
NO BS AI

CLASS MATERIALS

The Event Summoner

(Build your own event calendar)

Pilot Class // May 2026

Instructor: RJ // Platform: Rippily

The Goblin Mining Cave

"Goodbye \$70 a month."

-- RJ, Week 7

DO NOT LICK THE TRANSCRIPTS

DEEPER INTO THE MINE WE GO

The Event Summoner

Build Your Own Event Calendar — and Save the Subscription

"Goodbye \$70 a month."

— RJ, Week 7

SECTION 1: WHY THIS WALKTHROUGH EXISTS

In class, RJ showed her event calendar at events.blackbeltbots.com. Hermie asked how she built it. She showed him. Within an hour, Hermie had his own version live AND had migrated his entire web hosting from Bluehost to Cloudflare.

This guide captures the build pattern so anyone can replicate it.

The result: an event calendar that looks like YOU, behaves the way YOU need, costs ~free instead of \$70/month, and integrates into your world's aesthetic instead of clashing with it.

SECTION 2: WHAT IT REPLACES

Common event tools people pay for:

Tool	Typical Pain	Cost
Luma	Per-event signup, looks like Luma not you	Free → \$70+/mo
Calendly Events	Limited customization	\$12-30/mo
Eventbrite	Fees on tickets, branded their way	Free → 2-3.5%/sale
Custom WordPress plugins	Paid plugins + maintenance	\$50-200/year + hosting

What RJ wanted that Luma couldn't do:

- One signup → all events in a series (no per-event re-signup)

- Her aesthetic, not theirs
- Submission gating (review before public)
- Free or near-free

SECTION 3: THE STACK

You need:

1. A static site hosted on **Cloudflare Pages** (free)
2. A **database** for events (Airtable, Google Sheets, or similar)
3. An **automation engine** for emails (n8n, Zapier, or Resend direct)
4. **Claude** to build the front end
5. A **domain** (or subdomain — *events.yourdomain.com* works fine)

That's it. Most of these you already have or are free.

SECTION 4: THE BUILD PROMPT (PASTE INTO CLAUDE)

This is the starter prompt RJ used. Edit the brackets for your needs:

```
I want to build my own event calendar – to replace Luma – and host it on  
Cloudflare Pages.
```

```
Requirements:
```

- ```
1. A homepage that lists upcoming events, sorted by date
2. Each event has its own page with: title, description, date/time, image,
RSVP button
3. Two RSVP options:
a. "Join this one" – sign up just for this event
b. "I'm a regular" – sign up once for ALL events in a series
4. When someone RSVPs, an email summons them to the event with details
5. Cohesive aesthetic that matches the rest of [YOUR BRAND]
6. Recurring events should be easy to manage – I shouldn't have to recreate
them every week
7. Mobile-friendly
8. (Optional) Allow approved third parties to submit events that I review
before going public
```

```
Stack to use:
```

```
- Frontend: Static HTML/CSS/JS on Cloudflare Pages
```

- Database: [Airtable / Google Sheets / your choice]
- Email: [Resend / Gmail MCP / your choice]
- Automation between database and email: [n8n / scheduled tasks]

Walk me through the steps. Generate the HTML/CSS files. Tell me what records I need in Airtable. Help me set up the email automation.

If anything's unclear, ask me before building. I'd rather pause to align than rebuild later.

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## SECTION 5: THE BUILD STEPS (HIGH LEVEL)

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Claude will walk you through these. Here's what to expect:

### Step 1 — Set up the database

For each event:

- Title
- Slug (URL-friendly version of title)
- Description
- Date / Time
- Recurrence pattern (one-time, weekly, etc.)
- Image URL
- Series tag (so "regulars" can subscribe to all of one series)
- Status (draft / published / hidden)

For each RSVP:

- Name
- Email
- Event ID
- Type (single-event / regular)
- Series tag (if regular)
- Created date

### Step 2 — Build the static pages

Claude generates:

- *index.html* — list of upcoming events
- *event.html* — template for individual event pages

- `style.css` — your aesthetic
- A bit of JavaScript to load events from the database

You drop these files into a folder. Claude shows you the deploy commands.

