

Persuade with One Page – Part 2

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

You must answer six questions to create a persuasive one-pager and win your meeting. Let’s look at the final three.

What’s the Data?

People tend to warm up to a solution slowly, especially when the problem is complex. They need time to think about the solution and usually discuss it with trusted colleagues. But here’s the problem: you are rarely invited to this second conversation or pitch. By presenting clear data on the one-pager, you are arming decision-makers with the facts to explain how you persuaded them.

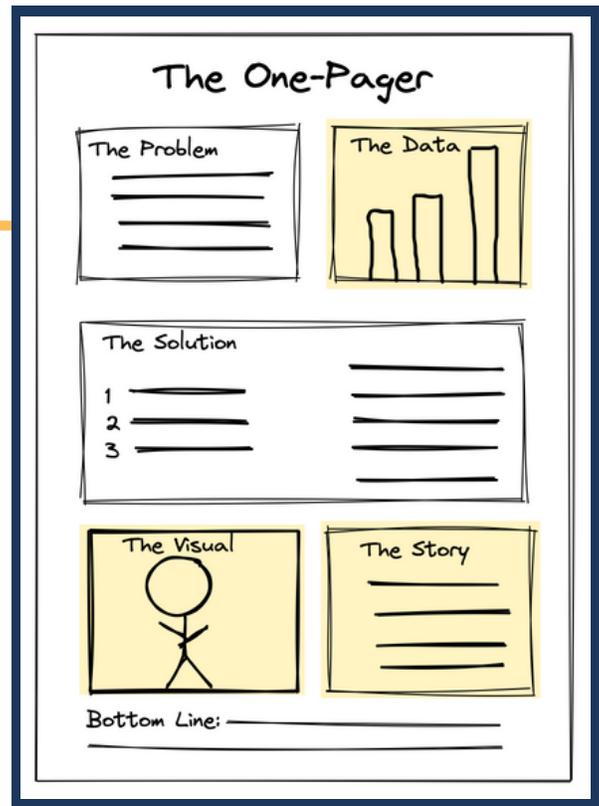
1. **Decide on the emotion you want to create** with the data on the one-pager: urgency, satisfaction, safety, etc.
2. **Decide how you want to present your data.** You can pick a single data point, a chart, a graph, etc. Graphs may be the most efficient, as they quickly communicate persuasive material.

Remember, you want decision-makers to understand key takeaways in a matter of seconds.

What’s the Visual?

While you may have a graph or chart for the data, think of a visual as a picture or illustration—something to pull the reader in.

Visuals are used to create curiosity or highlight the problem you are trying to solve. You can often pair your visual with your story, allowing the decision-makers’ eyes to latch on to the visual and draw them in further to read the story.



What’s the Story?

Humans remember stories longer than facts, so adding a story to your one-pager makes it memorable. The trick is to pick the story that reinforces the appropriate emotional response.

Consider what specific emotional response you want the story to target:

- **Create urgency** about the Problem
- **Show the success** of the Solution
- **Reinforce the safety** of the Solution

Once you’ve decided what emotion to create, pick the type of story you need: case study, testimonial, “how it works,” etc. Whichever type you choose, the key is to provide a concise narrative that evokes emotion.

The Bottom Line:

For your next high-stakes meeting, take the time to create a persuasive one-pager. Consider the Data, the Story, and the Visual, to make each element help you persuade with one page.