

# One Sheet

A one sheet is a straightforward and practical business document. Whether you are promoting a rock band, a mobile app, or even a new pharmaceutical drug, it is best to prepare a one sheet that's loaded with information but easy enough to understand.



## One Sheet Definition & Meaning

A one sheet is a document that offers a glimpse or an overview of a business, product, or service.

It contains and summarizes all the key information such as history or biography, list of achievements, contact details, or even business goals and objectives.

## What Is a One Sheet?

A one sheet can sometimes be referred to as a one-pager. It is a document that is typically used in the entertainment, film, or broadcast industries. But essentially any business, company, or even individual can create one for the purpose of marketing their services or products.

# 10 Types Of One Sheet

## Company One Sheet

A [company one sheet](#) is incredibly useful especially during trade shows, business conferences, and similar events. It offers a simple, quick, and easy-to-digest overview of a company. It is vital to include business contact information and striking graphics, as seen in this pastry company one sheet template below.

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## COMPANY ONE SHEET TEMPLATE

### Pastry Labs

#### About Us

Pastry Labs is a well-known bakery that has over 50,000 shops scattered all over the United States of America. With their best seller being their classic chocolate chip cookies. This company opened their doors back in 1970 and has been stronger than ever since then.

#### Products

##### Cookie Care Package | \$300.00

Get a dozen of the classic chocolate chip cookies with another half a dozen assorted cookies of your choice. This will also include a jar of milk with the flavor of your choice (strawberry, chocolate, regular)

##### You Are A-Dough-rable Care Package | \$500.00

Get two dozen assorted cookies with half a dozen of the classic chocolate chip cookies. This will also include a slide of red velvet cake and a jar of milk with the flavor of your choice (strawberry, chocolate, regular).

222 555 7777  
[www.pastrylabs.edu](http://www.pastrylabs.edu)



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## Promotion One Sheet

At its core, a one sheet is essentially a promotional or advertising tool. Not everyone has the time nor the luxury to read and go through pages of content. A [promotion one sheet](#), such as the example below, saves the reader a lot of time as it presents a one-page overview of all the main ideas and highlights only the important points.

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## PROMOTION ONE SHEET TEMPLATE

**Funtale**  
"A music that creates a story for your kids"

### About The Product

Songs.ly is an app that lets people download music that they can listen to whenever they go out without wi-fi. FunTale is also that, but is an extension to songs.ly that is more concentrated on kid friendly music and has additional features such as a storybook.

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funtale@songsly.com  
www.songsly.com

### Advertisement Details

FunTale will be commercialized by Winter, Skye Jen's daughter. She will be set up into a background with clouds and will act like she's listening to the lullabies that can be uploaded from the app.

### Goal Of the Advertisement

The objective of the advertisement is to make parents aware that there is a more kid-friendly music streaming app that can help boost their children's listening skills.

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## Radio One Sheet

A [radio one sheet](#) is a document that primarily contains basic information about an artist or performer. Whether it is a traditional broadcast radio or a live stream podcast, musicians who want to get exposure or recognition should prepare a one sheet that they can readily distribute to radio stations, DJs, record producers, etc. When creating your radio one sheet, make sure to also include a photo of the artist.

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# RADIO ONE SHEET TEMPLATE

**SACRED SUNSHINE**



Sacred Sunshine is a rock band that is composed of three workmates. Namely, John Stevens, Matthew Mckenzie, and Andrew Adams. They are full time employees at ABC Company and have a passion for making music. One day, the three of them jammed during a company concert and the rest is history.

<b>TOURS</b>		<b>RADIO CONTRACT</b>
New Zealand	March 12- 16, 2050	This band is in a contract with the following radio stations: MoL Radio, EntertainMe Station, and MX Live.
United States	May 10 -15, 2050	
Philippines	July 13 - 16, 2050	

**222 555 7777**  
sacredsunshine@zmail.com

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## Sales One Sheet

If you are a business or a company, it might be helpful to prepare a [sales one sheet](#) to hand to clients or business partners at meetings. Your sales one sheet should always be brief, clear, and concise. The example below is a clothing brand one sheet that provides a brief description of the company's objectives and also highlights various customer testimonials.



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## SALES ONE SHEET TEMPLATE



### AGROFINITY

Throughout centuries and the years to have come, clothing has always been an essential part of us. What we wear may define our social status or our taste in fashion. However, clothing now has become a huge problem in our ecosystem. With thousands of clothing thrown into waste dumps on a daily basis. That is why Agrofinitly was made, with our sustainable production of clothing we are sure to make a better change in the world with our innovative product.