### Step 3 — Wire up the RSVP

Two paths depending on your stack:

- **n8n path:** webhook → Airtable insert → email via Resend
- **Direct path:** Cloudflare Worker that talks to Airtable + Resend directly

Either way, the pattern is: form submits → record stored → email sent.

### Step 4 — Set up "I'm a regular" logic

When someone RSVPs as a regular for a series:

- They get added with a series tag
- A scheduled automation (every morning) checks: any events in their series happening today/tomorrow? If yes → email them
- They never have to RSVP again until they want to leave the series

### Step 5 — (Optional) Submission form

A separate page where approved partners can submit events. The events go into your database with `status: pending`. You review and either publish or reject. Hermie's smart move:

***"You give them an inch, they want a mile."***

Always review. Never auto-publish.

### Step 6 — Deploy

```
cd your-event-calendar/
npx wrangler pages deploy . --project-name your-events
```

Then point a subdomain at it. Done.

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## SECTION 6: HERMIE'S CASE STUDY

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Hermie wanted his version of the event calendar to:

- Live on his existing site at `virtualhermit`
- Match the visual style of the rest of his world (the Hermit Hut aesthetic)

- Show his three worlds: New Folklore Theater Company, Lost Travelers Club, etc.
- Allow approved friends to submit events for review
- Not look like a calendar plugin slapped onto a website

What he ended up with — built within an hour:

- A *gatherings* page styled exactly like the rest of his site
- Each event has its own page with full styling
- Hermit Hut icon as a navigation home button
- Footer where the hut blends into a starry sky and *"the lantern is lit"*
- A "Friends of the Virtual Hermit" submission form that he reviews

**The bonus he didn't expect:** while Claude was setting up the calendar, it also walked him through migrating his domain hosting from Bluehost to Cloudflare. He's now saving \$400+/year on top of the calendar replacement.

*"It opened up a world of possibility. It also gave me what I've been looking for: a cohesive aesthetic within the virtual hermit world."*

## SECTION 7: COSTS COMPARED

### Luma's pricing (the thing being replaced)

- Free tier: limited
- Tier where most features unlock: \$70/mo = **\$840/year**

### Your custom stack

| Component                              | Cost                                   |
|----------------------------------------|----------------------------------------|
| Cloudflare Pages hosting               | Free                                   |
| Domain or subdomain                    | Use one you already own                |
| Airtable                               | Free tier handles thousands of records |
| Resend (email)                         | Free under 2,500 emails/month          |
| n8n Cloud (if needed)                  | \$20/mo                                |
| n8n self-hosted on Vultr (alternative) | \$5-10/mo                              |

|       |           |
|-------|-----------|
| Total | \$0-20/mo |
|-------|-----------|

Annual savings: **\$600-840**. Per calendar. And you OWN it.

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## SECTION 8: WHAT TO BRING TO LAB

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If you want to build your own Event Summoner in Lab Week 8 or 10:

- A list of the events you currently run (or want to run)
- The visual style or brand assets you want to use
- Whatever current calendar tool you're paying for (so we can replace it)
- Your domain (or willingness to pick a subdomain)

We'll get it running.

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## SECTION 9: A NOTE ON SUBMISSION REVIEW

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Hermie's instinct to gate submissions is worth amplifying.

***"On Luma, people submit their events. If I've got a slow month, it looks like THEIR calendar and not mine. That's a problem."***

Auto-publishing third-party events almost always creates one of these problems:

- Your calendar looks like it's running OTHER people's stuff
- Quality/spam control becomes someone else's problem (yours)
- Your aesthetic gets diluted by their formatting
- People assume you ENDORSE every event listed

**Always review before publishing.** It takes you 30 seconds. It saves your brand.

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## SECTION 10: BIGGER PATTERN

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This whole walkthrough is one specific application of a bigger pattern from class:

***"What system can we make for you that will completely REPLACE something you're paying for right now?"***

Once you've built one — like an event calendar — you start seeing the next one. And the one after that. Within months you're paying for far fewer subscriptions and owning far more of your own infrastructure.

That's the path.

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***"Within an hour, I not only had my event calendar built and the domain hosted on Cloudflare —***

***Claude connected all the dots and helped me migrate my domain hosting from Bluehost to Cloudflare."***

***— Dr. Hermie, Week 7***

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**End — The Event Summoner Build Guide**