

EXECUTIVE PERFORMANCE CONSULTANT

EXECUTIVE COACHING & CONSULTING

Suite Two

Executive Performance Consultant

A brand site and a 12-week program sales page for a Sydney executive performance consultant, built to convert senior leaders who are short on time and allergic to being sold to.

Transform chaos into clarity through workflows that surface the right design priorities and create predictable performance.

[BOOK YOUR DISCOVERY CALL](#)[SITE ARCHITECTURE](#)[DESIGN & BUILD](#)[SALES PAGE](#)[LEAD CAPTURE](#)[COMMERCE SETUP](#)

What's *inside*

Every page here pairs a screen with the decision behind it. The work isn't the layout. It's knowing what a time-poor executive reads first, and what makes them stop scrolling and book a call.

CLIENT	Bethany Kumsuz, Suite Two
SECTOR	Executive coaching & consulting
LOCATION	Sydney, Australia
OUR ROLE	Web design & build
PLATFORM	Squarespace · Squarespace Commerce
LIVE	suitetwo.com.au

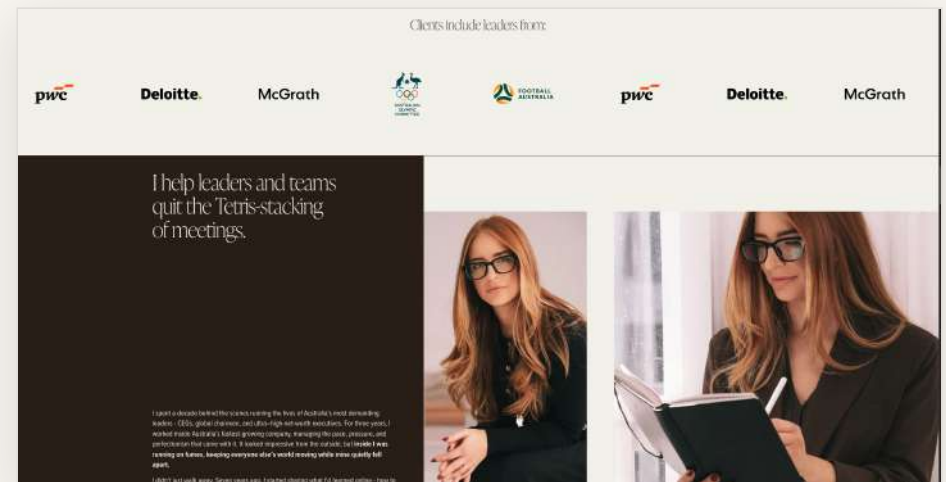
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A consultant with proof, and nowhere to *put it*

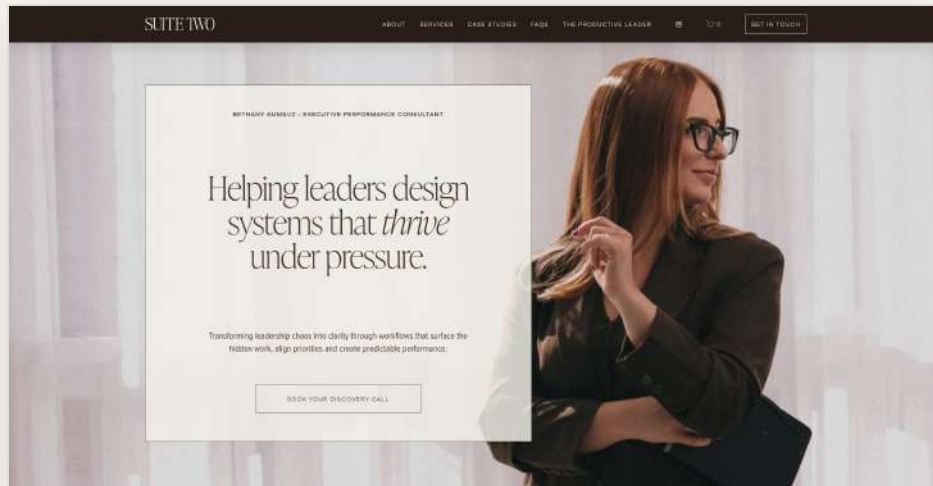
Bethany Kumsuz spent a decade running the lives of Australia's most demanding leaders before going out on her own. The credibility was already there: leaders from PwC, Deloitte, McGrath, the Australian Olympic Committee and Football Australia. What she needed was a site that carried it without shouting, and that turned a browsing executive into a booked clarity call.

