Course 1: Final Project & Exam

The Digital-First Solopreneur: Your Complete Launch Playbook

PART 1: Final Project Overview

Project Title: The Complete Launch Playbook: [Your Business Name]

Project Description: This is your "business-in-a-box." You will assemble all 12 of your "Project Milestone" assignments from this course into a single, professional, strategic document. This "Launch Playbook" is your comprehensive A-to-Z plan, taking you from a validated idea to a live, data-proven business.

You will refine and integrate your foundational strategy (niche, branding, offer) with your tactical assets (lead magnet, landing page, email funnel) and your real-world launch data. This document is the ultimate proof of your work and the strategic foundation for your new business.

Portfolio Value Statement: This "Launch Playbook" is your #1 portfolio asset. It demonstrates to future clients, partners, or investors that you are not just a "dreamer"—you are a "CEO." It proves you can execute a full-stack, data-driven business launch from scratch. You can show this playbook to a potential partner to secure funding, to a co-founder to prove your strategic vision, or keep it as your own internal "Mission Control" document to guide your next 90 days of growth.

Target Completion Time: 3-4 hours (for refinement, assembly, and formatting)

PART 2: Required Project Components (12 Components)

This final project is the assembly of all 12 lesson assignments. Your job is to review each one, refine it based on what you learned, and combine them into this single playbook.

1. **Section 1: Audience & Problem** (From Lesson 1)
   - **Component:** Your 1-page "Niche & Problem Validation Brief."

- **Refinement:** Review your "Voice of Customer" quotes. Are they still powerful? Is your niche statement as sharp as it can be?

2. **Section 2: Market Landscape** (From Lesson 2)

   - **Component:** Your "Market Validation Report."

   - **Refinement:** Add a final "Go/No-Go" paragraph summarizing your decision to proceed, based on your competitor, market, and "smoke test" data.

3. **Section 3: Brand Identity** (From Lesson 3)

   - **Component:** Your 1-page "MVB Style Guide" (visuals) and 1-page "Brand Voice Guide" (messaging).

   - **Refinement:** Ensure the assets are clean and professional. Add your "Brand Trifecta" statement to the top of the "Brand Voice Guide."

4. **Section 4: The Lead Magnet** (From Lesson 4)

   - **Component:** The final "Lead Magnet PDF" and the "Promotional Mockup" image.

   - **Refinement:** Read your lead magnet one last time. Does it *truly* deliver a "quick win"? Is it professionally formatted?

5. **Section 5: The 1-Page HQ (Landing Page)** (From Lesson 5)

   - **Component:** The *live public URL* to your landing page.

   - **Refinement:** Visit your own page. Is it fast? Does it look good on mobile? Is the CTA strong?

6. **Section 6: The Automated Funnel** (From Lesson 6)

   - **Component:** The *screenshot* of your 3-part email automation flowchart and the *full copy* of all 3 emails.

   - **Refinement:** Read your emails. Does the brand voice (L3) shine through? Is the "pivot" to your offer in Email 3 smooth and confident?

7. **Section 7: The Minimum Viable Offer (MVO)** (From Lesson 7)

   - **Component:** Your 1-page "MVO Blueprint."

- **Refinement:** Review your "Offer Stack." Can you add one more simple, high-value bonus (e.g., a "resource list") to make it even more irresistible?

8. **Section 8: Initial Offer Validation** (From Lesson 8)

   - **Component:** Your "Fastest Path to Cash" After-Action Report.

   - **Refinement:** This component is critical. Add a 1-paragraph summary of the *testimonials* or positive feedback you received from your first 3-5 clients.

9. **Section 9: The Launch Marketing Plan** (From Lesson 9)

   - **Component:** Your "30-Day Launch Content Calendar" (spreadsheet).

   - **Refinement:** Add a new column to your calendar spreadsheet titled "Actual Results." Briefly note which 1-2 posts drove the *most* traffic to your landing page.

10. **Section 10: The Operations Stack** (From Lesson 10)

    - **Component:** Your 1-page "Tech Stack Schematic" (with flowchart).

    - **Refinement:** Double-check your costs. Are they still accurate? Is your stack still as "minimum" as it can be?

11. **Section 11: Launch Data & Analysis** (From Lesson 11)

    - **Component:** Your "Launch Week" After-Action Report (with "Mission Control" dashboard screenshot).

    - **Refinement:** This is the climax of your report. Write a 1-paragraph "Executive Summary" at the top of this section, stating your final conversion rate and total revenue.

12. **Section 12: The 90-Day Growth Plan** (From Lesson 12)

    - **Component:** Your "90-Day Strategic Action Plan."

    - **Refinement:** Make this your final page. Be bold. Is your 90-day plan ambitious enough?

PART 3: Project Assembly Instructions

1. **Gather Your Assets:** Create a new folder on your computer. Go through all 12 lessons and pull every single "Assignment" file into this one folder.

