



The LIST
BUILDING
blueprint

Host Your First Virtual
Event and Grow Your
Email List Fast

plus, get a FREE SUMMIT FUNNEL!

SIMPLY SAVVY | SIMPLY SUMMITS

WELCOME TO THE LIST BUILDING BLUEPRINT!

Virtual summits are one of the **fastest ways to grow your email list, build authority, and connect with a highly engaged audience**—all while delivering amazing value. This blueprint breaks down the essentials so you can confidently **launch your first summit** and watch your list grow.

THE 5-STEP SUMMIT SUCCESS BLUEPRINT

01

DEFINE YOUR THEME & AUDIENCE

- Choose a Clear Theme: Make it specific to attract a niche audience (e.g., "Scaling Your Small Business with Systems").

02

SELECT & SECURE SPEAKERS

- Identify Experts: Make a list of experts who align with the topic.
- Craft a Compelling Speaker Invite: Highlight what's in it for them, like exposure or free access for their followers.

** Speakers promoting the event is key to expanding your reach!*

03

CREATE YOUR REGISTRATION FUNNEL

- Opt-In / Registration Page - Create a clear, compelling landing page where attendees can sign up for the summit.
- Thank You / VIP Upgrade Offer - After registering, direct attendees to a thank-you page with an option to upgrade to a VIP experience. This can include exclusive perks like early access, bonus sessions, or lifetime access to replays.
- Event Access Page - This is where attendees will watch the summit. You can include the schedule, links to each session, and information on the speakers.
- Replay Access - Post-summit, direct VIP's to an area to access replays or consider additional offers, like a coaching session or related products.
- *Pro Tip: Automate your welcome email sequence to confirm registration, build anticipation, & remind of any VIP upgrade options they may want to consider.*

04

PROMOTE TO FILL SEATS

- Collaborate with Speakers: Provide them with promotional material (emails, social posts).
- Social Media Buzz: Share countdowns, speaker highlights, and use hashtags.
- Email Your Own List: Even if it's small, your own audience is most likely to convert.

05

DELIVER VALUE + ENGAGE

- Create an Experience: You can include live chats, Q&As, polls etc.
- Follow Up Post-Summit: Send a survey to get feedback and what they'd like support with in the future - this will help to inform your next steps.

QUICK START CHECKLIST

Plan Your Summit Foundation

- Choose a clear theme that speaks to your target audience.
- Set a goal for the number of email signups or VIP sales you want.

Secure Your Speakers

- Invite 5-10 relevant experts who can promote the summit.
- Gather speaker bios, photos, and presentation titles for the summit page.

Build Your 4-Page Funnel

- Opt-In Page: Create a landing page for attendees to register.
- Thank-You Page with VIP Upgrade: Offer a VIP pass with extras like lifetime access or bonus materials.
- Event Access Page: Include the schedule and session links for easy navigation.
- Replay Page for VIPs: Set up a page for replays and additional offers.

Set Up Essential Emails

- Send welcome emails to confirm registration and remind attendees of summit dates.
- Schedule daily session reminders with links and VIP upgrade prompts.