THREE THINGS THE SITE HAD TO DO

- 1 Sell an intangible**
 Nobody can see "an operating system for your week." The site has to make an abstract service feel concrete enough to pay for.
- 2 Respect a 90-second attention span**
 The buyer is an overloaded senior leader. Every section has to land on one scroll or it doesn't land at all.
- 3 Carry two audiences**
 Leaders hire her. Executive assistants find her. Both need a path in without diluting the premium positioning.



Borrowed authority sits high on the page. The logo row runs as a marquee so it reads as an ongoing roster rather than a fixed list of five.



The headline names the *result*, not the job title

Most consultant sites open with a credential. This one opens with what changes: **systems that thrive under pressure**. The role sits above it in small caps, where it belongs. It qualifies her, it doesn't sell her.

One offer above the fold

A single call to action. No secondary link competing with it, no newsletter bar, no chat bubble. The only thing to do is book.

Agreement before the ask

The second screen doesn't pitch. It reframes: the highest performers work from the 20% that matters. The visitor has to nod at the diagnosis before the offer is even mentioned, which is why the services sit further down, not here.

Motion earns its place

The looping clip is the only movement on the page. Because nothing else moves, it holds the eye at exactly the moment the argument is being made.



Four ways in, *one screen*

1:1 consulting, team consulting, a keynote, and signature programs. Four very different price points that would normally need four pages. An accordion keeps them all visible at once so a visitor can self-select in seconds instead of navigating.

4

Collapsed by default

Closed rows show the visitor the full range of engagement without asking them to read a word of detail they don't need.

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Order is intentional

Highest-intimacy service first, broadest last. The reader moving down the list is moving down in commitment, so the first thing they see is the thing worth the most.

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Image anchors the left

A working portrait, not a posed one. It keeps the section human while the right column stays purely functional.

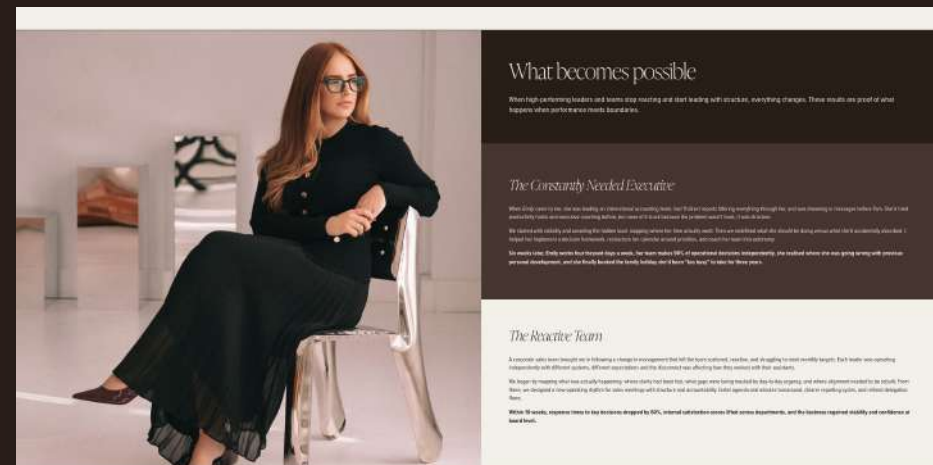
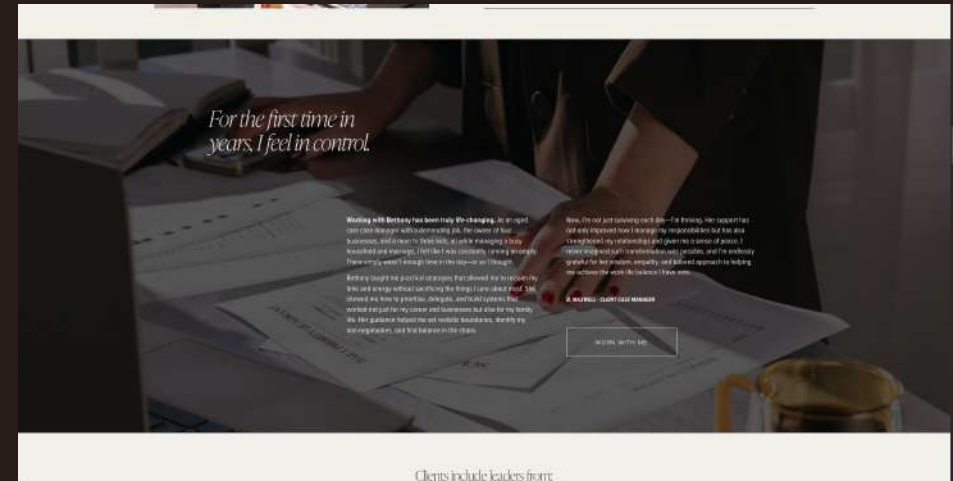