2. **Create Your Master Playbook:** Create a new document (Google Doc or Word Doc). Title it "The Complete Launch Playbook: [Your Business Name]."

3. **Format for Readability:** Use a clean, professional template. Use your "MVB Brand Fonts" (L3). Use clear headings for each of the 12 sections.

4. **Copy, Paste & Refine:** Go section by section. Copy your assignment content (text, screenshots, URLs) into the master document. As you do, perform the "refinement" step listed for each component in Part 2.

5. **Create a Cover Page & Table of Contents:** Add a simple, professional cover page with your business name, your name, and the date. Add a 1-page Table of Contents that lists all 12 sections.

6. **Export Your Final PDF:** Review the entire document for typos, broken links, or formatting errors. Export the final, unified document as a single PDF.

7. **Submission:** Submit this single, comprehensive PDF as your final project.

PART 4: Evaluation Rubric

Criteria	Excellent (A)	Proficient (B)	Needs Improvement (C)
Completeness	All 12 components are present, fully refined, and integrated logically.	10-11 components are present. Some refinement is missing.	9 or fewer components are present.
Strategic Coherence	All 12 components "tell a story." The MVO (L7) is a perfect next step from the Lead Magnet (L4), and the Content Plan (L9) clearly drives traffic to the Landing Page (L5).	The components are present but feel disconnected. The MVO, for example, might not align with the lead magnet.	The components are a random assortment of assignments with no clear strategic through-line.
Data-Driven Analysis	The student *uses* real data (L8, L11) to create a logical Growth Plan (L12). The "why" behind the strategy is clear.	Data is present, but the Growth Plan (L12) is generic and doesn't clearly connect to the launch results.	Data is missing or hypothetical. The plan is based on guesses, not facts.
Profession	The final PDF is formatted professionally using the	The playbook is functional but messy.	The submission is a disorganized folder

al Prese ntatio n	student's MVB (L3). It includes a cover page, TOC, and is free of typos.	Formatting is inconsistent, and there are several typos.	of 12 separate files, not a unified playbook.
Portfo lio Value	This playbook is 100% "portfolio-ready" and could be shown to a real-world client or partner *today*.	The playbook shows clear effort but would need 1-2 more hours of refinement to be portfolio-ready.	The playbook is not at a professional standard and could not be used in a portfolio.

PART 5: Final Exam (25 Questions)

Time Limit: 60 Minutes **Passing Score:** 80% (20/25)

Multiple Choice (10 Questions)

1. **(L1)** A "hyper-specific niche" is critical because:

   - A) It guarantees you'll be on the front page of Google.

   - B) It allows you to solve a specific problem for a specific person, making your marketing 10x more effective.

   - C) It's the only way to get funding from investors.

   - D) It impresses other business owners.

2. **(L2)** The primary goal of a "smoke test" (e.g., a waitlist page) is to:

   - A) Test your logo and brand colors with a real audience.

   - B) See how many "likes" your idea can get on Instagram.

   - C) Validate *purchase intent* for your offer before you waste time building it.

   - D) Get your first 1,000 email subscribers.

3. **(L3)** A "Minimum Viable Brand" (MVB) consists of:

   - A) A perfect logo, a $5,000 website, and a professional photoshoot.

   - B) A viral TikTok account.

   - C) A clear message (Trifecta), a defined voice, and a simple visual ID (logo, colors, fonts).

- D) A business card and a mission statement.

4. **(L4)** Which of the following is the *strongest* lead magnet?

- A) "My Weekly Newsletter."

- B) "A 45-page e-book on the 'History of Marketing'."

- C) "The 10-Point 'Scroll-Stopping' Video Hook Checklist."

- D) "50 Tips for Business."

5. **(L5)** A high-conversion "squeeze page" (landing page) must have *one* job. What is it?

- A) To link to all your social media accounts and blog posts.

- B) To capture a visitor's email address by "selling" the free lead magnet.

- C) To tell your entire life story and build "brand."

- D) To sell your $2,000 flagship course.

6. **(L6)** What are the three core "missions" of the 3-part "Simple Sales Engine" email sequence?

- A) Confuse, Discount, Panic

- B) Introduce, Blog, Unsubscribe

- C) Deliver (the lead magnet), Nurture (with value), Offer (the MVO)

- D) Sell, Sell, Sell

7. **(L7)** An "Offer Stack" (e.g., Core Offer + 3 Bonuses) is a strategic tool used to:

- A) Make your product seem more complicated.

- B) Justify a high price by showing a massive "Total Value" compared to your "Your Price."

- C) Hide the true price of your product.

- D) Fulfill legal requirements for selling online.

8. **(L9)** The 3 "Launch Content Pillars" are:

- A) Facebook, Instagram, and TikTok

- B) The "Problem" (Pain), The "Why" (Authority), The "What" (Solution)

- C) Text posts, Image posts, and Video posts

- D) Fun, Inspirational, and Educational

9. **(L10)** The "Best-in-Class" tech stack model (e.g., Carrd + ConvertKit + Stripe) is often better for solopreneurs because:

   - A) It's more expensive, which shows you're serious.

