

Course: Solopreneur to CEO: The Playbook for Sustainable 7-Figure Scaling

Lesson 1: The Mindset Shift: From "Doer" to "Leader"

1. Core Concept & Learning Objective

Core Concept (149 words): This is the final and most profound mindset shift of your career. You've scaled your income, but you haven't scaled your *time*. You're a "solopreneur" with a 7-figure "job," not a "CEO" with a 7-figure "business." You are the "bottleneck." This lesson forces you to "fire" yourself as the "Doer" (the graphic designer, the copywriter, the admin) and "hire" yourself as the "Leader" (the CEO). Your *new* (and only) job description has three parts: 1. Set the **Vision** (the 'where'). 2. Define the **Strategy** (the 'how'). 3. Get the **Resources** (the 'who' - team & money). This is how you stop *running* the machine and start *designing* it.

Learning Objective: By the end of this lesson, you will be able to **redefine** your role as "CEO" (Vision, Strategy, Resources), **identify** the specific "doer" habits (e.g., 'micromanaging,' 'just doing it yourself') that are holding your business back, and **commit** to a new operational mindset.

2. Interactive Content Activities

Activity 1: Case Study: "The '\$5/hr' vs. The '\$5,000/hr' Task"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
 1. Read the two scenarios for 'Founder A':
 2. **Scenario 1 (The 'Doer')**: Founder A spends 4 hours "fighting" with "Canva" to "design a 'perfect' social media graphic." (A "\$5/hr" task).
 3. **Scenario 2 (The 'Leader')**: Founder A spends that same 4 hours "designing a 'strategic partnership'" with another "brand" (C5, L12) that "nets

\$20,000." (A "\$5,000/hr" task).

4. In the text box, answer: "What is the 'opportunity cost' of Founder A 'doing' the '\$5/hr' task? What is the *real* 'job' of the 'CEO'?"
- **Expected Outcome:** An "a-ha" moment about "opportunity cost." Every "hour" you spend on a "low-value" (doer) task is an "hour" you *stole* from a "high-value" (CEO) task.

Activity 2: Strategic Exercise: "My 'Doer' vs. 'Leader' Audit"

- **Type:** Strategic Exercise
- **Time:** 20 minutes
- **Instructions:**
 1. Open the "CEO Audit" worksheet.
 2. **Column 1 ('Doer' Tasks):** List 5 "Doer" tasks you did *this week*.
 - (e.g., "Edited a video," "Answered 'basic' customer support," "Posted on Instagram," "Paid an invoice.")
 3. **Column 2 ('Leader' Tasks):** List 5 "Leader" tasks you *should* have done (or *did* do).
 - (e.g., "Reviewed my 'Profit' dashboard (C6)," "Designed a new 'Evergreen Funnel' (C5)," "Coached my 'VA' (C5)," "Planned my 'Q4 Strategy' (C6).")
- **Expected Outcome:** A clear, "painful" "audit" of how much "time" you are "stuck" in the "Doer" (employee) "mindset" instead of the "Leader" (CEO) "mindset."

Activity 3: Tool Exploration: "The '3-Part CEO' Job Description"

- **Type:** Tool Exploration
- **Time:** 15 minutes
- **Instructions:**
 1. Open the "New CEO Job Description" (template).
 2. Your *new* job description is *only* these 3 things.
 3. **Your Task:** Define one goal for your business for each.

- 1. Set the "Vision": (The 3-Year "Goal"). (e.g., "To build a \$1M 'Ecosystem' (C5) and 'remove' myself from 'operations' (C7).")
- 2. Define the "Strategy": (The 1-Year "Plan"). (e.g., "To 'hire' a 'VA' (C7) and 'launch' my 'Premium Offer' (C5).")
- 3. Get the "Resources": (The 90-Day "Need"). (e.g., "To 'save' \$10k (C6) for 'Ad Spend' (C6) and 'hire' a 'Video Editor' (C7).")
- **Expected Outcome:** A new "job description" for you. This is your *only* "to-do" list from now on.

Activity 4: "My 'Doer' Confession" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion
- **Time:** 10 minutes
- **Instructions:**
 1. This shift is *hard* (it's an "identity" shift).
 2. Go to the community discussion board.
 3. **Post:** "My 'Doer' Confession: The #1 'doer' task I know I should 'delegate' (L2) but I'm 'afraid' to let go of is [Task]."
 4. **Example:** "...is 'designing my own social media graphics.' (I 'like' it, but I know it's a '\$5/hr' task.)"
 5. Reply to one other student's "confession" with "I 'see' you. You 'must' let it go to 'grow'!"
- **Expected Outcome:** Peer support in "letting go" of the "doer" "identity."

