

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

## Lesson 2: The Digital Product Staircase Model

### 1. Core Concept & Learning Objective

**Core Concept (148 words):** This lesson teaches you how to stop "randomly" creating products and start building a strategic "product suite." The "Digital Product Staircase" is a model for maximizing customer lifetime value (LTV). It guides a customer from a small, low-risk purchase (a "\$50 tripwire") up to your high-value flagship course (a "\$2000 offer"). You don't just sell one product; you create a "staircase" of value that solves progressively bigger problems. This builds massive trust and turns one-time buyers into "clients for life" who are excited to buy your next, more valuable offer. This is the difference between having a "product" and having an "ecosystem."

**Learning Objective:** By the end of this lesson, you will be able to **design** a cohesive "Digital Product Staircase" (e.g., Tripwire, Mid-Ticket, Flagship) and **map** out a 3-product suite that maximizes customer lifetime value and builds a logical path for your audience.

### 2. Interactive Content Activities

#### Activity 1: Case Study: "The 'One-Hit Wonder' vs. The 'Ecosystem'"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
  1. Read the two scenarios:
  2. **'Founder A' (One-Hit Wonder):** Sells *one* \$500 course. A customer buys it, finishes it... and that's it. The relationship is over. To make more money, the founder must find *another* new customer.

3. **'Founder B' (The Ecosystem):** Sells a \$50 e-book. 30% of those buyers "ascend" to her \$500 course. 10% of *those* buyers "ascend" to her \$2000 mastermind. Her *same* customer is now worth \$2550, not just \$500.
  4. In the text box, answer: "What is 'Customer Lifetime Value' (LTV)? Why is Founder B's business model 10x more stable and scalable than Founder A's?"
- **Expected Outcome:** A clear "a-ha" moment about the profitability of "ascension" vs. "one-off" sales.

### Activity 2: Strategic Exercise: "Stacking Your 'Staircase'"

- **Type:** Strategic Exercise
- **Time:** 20 minutes
- **Instructions:**
  1. Open the provided "Product Staircase" template (a simple 3-step graphic).
  2. **Step 1 (Bottom):** The "Tripwire." (Price: \$20-\$100). This is a "quick win" (like your MVP from L1). *Example: "My \$50 'TikTok Hook Templates'."*
  3. **Step 2 (Middle):** The "Flagship." (Price: \$300-\$1000). This is your main course/workshop. *Example: "My \$500 'Creator CEO' Course."*
  4. **Step 3 (Top):** The "Premium Offer." (Price: \$2000+). This is your high-touch service, mastermind, or coaching. *Example: "My \$2500 '1:1 Scaling Mastermind'."*
  5. Fill in your "staircase" with your own product ideas.
- **Expected Outcome:** A clear, visual map of your "product suite" that defines your business model for the next 12-24 months.

### Activity 3: Tool Exploration: "Competitor 'Staircase' Mapping"

- **Type:** Tool Exploration
- **Time:** 15 minutes
- **Instructions:**
  1. Go to the website of a "Creator CEO" you admire in your niche.
  2. Play "digital detective." Click on their "Products" or "Shop" page.

3. Identify *their* "Staircase."
4. In your worksheet, write down:
  - Their "Tripwire" (e.g., "\$27 e-book").
  - Their "Flagship" (e.g., "\$997 course").
  - Their "Premium Offer" (e.g., "\$10k mastermind").
- **Expected Outcome:** Proof that this model is being used successfully *right now* by the top people in your field, and a clear, real-world example to follow.

#### Activity 4: "My 3-Step 'Staircase'" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion
- **Time:** 10 minutes
- **Instructions:**
  1. Go to the community discussion board.
  2. **Post:** "My 3-Step Product Staircase (from Activity 2) is:"
  3. **Example:** "1. Tripwire (\$49): 'Notion Template Pack'. 2. Flagship (\$397): 'The Automated Solopreneur' Course. 3. Premium (\$2000): '1:1 Ops Hub Build-Out'."
  4. Reply to one other student's staircase and identify one "gap" or "opportunity" (e.g., "I love this! Have you thought about a 1-day workshop as a 'mid-ticket' offer?").
- **Expected Outcome:** Peer feedback on your business model, ensuring it's logical and profitable.

