Course: The Creator CEO: Build & Scale Your Digital Product Suite

Lesson 6: Your Digital Product Tech Stack

1. Core Concept & Learning Objective

Core Concept (149 words): Your product is "built" (L5). Now you need a "store" to sell it and a "classroom" to host it. This is your "Tech Stack." Most founders get this wrong: they "duct-tape" 10 different "cheap" tools together (one for "payments," one for "hosting," one for "email," one for "community"). This "Franken-stack" is a nightmare to manage. This lesson teaches you to *start* with an "all-in-one" platform (like Kajabi, Teachable, Stan, or Podia). This is your "Digital HQ"—it handles your *sales page*, *checkout*, *course hosting*, and *email delivery* from one dashboard. We'll compare the "Big 3" so you can choose the *one* that is right for *your* business model.

Learning Objective: By the end of this lesson, you will be able to **compare** the pros and cons of the major "all-in-one" platforms, **choose** the right tech stack for *your* "Digital Product Staircase," and **set up** your "school" on that platform, ready to be populated.

2. Interactive Content Activities

Activity 1: Case Study: "The 'Duct-Tape' Frank-en-stack"

- **Type:** Case Study Analysis

- **Time:** 15 minutes

- **Instructions:**

  1. Read the two scenarios:

  2. **'Founder A' (The 'Duct-Tape' Stack):** Uses "Tool 1" (a cheap website) for his sales page, "Tool 2" (a checkout plugin) for payments, "Tool 3" (a video host) for his videos, and "Tool 4" (a private Facebook Group) for

community. The tools *break*. Students "buy" but don't get "access." He spends 10 hours/week on "tech support."

3. **'Founder B' (The 'All-in-One' Stack):** Uses *one* platform (e.g., Kajabi). It *natively* handles his sales page, checkout, video hosting, and community. A student "buys" and is *instantly* and *automatically* given access. He spends 0 hours/week on "tech support."

4. In the text box, answer: "What is the *real* 'cost' of Founder A's 'cheaper' stack? What is the #1 value Founder B is 'buying' with her 'all-in-one' platform?"

- **Expected Outcome:** An "a-ha" moment that "simplicity" and "reliability" are worth *more* than saving $20/month. The "all-in-one" stack is buying back your *time*.

Activity 2: Tool Exploration: "Comparing the 'Big 3' (All-in-One)"

- **Type:** Tool Exploration

- **Time:** 20 minutes

- **Instructions:**

  1. You will be given a "Feature Matrix" (a Google Sheet) that compares 3 of the top platforms (e.g., **Kajabi**, **Teachable**, and **Stan**).

  2. The matrix compares them on: "Price," "Features (Courses, Community, Email)," and "Best For...".

  3. *Kajabi:* "The 'Pro' (High-Price, High-Feature) Tool."

  4. *Teachable:* "The 'Course-First' (Mid-Price) Tool."

  5. *Stan:* "The 'Mobile-First' (Low-Price, 'Link-in-Bio') Tool."

  6. Your task: Look at the matrix. Which one *feels* right for *your* "Staircase" (L2)? (e.g., "Stan" is great for "Tripwires" (L2). "Kajabi" is great for "Flagships" (L2)).

- **Expected Outcome:** A clear, data-backed "shortlist" of 1-2 platforms that are a perfect fit for your specific business model.

Activity 3: Strategic Exercise: "My 'Tech Stack' Scorecard"

- **Type:** Strategic Exercise

- **Time:** 15 minutes

- **Instructions:**

  1. Open the "Tech Scorecard" worksheet.

  2. List your "Top 2" choices (from Activity 2).

  3. Score them (1-5) on these 3 factors *for your business*:

     - 1. **Price:** (Is this affordable *now*?)

     - 2. **Simplicity:** (Does this *look* easy? Or does it look 'overwhelming'?)

     - 3. **Scalability:** (Will this tool *grow* with me to my "Premium Offer"? Or will I have to move later?)

  4. Add up the scores. This is your "winner."

- **Expected Outcome:** A logical, non-emotional "winner" for your tech stack, chosen by *you*, based on *your* needs.

Activity 4: "My 'Tech Stack' Choice" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion

- **Time:** 10 minutes

- **Instructions:**

  1. Go to the community discussion board.

  2. **Post:** "My 'Tech Stack' choice (from Activity 3) is [Platform Name]."

  3. *Example:* "I'm choosing **Stan** for now. My 'Staircase' is mostly 'Tripwires,' so the 'link-in-bio' store is perfect. I'll upgrade to Kajabi *later* when I build my 'Flagship' course."

