



The
SIX-FIGURE
BLUEPRINT

For the coach or service provider who's done guessing at what to focus on and ready to build a simpler, more intentional business that creates consistent income.

*with Laurie Re, Author of *The Other Way to Build* and Founder of the *Simply Savvy Co.**

Clarity. Confidence. Next Steps.

Hey! So glad
you're here!



I'm Laurie Re, founder of Simply Savvy and Simply Summits and the author of "The Other Way to Build: How to Build a Business You Love Without Sacrificing the Life You Want". 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.

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.

THE SIX-FIGURE BLUEPRINT.

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



If you've ever thought, "I know I'm working hard... so why does it still feel like I'm spinning my wheels and not getting very far?" You're not alone.

Most business owners don't need more hustle — they need a moment to pause, realign, and rebuild around what actually matters.

The truth is, it's not that you're doing it wrong. It's that you've probably outgrown the way you've been building.

At a certain point, what used to work starts to feel heavy, scattered, or unsustainable. That's your sign it's time for a new approach — one that's built on freedom, not pressure.

That's exactly why I created The Six-Figure Blueprint.

It's a 3-part audio workshop is designed to help you step back, see what's really going on, and build a business that supports your life — not one that runs it. You'll discover how to strengthen what's working, simplify what's not, and finally create the kind of clarity and consistency that feels calm, not chaotic.

This workbook is designed to help you take action on each step of The Six-Figure Blueprint audio workshop. Use it to clarify your priorities, evaluate your offers, and create a 60-day plan that brings focus and freedom to your business.

SECTION 1 — Your Freedom Framework

Why You Started

Reflect on why you started your business in the first place. What did you want more of? What did you want less of?

➔ What motivated me to start my business: _____

➔ What I was hoping to create or experience: _____

➔ What am I no longer willing to sacrifice? _____

➔ What Makes Me Feel Fulfilled (Not Just Busy) _____

➔ What work brings you energy, not just income? _____

Your Top 3 Priorities

What matters most in this season of life and business? These will become your anchors.

1. _____

2. _____

3. _____

Boundaries That Protect What Matters

For each priority, create one clear boundary that protects it.

Priority 1 Boundary: _____

Priority 2 Boundary: _____

Priority 3 Boundary: _____

How You Work Best - Your wiring is not a weakness — it's your strategy.

Check which fit your natural rhythm:

- | | | |
|--|----|---|
| <input type="checkbox"/> I focus best in the mornings | or | <input type="checkbox"/> I focus best later in the day |
| <input type="checkbox"/> I thrive with structure | or | <input type="checkbox"/> I prefer flexibility |
| <input type="checkbox"/> I work best in longer stretches | or | <input type="checkbox"/> I prefer short bursts of focus |
| <input type="checkbox"/> I get energy from 1:1 work | or | <input type="checkbox"/> I get energy from group settings |

Your Freedom Framework Summary

Pull it all together — this becomes your quick reference anytime you're making a business decision.

I started this for: _____

Right now what matters most: _____

I will protect that by: _____

And I will work in a way that allows me to: _____

If it doesn't align with this, it's a no — or a not right now.

SECTION 2 — Simplify What's Working (and Let Go of What's Not)

This section will help you get a clear picture of what's actually working and what's quietly creating stress or confusion.

Brain Dump

Before we rate your offers, let's get clear on everything you're currently managing. List out all the pieces of your business — offers, platforms you're on, systems you're maintaining, recurring commitments, tasks you do regularly. Once you've written everything down, mark just the offers.

Rate Each Offer

Write down the main ways you're currently serving clients. This might include 1:1 services, group programs, digital products, retainers, or workshops. Rate each offer from 1 (low) to 5 (high).

Offer Name	Profitability (0-5)	Energy (0-5)	Demand (0-5)	Delivery Fit (0-5)	Scalability (0-5)	TOTAL SCORE

NOTE:

- Profitability: How profitable is it (after your time, expenses, and effort)?
- Energy: How does it make you feel — excited, neutral, or drained?
- Demand: How much interest or consistency do you see in this offer?
- Delivery Fit: Does it fit your schedule, energy, and priorities from your Freedom Framework?
- Scalability: Could this grow without taking over your life?

