

# SoloSuccess Intel Academy

## The "SoloSuccess CEO" Portfolio: My 7-Figure Business-in-a-Box

### PART 1: Final Project Overview

**Clear Project Title:** The "SoloSuccess CEO" Portfolio: My 7-Figure Business-in-a-Box

**Project Description (348 words):** This "CEO Portfolio" is the comprehensive, portfolio-worthy culmination of the *entire* 7-course SoloSuccess Intel Academy. It is your personal "graduation" thesis, assembling every *single* Final Project (from C1 to C7) into one cohesive, professional "Business Playbook."

This Portfolio is the "living" asset that proves you have mastered the 7 pillars of a 7-figure solopreneur. It is *not* a "student" portfolio; it is your "CEO-level" operations manual.

It begins with your "Foundation" (your Business Plan & Brand). It then details your "Engines": your "Marketing & Sales Engine" (your funnels), your "Automation Engine" (your 'hands-free' systems), and your "Scalable Product Engine" (your 'Creator CEO' suite).

From there, the Portfolio showcases your "Control Tower": your "Mission Control" data dashboards that "prove" your business is healthy. Finally, it concludes with your "CEO Scaling Plan," your 3-year vision, and your personal "exit plan" from the "day-to-day."

This is the tangible proof that you have "graduated" from "Doer" (who has a 'job') to "Leader" (who *owns* the 'asset').

**Portfolio Value Statement:** This "Business-in-a-Box" Playbook is the ultimate asset for proving you are a strategic, 7-figure 'CEO.' It can be presented to:

- **Potential Investors/Partners:** To prove you have a scalable, documented, "turn-key" business.
- **High-Level Masterminds/Acquirers:** To show you are operating at the *highest* "strategic" level (and to justify a high "valuation" for your business).
- **Your (Future) Team:** This is the "Operations Manual" you will give your first "core hire" (C7) to run the business *for* you.
- **Yourself:** It is your *literal* "Business-in-a-Box," your 7-figure "asset."

**Target Completion Time:** 5-8 hours (to refine, assemble, and present all 7 Final Projects).

## PART 2: Required Project Components

(Note: You have *already built* all 7 of these "Playbooks" in your individual courses. This phase is about *assembling* them.)

1. **Component 1 (from Course 1): The "Business Foundations" Plan**
  - *What it is:* Your Final Project from C1 (e.g., Your "Business Model Canvas," "Brand Guide," "Legal/Financial" setup).
2. **Component 2 (from Course 2): The "Digital Presence" Kit**
  - *What it is:* Your Final Project from C2 (e.g., Your "Brand & Web Presence" Kit, "Content/Funnel" Map, "SEO" Plan).
3. **Component 3 (from Course 3): The "Sales & Marketing" Playbook**
  - *What it is:* Your Final Project from C3 (e.g., Your "Winning Offer," "Sales Pipeline," "Email Automation" Funnel).
4. **Component 4 (from Course 4): The "Automated Empire" Playbook**
  - *What it is:* Your Final Project from C4 (Your 12-component "Automation" SOPs, "Dashboard," and "Maps").
5. **Component 5 (from Course 5): The "Creator CEO" Product Suite Playbook**
  - *What it is:* Your Final Project from C5 (Your 12-component "Product Staircase," "Launch Plan," and "Evergreen Funnel").
6. **Component 6 (from Course 6): The "Mission Control" CEO Playbook**

- *What it is:* Your Final Project from C6 (Your "KPI Brief," your 5-tab "Dashboard" 'Sheet,' and your "Decision" 'SOPs').

## 7. Component 7 (from Course 7): The "Solopreneur-to-CEO" Scaling Playbook

- *What it is:* Your Final Project from C7 (Your 12-component "CEO Manifesto," "Hiring/Team" SOPs, "3-Year Vision," and "Exit Plan").

### PART 3: Project Assembly Instructions

Your goal is to assemble these 7 "Playbooks" into a single, impressive "Portfolio Hub." The *only* acceptable format is a **Notion Page** (or a simple, 1-page "personal website" you build).

1. **Create Your "Portfolio Hub":** Create a new, *blank* Notion Page. Title it "[Your Name]: My 7-Figure CEO Portfolio."
2. **Write Your "CEO Bio":** At the top, write a 1-paragraph "CEO Bio" (e.g., "I am [Name], a [Title] who builds [Result] for [Audience]...").
3. **Create 7 "Sections":** Create 7 "Headlines" on this page (these are your 7 courses).
  - 1. The "Foundation": My Business Plan & Brand
  - 2. The "Platform": My Digital Presence & Web Kit
  - 3. The "Engine": My Sales & Marketing Playbook
  - 4. The "Autopilot": My Automated Empire Playbook
  - 5. The "Asset": My Creator CEO Product Suite
  - 6. The "Cockpit": My 'Mission Control' Data Hub
  - 7. The "Vision": My 7-Figure Scaling Plan
4. **Assemble Each Section:** Go section by section and *embed* (or *link*) your 7 "Final Projects" (from C1-C7).
  - *Example:* Under 1. The "Foundation", embed your "C1 Final Project" PDF.
  - *Example:* Under 6. The "Cockpit", embed your "C6 Final Project" 'Google Sheet' (L11) and your "C6 'SOP'" (L12).

