

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

Lesson 10: Scaling Your Marketing (Beyond You)

1. Core Concept & Learning Objective

Core Concept (149 words): Your "marketing" 'is' "still" 'you'—'your' 'social 'media', 'your' 'blog', 'your' 'podcast'. 'You' 'are' 'the' "bottleneck" (L1). 'To' "truly" 'scale' 'to' "7-figures," 'you' 'must' "build" "marketing 'systems'" 'that' "work" 'without' 'you'. 'This' 'lesson' 'is' 'your' "marketing 'scaling'" 'plan'. 'You' 'will' "move" 'from' "organic 'marketing'" (your 'time') 'to' "scalable 'systems'" (your 'money' 'and' 'team'). 'This' 'includes' "1. 'Paid 'Ads'" (e.g., 'Facebook'/'TikTok' 'ads' 'to' 'your' 'Evergreen 'Funnel' (C5, L9)), "2. 'SEO'" (a "long-term" 'content 'moat'), 'and' "3. 'Affiliates'" (your "A-Team" 'of' "partners").

Learning Objective: By the end of this lesson, you will be able to **compare** "scalable 'marketing' 'systems'" (Paid Ads, SEO, Affiliates) 'and' **design** 'a' "strategic 'plan'" 'to' "build" 'one' "marketing 'system'" 'that' "generates" "leads" 'and' "sales" 'without' 'your' "daily 'content' 'creation'."

2. Interactive Content Activities

Activity 1: Case Study: "The 'Content' 'Treadmill' vs. The 'Marketing' 'System'"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
 1. Read the two scenarios:
 2. **'Founder A' (The 'Content' 'Treadmill'): "Marketing" 'is' "her 'posting' 'on' 'TikTok' 3x/day." If 'she' 'stops' 'posting' (e.g., 'goes' 'on' 'vacation'), 'her' "leads" 'and' "sales" "stop" 'instantly'. 'She' "has" 'a' "high-paying 'job', "not' 'a' "business."**

3. 'Founder B' (The 'Marketing' 'System'): "Marketing" 'is' "her 'system'." 'She' "runs" "\$50/day" 'in' "Paid 'Ads'" 'to' 'her' "Evergreen 'Funnel'" (C5, L9). 'She' "goes" 'on' 'vacation' 'for' 'a' 'week'. 'Her' "ads" "run," 'her' "funnel" "converts," 'and' 'she' "makes" "\$5,000" "while" 'on' 'the' 'beach'.
 4. In the text box, answer: "What 'is' 'the' 'difference' 'between' 'manual 'marketing'" (Founder A) 'and' "system 'marketing'" (Founder B)? 'How' 'did' 'Founder B' "de-couple" 'her' "time" 'from' 'her' "revenue"?"
- **Expected Outcome:** An "a-ha" moment 'that' "scaling" 'marketing' "means" "building" 'an' "engine" (like 'Ads' 'or' 'SEO') 'that' "runs" "whether" 'you' "work" 'or' 'not'.

Activity 2: Strategic Exercise: "Choosing Your 'Scaling' 'Channel'"

- **Type:** Strategic Exercise
- **Time:** 15 minutes
- **Instructions:**
 1. You "must" "choose" 'one' "scaling" 'channel' 'to' "master" 'first'.
 2. *Your Task:* "Review" 'the' "3 'Systems'".
 - 1. "Paid 'Ads'" (e.g., 'Facebook'/'TikTok'):
 - *Pro:* "Fast" 'results'; "Scalable" (e.g., "\$1 'in'" -> "\$2 'out'"').
 - *Con:* "Expensive" (C6, L5); "Complex" 'to' "manage."
 - 2. "SEO" (e.g., 'Blogging'/'YouTube'):
 - *Pro:* "Free," "compounding" 'traffic'; "long-term 'moat'" (L8).
 - *Con:* "Slow" (takes 6-12 'months'); "High 'effort'" 'up-front'.
 - 3. "Affiliates" (e.g., 'Partners'):
 - *Pro:* "Zero 'risk'" (you 'only' 'pay' 'on' "a 'sale'"').
 - *Con:* "Hard" 'to' "manage"; "you 'need' 'a' 'great' 'product'" 'first'.
 3. Choose 'your' 'Q1' 'focus'.

