

25 SPEAKER WEBSITES TO MODEL YOURS AFTER



BRITTANY HODAK

What You Should Steal: Her Meeting Planners Page

Dedicate a page to all of the things you know your clients will need. That way, they can easily access it all in one place and, seeing how organized you are, they'll know hiring you once (or over and over) will be a breeze.

CASSANDRA WORTHY

What You Should Steal: Her Brand Consistency

Your site should use colors, fonts, and styles that reflect your personality and your tone during speaking engagements. It should also be consistent in every aspect of your business.



CHRISTINE HASSLER

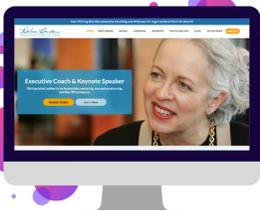
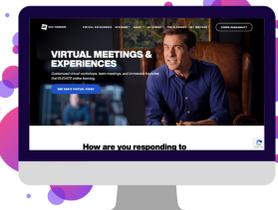
What You Should Steal: Her Lead Capture Mechanism

On your site, add a pop up or two that promotes a free resource (course, PDF, etc.). Then, ask for a visitor's email address in return for the resource, so you can add them to your newsletter list.

DAN THURMON

What You Should Steal: His Simplicity

Share details about your keynotes and their impact but balance it with space and images (or graphics). The best way to communicate your value is to keep things clear and to the point.



DEBRA BENTON

What You Should Steal: Her Coaching Page

Your website's pages should quickly and clearly outline your worth in the long term, not solely for a single event or audience and for all of your offerings (coaching, speaking, you name it).

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GENE HAMMETT

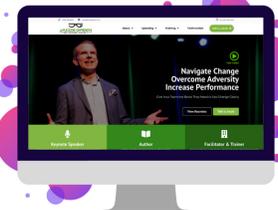
What You Should Steal: His Hero Section

It's important to engage site visitors with the first thing they see, usually the "hero" section at the top of the page. This includes a [promise statement](#), a link to your sizzle reel, and a link to connect.

JACOB GREEN

What You Should Steal: His Home Page

The ideal layout for the "Home" pages varies from speaker to speaker, but if you're unsure what sections to include on yours – or if it's up to standard as is – looking Jacob's over will be helpful.



JASON DORSEY

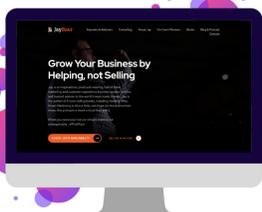
What You Should Steal: His Credibility

Remember you're an expert first and a speaker second. The more you can build your credibility first, the more valuable your speaking presentations will become.

JASON REDMAN

What You Should Steal: His Individuality

When designing your website, aim for the same level of personality and authenticity as Jason's. It make you memorable and easier to connect with on a human level.



JAY BAER

What You Should Steal: His Uniqueness

With your personal brand – and especially on your site – focus on the things that make you stand out, like Jay does. It'll help make you an approachable, relatable person, on- and off-stage.

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JEFF KOZIATEK

What You Should Steal: His Humor

Don't be afraid to use a relaxed and humorous tone in your. Best case scenario, event organizers see it, love it, and hire you. Worst case, you give them a laugh and a reason to remember you.

JUSTIN FORSETT

What You Should Steal: His Conviction

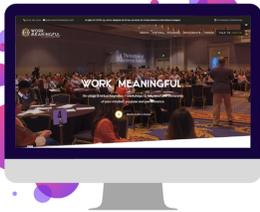
Always use confident language. Ideally, everything on your website should say to event organizers, "I'm the best at what I do, and you can be, too. Hire me, so I can show you how".



JUSTIN JONES-FOSU

What You Should Steal: His Use of Images

Like Justin, keep these guidelines in mind to highlight your own positive attributes: balance action and headshots, use only high-res images, and always be on-brand. 🙌



KATRINA CRAVY

What You Should Steal: Her Contact Page

When building your "Contact" page, include a booking system, like [Calendly](#) or [Mixmax](#), to make it as convenient as possible for event organizers to connect with you.



MEL ROBBINS

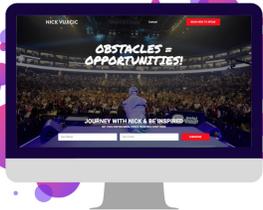
What You Should Steal: Her Wide Range of Content

Want to stand out from the crowd? Invest time and energy into building your content channels, including books, blogs, and videos. Then, promote them on your website.



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NICK VUJICIC

What You Should Steal: His Use of Color

Plan your call-to-action buttons with attention to color and placement, so they'll stand out from your background colors, and website visitors won't be able to help clicking "Talk to me!"

OZAN VAROL

What You Should Steal: His About Page

Your "About" page should include your bio but also show who you are. When building it, ask yourself, "What makes me special?" Then, add some of those details in and around your bio.



RACHEL BLACKSTON

What You Should Steal: Her Logo & Icon Style

Your logo and icon should be clean and simple. With both, the goal is to provide a visual anchor for your personal brand. That way, people have an image to remember alongside your name.

SALLY HOGSHEAD

What You Should Steal: Her Video Clips Page

Consider creating a "Video Clips" page if you have more than six speaking topics, so it's as clear and convenient as possible for any event organizers considering your work.



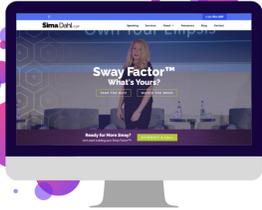
SHOLA RICHARDS

What You Should Steal: His Animations

If they're carefully placed and scattered throughout your site, animations can add movement to dull areas or bring attention to especially important details about your speaking business.

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SIMA DAHL

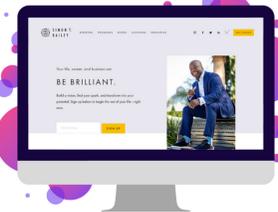
What You Should Steal: Her Confidence

In your photos, graphics, speaking program descriptions be confident! The more you express confidence in yourself and your message, the more easily others will see that value, too.

SIMON T. BAILEY

What You Should Steal: His Resources Page

Make sure you're not simply promoting your speaking programs but also providing value for your visitors. It can be blogs, videos, downloadable content - anything that suits your audience.



STEPHEN SHAPIRO

What You Should Steal: His Virtual Speaking Page

Over the next year, plan virtual variations of your own programs, if you haven't already. Then, craft a "Virtual Speaking" page like Stephen's, so you can tap into the virtual speaking market.

TIM TEBOW

What You Should Steal: His Navigation Bar

Using a large navigation bar like Tim's allows you to share extra information and images and, in doing so, entice website visitors to check out other pages on your site, like your "Speaking" page.



TONY ROBBINS

What You Should Steal: His Mission Descriptions

Your website shouldn't just explain what you do but also why you do it. Ask yourself, "How am I giving back to my clients and fans?" Then, make that answer part of your brand moving forward.

Questions or Comments?

Contact us at
hello@speakerflow.com
and let us know what you
think!

speakerflow.com