Outcome Framework for Masters in MPC

( Media, Product & Community)

**Goal:** Build a framework that helps users easily map out their skills to outcomes and real-world incentives for it. They understand what it takes to earn $100K/year on the internet or get a Job at stripe without having an MBA.

**House rules:**

1. You can design outcomes at any level or add a new level with outcomes.
2. There are 10 levels basing on the difficulties of the outcome
3. Every level has outcomes based on core skills in media, product, community & soft-skillsets
4. Each outcome page should be understandable, executable & learnable.
5. Format: Describing the outcome, Why this outcome is important. What is needed to learn to accomplish the outcome, How does a successful outcome look like, Who can help you here.

* **Level 10** is someone like Daniel Gross (Founder of Pioneer)
* **Level 5** is someone like a winner of Pioneer
* **Level 1** is an aspiring creator/ builder.

# Level 1

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| **Media**  1. Write a blogpost on your project  2. Set-up social media handles & get to 500 followers in each.  3. Create a marketing emailer for your project. | **Community**  1. Make a WhatsApp, telegram community group of 50 people  2. Organize an online /offline event for your community |
| **Product**  1. Setup a website for your project  2. Identify the software stack for your project  3. Make a Product Requirement Document.  4. Make a customer persona document | **Soft Skills - WIP** |

# Level 2

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| **Media**  1. Create content that can generate good leads for your project  2. Create a book, video or audio series if useful for your project  3. Build an audience base of 50,000 across all platforms.  4. Create a good brand design for your project  5. Design & Execute a marketing campaign. | **Community**  1. Design a community-led growth plan for your project  2. Make program, events, etc to engage the community |
| **Product**  1. Design a product roadmap for your project  2. Automate your workflows using products  3. Get your first 100 users to try the product flow.  4. Design your own product. | **Soft Skills - WIP** |

# **Level 3**

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| --- | --- |
| **Media**  1. Hit a content milestone like blog visits, conversion counts, etc.  2. Scale downloads of books, podcast, videos to total of 500K views  3. Build an audience base of 100K across all platforms.  4. Get a good PR or get a lot of people talking about your project  5. Execute paid ads and marketing automation.  6. Write great stories about your community & the outcomes of your project. | **Community**  1. Design a community-led growth plan for your project.  2. Make programs, events, etc to engage the community.  3. Find champions who can scale the community.  4. Enable more serendipitous connections in your community. |
| **Product**  1. Do product marketing for growing your revenue  2. Setup your product metrics and derive insights of your customers  3. Generate reports for data analysis.  4. Get an NPS of 8+ for your service | **Soft Skills - WIP** |

# **Level 4**

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| --- | --- |
| **​Media**  1. Generate Ad volume worth of $10K every month on your content.  2. Earn a revenue of $10K on subscription every month for your content.  3. Build an audience base of 500K across all platforms.  4. Improve your Web Traffic, CAC, CPC, Churn Rate and other similar metrics to industry benchmark.  5. Develop a medi& brand strategy to scale business to 10x revenue growth. | **Community**  1. Design for network effects in your community  2. Enable user-generated content from community  3. hit a community growth of 50% Week on Week. |
| **Product**  1.Setup your product analytics engine.  2. Work on improving product onboarding & customer success metrics  3. Grow the product-led business to $100K.  4. Product Growth should be 50% MoM. | **Soft Skills - WIP** |

**Please follow the same format for upcoming levels too**