The Event Sketch Page

Companion download for LoftyBiz 151 — Host a Small Event or Online Summit to Build Your Name

Take a page and fill in five lines. Keep the first event small enough that a quiet turnout will not hurt. Test demand before you spend big.

1. Sketch the event on one page

Line	Prompt	Your notes
Topic	One topic your buyers care about.	
Format	A room, a screen, or a dinner.	
Speakers	Three realistic speakers, and one stretch name.	
Budget	The most you are willing to spend if it does not work.	
What I want	One sentence: customers, hires, or partners.	

2. Repeatable steps (write once as an SOP)

Step	What you will do	By when	Done?
Book			
Invite			
Confirm			
Host			
Follow up			

Every event repeats the same steps: book, invite, confirm, host, follow up. Write that checklist as an SOP in Systex, our own product. You can find Systex at loftybiz.net. Click the link in the description.

3. After the day

Ask every guest what next year's day should cover. Send a short summary. Introduce people by name. Give before you ask.

These are examples, not promises. Figures in the video are rough examples, not targets or a forecast. This is general business education, not financial or legal advice. Results vary.

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