3. Assignment & Project Milestone

Assignment: The "CEO" Mindset Manifesto (Component 1 of Final Project)

- **Estimated Time:** 60 minutes
- **Deliverable:** A 1-page PDF or Notion document.
- **Description:** This is your "declaration of independence" from the "Doer" role. You will formalize your *new* "CEO Job Description" (from Activity 3) and identify the "habits" you must "fire."

- Step-by-Step Instructions:

1. Open the "CEO Manifesto" template (provided).
 2. Section 1: "My New 'CEO' Job Description (The 'Only' 3 Things I Do)."
 - Paste in your "Vision," "Strategy," and "Resources" definitions (from Activity 3).
 3. Section 2: "The 'Doer' (Employee) Habits I Am 'Firing':"
 - (e.g., "1. 'Checking email' 20x/day." 2. "Micromanaging' my 'VA'." 3. "Doing '\$5/hr' tasks because 'it's faster'.")
 4. Section 3: "The 'Leader' (CEO) Habits I Am 'Hiring':"
 - (e.g., "1. 'Reviewing' my 'Mission Control' (C6) 1x/week." 2. "Spending 5 hours/week on 'Strategy' (L9)." 3. "'Coaching' my 'team' (L4) instead of 'directing'.")
 5. Save this 1-page document. This is Component 1 of your Final Project.
- Connection to Final Project: This "Manifesto" is the "foundation" of your "7-Figure Scaling Playbook." It is the *mindset* you must have to "execute" the rest of the "playbook" (e.g., "hiring" (L4), "systems" (L6), "strategy" (L9)).
 - Evaluation Criteria:
 - Excellent: All 3 sections are complete. The "Job Description" (Vision/Strategy) is clear, and the "Habits" ('Firing'/'Hiring') are specific and actionable.
 - Proficient: All 3 sections are complete, but the "Habits" are "vague" (e.g., "Stop 'doing' tasks").
 - Needs Improvement: One or more sections are missing.

4. End-of-Lesson Assessment

(Multiple Choice 1) In the "\$5/hr" vs. "\$5,000/hr" case study, "designing a social media graphic" is a:

- A. "\$5,000/hr" 'Leader' (CEO) task.
- B. "\$5/hr" 'Doer' (employee) task.

- C. "Strategic" task.
- D. "Vision" task. (Answer: B)

(Multiple Choice 2) What is "Opportunity Cost" (from the case study)?

- A. The "cost" of your "software" (C5, L6).
- B. The "cost" of "hiring" a 'VA' (L4).
- C. The "high-value" 'Leader' "revenue" (e.g., \$20k) you *lost* because you were "busy" 'doing' "low-value" 'Doer' "tasks" (e.g., graphics).
- D. The "cost" of your "ads" (C6, L3). (Answer: C)

(Multiple Choice 3) Your new "CEO" Job Description (from Activity 3) has *only* 3 parts:

- A. 1. "Marketing," 2. "Sales," 3. "Customer Support." (These are "Doer" tasks).
- B. 1. "Vision" (The 'Where'), 2. "Strategy" (The 'How'), 3. "Resources" (The 'Who' & 'Money').
- C. 1. "Coaching," 2. "Managing," 3. "Doing."
- D. 1. "Automation," 2. "Marketing," 3. "Finance." (Answer: B)

(Multiple Choice 4) The "CEO Manifesto" (your assignment) is a "commitment" to:

- A. "Firing" your 'Doer' "habits" (e.g., "micromanaging") and "hiring" your 'Leader' "habits" (e.g., "reviewing 'data' (C6)").
- B. "Firing" your "team" (L4).
- C. "Hiring" your "team" (L4).
- D. "Doing" *all* the "tasks" better. (Answer: A)

(Short Answer 1) What is one "'Doer' (employee) habit" you are "firing" (from your assignment)?

- (*Example Answer: "I am 'firing' the habit of 'checking my email 20x/day.'"*)

(Short Answer 2) What is one "'Leader' (CEO) habit" you are "hiring" (from your assignment)?

- (*Example Answer: "I am 'hiring' the habit of 'spending 1 hour every Friday reviewing my 'Mission Control' (C6) dashboards'."*)

(Scenario-Based 1) You (as the 'CEO') see a "typo" on a "social media post" your 'VA' (L4) 'scheduled.'

- 1. What is the "Doer" (Micromanager) "action"?
- 2. What is the "Leader" (Coach) "action"?
- (Answer: 1. The 'Doer' "action" is to "panic," "jump in" and "fix the typo" yourself, and "Slack" your 'VA' ("You made a typo!"). 2. The 'Leader' "action" is to "ignore" it (it's a '\$5/hr' task) and "bring it up" in your next "Weekly CEO Review" (Ch 112)