5. **Review & Refine:** Read the *entire* "Portfolio Hub" from top to bottom. Does it tell a *logical story* of your "graduation" from "Founder" to "CEO"?
6. **Submission:** Submit the *one, single* public "share" link to this "Notion Portfolio Hub."

## PART 4: Evaluation Rubric

- **Completeness (40%):** Are *all* 7 "Final Projects" present, clearly labeled, and embedded in the "Portfolio Hub"?
- **Professional Presentation (30%):** Is the "Hub" (the Notion page) clean, professional, and easy to navigate? Is the "CEO Bio" strong?
- **Strategic Storytelling (30%):** Does the portfolio "tell a story"? Does it prove (with these 7 assets) that you are a "Data-Driven" (C6), "Automated" (C4), "Scalable" (C5) "CEO" (C7)?

### Performance Levels:

- **Excellent:** All 7 projects are present in a beautifully organized "Hub." The "story" is clear. All "links" (to dashboards, playbooks) are functional.
- **Proficient:** All 7 projects are present, but they are just "listed" (not 'embedded' or 'organized') in a "story."
- **Needs Improvement:** One or more "Final Projects" are missing, or the "link" to the "Hub" is broken.

## PART 5: The "SoloSuccess CEO" Final Certification Exam

(Time Limit: 120 Minutes)

### Section 1: Multiple Choice (14 Questions)

1. (C1) A "Business Model Canvas" (C1) is a 1-page "plan" that defines your: a) "Marketing" and "Sales." b) "Value Proposition," "Customer Segments," and "Revenue Streams." c) "LLC" and "EIN." d) "Logo" and "Brand Colors."
2. (C2) A "Brand" (C2) is *not* your "logo." A "Brand" is: a) Your "TikTok" account. b) Your "reputation" (e.g., "what people say about you when you're not in the room"). c) Your "website" (C2). d) Your "Lead Magnet" (C5).

3. (C3) A "Sales Funnel" (C3) is a "system" that: a) "Automates" (C4) your "tasks." b) "Tracks" your "KPIs" (C6). c) "Manages" your "team" (C7). d) "Guides" a "stranger" (Traffic) to a "customer" (Sale) through a "step-by-step" "process."
4. (C4) What is the "SSOT" (Single Source of Truth) (C4, L3)? a) Your "Email List." b) A "centralized dashboard" (e.g., Notion) that "stops 'digital clutter'." c) Your "Mission Control" (C6). d) Your "RSS Feed" (C4, L9).
5. (C4) What is the "Trigger" and "Action" for the "Testimonial Request" 'machine' (C4, L8)? a) T: "New Sale" (L6). A: "Send Email." b) T: "Project 'Status' changes to 'Done'." A: "Wait 7 Days, then 'Send Email'." c) T: "New Blog Post" (L9). A: "Send Email." d) T: "New Email." A: "Wait 7 Days."
6. (C5) What is a "Digital Product Staircase" (C5, L2)? a) A "checkout" 'page' (C5, L10). b) A "model" for "ascending" a "customer" from a "low-ticket" ('Tripwire') "offer" to a "high-ticket" ('Flagship') "offer." c) An "Evergreen Funnel" (C5, L9). d) A "Live Launch" (C5, L8).
7. (C5) A "Live Launch" (C5, L8) uses "Urgency" (e.g., "Cart closes Friday"). An "Evergreen Funnel" (C5, L9) must use: a) "Fake" 'urgency' (e.g., "Cart closes Friday" (it doesn't)). b) "Personalized" 'urgency' (e.g., "Your 'bonus' expires in '24 hours' (from when you signed up)"). c) "No" 'urgency.' d) A "Webinar."
8. (C6) "Revenue" (C6, L5) is "Vanity." "Profit" (C6, L5) is "Reality." a) "Revenue - Expenses = Profit." b) "Revenue + Expenses = Profit." c) "Revenue / Sales = Profit." d) "Traffic \* Conversion = Profit."
9. (C6) In the "\$97 vs. \$147' Price Test" (C6, L9), the "\$147" price won because: a) It had *more* "Sales" (it had *fewer* sales). b) It had a *higher* "Conversion Rate" (it had a *lower* rate). c) It generated *more* "Total Revenue" (the *only* "profit" 'metric' that matters). d) It was "\$147."
10. (C6) "Forecasting" (C6, L10) is "reverse-engineering" your "Goal" (\$10k) into your "KPIs" (L2). To "pull" the "Revenue" 'Lever' (L10), you can: a) 1. Get "More Traffic," 2. Get "Better Conversions," 3. Get "More Value" (AOV). b) 1. "Hire" (C7), 2. "Automate" (C4), 3. "Delegate" (C7). c) 1. "Post" (C4), 2. "Pray" (C1), 3. "Profit" (C6). d) 1. "Cut Expenses" (C6) *only*.