#### How Do We Solve The Problem?

Agrofinitly has produced clothes that are able to fertilize and be used as composed to nurture plants. This was made with natural materials that are easily breakable to give plants nutrients like potassium, phosphorus, and et

#### Testimonials

"Not only is their product saving the environment, but it is also very fashionable and trendy."  
- Julie James

222 555 7777 | [www.agrofinitly.com](http://www.agrofinitly.com)

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## One Sheet Proposal

Typical formal proposals are usually several pages long. But it might be helpful to come up with a [one sheet proposal](#) to supplement your longer and comprehensive proposal. Having a one-page proposal that contains only the essential information or a quick preview of the full proposal, maybe more reader-friendly and less intimidating.

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## ONE SHEET PROPOSAL TEMPLATE

**CubCart**

222 555 7777 | cubcart@zmail.com | cubcart.com

CubCart is a Supplement business focused on providing parents with nutritious vitamins for their children. The supplements that they provide are made using organic materials and are shaped into gummy bears to be more enticing for kids to chew and take in.

### Scope Of The Proposal

We want our company, CubCart, to be in collaboration with your company, NutriValue, to help out create a more playful mold for children to see their vitamins as more appetizing. This Proposal will include a brainstorming of new molds for the vitamins, a social media engagement, and a creation of a new supplement.

### Terms Of The Proposal

- Confidentiality. Every information shared by either company to one another shall be kept in confidentiality.
- Decision Making and Disputes. Every decision and disagreement shall be handled by the representatives of the company.

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## Media One Sheet

If you want to gain greater exposure or publicity in the media world, you need to have a one sheet that really stands out. Whether you are an aspiring actor or a budding social media influencer, you have to remember that a one sheet that contains everything there is to know about you may not be enough. Your [media one sheet](#) must also be visually striking and engaging to capture the attention and interest of people in the industry.

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## MEDIA ONE SHEET TEMPLATE



**Cynthia Maureens**  
Social Media Influencer

222 555 7777  
cynthiamaureens@zmail.com

**About Me**  
Cynthia Maureens is a 22-year-old social media influencer catering to teen audiences who want to have a healthier lifestyle. Her videos and posts include her daily workout regimen to her daily food intake. She is motivated in inspiring others to make good choices for themselves.

**Video Highlights**  
What My Morning Looks Like  
This video showcases Cynthia's morning routine that she does to maintain a healthy and balanced day. She quotes in her video "your day will never be complete if you do nothing in the morning."

**Foods For You**  
This video tackles serious food disorders that a lot of people face. This has also disproved the surrounding myths about weight loss and weight gain.

**Testimonials**  
"Cynthia actually helped me through the tough time I was having when I was managing my food intake."  
Suzie Liu

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## Project One Sheet

Having a [project one sheet](#) ready is practical and pragmatic. Whether it is a real estate project, construction project, or even a creative project, a one sheet offers clients or participants a snapshot of what to expect. The project one sheet template below showcases a fashion project and highlights the project's objectives and scope of work.

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## PROJECT ONE SHEET TEMPLATE

### Ozzie Project: Fashion Fanatic

### About Us

Ozzie Project is a fashion-forward project that will help out students showcase their works to the best of the best designers, fashionistas, and upper class. This project is funded by Willington University and is expected to start in May of 2034.



### Project Details

Ozzie Project shall be held at London Times Square from the target date of May 16, 2034, to May 20, 2034, from 7 PM to 10 PM. There will be 10 students per day who will showcase their work and mingle with the invited guests.

### Objectives

Our goal is to push forward a more innovative way of fashion by introducing new ideas from the fresh minds of Willington University.

### Scope Of Work

- Location where the event will take place.
- Invitations that will be produced for the event.
- Selecting Top Students To Showcase Their Work
- Designs For the Event.

222 555 7777 | ozzie@fashionfanatic.com | www.willingtonuniversity.edu

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## Marketing One Sheet

From social media influencers to online start-up businesses, a [marketing one sheet](#) is a practical way to establish yourself when you reach out to prospective clients or potential business partners. Not only should it be informative and content-driven, it should also be attractive and visually stimulating. Make sure to use high-quality images and graphics, and try to come up with a strategic and eye-catching layout as well.



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## FILM ONE SHEET TEMPLATE



**Lilies  
Cookies**

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### About Us

Lilies Cookies is a baking company that has served over 300,000 individuals during their special occasions. The company first opened its shop in August of 2001 and has been growing ever since, with over 50 plus stores that are found all over the United States.