### 3. Assignment & Project Milestone

#### Assignment: The "Digital Product Suite" Map (Component 2 of Final Project)

- **Estimated Time:** 60 minutes
- **Deliverable:** A 1-page PDF or a 1-slide "map" (Canva, Whimsical, etc.) of your "Digital Product Staircase."
- **Description:** This is the high-level "business model" for your Creator CEO career. You will take your "staircase" from Activity 2 and formalize it into a

"product suite" map, defining the *problem* each product solves and the *transformation* it provides.

- **Step-by-Step Instructions:**

1. Open the "Product Suite Map" template (provided in Canva/Whimsical).

2. Create 3 "boxes" on the page, stacked like stairs.

3. **Box 1 (Bottom): "Tripwire Product."**

- *Product:* (e.g., "The \$49 'Biz-in-a-Box' Notion Templates").
- *Problem it Solves:* "My business is a digital mess."
- *Transformation it Sells:* "From 'cluttered' to 'organized' in one weekend."

4. **Box 2 (Middle): "Flagship Product."**

- *Product:* (e.g., "The \$497 'Automated Empire' Course").
- *Problem it Solves:* "I'm a 'manual' solopreneur, stuck doing tasks."
- *Transformation it Sells:* "From 'operator' to 'CEO' in 6 weeks."

5. **Box 3 (Top): "Premium Offer."**

- *Product:* (e.g., "The \$2,500 'CEO Mastermind'").
- *Problem it Solves:* "I'm at 6-figures, but I'm 'stuck' and 'alone'."
- *Transformation it Sells:* "From 'stuck' to 'scaled' with a high-level peer group."

6. Save this 1-page map. This is Component 2 of your Final Project.

- **Connection to Final Project:** This "map" is the "table of contents" for your "Digital Product Suite." Your "Product Idea Brief" (L1) is the first step. This map shows the full journey.

- **Evaluation Criteria:**

- **Excellent:** All 3 "steps" of the staircase are defined with a clear "Product," "Problem," and "Transformation." The logic is flawless (the products clearly build on each other).
- **Proficient:** All 3 "steps" are defined, but the "Problem/Transformation" may be vague.

- **Needs Improvement:** The document is just a list of 3 products with no "staircase" logic or "problem" defined.

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

(Multiple Choice 1) What is the "Digital Product Staircase" model?

- A. A model for selling one high-ticket course.
- B. A model for maximizing "Customer Lifetime Value" (LTV) by "ascending" a customer from a low-ticket to a high-ticket offer.
- C. A model for creating "random" products to see what sells.
- D. A "tech stack" for hosting your products. (Answer: B)

(Multiple Choice 2) What is a "Tripwire" product?

- A. Your most expensive, high-value mastermind.
- B. A free "lead magnet" PDF.
- C. A "bug" in your sales funnel that "trips" the customer.
- D. A low-priced (\$20-\$100), high-value "quick win" product designed to turn a "lead" into a "buyer" (and build trust). (Answer: D)

(Multiple Choice 3) In the "One-Hit Wonder" case study, why is Founder B's "Ecosystem" model more scalable?

- A. Because she works harder than Founder A.
- B. Because she makes *more money* from the *same customer* by offering a logical next step.
- C. Because she only sells one \$500 course.
- D. Because she has a better lead magnet. (Answer: B)

(Multiple Choice 4) The "Competitor Staircase Mapping" (Activity 3) was designed to:

- A. Steal your competitor's product ideas.
- B. Prove that the "staircase" model is a *real, proven* business model used by top creators.
- C. Find "gaps" in their pricing.

- D. Validate your "MVP" idea. (Answer: B)

(Short Answer 1) What is "Customer Lifetime Value" (LTV)?

- *(Example Answer: It's the total amount of money a single customer is likely to spend with your business over the entire relationship, not just on one purchase.)*

(Short Answer 2) On your "Product Staircase" (Activity 2), what is your "Flagship" (mid-ticket) product?

- *(Example Answer: My flagship is "The \$397 'Automated Solopreneur' Course.")*

(Scenario-Based 1) A customer just bought your "\$49 'Notion Template Pack'" (your Tripwire). What is the *logical next product* to offer them, and *why*?

- *(Answer: The logical next step is my "\$497 'Automated Empire' Course" (my Flagship). Because the templates (the 'what') are useless without the system*