Course: Solopreneur to CEO: The Playbook for Sustainable 7-Figure Scaling

Lesson 5: From Freelancers to Your First Core Hire

1. Core Concept & Learning Objective

Core Concept (149 words): You've "hired" your "A-Team" (L4) of "freelancers" (VAs, editors, etc.). Your "business" is "running." But *you* are still the "hub" "managing" 5 different "people." This is the "final" scaling 'bottleneck'. This lesson teaches you the "triggers" for making your *first* "core hire" (e.g., a "part-time 'Operations Manager'" or "OM"). This is the 'hire' that "manages" the *other* "freelancers" *for you*. You will learn the "financial 'triggers'" (e.g., "when 'revenue' (C6) is 'stable' at '$X'") and the "operational 'triggers'" (e.g., "when 'managing' 'freelancers' takes '10+ hours/week'").

Learning Objective: By the end of this lesson, you will be able to **analyze** your "financial" (C6) and "operational" (L2) data to **identify** the "triggers" that "tell" you "when" (and "who") to "make" your "first" "part-time" or "full-time" "core hire."

2. Interactive Content Activities

Activity 1: Case Study: "The 'Hub-and-Spoke' vs. The 'Self-Healing' Team"

- **Type:** Case Study Analysis

- **Time:** 15 minutes

- **Instructions:**

   1. Read the two scenarios:

   2. **'Founder A' (The 'Hub-and-Spoke'):** "Hired" 5 "freelancers" (L4). *She* is the "hub." She "manages" "all 5" 'people' "directly." 'Freelancer 1' "has a question" for 'Freelancer 2'. He "must" "ask" 'Founder A', who "asks" 'Freelancer 2'. She is a "full-time 'Project Manager'" (a "doer" (L1) 'role').

   3. 'Founder B' (The 'Self-Healing' Team):

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