

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

Lesson 11: Building a High-Success Student Community

1. Core Concept & Learning Objective

Core Concept (149 words): Your course is *not* your product. Your student's success is your product. A "lonely" student who buys a course and never logs in will *fail*, and they will *never* buy from you again (or give you a testimonial). A "community" is your #1 tool for guaranteeing success. It provides "accountability," "peer support," and a "safety net." This lesson teaches you to build a *simple, high-value* "community" (on Circle, Discord, or your course platform). This isn't about "managing" a 24/7 chatroom; it's about creating a "home" for your students to co-work, ask questions, and share wins.

Learning Objective: By the end of this lesson, you will be able to **compare** modern community platforms (Circle vs. Discord vs. Kajabi), **design** a simple "community engagement" plan, and **create** a high-value community "space" that increases student success and gathers testimonials.

2. Interactive Content Activities

Activity 1: Case Study: "The 'Lonely' Course vs. The 'Sticky' Community"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
 1. Read the two scenarios:
 2. 'Student A' (The 'Lonely' Course): Buys a \$500 course. It's just a "library" of 50 videos. She gets stuck on Lesson 2, has no one to ask, gets discouraged, and *quits*. She feels "buyer's remorse."

3. 'Student B' (The 'Sticky' Community): Buys the same \$500 course. She gets stuck on Lesson 2. She posts her question in the "private community." A "TA" and 3 other students answer her in 10 minutes. She feels supported, fixes the problem, and finishes the course. She is a "raving fan."
 4. In the text box, answer: "What was the *only* difference? What is the *real* value of the 'community' (it's not 'more content')?"
- **Expected Outcome:** An "a-ha" moment that "community" is not a "bonus"—it's an *essential feature* that guarantees "student success" and "retention."

Activity 2: Tool Exploration: "Choosing Your 'Community' Home"

- **Type:** Tool Exploration
 - **Time:** 20 minutes
 - **Instructions:**
 1. You will be given a "Feature Matrix" comparing 3 community platforms:
 2. **1. Circle.so:** "The 'Pro' Community." (Looks like a private, "pro" Facebook. Great for courses.)
 3. **2. Discord:** "The 'Casual' Chat." (Great for "live" chat, co-working, younger audiences. Can be "noisy.")
 4. **3. Kajabi/Teachable (Native):** "The 'All-in-One'." (The community is *inside* the course platform. "Simple," but fewer features.)
 5. Your task: Based on your "Tech Stack" (L6), which one is your *logical* choice?
- **Expected Outcome:** A clear choice for your "community" platform.

Activity 3: Strategic Exercise: "My 'Community Engagement' Plan (The 'MVP')"

- **Type:** Strategic Exercise
- **Time:** 15 minutes
- **Instructions:**
 1. A "community" *does not* mean "you are 'on call' 24/7." You must set boundaries.
 2. Your task: Create a *sustainable* "Engagement Plan."

3. Example Plan:

- 1. "My Time": "I will check the community 2x/day (9 AM and 4 PM) for 15 mins. That's it."
- 2. "Weekly 'Ritual)": "Every Monday, I will post a 'Wins for the Week' thread."
- 3. "Monthly 'Ritual)": "One 'Live Q&A' call per month."
- **Expected Outcome:** A clear "SOP" for running your community that respects your time.

Activity 4: "My 'Community' Home" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion
- **Time:** 10 minutes
- **Instructions:**
 1. Go to the community discussion board.
 2. **Post:** "My 'Community' platform (from Activity 2) will be [Platform]."
 3. **Example:** "I'm using Kajabi (Native). My students are already *in* the 'all-in-one' (L6), so I'm just going to 'turn on' the native community. It's the 'MVP' simple choice."
 4. Reply to one other student's choice.
- **Expected Outcome:** Validation of your platform choice.