“For the first time in years, I feel *in control*.”

The pull-quote carries the emotional outcome. The long-form testimonial underneath carries the evidence: a case manager running four businesses and three kids. Two jobs, two typographic weights, one section.

The CTA sits inside the proof

Not after it. The button is placed at the exact line where belief peaks, rather than at the bottom of the section where attention has already moved on.



Named people beat *adjectives*

The case study block runs a strict three-beat structure: the situation, what was actually done, and what changed by a specific week. Giving the subjects names and roles turns a claim into a story the reader can place themselves inside.

Alternating panels

Each case flips between the dark and cream fields, so a long section of pure text still reads as separate, scannable chapters.



Credibility first. Personality *second*

The origin story is the most likeable thing on the site: a decade behind the scenes, then burning out quietly. It's also placed **below** the logos and the testimonial, not above them. A senior buyer decides whether you're credible before they decide whether they like you. Reverse that order and the story reads as a pitch.

Vulnerability with a floor

"Running on fumes" is bolded, but it's one line in a paragraph that's otherwise about expertise. Enough to be human, not enough to look like the client.

A carousel for volume

Results run as a slider so a dozen testimonials cost the page one screen of height instead of ten.

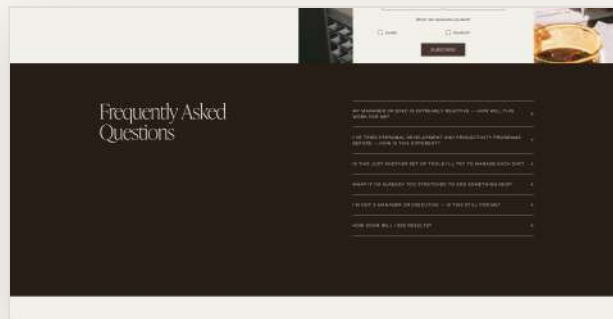
Second CTA, different words

"Get in touch" here, "Work with me" above. Same destination, phrased for where the reader's head is at.



1 The magnet is the method

A 12-week planner isn't a generic PDF bribe. It's a working sample of the system she sells. Anyone who uses it and likes it has already had a taste of the paid engagement.



2 Segmented at capture

One checkbox: Leader or Assistant. It costs the visitor nothing and it splits the list into two audiences from the first email, so the follow-up can speak to the right one.



3 The FAQ is an objection list

Every question is a reason not to buy, written out plainly: *I've tried programs before. I'm already too stretched. Is this just more tools?* Answering them on the page removes them from the sales call.

Two lines that do the heavy *lifting*

"I reply within 48 hours, Monday–Friday." Sets the expectation so silence never reads as being ignored. **"Confidentiality agreements are available for clarity calls."** Removes the single biggest hesitation a senior leader has about admitting they're struggling, before they have to ask for it.

The enquiry routes itself

An *Interested in* dropdown on the contact form sorts the lead into the right service before she's read a word of the message, which is what makes a 48-hour reply promise keepable.

A SECOND REGISTER

The brand site persuades. This page *closes*

The 12-week program needed its own page and its own voice. Same palette, heavier type, denser rhythm. A sales page has to carry a long argument, and the elegance that suits a brand site starts working against you at 2,000 words.

