

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

Lesson 4: High-Value Curriculum Design

1. Core Concept & Learning Objective

Core Concept (148 words): Your "Founding Members" (Lesson 3) have paid. It's time to build. A *bad* course is a "data dump"—a 50-video library of "information" that overwhelms the student. A *great* course is a "transformation"—a 10-video "path" that guarantees a "quick win." This lesson teaches you to design a "results-focused" curriculum, not an "information-focused" one. You'll learn to start with the *end result* (the "Transformation") and work backward, creating a "Minimum Viable" outline that gets your student from "Point A" (their pain) to "Point B" (their "win") as fast as possible.

Learning Objective: By the end of this lesson, you will be able to reverse-engineer a "transformation," design a "results-focused" curriculum outline (e.g., Module 1, Module 2, Module 3), and guarantee a specific, tangible transformation for your student.

2. Interactive Content Activities

Activity 1: Case Study: "The 'Data Dump' vs. The 'Transformation'"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
 1. Read the two scenarios:
 2. '**Course A**' (The 'Data Dump'): "The 'Ultimate' 50-Video Social Media Course." (Module 1: History of Social Media. Module 2: All About The Algorithms. ... Module 50: How to Post.) The student is *overwhelmed* and quits at Module 2.

3. 'Course B' (The 'Transformation'): "Get Your First 1,000 TikTok Followers in 10 Days." (Lesson 1: Find Your Niche. Lesson 2: Your First 3 'Hook' Videos. Lesson 3: Your 'Posting' Schedule.) The student gets a *result* and is thrilled.
 4. In the text box, answer: "Why is 'Course B' 100x more valuable, even though it has 90% *less* content? What *transformation* is 'Course B' selling?"
- **Expected Outcome:** A "a-ha" moment that students don't pay for *information*; they pay for *transformation* and *results*. "Less, but better" is the key.

Activity 2: Strategic Exercise: "The 'A-to-B' Transformation Plan"

- **Type:** Strategic Exercise
- **Time:** 20 minutes
- **Instructions:**
 1. Open the "A-to-B" worksheet.
 2. **Your Product:** (e.g., "The 'Automated Empire' Course").
 3. **Point A (The 'Pain')**: Who is your student *today*? (e.g., "A 'manual' solopreneur, stuck in 'digital clutter,' working 60-hour weeks.")
 4. **Point B (The 'Win')**: Who will they be *after* the course? (e.g., "A 'Creator CEO' with an automated 'Lead Funnel' and 'Onboarding' system, working 30-hour weeks.")
 5. **The "Gap" (The 3 'Milestones')**: What are the 3 *big* steps in the "Gap" between A and B?
 - 1. "Build the 'Ops Hub'."
 - 2. "Build the 'Lead Machine'."
 - 3. "Build the 'Client Machine'."
- **Expected Outcome:** This is your "Module" outline! The 3 "Milestones" are your 3 "Modules."

Activity 3: Creative Development: "The 'MVP' (Minimum Viable) Outline"

- **Type:** Creative Development
- **Time:** 15 minutes
- **Instructions:**

1. Take your 3 "Milestones" (Modules) from Activity 2.
2. For each Module, list 3-5 "Lessons." A "Lesson" must be one action.
3. *Example:*
 - Module 1: Build the 'Ops Hub'
 - L1.1: Choose Notion vs. Airtable
 - L1.2: Build your "Projects" Database
 - L1.3: Build your "Tasks" Database & Link It
4. You have just created a 3-Module, 9-Lesson "Minimum Viable" curriculum.
This is what you will build for your "Beta" launch.
 - **Expected Outcome:** A clean, clear, "Minimum Viable" curriculum outline that is *results-focused* and not overwhelming.

Activity 4: "My 'A-to-B' Promise" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion
- **Time:** 10 minutes
- **Instructions:**
 1. Go to the community discussion board.
 2. **Post:** "My Course 'Promise' (The 'A-to-B' Transformation):"
 3. *Example:* "My course takes you from 'A' (a 'manual' solopreneur stuck in 'digital clutter') to 'B' (a 'Creator CEO' with an automated 'Lead Funnel' and 'Onboarding' system) in just 3 modules."
 4. Reply to one other student's "Promise" and rate its "clarity" (1-5).
- **Expected Outcome:** A crystal-clear, "elevator pitch" for your course that *sells the transformation*, not the "videos."

