

TOP TIPS FOR CREATING A **SPEAKER WEBSITE** THAT CONVERTS



Your website is the **cornerstone** of your marketing material. All of your **marketing efforts** drive people to this one place. **Shouldn't it be spectacular?**

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1 **SPEAK TO THE DECISION MAKER**

It is not all about you! Your marketing material has to be about the benefits of hiring you. What are the **OUTCOMES** of your presentations? How have you changed organizations for the better?