### Products

#### Customized Cake

Customized cakes are done through the marshmallow fondant or buttercream icing. The client's preference will be the top priority.

#### Cookies Galore!

Get a premade cookie dough of the flavor of your choosing. The dough can last up to 3 months and can be cooked in the oven for 10 minutes at 180 celsius.

### Testimonials

"Lillies Cookies made my wedding cake and handled my dessert bar during my special occasion. I swear it was delicious as well as great looking."  
- Helena Goodwin



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## Product One Sheet

If you are looking for a fast and easy way to promote your product, creating a [product one sheet](#) is relatively simple. Because it needs to be attention-grabbing, don't be afraid to go bold and loud. You can play around with colors and graphic design in your product one sheet, as seen in the template below.

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## PRODUCT ONE SHEET TEMPLATE

**Nutritia Corporation**  
A healthy lifestyle, this is a company that cares for you

**Health Monitor Alerts and Notifications**  
Free Food Delivery  
**Daily Food Meal Package**

**\$500**

[www.nutritia.com](http://www.nutritia.com)

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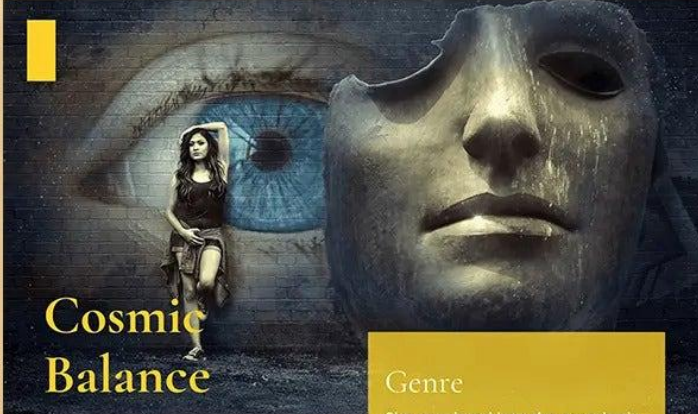


## **Book One Sheet**

If you want to gain attention and interest from publishers, an engaging [book one sheet](#) is a must. It should be able to present a compelling preview or overview of the book. A basic book one sheet usually contains a section about the author, a synopsis, contact information, and other relevant details about the book.

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## BOOK ONE SHEET TEMPLATE



**Cosmic Balance**

**Shauna Laurens**  
222 555 7777  
shaunalaurens@zmail.com

**Genre**  
Fantasy, Crime, Drama

**Themes**  
Revenge, Love, Supernatural

**Audience**  
Ages 18+

**About the Author**  
Shauna Laurens is a 28-year-old female who loves to write romance comedy books. Currently, she has shifted her genre to more mystery and fantasy. She visits her hometown in Texas from time to time and helps out with her local community.

**Genre**  
She pondered into the seemingly narrow light only to be drawn to its glow. Matilda has something in which she is unable to hear properly. Matilda awakens and sees that she is not in the same surroundings as she was previously, but the place still feels familiar. 'What could have happened?' she wondered...until she looked at the mirror and saw herself as her dead younger sister who was murdered 15 years ago.

**About the Book**  
The book will be published on June 24, 2034, and will be released on July 2, 2034, by ALC Publishing company. A number of 200 copies will be made into softbound and 100 into hardbound.

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# **One Sheet Uses, Purpose, Importance**

A one sheet, regardless of industry or field, has several important purposes. The following describes just some of the main uses and advantages of a one sheet document.

## **Tool for Promotion**

In essence, a one sheet is a simple tool that can be used for promoting any kind of product or service. If you need to market a product or even an individual (e.g., social media influencer), a one sheet offers a quick glimpse of what the product or person is all about. A one sheet summarizes all the important information and presents it in a condensed one-page document.

## **Content Centered**

A one sheet is useful because it is packed with essential information and content. For most people, they tend to look for straightforward and practical information. With a one sheet, the focus is primarily on content and not merely random content but only the most important and relevant information.

## **Time Saver**

As mentioned earlier, not everyone has the luxury of time to go through pages of proposals and other lengthy documents. A one sheet is a time-saving document that can immediately be scanned in a matter of seconds. Since all information is presented on a single page, it won't take long for the reader to go through all of its contents.

## **Convenient and Quick Overview**

A one sheet offers clients, customers, suppliers, stakeholders, media, and the general public a quick snapshot of a service or product. A one sheet is designed to be brief and condensed. Whether you are promoting your own startup company, a laundry service, or a video game, presenting a quick overview or summary of what it is can appear more practical and appealing to people.