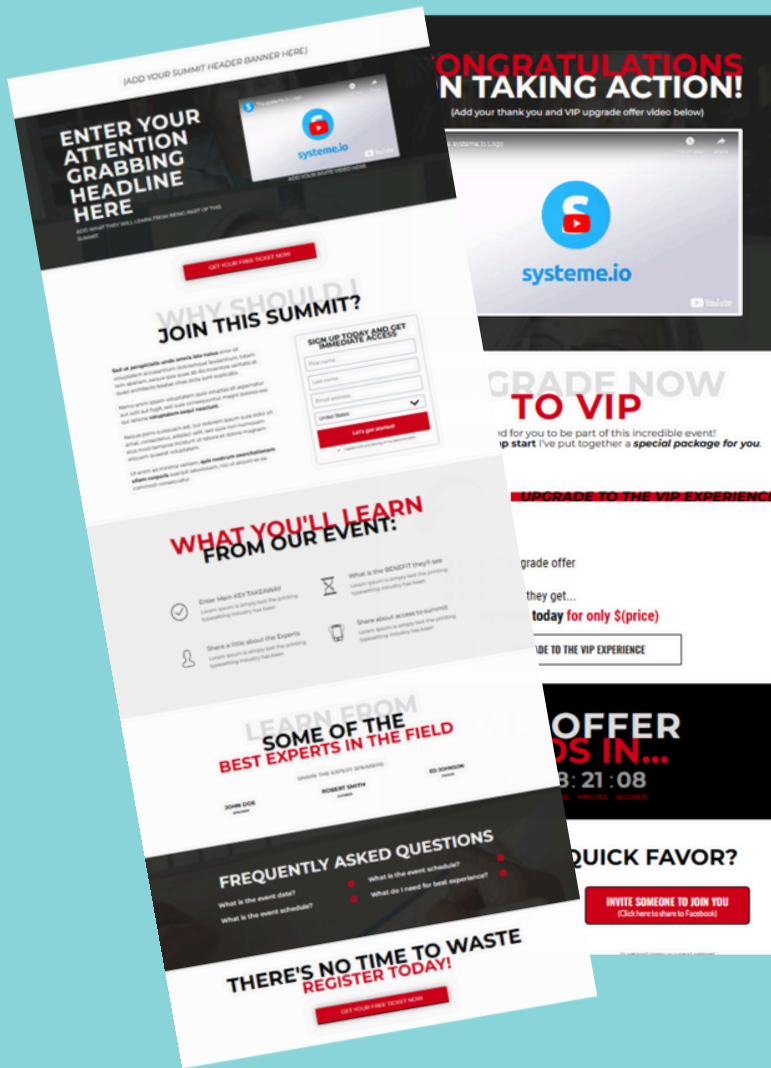
Promote the Summit

- Coordinate with speakers by providing promotional materials like social posts and email copy.
- Use social media to post countdowns, session highlights, and speaker features.

Host and Engage

- Introduce speakers, keep sessions on track, and engage attendees in live chats.
- Follow-Up and Measure Success - Thank attendees in follow-up emails and share replays for VIPs.
- Review new subscribers, VIP upgrades, and engagement to measure success.





**BONUS:
Get your
FREE
Summit
Funnel**

YOU'LL RECIEVE:

A fully designed, drag-and-drop funnel for your summit built in a FREE system you can use to launch your summit!

- ✓ Free All-In-One Marketing Platform
- ✓ 4 Page Funnel: Opt-In, Upgrade, Check-out + Thank You
- ✓ Drag and drop design
- ✓ Access for follow-up questions or for hire.

GET IT HERE



EASY TOOLS FOR TECH-FREE SUCCESS

You don't need to be tech-savvy or spend a fortune to run an efficient business. With the right tools, you can simplify your entire sales system and manage your business effortlessly—without getting bogged down in complicated software or processes. **Here are my top picks for easy, intuitive tools that are perfect for entrepreneurs on a budget.**

EMAIL AUTOMATION

[Systeme.io](https://systeme.io)

GRAPHIC DESIGN

Canva

PROFESSIONAL EMAIL

Namecheap
Google

DOMAINS

Namecheap

PAYMENTS

Stripe
Paypal
Wave

SCHEDULING

Tidycal
Calendly

TELEPROMPTER FOR VIDEO

BigVu

ANALYTICS

Google
Microsoft Clarity

*Hey! So glad
you're here!*

I'm Laurie Re, the proud founder of Simply Savvy and Simply Summits. Having spent over a decade walking through different seasons of business growth, pivots and various strategies, I realized a crucial truth - simplicity is the key to success (while keeping your sanity).