Reflections

- ➔ Which offers feel light, aligned, or energizing? _____
- ➔ Which offers feel heavy or draining? _____
- ➔ What patterns do you notice? _____

Your Focus Offer

Write down the offer that scored highest and feels most aligned with your Freedom Framework.

My Focus Offer for this season is: _____

SECTION 3 — The Simple Business Architecture

In Episode 3, we cover The Simple Business Architecture — a clear sequence for turning your Focus Offer into consistent clients. Use this section to map out your five focus areas and build your 60-day plan.

Map Your Focus Areas

Fill in each part of your roadmap below. Think of this as your "at-a-glance" plan for the next 60 days — clear, simple, and focused.

AREA	YOUR PLAN OR DECISION
CORE OFFER <i>(this was completed in Episode 2)</i>	What's the main thing you're focusing on selling or delivering right now? (Example: 1:1 coaching, group program, or workshop.)
BUILD YOUR LIST	How are you bringing people into your world and growing your list? (Example: free guide, checklist, mini training, or short audio.)
HOW PEOPLE FIND YOU	How will you consistently get this offer in front of people? (Example: email, podcast, guest speaking, or Instagram.)
HOW THEY SAY YES	What's the next step that leads someone from interest to a yes? (Example: discovery call, DM chat, simple sales page, or webinar.)
SIMPLIFY & REFINE	What systems do you need in place to keep your business running smoothly? (Ex: email templates, client onboarding process, follow-up system, CEO time blocked on calendar.)

Your 60-Day Focus

Now that you have your roadmap, let's plan out how you'll build this in phases. You don't need rigid timelines, just a simple flow that helps you see what comes first, what comes next, and what you'll focus on throughout.

Phase 1: Build Your List — What do I need in place to start growing my list? Examples: Freebie topic decided, landing page live, email sequence started

My focus: _____

Phase 2: Show Up/How Do People Find You? — Where will I show up consistently and what will I talk about? Examples: Post on Instagram 3x/week, send a weekly email, show up on stories daily

My focus: _____

Phase 3: How People Say Yes — What does someone need to do to become my client? Examples: Sales page, discovery call process, DM conversation flow

My focus: _____

Phase 4: Simplify & Refine — What's working that I can do more of? Where are people dropping off? What's draining my time that a simple system could fix? What numbers will I track? Examples: Email templates, onboarding process, follow-up system, weekly metrics check.

My focus: _____

Your Next Step This Week

Look at your five focus areas. Where is the biggest gap right now?

Pick ONE thing and do it this week.

My one thing: _____

When I'll do it - I scheduled it for: _____

SECTION 4 — Reflection & Next Step

Take a moment to reflect on what you now know — and what you're ready to do differently.

➡ My biggest realization about my business was: _____

➡ The biggest change I'm ready to make is: _____

You now have your Six-Figure Blueprint — a clear, simple plan built around your life and your offer. If you're ready to take this further, The Clarity Catalyst is your next step. It's a 10-day sprint where we take everything you built here and finish it — your offer fully defined, your messaging clear, your client journey mapped, your visibility plan in place. You walk away knowing exactly what to build and in what order.

Learn more at simplysavvy.co/claritycatalyst.

NEXT STEPS MADE SIMPLE

**You've done the work. Now let's keep it moving.
Choose the path that fits where you are right now.**

YOUR NEXT STEP

Ready to keep building?

Option A: Take the [FREE] Savvy System Audit Not sure where to start? The Savvy System Audit will show you. It's a free quiz that scores your readiness across the core areas of your business — and when you finish, you'll know exactly where you stand and what to focus on first with a clear next step based on your score.

Get your copy at simplysavvy.co/savvy_audit

Option B: Join The Clarity Catalyst If you're ready to take everything you built here and finish it with support, The Clarity Catalyst is your next step. It's a 10-day sprint where we get your offer defined, your messaging clear, your client journey mapped, and your visibility plan in place — so you're not starting from scratch, you're just building.

Join us at simplysavvy.co/claritycatalyst

Option C: Read The Other Way to Build If you want to go deeper into the philosophy behind building a business that actually fits your life, this is your next read. It's the book behind everything we covered in this workshop — the mindset, the stories, and the practical lessons that will help you build on your own terms.

Get your copy at simplysavvy.co/otherwaytobuild

Whatever path you choose — you've got this! And you don't have to figure it out alone.

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