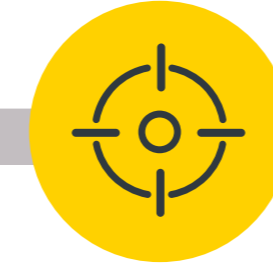


The power of one page



We live in a world of information overload. People are so distracted that they struggle to find the time and headspace to truly comprehend what they take in. While information is going up, our comprehension levels are going down. But there is a way out: it involves visual thinking, storytelling and one page.

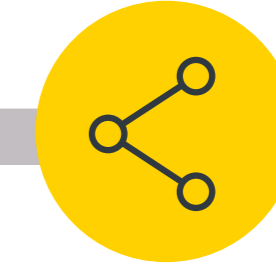
The benefits



Getting your content down on one page forces you to simplify and focus your message.



When your message is simplified, it's easy to understand, which saves time.



Your message becomes highly shareable.

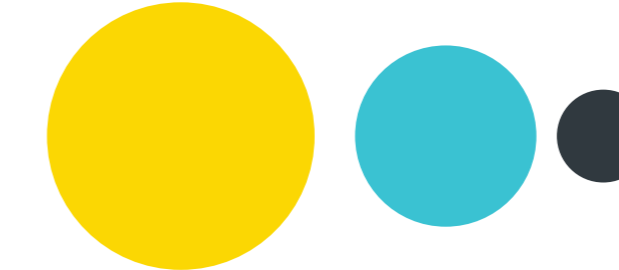
How to do it

Our 3-step process



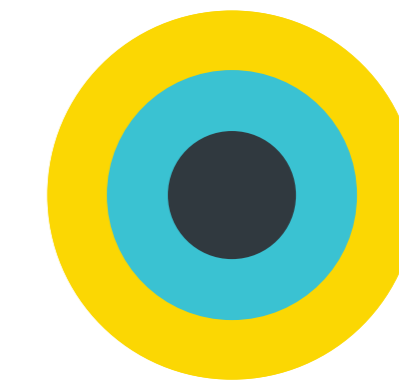
1. Understand

What do you want to explain? Is it a strategy or a customer value proposition? Be clear on your focus. You can only tell one story on one page.



2. Simplify

Decide on the key takeouts you want people to get from your message. If they only remember 10% of what you share, what should that 10% be?



3. Package

Can your message be turned into a story or visual journey? CVPs and strategies work well as stories because you can tap into emotions. More technical information — like processes — works better as a visual journey.



What's Next?

Need help to get your message onto one page?

Drop us an email on hello@weexplainstuff.com or visit weexplainstuff.com to learn more.

UK: +44 74 9806 1269 or SA: +27 67 735 2995

www.weexplainstuff.com