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7-Second Site Test

Event planners don't sit down to carefully read your site. They scan it.

In the first few seconds (7 is generous), the design, pictures, and layout tell them if you look like a top-tier keynote speaker. Long before they process any text, their brains already decide: *world-class, high-impact, worth the investment—or not.*

Even seasoned speakers undermine their authority with outdated photos, cluttered design, or visuals that signal a lower fee bracket.

What your site should show without words:

- *Excellence* — sleek, uncluttered design (read: SPACE), flawless navigation, high-end feel.
- *Authority* — striking, high-quality images that project energy and approachability, bestselling books, and major media appearances.
- *Clarity* — the product is you and the transformation you deliver. No sales deals or sleight of hand, just you exuding trust and expertise.

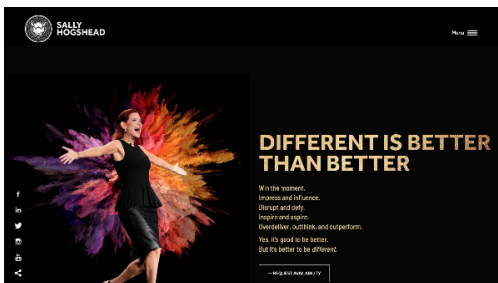
At this level, your site must radiate ***category-defining leadership***.

For speakers not flooded with inbound inquiries, your site design requires the same minimalism, but add a speaking photo to signal clearly that you offer keynotes.

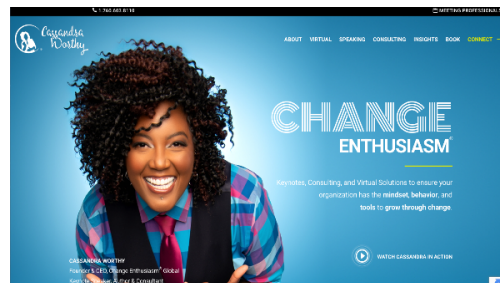
Quick check: Open your site and ignore the text. Does the design alone convince you that this is a renowned keynote speaker?

VISUAL AUTHORITY IN ACTION

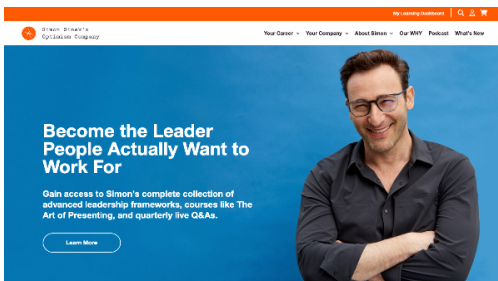
Study how **today's best-in-class speakers** do it. See how design communicates authority, expertise, and value in seconds.



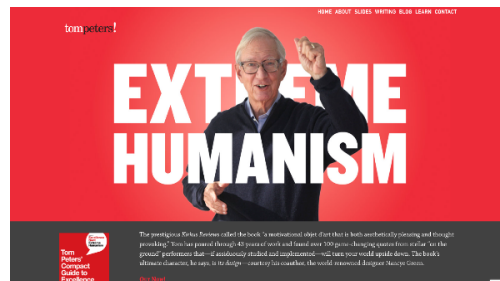
Sally Hogshead — bold, dynamic visuals that feel premium and exclusive.



Cassandra Worthy — vibrant energy that invites engagement, paired with clear calls to action.



Simon Sinek — approachable presence, polished design that emphasizes trust.



Tom Peters — crisp design paired with an image that conveys warmth and vitality.

STAND OUT AT FIRST GLANCE

Your website is always speaking for you. Make sure it says you're worth every dollar of your fee—and more.

If you'd like expert eyes on how your visuals and messaging measure up, I offer customized **Brand Audits** and **Strategic Advising** for business speakers. Together we'll identify the design choices, positioning, and assets that can put you in the same league as the examples above.

SCHEDULE A CALL

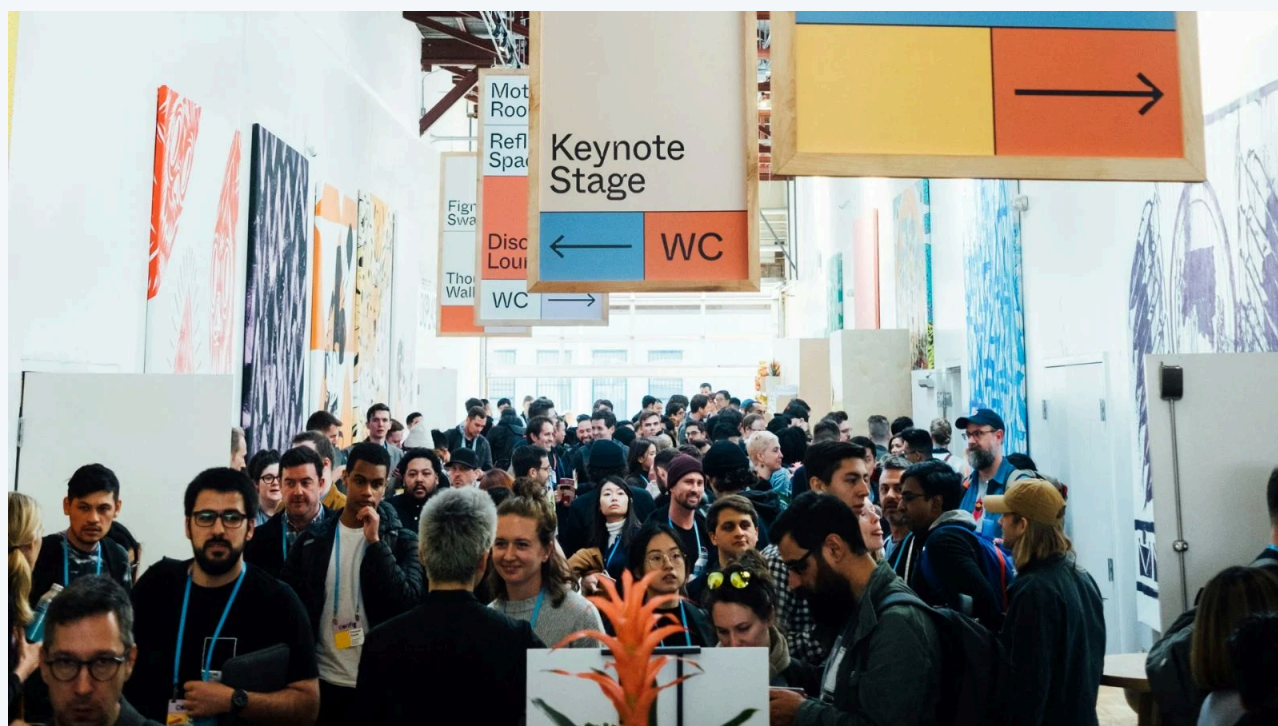
→ Don't forget to **share this newsletter** with a colleague if you find it useful. Growing a strong community of speakers helps us all thrive.

GET ON THE RIGHT PATH

Thought leaders turn to Shelley Dolley when they need to build and grow their brands. She draws her insights from managing the career of speaking legend Tom Peters.



MORE ABOUT SHELLEY



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