back it.

Three to five. Every number gets a comparison: vs last year, vs target.

04

Match the layout to the content.

Numbers: a chart. Steps: a row. A choice: two columns side by side.

05

Design for a two-minute read.

The eye lands on the headline first, then the biggest number.

06

Cut, then cut again.

If a line doesn't change the decision, it goes.

Step 2, Side by Side

Do	Don't
Ship the pilot in March	Pilot update

Before You Send

- [ ] Headline answers the question
- [ ] Every number has a comparison
- [ ] One call to action, with a date or owner
- [ ] Fits on one page at normal text size

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