3. Assignment & Project Milestone

Assignment: The "Student Success" Community Plan (Component 11 of Final Project)

- **Estimated Time:** 60 minutes
- **Deliverable:** A 1-page "Community SOP" (Standard Operating Procedure) in PDF or Notion.
- **Description:** This is the "blueprint" for your community. It defines the "why," the "where," and the "how" of your student success plan.
- **Step-by-Step Instructions:**

1. Open the "Community SOP" template (provided).
 2. **Section 1: "The 'Platform'."**
 - (e.g., "Circle.so").
 3. **Section 2: "The 'Mission'."**
 - (e.g., "This is *not* a 'support' channel. This is a 'success' channel. The mission is to get every student from 'A' (Pain) to 'B' (Win) together.")
 4. **Section 3: "The 'Rules' (The 3 'Nos')."**
 - (e.g., "1. No 'Self-Promo'. 2. No 'DM'ing members'. 3. No 'negativity' (this is a 'wins' space).")
 5. **Section 4: "My 'Engagement' SOP."**
 - (Paste in your "Engagement Plan" from Activity 3. e.g., "1. I check 2x/day. 2. 'Weekly Wins' post...")
 6. Save this 1-page document. This is Component 11 of your Final Project.
- **Connection to Final Project:** This "Community" is the "glue" that holds your "Digital Product Suite" together. It guarantees the success of your "Curriculum" (L4) and generates the "Testimonials" you need for your "Sales Page" (L7).
 - **Evaluation Criteria:**
 - **Excellent:** All 4 sections are complete. The "Mission" and "Rules" are clear, and the "Engagement SOP" is realistic and sustainable.
 - **Proficient:** All 4 sections are complete, but the "Mission" is vague, or the "Engagement SOP" is "unsustainable" (e.g., "I will answer all posts 24/7").
 - **Needs Improvement:** One or more sections are missing.

4. End-of-Lesson Assessment

(Multiple Choice 1) What is the *real* "product" you are selling (from the Core Concept)?

- A. Your 50 "videos" (information).
- B. Your "community" (access).
- C. Your "student's success" (transformation).

- D. Your "tech stack" (the platform). (Answer: C)

(Multiple Choice 2) In the "Lonely Course" vs. "Sticky Community" case study, what was the *only* difference that led to Student B's success?

- A. The "course content" was 10x better.
- B. The "price" was 10x cheaper.
- C. The "support" from the community (accountability, peer help) got her "unstuck."
- D. The "community" was on Discord. (Answer: C)

(Multiple Choice 3) What is the "MVP" (Minimum Viable) "Engagement Plan" (from Activity 3)?

- A. "I will be 'on call' 24/7 to answer all questions instantly."
- A "sustainable" plan that *respects your time* (e.g., "I check 2x/day") and uses "rituals" (e.g., "Weekly Wins" post).
- C. "I will only do 1 'Live Q&A' call per year."
- D. "I will hire a 24/7 community manager." (Answer: B)

(Multiple Choice 4) A "Community SOP" (your assignment) is not just "choosing a tool." It's also:

- A. Defining the "Mission," the "Rules," and your "Engagement" plan.
- B. "Building" your "Curriculum" (L4).
- C. "Choosing" your "Tech Stack" (L6).
- D. "Writing" your "Sales Page" (L7). (Answer: A)

(Short Answer 1) What "community platform" (Circle, Discord, etc.) did you choose, and *why*?

- (*Example Answer: "I chose Circle.so. It looks more 'professional' than Discord and is 'separate' from my Kajabi course, which makes it feel like a 'premium' add-on."*)

(Short Answer 2) What is one "rule" you will have for your community (from Activity 3)?

- (Example Answer: "No 'negativity.' This is a 'wins' and 'support' space, not a 'complaint' space.")

(Scenario-Based 1) A student in your new community posts: "I'm stuck on Lesson 3 and I'm a 'tech' idiot. I give up." What is your "Community Engagement SOP" (your first action)?

- (Answer: My first action (when I check at 0 AM) is to "publicly" reply to "Tech"