My mission is simple: to help you succeed! I love to see others win! I believe that every business, no matter how small or large, can thrive with the right strategy, technology, and solutions. My passion is to be the "behind-the-scenes, savvy sidekick" and assist entrepreneurs, like you, in realizing your dreams and potential.

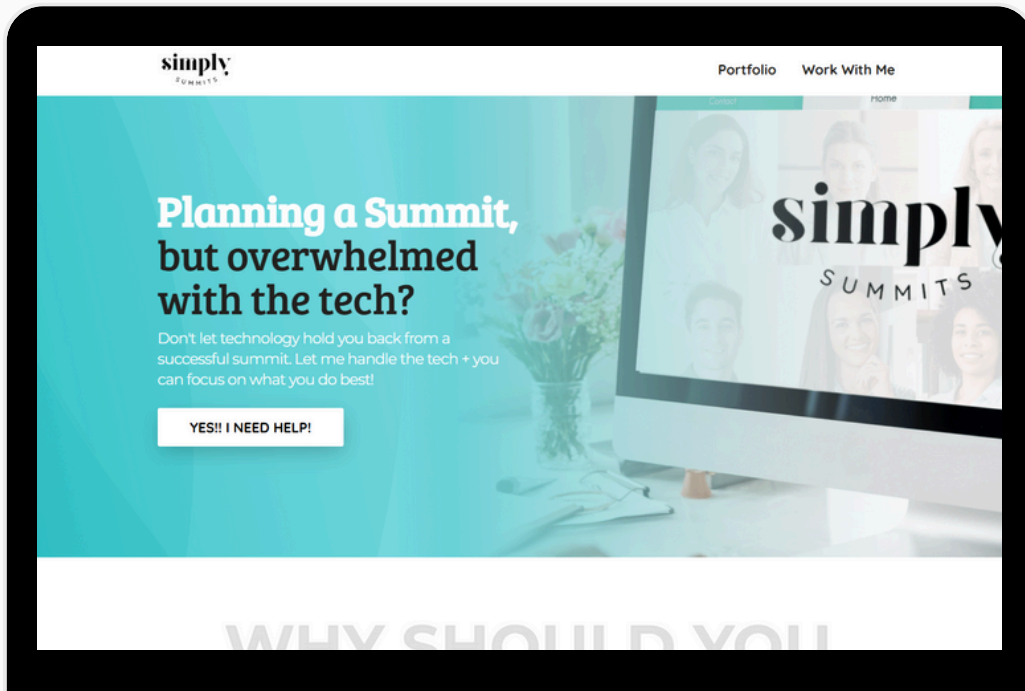
Throughout my career, I've been fortunate to collaborate with countless startups and entrepreneurs, each with a unique vision and unparalleled passion. It didn't take long to notice that while their commitment was strong, their pathway to growth often seemed tangled in complexities. That's when I decided that my love for business, tech and superpower making complicated things simpler could be used to help entrepreneurs simplify business strategies, and streamlining paths to growth.

My role at Simply Savvy is more than just being a Strategy Expert or Coach. I consider myself partners to entrepreneurs on their journey towards growth. Utilizing my strength at breaking down complex strategies into digestible and easy-to-implement steps, I mentor individuals to successfully navigate their way through the maze of business growth, while still showing up well in your life.

At Simply Savvy, I've merged my love for coaching and my expertise in strategic simplification to create offerings that perfectly align with entrepreneurs' needs and I hope I can help you too!

THE SAVVY CEO

Want help building and implementing everything we've covered in this guide?



If you're looking to execute your list-building summit smoothly, Simply Summits is here to help! I offer a comprehensive service that guides you through every step, from planning and building your 4-page funnel to crafting effective promotional emails. Whether you're not confident with tech or just need support with your summit build, I'll provide personalized guidance and proven strategies to attract attendees and convert them into loyal subscribers. Let's work together to create an unforgettable event that elevates your business and grows your email list with ease!

[GET MORE INFO AT SIMPLYSUMMITS.INFO](https://simplysummits.info)