Course 1 Lesson Outline: The Digital-First Solopreneur

Course: The Digital-First Solopreneur: Your Complete Launch Playbook

1. **Lesson 1: The 'Why' & The Niche: Stop Guessing**

   - You will define your non-negotiable business mission and identify a precise, profitable target audience by validating their #1, must-solve problem.

2. **Lesson 2: Rapid Idea Validation: Will This Actually Make Money?**

   - You will conduct fast, data-driven market research and competitor analysis to prove your idea has paying customers before you build anything.

3. **Lesson 3: Crafting Your Minimum Viable Brand**

   - You will define your core brand message, a "Girl Boss Drill Sergeant" brand voice, and a simple, professional visual identity (logo, colors, fonts) to build your foundation.

4. **Lesson 4: Your High-Value "Bait" (The Irresistible Lead Magnet)**

   - You will create an irresistible free offer (checklist, template, mini-workshop) that solves a critical micro-problem for your specific niche.

5. **Lesson 5: Building Your 1-Page HQ (The High-Conversion Landing Page)**

   - You will write and design a simple, high-converting landing page built for one purpose: capturing leads for your new business.

6. **Lesson 6: The Simple Sales Engine (Your First Automated Funnel)**

   - You will build a 3-5 part automated email "welcome sequence" that nurtures new leads, builds trust, and makes your first offer.

7. **Lesson 7: Your Minimum Viable Offer (MVO)**

   - You will design, price, and package your simple, high-value entry-level offer (e.g., a "power hour" consult, a digital template, a small workshop) designed for an easy "yes."

8. **Lesson 8: The "Fastest Path to Cash" (Direct Sales Validation)**

- You will get your first 3-5 paying clients using a direct, no-funnel-needed sales method to prove your MVO is viable.

9. **Lesson 9: Your 30-Day Launch Content Plan**

   - You will create a simple, actionable content calendar for one platform to build buzz, drive traffic to your lead magnet, and announce your launch.

10. **Lesson 10: Assembling Your Simple, Low-Cost Tech Stack**

    - You will connect the essential, non-negotiable tools for your landing page, email marketing, and payment processing (no tech overwhelm allowed).

11. **Lesson 11: Execute Your Strategic Launch**

    - You will implement your content plan, "open the doors" to your new business, and manage the influx of new leads and customers.

12. **Lesson 12: Analyze, Optimize, Repeat: Your First 90-Day Plan**

    - You will review your launch data (traffic, conversions, sales) and create a strategic action plan for what to do next.