## **Business Card Alternative**

Although it may not be top of mind for most people, a one sheet can even be seen as a business card alternative for some. This is especially true for the entertainment industry wherein actors and artists need to ensure that their contact information is listed on their one sheet. This allows casting directors, agents, directors, producers, or managers to reach them after the audition process.

## **What Is in a One Sheet? Parts?**

### **Name or Title**

Depending on the product or service you are promoting, you need to include either the name or title of the project, event, product, individual, or group. The title or name should be upfront or top and center; you also have the option to include a logo or brand name.

### **Bio or Description**

Whether you are marketing a film, service, or a speaker, make sure to include a brief biography or description summarizing it. It is important to keep it short and direct, only emphasizing the most important details.

### **Highlights or Milestones**

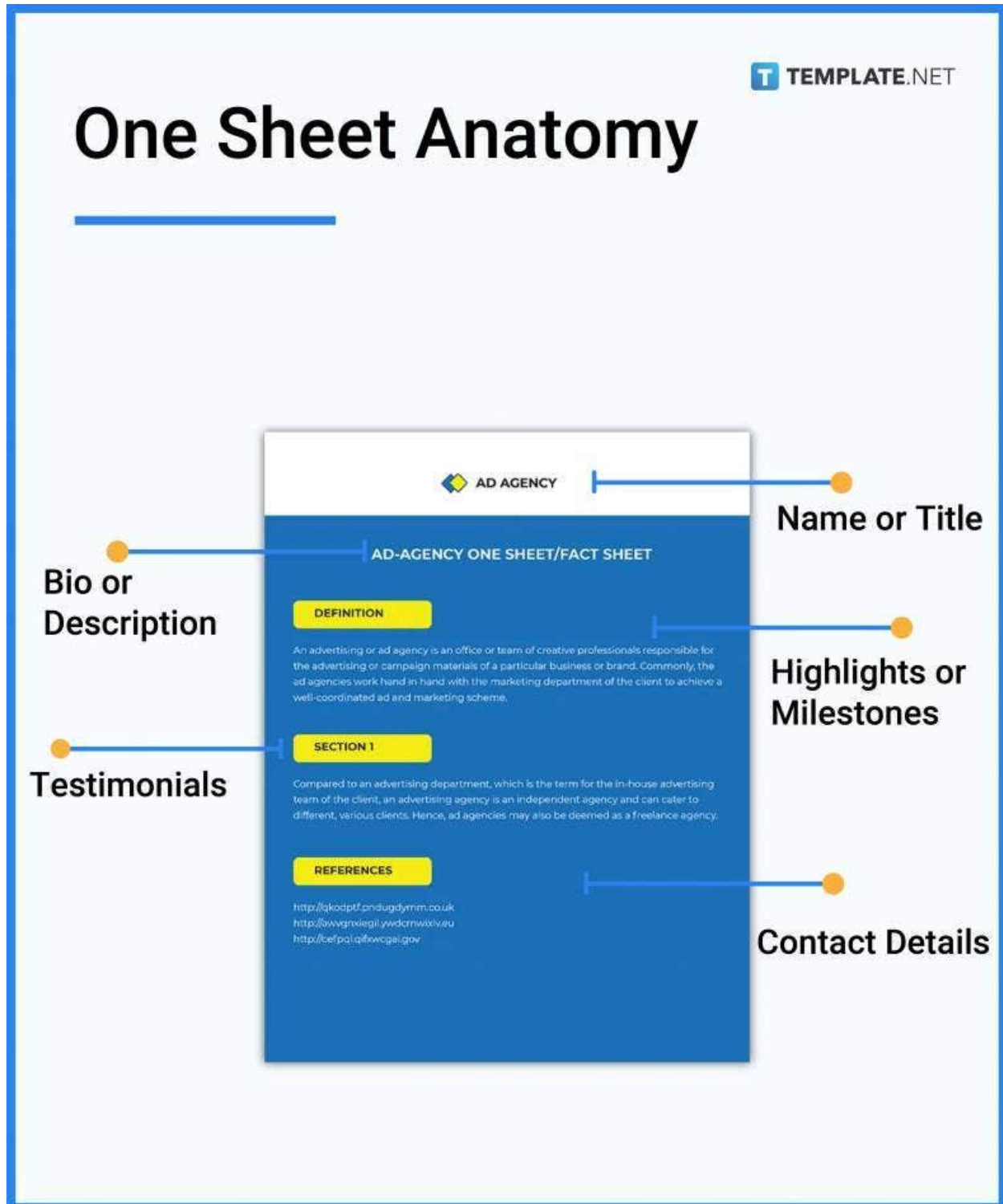
You can dedicate a whole section to highlighting different product milestones or career achievements. It is vital to emphasize your accomplishments or experience because it definitely looks better for promotion.

