

Here is the exact template I use to announce my summit to my email list. It follows the Detailed Template for this section, but has more specifics filled in for you to take inspiration from.

Subject: Simple, profitable, and stress-free design business with this FREE 5-day event!

Hey [FIRST NAME],

Something I've become more and more passionate about over the last two years is making things *simple*. With two businesses, a podcast, a joint product with another developer, and a little one at home, doing what I do would be impossible if I hadn't narrowed in on what was important and started to simplify.

Not only do I love simplifying in my own businesses, I've found that I love helping designers do the same. That is, taking what they're already doing and simplifying it to become more efficient, profitable, and stress-free. *Sounds good, right?*

That's why I'm so excited to bring this free 5-day event to you for the second year in a row. If you joined us last year, you know that it was an absolute blast and I bet you made so much progress to improve and simplify what you're already doing in your design business.

You can learn absolutely everything you'd ever want to know about the summit [over here](#), but as a quick overview:

- The summit will run from Monday, April 22 through Friday, April 26
- Each day will be packed with amazing speakers who are ready to simplify your life as a designer - not add to it.
- We've got a pop-up Facebook group where you'll find accountability buddies, connect with other designers, ask the speakers questions, and whatever else we come up with!
- You can attend the summit absolutely free, but you can choose to grab the Designer Power Pack at any time. The Designer Power Pack will give you an all-access pass to the summit (meaning you get all the videos and worksheets for life), 5 live co-working sessions, as well as some amazing resources from our speakers including courses, workbooks, free memberships, and more.

The Power Pack is currently being offered at a special price, and it will disappear for good once the summit is over, so start thinking about now!

Are you excited?! *(I sure am!)*

Head over to the [website](#) to learn more and grab your free ticket. More information will be sent straight to your inbox afterwards.

I can't wait to kick this thing off!

[GET YOUR FREE TICKET!](#)

Krista