

A woman with blonde hair and glasses is sitting on a bed, looking down at a laptop. A dog is lying on the bed next to her. The background is a white crib with a patterned blanket. The overall scene is dimly lit, with a teal overlay at the top and bottom.

THE OTHER WAY TO BUILD

FIND YOUR STAGE: YOUR BUSINESS GROWTH BLUEPRINT

Discover where you are on the path—and the simple steps to move forward with confidence.

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*Hey! So glad
you're here!*

I'm Laurie Re, founder of Simply Savvy and Simply Summits. After more than a decade navigating different seasons of business growth, pivots, and strategies, I've learned one crucial truth: simplicity is the key to success—and to keeping your sanity.



My mission is simple: to help you succeed without getting lost in tech overwhelm or endless to-dos. Every business—no matter its size—can thrive with the right strategy and streamlined systems. And it all starts with knowing where you are right now and what to focus on next.

That's why I created this blueprint. Over the years, I've worked with countless service-based entrepreneurs who had incredible vision and drive—but felt buried in complicated processes, inconsistent clients, and “hustle harder” advice. The turning point always came when we got clear on their stage of business and built the next step that actually fit their life and values.

Through Simply Savvy, I've created resources and programs that meet you right where you are. Start with this free guide, grab a plug-and-play template, or join my signature program List to Legacy, where we build your entire lead-to-client path together.

No matter what stage you're in today, my goal is to help you go from “I need clients” to “I know exactly where they're coming from”—with a system that feels doable and sustainable.

FIND YOUR STAGE: YOUR BUSINESS GROWTH BLUEPRINT

Finally get clarity on where you are right now—and the simple next steps to move forward with confidence



If you've ever found yourself wondering, "Am I even building this the right way?" — you're not alone.

It can feel confusing. You're putting in the effort, but sometimes it still feels like you're spinning your wheels or missing something important.

Here's the thing: it's not that you're doing it wrong — it's just that every stage of business has its own focus. When you don't know what stage you're in, it's easy to waste time on the wrong things and feel stuck.

That's exactly why I created this blueprint. This isn't "just another quiz." Inside, you'll discover what stage of business you're in right now — plus the simple, practical steps to move forward with confidence.

You'll also see the bigger picture: how to build in a way that actually fits your life and values, without the hustle or overwhelm.

FIND YOUR STAGE: BUSINESS GROWTH QUIZ

Ready to see where you are on the path and what to do next?

Answer the questions below as honestly as you can—don't overthink it. Just circle (or check off) the option that feels most true for you right now.

When you're done:

1. Count how many A's, B's, C's, and D's you circled.
2. The letter you chose most often shows your current stage.
3. Get your results and next steps.

Remember: There are no “good” or “bad” stages. Every stage matters. This is just about clarity—so you know exactly where you are and what to focus on (without the overwhelm).

1. How would you describe your current business setup?

- a) I don't really have systems yet—I'm piecing it together as I go.
- b) I have some things in place, but it feels messy and inconsistent.
- c) I've got working systems, but they need streamlining and structure.
- d) I have solid systems and I'm focused on scaling or creating new layers.

2. How do you get clients right now?

- a) Word of mouth or random opportunities.
- b) Referrals + occasional posts, but no consistent system.
- c) Through a clear process (opt-in, nurture, offer) that mostly works.
- d) I have a proven system, and I'm now growing it with summits, ads, or partnerships.

3. Which statement feels most like you?

- a) “I just need help knowing where to start.”
- b) “I'm juggling too many tools and need a simpler plan.”
- c) “I'm ready to make things consistent and sustainable.”
- d) “I want to optimize, scale, and create a lasting impact.”

4. What best describes your tech + tools?

- a) I haven't set much up yet.
- b) I have a few things, but it feels duct-taped together.
- c) I have the right tools, but they could work more smoothly.
- d) My systems run well—I'm focused on growth, not setup.

FIND YOUR STAGE: BUSINESS GROWTH QUIZ

5. How do you feel about marketing right now?

- a) Overwhelmed—I don't even know what to do yet.
- b) Scattered—I'm posting here and there but not sure it's working.
- c) Steady—I have a plan I mostly stick to.
- d) Strategic—I'm tracking results and improving what's working.

6. What does your client experience look like?

- a) I don't have a clear process yet.
- b) It's different every time—I'm figuring it out as I go.
- c) I have a consistent process that works.
- d) My process is polished and scalable with systems/automation.

7. How do you feel about the future of your business?

- a) Unsure—I'm not even confident this will work yet.
- b) Hopeful—I see potential, but I need clarity and structure.
- c) Confident—I know where I'm headed, just need consistency.
- d) Excited—I'm building toward long-term growth and legacy.

SEE YOUR STAGE

The letter you chose most often reveals your stage.

- Mostly A's → You're in the Foundation Stage
- Mostly B's → You're in the Momentum Stage
- Mostly C's → You're in the Growth Stage
- Mostly D's → You're in the Legacy Stage

👉 If you had a tie, read both stage descriptions—you're probably on the edge of moving forward!

YOUR NEXT STEPS

for business growth

FOUNDATION STAGE

✦ You're just getting started. Your job right now is to keep things simple and focus on the basics.

- Get your essentials in place: domain, email list, payment system, scheduler.
 - Clarify your core offer.
 - Launch one simple lead magnet to start collecting subscribers.
-

MOMENTUM STAGE

✦ You've got pieces in place, but things still feel scattered. Your job is to create consistency.

- Map out a simple client journey: freebie → nurture emails → offer.
 - Clean up your tech so it works together (ditch the duct tape).
 - Stick with one lead magnet and focus on visibility.
-

GROWTH STAGE

✦ You've got traction, and now it's about building sustainable systems.

- Strengthen your funnel so it works on repeat.
- Build consistency with weekly content and nurture emails.
- Start planning scalable offers or repeatable delivery systems.

LEGACY STAGE

✦ You've built strong systems. Now it's time to optimize and expand your impact.

- Improve your funnels for higher conversions.
- Focus on list growth at scale (summits, collaborations, ads).
- Expand into long-term leverage: evergreen programs, group offers, partnerships.

YOUR NEXT STEP

Now that you know your stage, you've got two ways to keep moving forward—choose the one that fits you best:

➤ **Option A: Get a Personalized Business Audit**

Perfect if you want a clear, customized roadmap for your next stage. I'll take a clear look at your business and show you exactly what's working, what's costing you money, and what to fix first. Go to: www.simplysavvy.co/audit

➤ **Option B: Jump Straight Into Leads to Legacy**

If you're ready to stop piecing things together and finally build your full client journey, this is for you. In Leads to Legacy, we'll walk step by step through building a simple system that consistently brings in clients—without the chaos or tech overwhelm. Go to: www.simplysavvy.co/legacy

✨ No matter which option you choose, you don't have to figure this out alone. Your next stage is waiting—you just need the right support to get there.

NEXT STEPS MADE SIMPLE

**Because your business deserves more than guessing your way forward.
It deserves clarity on where you are and a simple path to what's next.**

*That's why I created two ways to help you take your next step—
whether you want a personalized roadmap or a full step-by-step build.*

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