

*So, you are planning an online summit?  
Congratulations! Hold onto your hat!*

The following is a checklist of the pages you will need on your summit website:

- Main Landing Page** – where folks can read the details about the event and speakers and optin to sign up
- “Thank-You Page” or Upgrade page** – where you redirect them once they’ve opted in for free, to encourage them to purchase the upgrade package
- Event Page or “Replay Page”** – where you post the replays after each interview, likely has all the speaker info and interview details
- Downloads Page** – where you post all the downloadable mp3s or videos for the folks who upgraded, this page is password protected

Optional:

- Welcome Page** – with a reminder of the call-in details
- FAQ** – to simplify some of the questions headed to your VA or support team
- Upgrade Page** – a copy of the “Thank-You Page”, but without the language thanking them for just optin in, this is the page they can click on throughout the event to purchase the upgrade package (alternatively, you can just add the “Upgrade Now” button right on the Event Page)

## Building your Wordpress website

I highly recommend the [Weaver II theme](#), as it has the most versatility of design and compatibility with the plugins needed.

For plugins, I recommend:

[WP eStore](#) – for your shopping cart

[WP Membership](#) – for the password protected pages

[WP Affiliate](#) – to track affiliate leads and payments

You can purchase all three plugins together for the price of two. (\$99)

This is the most affordable option, since it is a one-time fee, as opposed to the ongoing monthly fees of other choices.

For your email service provider, I recommend [Mailchimp](#). They have a free option that works great with these plugins.

If you have any questions, please don't hesitate to contact me!  
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