

THE 6 PAGES YOU NEED TO NAIL ON YOUR SPEAKER WEBSITE

I'm going to let you in on a little secret.

You don't need a ton of pages to have a speaker website that converts. Some of the better speaker sites out there are lean and hyper-focused. I've narrowed the number of pages that you need for your speaker website down to 6 (and one bonus page). This is a formula that I've had success with in building speaker websites. I'm hoping that you can use it to get more gigs.

HOME

Duh! Of course you need a homepage. This is the gateway to the rest of your site. The idea is to quickly tell the world what you do and whom you do it for, while enticing the visitor to dig deeper.

How to nail it: Be engaging, be yourself, be interesting, but be quick and to the point. Visitors should be able to take one look at your homepage and right away get you. There's no need to pack your homepage full of content- that's why you link to other pages! If you're clear about the next steps that you would like visitors to take, they should have no problem finding your content. Want to score some bonus points? Have a link to your killer lead magnet on the homepage so that you can leverage the power of email addresses.

ABOUT

Did you know that your about page is typically the second most visited page on a speaker website, right after the homepage? (Take a look at your analytics- I'm willing to bet your about page is the second most visited page on your site.) That makes your about page a prime piece of website real estate that's worth taking the time to nail.

How to nail it: Avoid the temptation to make this page your autobiography. Yes, you want to tell people who you are and how you got to where you are, but consider framing it in terms of the success you've achieved for clients. In other words, you haven't been in the speaking business for ten years, you've spent the last ten years getting specific results for a particular type of client. You'll really pique the interest of prospective clients if you can talk about your success stories and back it all up with some great testimonials.

SPEAKING

Let's tell the world that you're ready to take the stage! Obviously, if someone is considering you for a speaking gig, they're going to want to know what you speak about and how it relates to them.

How to nail it: Since it's better to be a specialist than a generalist, hopefully you already have your list of speeches pared down to 2-3. A single paragraph summing up each of these speeches is really all you need. Who is the speech geared towards? What are the big takeaways? What problem are you going to solve? While you're at it, the speaking page is a great place to add a couple short video clips that let people see you in action.

FOR MEETING PLANNERS

This page is for all the stuff that happens between getting booked and stepping on the stage. It's also a great way to show meeting planners that you'll be a breeze to work with.

How to nail it: Make it easy for a meeting planner to download your introduction, head shots, A/V requests, and whatever else you need to take the stage. A very simple way of handling this is drop all of the materials that you would like a meeting planner to have into a folder, zip it, and add a link to your page to download the file. That way, it's one click and the meeting planner has everything he/she needs.

BLOG

A blog has two key roles: 1. It says “the lights are on and we’re open for business” and 2. It provides multiple opportunities to reach out to your clients. Blogs used to be something that was nice to have. Now, though, in a world where prospective clients expect to get a lot of information upfront before they buy, that are pretty close to a must-have.

How to nail it: Repeat after me: I, (state your name), will regularly provide relevant and useful content for my audience. Don’t be intimidated by committing to a schedule. You don’t have to post every day or even every week. If you can commit to posting once a month, I’d be willing to guess that you’ll see a lot of great results.

CONTACT

This is the easiest page of them all to nail. Are you ready for it? Have a simple contact form that works and shows up in your inbox. Make sure your phone number and email address are conspicuous in case people would rather call or write than use the form. It’s that easy!

BONUS PAGE

What services do you offer that go beyond the stage? Maybe it’s coaching, consulting, or books. Whatever it is, make sure your visitors know that you’re not just a speaker, but an expert who happens to solve problems from the stage. Again, brevity and ROI are top priorities. When you’re briefly summing up all of the “other” services that you have to offer, make sure to frame it in a conversation of what people will get from it. Remember- we all want to know, “What’s in it for me?” So tell them!

I wanted to keep this guide short and to the point. My hope is that you can process it quickly and, right away, use it to implement some key changes in your website that will immediately translate into more speaking gigs.

If you've made it this far, I have one request...

Tell me what you thought about this. Is this something that you plan on using? Does this guide make you want to dive deeper into creating the website that really converts into more speaking gigs? Sometimes we know we need to take the next step, we just aren't sure what that next step is. That's ok! I invite you to have a conversation with me- no risk and no cheesy pitch. What do you say? Are you ready to get the gigs?



My Name is Derek Hart and my company is Get the Gigs.
I help speakers and coaches create **AWESOME** websites that get them the gigs.

CALL ME: 770.282.4909

EMAIL ME: derek@getthegigs.com

WEBSITE ME: getthegigs.com

GET *the*
GIGS