

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

## Lesson 5: Rapid Product Creation (The MVP Method)

### 1. Core Concept & Learning Objective

**Core Concept (149 words):** This lesson is an intervention against "perfectionism." Your "Founding Members" (L3) are not paying for a "perfect," 60-video Hollywood production. They are paying for a *result*. The "Minimum Viable Product" (MVP) method is your defense. You will learn to create the 80/20 version of your product *fast*. Your goal is "Done, Not Perfect." This lesson gives you the permission and the technical "how-to" to create your e-book, your template pack, or your "beta" workshop in a *single weekend*. This ensures you get your product to your "beta" testers quickly, so you can get the *feedback* that makes it great.

**Learning Objective:** By the end of this lesson, you will be able to **choose** the correct "MVP format" (e-book, workshop, etc.), **master** a "rapid-creation" tool (like Canva, Loom, or Notion), and **build** the "v1.0" (MVP) of your digital product, ready for your "Founding Members."

### 2. Interactive Content Activities

#### Activity 1: Case Study: "The 6-Month 'Perfect' Failure"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
  1. Read the two scenarios:
  2. **'Founder A' (The Perfectionist):** Spends 6 months "in a cave" filming a "perfect" \$500 course. By the time he launches, the market has changed, and his "beta" members have lost interest.

3. **'Founder B' (The 'MVP' CEO):** Spends *one weekend*. She uses Loom + Canva slides to record her "beta" workshop (her "MVP"). She delivers it *live* to her 20 "Founding Members" (from L3) *next week*. She gets immediate feedback, answers *real* questions, and *then* edits the recordings into her "v1.0" course.
  4. In the text box, answer: "Why is 'Founder B's' *product* going to be 10x better in the long run, even though she spent 99% less time on it 'up-front'?"
- **Expected Outcome:** An "a-ha" moment that "MVP" doesn't mean "low-quality." It means "co-creating" your product *with* your first customers, which leads to a *better* final product.

### Activity 2: Strategic Exercise: "Choosing Your 'Rapid-MVP' Format"

- **Type:** Strategic Exercise
- **Time:** 15 minutes
- **Instructions:**
  1. Your MVP *must* be creatable in a weekend.
  2. Review your "Product Idea" (from L1) and "Curriculum" (from L4).
  3. Choose your "MVP Format." Pick *one*.
    - 1. The "E-book/Template Pack": (e.g., A 20-page Canva PDF; a 5-page Notion "template"). *Best for:* "What' / 'How-to' guides.
    - 2. The "Beta Workshop": (e.g., A 2-hour *live* Zoom call + Q&A, which you *record*). *Best for:* Teaching complex skills.
    - 3. The "Drip' Video Course": (e.g., You use Loom to record *only* "Module 1" (from L4) and release it to your "beta" members. You build Module 2 *next week*, based on their feedback).
- **Expected Outcome:** A clear, *realistic* "format" for your product that you can build *now*.

### Activity 3: Tool Exploration: "Your 'Rapid-Creation' Tool"

- **Type:** Tool Exploration
- **Time:** 20 minutes

- **Instructions:**
  1. Based on your "MVP Format" (Activity 2), explore *one* tool.
  2. **If E-book/Template:** Open Canva (or Notion). Find the "E-book" or "Worksheet" templates. See how fast you can create a "cover page" and "table of contents."
  3. **If Workshop/Video Course:** Open Loom (or your computer's "QuickTime"). Do a 1-minute "test" recording of your screen, as if you are teaching "Lesson 1.1."
- **Expected Outcome:** Technical "de-risking." Proof that you *already* have the (mostly free) tools you need to create your "MVP" *today*.

#### Activity 4: "My 'Done is Better Than Perfect' Pledge" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion
- **Time:** 10 minutes
- **Instructions:**
  1. "Perfectionism" is the #1 killer of digital products.
  2. Go to the community discussion board.
  3. **Post:** "My 'MVP Format' is [Your Format]. My 'Done is Better Than Perfect' pledge is: I *will* have my 'MVP' (v1.0) finished by [Date 1 week from now]."
  4. Reply to one other student's pledge with "I'm holding you to this! You've got this."
- **Expected Outcome:** A public "commitment" and peer-accountability to *ship* the product, not "perfect" it.