  4. Reply to one other student's choice (especially if you use that tool!) and offer one "pro-tip" (e.g., "I use Stan, too! Make sure you...").

- **Expected Outcome:** Peer validation of your choice and "insider" tips from the community.

3. Assignment & Project Milestone

Assignment: My "Tech Stack 'SOP'" (Component 6 of Final Project)

- **Estimated Time:** 60 minutes

- **Deliverable:** A 1-page PDF or Notion document, built from the provided template.

- **Description:** This is the "Tech" section of your "Digital Product Suite." You will *commit* to your tech stack and create a 1-page "Standard Operating Procedure" (SOP) that justifies your choice and outlines the "setup" plan.

- **Step-by-Step Instructions:**

  1. Open the "Tech Stack SOP" template (provided).

  2. **Section 1: "My Chosen 'All-in-One' Platform."**

     - (e.g., "Kajabi")

  3. **Section 2: "Why I Chose This (My 'Scorecard')."**

     - (Paste in your 'Scorecard' from Activity 3, justifying the 'why'.)

  4. **Section 3: "My 'Platform Setup' Checklist (To-Do)."**

     - (Create a 5-7 step checklist for *setting up* the new tool.)

     - *Example:*

       - [ ] Sign up for a free trial.

       - [ ] Connect my "Stripe" account for payments.

       - [ ] Create my first "Product" (the "shell" for my MVP).

       - [ ] Upload my "MVP" content (from L5).

       - [ ] Set the "Price" (from my L3 Pre-Sale).

       - [ ] Customize the "Checkout" page.

  5. Save this 1-page document. This is Component 6 of your Final Project.

- **Connection to Final Project:** This SOP is the "Operations" manual for your "Digital Product Suite." It's the "home" where your "Curriculum" (L4) and "MVP" (L5) will live.

- **Evaluation Criteria:**

  - **Excellent:** All 3 sections are complete. The "Why" (Scorecard) is logical, and the "Setup Checklist" is specific and actionable.

- **Proficient:** All 3 sections are complete, but the "Why" is vague, or the "Checklist" is missing key steps (like connecting payments).

- **Needs Improvement:** One or more sections are missing, or the "Platform" choice is not "all-in-one" (e.g., it's a "duct-tape" stack).

4. End-of-Lesson Assessment

(Multiple Choice 1) What is a "Franken-stack" (from the case study)?

- A. An "all-in-one" platform like Kajabi.

- B. A "duct-tape" system of 10+ cheap, separate tools that "break" and cost time.

- C. The "best" tech stack for a "Creator CEO."

- D. A "Feature Matrix" for comparing tools. *(Answer: B)*

(Multiple Choice 2) What is the *main advantage* of an "all-in-one" platform (like Kajabi or Stan)?

- A. It's always the cheapest option.

- B. It's the *only* way to host video courses.

- C. It's "simple" and "reliable." It handles the *entire* customer journey (sales page, checkout, hosting, email) from *one* dashboard.

- D. It has the best "checkout" page designs. *(Answer: C)*

(Multiple Choice 3) In the "Comparing the 'Big 3'" activity, a "mobile-first" platform like "Stan" is "Best For":

- A. A 50-module, high-ticket "Flagship" course.

- B. A "Creator CEO" with a "Link-in-Bio" business model (selling "Tripwires").

- C. A "Drip" video course.

- D. A "Beta Workshop." *(Answer: B)*

(Multiple Choice 4) The "Tech Stack SOP" (your assignment) is *not* just "choosing" a tool. It's also:

- A. "Justifying" the "why" (with your scorecard) and "planning" the "how" (with your setup checklist).

- B. "Building" your "MVP" (from L5).

- C. "Writing" your "Sales Page" (from L7).

- D. "Choosing" your "MVP Format." *(Answer: A)*

(Short Answer 1) What "all-in-one" platform did you "shortlist" in Activity 2 or 3, and *why*?

- *(Example Answer: "I shortlisted Kajabi. Even though it's 'high-price,' my 'Staircase' (L2) is complex, and I need the 'high-feature' (email, community) tool.")*

(Short Answer 2) What is the *real* "cost" of 'Founder A's' "duct-tape" stack in the case study?

- *(Example Answer: The real "cost" is his time (10 hours/week on tech support) and his reputation (losing sales and students' trust when it breaks).)*

(Scenario-Based 1) Your "Product Staircase" (L2) is simple: 1. A $50 e-book, 2. A $300 workshop. You do *not* have a "community" or "email" system yet. Based on the "Big 3," which platform is the *worst* choice, and which is the *best* choice?

- *(Answer: The worst choice is probably Kajabi (it's "too much" / "high-price").*