

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 9 AM) is to "publicly" reply: 1. "Tag"*