3. Assignment & Project Milestone

Assignment: The "Transformation" Curriculum Outline (Component 4 of Final Project)

- **Estimated Time:** 60 minutes
- **Deliverable:** A 1-page PDF or Notion doc of your full "Beta" curriculum outline.

- **Description:** This is the "syllabus" for your course. You will take your "A-to-B" plan and your "MVP" outline and formalize it into a professional, results-focused curriculum that you can share with your "Founding Members."
- **Step-by-Step Instructions:**
 1. Open the "Curriculum Outline" template (provided).
 2. **Section 1: "The 'A-to-B' Transformation Promise."**
 - Paste in your "Point A" (Pain) and "Point B" (Win) from Activity 2.
 3. **Section 2: "The 'Beta' Curriculum (The 'Milestones')."**
 4. **Module 1: [Your 'Milestone 1' Title]**
 - *Lesson 1.1: [Title & one-sentence 'action' description]*
 - *Lesson 1.2: [Title & one-sentence 'action' description]*
 - *Lesson 1.3: [Title & one-sentence 'action' description]*
 5. **Module 2: [Your 'Milestone 2' Title]**
 - *Lesson 2.1: [Title & one-sentence 'action' description]*
 - *Lesson 2.2: [Title & one-sentence 'action' description]*
 - *Lesson 2.3: [Title & one-sentence 'action' description]*
 6. **Module 3: [Your 'Milestone 3' Title]**
 - *Lesson 3.1: [Title & one-sentence 'action' description]*
 - *Lesson 3.2: [Title & one-sentence 'action' description]*
 - *Lesson 3.3: [Title & one-sentence 'action' description]*
 7. Save this 1-page document. This is Component 4 of your Final Project.
- **Connection to Final Project:** This "Curriculum" is the "meat" of your "Flagship Product" (L2). This is the exact "table of contents" you will build in Lesson 5 and sell in Lesson 7.
- **Evaluation Criteria:**
 - **Excellent:** The outline is "results-focused." It has a clear "A-to-B" promise, and the "Modules" (Milestones) and "Lessons" (Actions) are logical, simple, and not overwhelming.

- **Proficient:** The outline is complete, but it may feel like a "data dump" (too many lessons, no clear "A-to-B" path).
- **Needs Improvement:** The outline is just a list of "ideas" with no clear "Module" or "Lesson" structure.

4. End-of-Lesson Assessment

(Multiple Choice 1) A "great" course sells...

- A. "Information" (e.g., 50 videos).
- B. "Transformation" (e.g., "From A to B").
- C. "Access" (e.g., "Access to me").
- D. "Tools" (e.g., "My Notion Templates"). (Answer: B)

(Multiple Choice 2) What is a "Data Dump" course (from the case study)?

- A. A course that is "results-focused" and gets a "quick win."
- B. A course that is *overwhelming* (e.g., 50 videos) and dumps "information" on the student, causing them to quit.
- C. A course that is "data-driven."
- D. A course with a "Founding Members" launch. (Answer: B)

(Multiple Choice 3) The "A-to-B" Transformation Plan (Activity 2) is a framework for:

- A. Starting with the *end result* ("Point B") and "working backward" to create your modules ("The Gap").
- B. Starting with "Module 1" and "figuring it out" as you go.
- C. Creating your "Digital Product Staircase."
- D. Validating your idea with a "Pre-Sale." (Answer: A)

(Multiple Choice 4) "MVP" (Minimum Viable) in "MVP Outline" (Activity 3) means:

- A. "Most Valuable Product."
- B. The *shortest, fastest* "path" to get your student from "A" to "B" (e.g., 9 videos, not 50).
- C. A "Beta" launch.
- D. "Most Valuable Player." (Answer: B)

(Short Answer 1) What is the "A-to-B Transformation" your course promises?

- (*Example Answer: "My course takes you from 'A' (a 'manual' solopreneur) to 'B' (a 'Creator CEO' with an automated 'Lead Funnel') in 3 modules."*)

(Short Answer 2) In your curriculum, what is the title of your "Module 1"?

- (*Example Answer: "Module 1: Build Your 'Ops Hub' (The 'Single Source of Truth')"*)

(Scenario-Based 1) A student asks: "Your course only has 9 videos, but your competitor's has 50! Why is yours better?" What do you say?

- (*Example Answer: "Because my competitor is selling information (a 'library'). I am selling a transformation (a 'path'). My 9-video course is designed to get you a result in one weekend, not overwhelm you for 6 months."*)