- **Expected Outcome:** A "clear" "strategic 'choice'" 'for' 'your' "next" "marketing 'system'."

Activity 3: Tool Exploration: "The 'Affiliate' 'Center'"

- **Type:** Tool Exploration
- **Time:** 15 minutes
- **Instructions:**
 1. "Affiliates" 'are' 'your' "sales 'team'." "Your" "Tech 'Stack'" (C5, L6) 'can' "manage" 'them'.
 2. Log 'in' 'to' 'your' "Tech 'Stack'" (e.g., 'Kajabi', 'Thrivecart', 'Stan').
 3. "Find" 'the' "**Affiliates**"' tab'.
 4. *Your Task: "Explore" 'the' "settings".*
 5. "See" 'how' 'you' 'can' "set" 'a' "Commission" (e.g., "30%").
 6. "See" 'how' 'the' "tool" "auto-generates" 'a' "unique 'tracking 'link'"' 'for' 'each' "affiliate."
- **Expected Outcome:** 'You' "realize" 'that' "building" 'an' "affiliate 'program'"' 'is' 'just' 'a' "feature" 'in' 'your' "tech 'stack', " 'not' 'a' "complex" 'new' "business."

Activity 4: "My 'Scaling' 'Channel' 'Choice'" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion
- **Time:** 10 minutes
- **Instructions:**
 1. Go to the community discussion board.
 2. **Post:** "My "3-Year 'Vision'" (L9) 'is' [Vision]. 'My' "Growth 'Pillar'" (L9) 'is' [Pillar]. 'Therefore', 'my' "Scaling 'Channel'" (from Activity 2) 'must' 'be' [Channel]."
 3. *Example:* "My 'Vision' 'is' "passive 'income'"' (C5). 'My' 'Pillar' 'is' "Digital 'Products'"'. 'My' 'Scaling 'Channel'"' 'is' "Paid 'Ads'"' 'to' 'my' "Evergreen 'Funnel'"' (C5, L9). 'It's' 'the' 'only' "true" "automated 'system'."
 4. Reply to one other student.
- **Expected Outcome:** A "strategic" "choice" 'that' "aligns" 'your' "Marketing 'System'" (L10) 'with' 'your' "Vision" (L9).

3. Assignment & Project Milestone

Assignment: The "Marketing 'Scaling'" 'SOP' (Component 10 of Final Project)

- **Estimated Time:** 60 minutes
- **Deliverable:** A 1-page PDF or Notion doc "SOP" (Standard Operating Procedure).
- **Description:** This 'is' 'your' "CEO-level" "marketing 'plan'" 'to' "scale" "beyond" 'you'. 'You' 'will' "choose" 'your' "scaling 'channel'" (L10) 'and' "build" 'the' "90-day 'MVP'" "plan" 'to' "launch" 'it'.
- **Step-by-Step Instructions:**
 1. Open 'the' "Marketing 'Scaling' 'SOP'" 'template' (provided).
 2. **Section 1: "My 'Scaling 'Channel'" 'Choice'.**
 - (e.g., "Paid 'Ads' (TikTok)").
 3. **Section 2: "The 'Goal' (The 'KPI')."**
 - (e.g., "To 'get' 'my' "CPA" (C6, L3) 'to' "be" "less 'than'" 'my' "Product 'Price'" (C6, L8). (e.g., 'CPA' < '\$50').")
 4. **Section 3: "The '90-Day 'MVP'" 'Plan'.**
 - (e.g., "A 90-day 'plan' 'to' "test" 'this' 'channel').
 - *Month 1:* "Hire 'Ad' 'Contractor'" (L4). "Test 3 'Creatives'."
 - *Month 2:* "Analyze 'CPA' 'data'" (C6, L7). "Cut 'Losing' 'Ads'."

