

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?



2 **BRAND-WOW**

Does your website have that 'wow' factor? Does it showcase the visuals and brand language that draws the viewer in and makes your service offerings stand out?



3 **COMPELLING HEADLINE**

What is the **ONE** thing- the true nugget that encapsulates your unique selling proposition in a sentence or less? What will catch and hold that decision maker's attention?



4 **YOUR BIO**

No one wants to hear about your years of experience yet. You are a storyteller by trade, tell me the story of you, and why you have the passion to share this particular message.



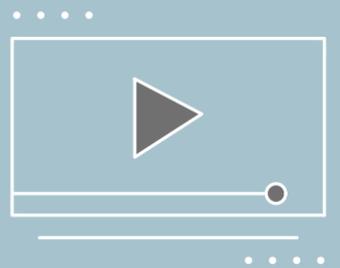
5 **THOUGHT LEADERSHIP**

"Speakers" are being paid less and less. However, those who are true Experts Who Speak are increasing in demand. Show off your expertise through video, blogs, articles, and podcasts.



6 **TESTIMONIALS**

Testimonials, especially case study testimonials, are critical and should be on every page of your website. Decision makers want to know that groups similar to them have hired you, and gotten value.



7 **VIDEO**

You are being considered for what you can do on stage. They need to see you deliver. Beyond the flash of a sizzle reel, does your video show them who you are and what you offer?

8 **NAVIGATION AND CTA**

Have you thought through the sales process? What do you want the end user to **DO** on your website? How easy it is for a decision maker to find exactly what they are looking for?

