Networking One-Pager Creation Guide

A step-by-step guide to building a referral tool that works even when you're not in the room.

WHAT IS A NETWORKING ONE-PAGER?

A networking one-pager is a single-page document that gives your referral partners everything they need to introduce you confidently - even when you're not in the room.

❌ **It is NOT:**	✅ **It IS a tool that answers:**
▪ A brochure or marketing piece ▪ A resume or bio ▪ A website condensed to one page ▪ Something you hand to prospects	▪ WHO do you serve? (industry, size, mindset) ▪ WHAT do they get? (outcomes, not services) ▪ WHY you, not others? (your unique difference) ▪ WHO should refer you? (strategic partner types) ▪ WHAT should they listen for? (pain points in client language) ▪ HOW do they introduce you? (a ready-to-use email blurb)

"Your one-pager is a referral tool, not a sales brochure.
Make it easy for your network to connect you with better-fit opportunities."

WHY YOU NEED A NETWORKING ONE-PAGER

Your Network Wants to Help	**Generic Intros Don't Land**	**A One-Pager Fixes Both**
People in your network want to refer you but they struggle to remember exactly what you do and who's a great fit.	Vague descriptions lead to vague referrals. When you can't be easily described, opportunities slip through the cracks.	A well-crafted one-pager gives your network the exact words, context, and confidence to make relevant, targeted introductions on your behalf.

THE GOLDEN RULES

What separates a one-pager people **USE** from one that sits in an electronic file.

1. **Lead with Outcomes:** What transformation do clients get? Start there—not with your process.
2. **Be Ruthlessly Concise:** Every word must earn its place. If it doesn't add value, cut it.
3. **Differentiate Clearly:** Make it impossible to confuse you with anyone else in your space.
4. **Make It Scannable:** Bullets, bold text, short paragraphs. Graspable in 30 seconds.
5. **ONE Page Only:** If it spills over, it won't get read. Period. Cut more.

THE 7 SECTIONS OF A GREAT ONE-PAGER

Each section serves a specific purpose for the person doing the referring not just for you.

Section 1: What Do You Offer?

Purpose: Quickly communicate the transformation you provide and your unique approach.

Key Questions to Answer:

- What transformation or outcome do your clients get? (Start here!)
- Who do you serve? (Be specific about the audience)
- What's your unique approach or methodology?
- How are you different from typical providers in your space?

❌ DON'T	✅ DO
"We provide strategic consulting services to help companies improve their marketing through a comprehensive process…"	"Susan Gold Coaching works with CEO/leadership teams to build data-driven marketing strategies that attract ideal, profitable clients delivering clarity on positioning, messaging, and the specific action steps that produce real revenue growth."

Target: 3-4 sentences maximum

Section 2: What Makes You Different?

Purpose: Make your unique value proposition impossible to miss.

Key Questions to Answer:

- What unique combination of skills/experience do you bring?
- What proprietary methodology, framework, or process do you use?
- What do you do that most competitors DON'T do?
- What credentials, years of experience or unique positioning do you have?

❌ DON'T	✅ DO
"Our approach is based on best practices and proven methods that have been refined over time…"	"Four decades bridging B2B best practices with traditional and digital marketing, applying a proprietary 6-step strategy methodology grounded in business data, not marketing metrics. Susan develops the strategy, roadmap, and execution plan and then brings in the right creative team to execute. Most consultants and agencies focus on tactical activities they offer vs. what the client actually needs. Susan does both."

Target: 2-3 sentences with specific contrasts

Section 3: Strategic Partners / Good Connections

Purpose: Help your network understand WHO to introduce you to.

Key Questions to Answer:

- Who serves your ideal clients but doesn't compete with you?
- What types of professionals have complementary services?
- What specific organizations, associations, or roles should people think of?

❌ DON'T	✅ DO
List vague categories like "business consultants" or "other service providers"	Be specific and give examples: "CEO Peer Advisory Board Consultants (Vistage, TAB, EO), Business Coaches & Independent Consultants, Fractional CFOs & Controllers (B2BCFO, Focus CFO), Fractional VP of Sales & Sales Management"

Target: Bullet list with 4-6 specific types

Section 4: Ideal Client Profile

Purpose: Paint a clear picture of your perfect client so others can spot them.

Key Questions to Answer:

- What industry/industries do they operate in?
- What's their revenue range? (Be specific about your sweet spot)
- What's their current situation or mindset?
- What characteristics make them a great fit?