   - B) It's more complex and harder to build.

   - C) It's generally cheaper to start and lets you use the *best* tool for each specific job.

   - D) It requires you to hire a developer, which is a good idea.

10. **(L12)** Your data: 1,000 Visitors, 50 Leads (5% CVR), 1 Sale. Your *primary* bottleneck is:

    - A) Traffic (1,000 visitors is not enough).

    - B) Leads (Your 5% Landing Page Conversion Rate is "leaking" 95% of your visitors).

    - C) Sales (Your MVO is the problem).

    - D) There is no bottleneck.

True/False (6 Questions)

11. **(L1)** T / F: "Women aged 25-40" is a hyper-specific, strategic niche.

12. **(L3)** T / F: You should spend at least one month designing the *perfect* logo before you validate your business idea.

13. **(L6)** T / F: Asking a question (e.g., "hit reply") in your welcome sequence helps improve email deliverability (i.e., avoids the spam folder).

14. **(L8)** T / F: The "Fastest Path to Cash" (FP2C) involves sending 1,000 cold DMs to strangers.

15. **(L9)** T / F: The main CTA (Call-to-Action) for 80% of your launch content should be "Like and comment!"

16. **(L11)** T / F: The "Go for 'No'" drill is designed to reframe rejection as valuable data, not as personal failure.

Short Answer (5 Questions)

17. **(L1)** You are a "life coach." Niche down this broad idea *twice* (e.g., "Life coach for [X] who [Y]").

18. **(L7)** Your lead magnet is a "5-Day Green Smoothie Recipe Guide." What is a logical, high-value **MVO**?

19. **(L8)** What is the 3-part structure of the "Permission-Based" DM script for the FP2C?

20. **(L10)** What are the 4 *core functions* that your "Minimum Viable Tech Stack" must perform?

21. **(L12)** What is an "A/B Test"?

Scenario-Based Questions (4 Questions)

22. **(Scenario)** A student launches. Their "Mission Control" dashboard (L11) shows: **Visitors: 500, Leads: 15, Sales: 0.** What is their #1 bottleneck, and what is the *first* asset (from a previous lesson) they should "A/B test" or fix?

23. **(Scenario)** A student's MVO is a "$100 Power Hour." Their "Offer Stack" (L7) just says "1-hour call." What is a 2-bonus "stack" they could add to make this offer irresistible?

24. **(Scenario)** A student is afraid to hit "send" on their 10 "Fastest Path to Cash" DMs (L8). What "Girl Boss Drill Sergeant" advice would you give them, based on the course principles?

25. **(Scenario)** A student's landing page (L5) has 10 links on it: "Home," "About," "Blog," "Contact," "Follow me on IG," etc. Why is this a *critical* strategic error?

Final Exam - Answer Key

1. B (L1)

2. C (L2)

3. C (L3)

4. C (L4)

5. B (L5)

6. C (L6)

7. B (L7)

8. B (L9)

9. C (L10)

10. B (L12)

11. **False.** (L1) This is still far too broad.

12. **False.** (L3) You should spend ~10 minutes. Validate the *idea* first.

13. **True.** (L6) It trains email providers that you have a real relationship with the subscriber.

14. **False.** (L8) It involves 1:1 outreach to a *warm* list of people you already know or who are on your waitlist.

15. **False.** (L9) The main CTA must be "Link in bio to get my free [Lead Magnet]!" to drive traffic to the funnel.

16. **True.** (L11)

17. (Example) "Life coach for *newly-promoted female managers* who are *struggling with 'Imposter Syndrome'*." (L1)

18. (Example) "The 30-Day 'Busy Mom's' Healthy Meal Plan & Shopping List" ($50). (L7)

19. The Context, The "Free Help" Offer, The Follow-up (with the pitch). (L8)

20. Landing Page, Email Marketing, Payment, Product Delivery. (L10)

21. A test where you compare two versions of *one* thing (e.g., Headline A vs. Headline B) to see which performs better. (L12)

22. **Bottleneck:** Leads. (15 / 500 = 3% CVR, which is very low). **Asset to fix:** The Landing Page (L5). They should A/B test a new, stronger Headline.

23. (Example) **Bonus 1:** "My 'Post-Call' Action Plan Template" (Value $50). **Bonus 2:** "A 5-minute video 'Pre-Call' Audit" (Value $75). Total Value: $225. Your Price: $100.

24. (Example) "You are not 'selling,' you are 'serving.' You have a validated solution (L7) to their validated problem (L1). By *not* offering it, you are letting your fear stop you from *helping* them. Stop making it about you. Execute the mission."

25. Because it gives the visitor "decision fatigue." A landing page must have *only*