### **Contact Details**

Make sure to add current contact information on your one sheet for people to be able to reach you. A contact number, email address, official website, and social media pages are all acceptable.

### **Testimonials**

Although it is not always required and if space permits, you can also include a few testimonials from clients, customers, or former colleagues to vouch for the quality of your product or service.





# How to Design a One Sheet?

1. Choose a [one sheet size](#).
2. Identify the purpose of the one sheet.
3. Select a one sheet template.
4. Add a title and/or logo and adjust the layout.
5. Edit the different sections and add content.
6. Customize the graphics and add a photo of the product.

# How to Design a One Sheet?

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STEP  
**01**

Choose a one sheet size.

Identify the purpose of the one sheet.

STEP  
**02**

STEP  
**03**

Select a one sheet template.

Add a title and/or logo and adjust the layout.

STEP  
**04**

STEP  
**05**

Edit the different sections and add content.

Customize the graphics and add a photo of the product.

STEP  
**06**

## One Sheet vs Sheet

A one sheet is primarily a promotional document used in numerous fields and industries, notably in the film and entertainment industry.

A sheet is a basic document or form that is used for all kinds of activities including writing, documenting, monitoring and printing.

## What Is The Difference Between a One Sheet, Spreadsheet, and Worksheet?

A one sheet is a one-page document that is used to market a product, service, individual, or company.

A spreadsheet is a document that is typically used for managing data and quantitative calculations and is most often used with software applications such as Microsoft Excel and Google Sheets.

A worksheet is an activity sheet that normally comes with a predetermined set of instructions or questions.

## One Sheet Sizes

Creating a one sheet is fairly quick and simple; however, you need to ensure that you choose the right size for your needs. The following are the most common and widely used [one sheet sizes](#) that are available.

- Letter (8.5 × 11 inches)
- A4 (8.3 × 11.7 inches)

# One Sheet Sizes

TYPE OF DOCUMENT	SIZES
Letter	8.5 × 11 inches
A4	8.3 × 11.7 inches

## One Sheet Ideas & Examples

Since you can use a one sheet in basically any industry or sector, it might be helpful to take a look at some ready-made templates to gather ideas and inspiration. These [one sheet ideas](#) are sure to jump-start your creativity!

- One Sheet Ideas and Examples
- Artist One Sheet Ideas and Examples
- Business One Sheet Ideas and Examples
- Event One Sheet Ideas and Examples
- Music One Sheet Ideas and Examples
- Author One Sheet Ideas and Examples
- Film One Sheet Ideas and Examples
- Sponsorship One Sheet Ideas and Examples
- Promotion One Sheet Ideas and Examples
- Podcast One Sheet Ideas and Examples
- Advertising One Sheet Ideas and Examples

## **FAQs**

### **What is a One sheet in business?**

A one sheet is a promotional document that summarizes all the key points of a product or service.

### **Why do you need One Sheet?**

A one sheet is useful because it offers quick, condensed, and easy-to-digest information.

### **What should a One Sheet include?**

A one sheet should include the name or title, a brief description or background, eye-catching graphics, and contact information.

### **What are One Sheets in film?**

Filmmakers use one sheet as a promotional or marketing tool that offers a summary of all the essential details of a film or movie.

### **What makes a good One Sheet?**

A good one sheet has a strategic layout and is informative, clear, and concise.

### **What are One Sheets in casting?**

Actors and artists use one sheets to market themselves to casting directors, producers, agents, and managers in the entertainment industry.

## **How do you make a marketing One Sheet?**

To make a marketing one sheet, include the product name then pick out the most notable features of your product or service to put in your one sheet.

## **What are One Sheets in Sales?**

In sales and marketing, a one sheet helps give a quick overview of a product or service to hand to customers, clients, and other stakeholders.

## **How do you create One Sheet for musicians?**

To create a one sheet for musicians, always start with the artist's name then provide a quick biography, contact details, career highlights, and brief description of your musical genre.

## **Are One Sheets still used to pitch a script?**

Yes, you can still use one sheets when pitching a movie script or screenplay.

## **What is a one-pager?**

A one-pager is a single-page summary or overview of a company or product that is most often used as a pitch.

## **What size is a one sheet?**

The recommended size for a one sheet is typically a standard US Letter size or A4 size, but it also depends on the specific needs or individual preferences of the writer.