11. (C7) What is the "CEO" (L1) 'Mindset'? a) "It's faster if I do it myself" (this is the "Doer"). b) "My 'job' is to 1. Set 'Vision', 2. Set 'Strategy', 3. Get 'Resources'. c) "My 'job' is 'Bookkeeping' (L6) and 'Posting' (L9)." d) "My 'job' is 'managing tasks' (this is the "Micromanager")."
12. (C7) A "Job Scorecard" (C7, L5) is *better* than a "Job Description" because: a) It "defines" the "Tasks" (the 'How') (this is the "Description"). b) It "defines" the "Mission" (the 'Why') and the "Outcomes" (the 'What'). c) It "is" an "SOP" (C7, L3). d) It "is" your "3-Year Vision" (C7, L9).
13. (C7) A "Tactical" 'Dashboard' (C6) tracks "tasks." A "Strategic" 'CEO Scorecard' (C7, L11) *only* tracks: a) "Tasks" (this is "Tactical"). b) "Business 'Health'" (e.g., "Net Profit Margin," "LTV"). c) "Marketing 'Metrics'" (C6, L3). d) "Sales 'Metrics'" (C6, L4).
14. (C7) The "80/20 Flip" (C7, L12) is the "goal" of the "CEO." It means spending: a) "80%" "Doing" (Doer) and "20%" "Thinking" (Leader) (this is the "Trap"). b) "80%" "Thinking" (Leader) and "20%" "Doing" (Genius Zone). c) "80%" in "Meetings" (C7, L6). d) "80%" "Hiring" (C7, L4).

## Section 2: True/False (7 Questions)

1. (C1/C6) "Revenue" and "Profit" are the *same thing*. (T/F)
2. (C4) A "SSOT" (Ops Hub) *increases* "digital clutter." (T/F)
3. (C5) An "Order Bump" (C5, L10) goes *on* the "checkout page" (before the 'sale'). A "1-Click Upsell" (C5, L10) goes *after* the 'sale'. (T/F)
4. (C5/C6) A "Live Launch" (C5, L8) is "manual." An "Evergreen Funnel" (C5, L9) is "automated" (C4). (T/F)
5. (C6) "Instagram Likes" (C6, L1) is a "Profit Metric." (T/F)
6. (C7) A 5-minute "Loom" (video) "SOP" (C7, L3) is "faster" and "clearer" than a 10-page "text" "SOP." (T/F)
7. (C7) The "CEO's" (C7, L1) 'job' is to "micromanage" 'tasks.' (T/F)

## Section 3: Short Answer (4 Questions)

1. (C4/C7): What is the *difference* between a "\$5/hr 'Doer' task" (C7, L1) and a "\$5,000/hr 'Leader' task" (C7, L1)? Give one example of a 'Doer' task you would

- "automate" (C4).
2. (C5/C6): What is a "Digital Product Staircase" (C5, L2)? What "KPI" (C6, L4) would you "track" to see if your "Staircase" is *working*?
  3. (C6/C7): What is the *difference* between your "Tactical 'Mission Control' Hub" (C6, L11) and your "Strategic 'CEO Scorecard'" (C7, L11)?
  4. (C7/L12): What is the "80/20 Flip"? What is one "Doer" 'bucket' you will "delegate" (C7, L2) in your "6-Month Exit Plan" (C7, L12)?

#### Section 4: Scenario-Based Questions (4 Scenarios)

1. **Scenario 1 (C4/C5 - The 'Build' Scenario):** You are a 1:1 "Career Coach." You want to "scale" (C5).
  - 1. (C5, L1) What is the *first* "Digital Product" (MVP) you would "build"?
  - 2. (C4, L5) What is the *first* "Automation" you would "build"?
2. **Scenario 2 (C6/L7 - The 'Leak' Scenario):** You are in your "Weekly 'CEO Review'" (C6, L12). You "read" your "Data" (C6, L7).
  - **Data 1:** "Traffic" (L3) is 'Green' (up 50%).
  - **Data 2:** "Lead Conversion Rate" (L3) is 'Red' (down 80%).
  - **Data 3:** "Net Profit" (L5) is 'Red' (down 20%).
  - 1. What is the *Diagnosis* (L7) (the "Leak")?
  - 2. What "Data-Driven Decision" (L8/L9) (the "Fix") is your #1 priority?
3. **Scenario 3 (C5/C6 - The 'Profit' Scenario):** You "read" your "Sales Dashboard" (C6, L4).
  - **Data 1:** "AOV" is \$50.
  - **Data 2:** "LTV" is \$55.
  - 1. What is the "Diagnosis" (L7) of this "data"?
  - 2. What "Offer Optimization" (C6, L9) (or "C5" 'fix') does this "data" "tell" you to "build"?
4. **Scenario 4 (C7/L1 - The 'CEO' Scenario):** You (as the 'CEO') "catch" yourself "spending 2 hours" "manually posting" on "TikTok" (a 'Doer' task).
  - 1. What "document" (from C7, L1) have you "violated"?