❌ DON'T	✅ DO
"We work with B2B companies, B2B professional services, and B2B manufacturing"	"B2B Professional Services, Commercial & Manufacturing firms where: Leadership wants to move from 'busy' to 'strategic'; Positioning hasn't been differentiated and ideal best-fit markets are unclear; Technical expertise exists, but marketing sophistication doesn't; Revenue: $5M–$50M (sweet spot: $10M–$30M)"

Target: 3-4 bullet points describing characteristics

Section 5: Pain Points / What to Listen For

Purpose: Give your network the exact phrases and problems that signal a referral opportunity.

Key Questions to Answer:
- What frustrations do your ideal clients express?
- What keeps them up at night?
- What phrases or complaints signal they need your help?
- What gaps or challenges are they struggling with?

❌ DON'T	✅ DO
Use professional jargon: "Organizations seeking to optimize their go-to-market effectiveness"	Use actual client language: "We need marketing direction but we don't have it on staff and haven't been getting it from others we've tried" or "We're spending money on marketing but nothing is working"

Target: 4-6 bullet points in client voice, ordered from mild to severe pain

Section 6: How You Work with Clients

Purpose: Show flexibility and make it easy for prospects to see entry points.

Key Questions to Answer:
- What engagement models do you offer?
- How can clients start working with you?
- What's unique about your delivery approach?

❌ DON'T	✅ DO
"We offer a variety of flexible engagement options tailored to meet diverse client needs"	"Three flexible engagement models: 1-to-1 Private Marketing Strategy Coaching for business owners/CEOs; Team coaching for sales, business development, and leadership; Full custom consulting engagements (tailored scope and duration)"

Target: 2–4 bullet points describing engagement options

Section 7: Email Introduction Blurb

Purpose: Give your network ready-to-use language for warm introductions.

Key Questions to Answer:

- If someone was introducing you via email, what would they say?
- What's the most concise way to describe your value?
- How would you naturally refer someone in conversation?

❌ DON'T	✅ DO
Write a 100+ word mini biography that repeats everything above	"I'd like to introduce you to Susan Gold, a marketing strategist who works with CEO/leadership teams to develop data-driven strategies that attract ideal clients. With 40+ years bridging traditional and digital marketing, she builds the strategy and detailed Action Plan then brings in the right team to execute. Worth a conversation if this resonates."

Target: 40-60 words maximum, natural and conversational

FINAL CHECKLIST: BEFORE YOU SHARE YOUR ONE-PAGER

Run through this checklist to make sure your one-pager is ready:

- **Lead with outcomes:** Does the first section start with transformation, not process?
- **Clearly differentiated:** Could this be confused with 5 other people, or is your unique value obvious?
- **Specific, not generic:** Have you named actual organizations, revenue ranges, and pain points?
- **Actually concise:** Have you cut every unnecessary word? Could you cut more?
- **Scannable format:** Can someone grasp the key points in 30 seconds?
- **Pain points in client language:** Are these actual phrases your clients say, not consultant-speak?
- **Email blurb is short:** Is it under 60 words and natural sounding?
- **Fits on ONE page:** If it spills to page two, it won't get read. Cut more.

COMMON MISTAKES TO AVOID

- **Being too generic:** "We help businesses improve performance" tells me nothing.
- **Leading with process instead of outcomes:** No one cares about your methodology until they know what they'll get.
- **Writing for yourself instead of your network:** Your one-pager is a tool for others to refer you. Make it easy for them.
- **Using jargon or consultant-speak:** Write like a human talking to another human.
- **Including too much detail:** This isn't your website. It's a conversation starter.
- **Forgetting to differentiate:** If you don't explain what makes you different, people will lump you in with everyone else.
- **Making the email blurb too long:** Over 60 words and people won't use it. Keep it conversational and brief.

PRO TIPS

- **Test it on someone outside your industry:** If they can't explain what you do after reading it, rewrite it.
- **Use numbers and specifics:** "40+ years" and "$10M–$30M revenue" are more powerful than "experienced" and "mid-market."
- **Emphasize contrasts:** "Most consultants do X. Susan does both." is incredibly powerful for differentiation.
- **Update it regularly:** As your positioning evolves, keep your one-pager current.
- **Make it shareable digitally:** PDF format works best for email distribution.
- **Be recognizable:** Add your photo if you'd like, but don't "over-brand."

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Make it easy for your network to connect you with best-fit opportunities.