The terms are the hero

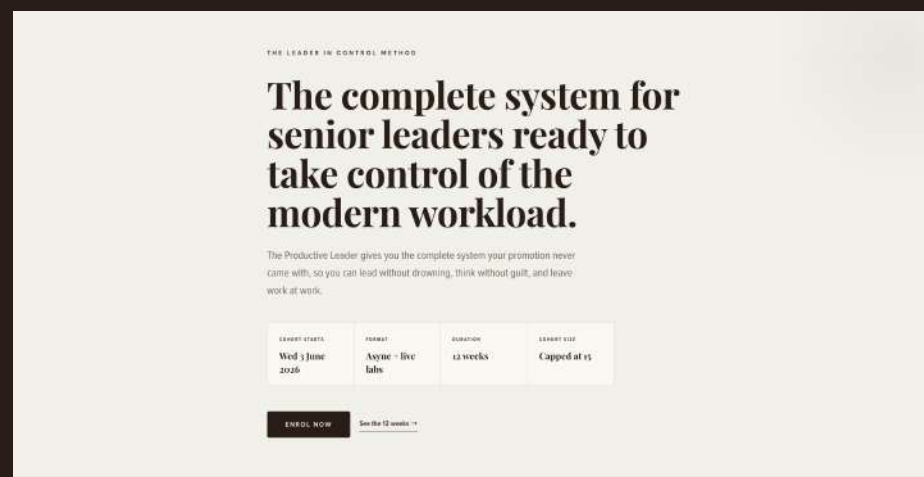
Cohort date, format, duration, cap: four cells directly under the headline. Anyone who can't make those dates leaves immediately, which is exactly what you want.

Scarcity that's structural

"Capped at 15" is a delivery constraint, not a countdown timer. It reads as a standard rather than a tactic, which is the only kind of scarcity a senior buyer doesn't punish you for.

Two CTAs, two temperatures

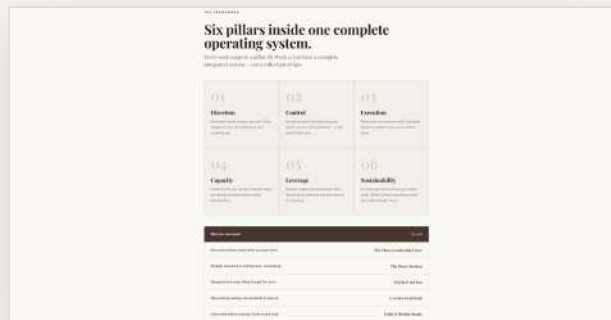
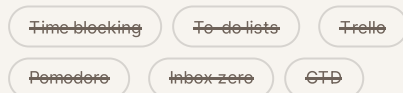
Enrol now for the decided. *See the 12 weeks* for everyone else. A scroll link, not an exit.





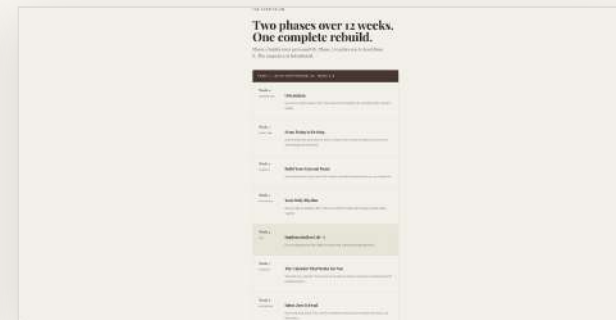
1 The productivity graveyard

Every tool the reader has already failed with, listed and struck through. It disqualifies the entire competing category without naming a single competitor, and it makes the reader feel understood in about two seconds.



2 Six pillars, one system

Direction, Control, Execution, Capacity, Leverage, Sustainability. A numbered 3x2 grid, then a plain two-column table pairing each promise with the thing that delivers it. The grid gives the method a shape you can remember after you close the tab.



3 The curriculum is the objection handler

Week 0 to Week 12, each with a title and one sentence. Publishing the whole syllabus is the fastest way to answer “what am I actually paying for.” It also makes a four-figure program feel like a schedule rather than a gamble.

“The issue isn’t you. It’s that you’re running an individual contributor’s operating system inside a *leader’s role*.”

The whole page turns on this line, so it’s set as a bordered pull quote at display size with white space either side. It reframes failure as a structural problem instead of a personal one, which is what makes a reader who has quit five systems willing to try a sixth.