### 3. Assignment & Project Milestone

#### Assignment: My "MVP" v1.0 (Component 5 of Final Project)

- **Estimated Time:** 90 minutes (The "Sprint")
- **Deliverable:** A *link* to your "MVP" (e.g., a "share" link to a Canva PDF, a "share" link to a Notion template, or a "Loom" link to your "beta" Lesson 1 video).

- **Description:** This is it. No more planning. It's time to *build*. You will spend 90 minutes creating the "v1.0" (MVP) of your product. This is *not* the "final" product; it is the "beta" product for your "Founding Members."
- **Step-by-Step Instructions:**
  1. Set a timer for 90 minutes.
  2. Open your "Curriculum Outline" (from L4) and your chosen "Creation Tool" (from Activity 3).
  3. **If E-book/Template:** Create the "Cover Page" and the *first* "Module/Lesson" (e.g., the first 3-5 pages or the first template).
  4. **If Workshop/Video Course:** Create the "Welcome" video (Loom) and the *full slide deck* (Canva/Google Slides) for your "live" beta workshop.
  5. The goal is *not* to "finish" the whole product. The goal is to create the *first* tangible "piece" of the product, proving you have started.
  6. Generate a "public share" link to your work (your Canva PDF, your Loom video, etc.).
  7. Submit this link. This is Component 5 of your Final Project.
- **Connection to Final Project:** This "MVP" is the *actual* asset you are "selling" in your "Digital Product Suite." You have now "created" the product that your "Staircase" (L2) and "Pre-Sale" (L3) were designed for.
- **Evaluation Criteria:**
  - **Excellent:** The link is *live* and shows a *real, tangible* (though "beta") asset (a PDF, a template, a video). It's clear the "build" has begun.
  - **Proficient:** The link is just to a "blank" template or a "planning" document, not the "MVP" itself.
  - **Needs Improvement:** The link is broken, or the assignment is missing.

#### 4. End-of-Lesson Assessment

(Multiple Choice 1) What is the *primary* goal of the "MVP Method"?

- A. To build a "perfect," 60-video course to justify a high price.
- B. To *impress* your "Founding Members" with high-tech production.

- C. To *fight perfectionism* and get a "v1.0" product (that delivers the 'transformation') to your "beta" users *as fast as possible* to get feedback.
- D. To "trick" your "Founding Members" with a "cheap" product. (Answer: C)

(Multiple Choice 2) In the "6-Month 'Perfect' Failure" case study, why was Founder B's "MVP" approach smarter?

- A. Because she *co-created* the product *with* her "beta" members, getting real-time feedback that made the final product 10x better.
- B. Because she spent more money on video equipment.
- C. Because she "pre-sold" her course.
- D. Because she "dripped" her content. (Answer: A)

(Multiple Choice 3) What is the "Drip" Video Course" model (from Activity 2)?

- A. Releasing all 50 videos at once.
- B. You film *only* Module 1, release it, get feedback, and *then* film Module 2. This is a "build-as-you-go" beta.
- C. A "beta" workshop.
- D. An e-book. (Answer: B)

(Multiple Choice 4) "Done is Better Than Perfect" means:

- A. You should release a low-quality, broken product.
- B. You should *prioritize* getting the "transformation" (the 80/20) to your users so you can get feedback, rather than "polishing" (the 20/80) in secret.
- C. You should "pre-sell" your course.
- D. You should use Canva. (Answer: B)

(Short Answer 1) What "MVP Format" (e-book, workshop, video) did you choose in Activity 2, and *why*?

- (Example Answer: "I chose the 'E-book/Template Pack' because my product is a 'Notion Template,' so the product is the 'MVP'.")

(Short Answer 2) What "Rapid-Creation Tool" (Loom, Canva, etc.) did you explore in Activity 3?

- *(Example Answer: "I explored Canva. I found 10 'e-book' templates I can use, so I don't have to design from scratch.")*

**(Scenario-Based 1)** You are feeling "perfectionist" about your "beta" workshop slides (your MVP). You've spent 3 days on "one" slide's font. What "core concept" from this lesson are you violating?