The rules that hold it *together*

TYPOGRAPHY

Helping leaders design systems that *thrive*

High-contrast display serif. Headline-only, never below 18pt, with the italic reserved for the single word carrying the emotion in each sentence.

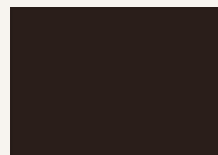
Every decision, meeting, and task carries a cost. When you can't see the true 20% driving outcomes, you pay for it in distraction and delay.

Neutral sans for everything else. Two weights only. Body copy never exceeds a 68-character measure, so a full screen of text still reads at a glance.

RATIO

Roughly 4:1 between display and body. That gap is what makes a page of plain sentences feel considered rather than plain. There is no third size doing filler work in between.

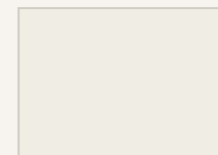
PALETTE



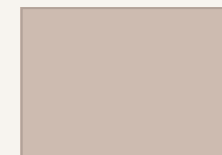
ESPRESSO
#2A1E1A



COCOA
#4A3730



CREAM
#EFEDE4

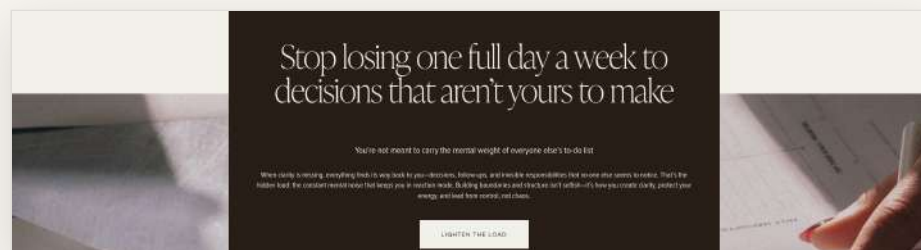


BLUSH
#CDBBB0

Two fields, alternating. Every section is either cream on espresso or espresso on cream, and the switch between them is what separates one idea from the next. No dividers, no boxes, no drop shadows anywhere on the site.

LAYOUT RULES

- **Full-bleed imagery, inset text**
Photography always runs edge to edge; copy always sits in a contained panel on top of it. Applied without exception, that one rule does most of the visual work.
- **Asymmetric splits**
Nothing lands at 50/50. Panels break the page at roughly a third or two-thirds, which is what keeps a template-built site from looking template-built.
- **One button per screen**
A section that offers two next steps offers none.



Built to be *handed over*

Squarespace was the right call, and not as a compromise. She updates her own cohort dates, swaps testimonials and publishes without a developer in the loop, and Squarespace Commerce takes enrolments for the program without bolting a second platform onto the site.

The trade is that the platform gives you a lot of defaults. Most of this build was spending the effort to override them.

CONFIGURED

Site architecture · page templates · commerce & checkout · forms and routing · list segmentation · lead magnet delivery · SEO and metadata · mobile breakpoints

CUSTOM

Type scale & pairing · logo marquee · accordion services · testimonial carousel · sales-page layout system · curriculum table · pull-quote treatments · section transitions

PLATFORM

Squarespace

CMS: client-editable, no maintenance overhead, nothing to patch.

Squarespace *Commerce*

Enrolment and payment for the 12-week cohort, on the same domain and the same login.

2

PAGE SYSTEMS

A brand site and a long-form sales page, sharing one palette.

1

LOGIN

Content, enrolments and enquiries in one place she controls.

If you sell something people can't *see*

Coaching, consulting and advisory are the hardest things on the internet to sell, because the product is a change that hasn't happened yet. We build the sites that make it feel real enough to pay for. Positioning first, layout second.

01 Brand site

Positioning, architecture, design and build. The site that makes a stranger trust you before you speak.

02 Sales page

One long-form page for one offer: a program, a cohort, a retainer. Written and built to close.

03 Lead capture

A magnet worth downloading, segmented at the point of capture, wired into whatever you send email with.

04 Commerce

Enrolments, packages and payments on your own domain, with no second platform to log into.



HOW IT STARTS

Send us the link to what you have now, or a sentence about what you sell. We'll come back with what we'd change and why, before anyone talks about a number.

hello@farvueglobal.com

@farvueglobal