

Course 5: The Creator CEO: Build & Scale Your Digital Product Suite

Final Project & Exam

PART 1: Final Project Overview

Clear Project Title: The Creator CEO's Playbook: My Complete Digital Product Suite & Scaling Plan

Project Description (341 words): This "Creator CEO's Playbook" is the comprehensive, portfolio-worthy culmination of Course 5. It is a complete, "business-in-a-box" plan that documents the entire strategy, validation, creation, and scaling of a profitable digital product ecosystem.

This Playbook assembles all 12 lesson components into a single, cohesive "Business Plan." It begins with the foundational "why" (the Product Idea Brief) and the "business model" (the Digital Product Staircase). It then details the *proof* of concept (the Pre-Sale Plan) and the "product" itself (the Curriculum Outline and the MVP).

From there, the Playbook details the entire "go-to-market" machine. This includes the "Operations" (the Tech Stack & Community Plan), the "Marketing" (the Sales Page & Live Launch Plan), and the "Automation" (the Evergreen Funnel & Optimized Checkout).

Finally, the project concludes with the "CEO-level" strategy (the Ecosystem Scaling Plan), which outlines the plan for data-driven optimization and future growth. This is not a theoretical assignment; it is a real-world asset that demonstrates professional competency in product validation, instructional design, marketing, and funnel optimization.

Portfolio Value Statement: This Playbook is a direct, tangible asset. It serves as a "living" case study of your ability to move from "service provider" to "scalable CEO." It can be presented to:

- **Potential Business Partners/Investors:** To prove you have a validated, scalable, and well-documented business model.
- **High-Ticket Mastermind/Coaching Applications:** To demonstrate your advanced level of strategic thinking.
- **As a "Product":** The playbook itself is a template that can be used as a case study to teach others how to build *their* first product.

Target Completion Time: 4-5 hours (to refine, assemble, and present all 12 existing components).

PART 2: Required Project Components

(Note: You have already built all 12 of these components in your lesson assignments. This phase is about refining them and assembling them into one cohesive document/presentation.)

1. **Component 1 (from Lesson 1): The "Product Idea" Validation Brief**
 - *What it is:* The 1-page "business case" for your product, mined from your 1:1 service.
 - *Integration:* This is your "Introduction" or "The 'Why'" of your Playbook.
2. **Component 2 (from Lesson 2): The "Digital Product Suite" Map**
 - *What it is:* Your 3-step "Staircase" (Tripwire, Flagship, Premium) that defines your business model.
 - *Integration:* This is the "Business Model" or "The 'Staircase'" section.
3. **Component 3 (from Lesson 3): The "Founding Members" Pre-Sale Plan**
 - *What it is:* Your 1-page "beta launch" plan, including your irresistible offer and launch emails.
 - *Integration:* This is the "Validation" section, proving your idea with *real revenue*.
4. **Component 4 (from Lesson 4): The "Transformation" Curriculum Outline**
 - *What it is:* The "A-to-B" (Pain-to-Win) promise and the 3-module "MVP" syllabus.
 - *Integration:* This is the "Product Blueprint" or "The 'Syllabus'" section.

5. **Component 5 (from Lesson 5): My "MVP" v1.0**
 - *What it is:* The *share link* to your actual "v1.0" asset (Canva PDF, Notion template, Loom video).
 - *Integration:* This is "The 'Asset'" section—the tangible product itself.
6. **Component 6 (from Lesson 6): My "Tech Stack 'SOP'"**
 - *What it is:* Your 1-page "SOP" justifying your choice of an "all-in-one" platform (Kajabi, Stan, etc.).
 - *Integration:* This is the "Operations" or "The 'Platform'" section.
7. **Component 7 (from Lesson 7): My "High-Converting" Sales Page**
 - *What it is:* The "share link" to your 12-part "Blueprint" sales page (draft or live).
 - *Integration:* This is the "Marketing" or "The 'Salesperson'" section.
8. **Component 8 (from Lesson 8): The "Live Launch" Content Plan**
 - *What it is:* Your 7-day "SOP" (calendar) for your "Open Cart" week (emails + social).
 - *Integration:* This is the "Marketing Engine (Live)" section.
9. **Component 9 (from Lesson 9): The "Evergreen Funnel" Map**
 - *What it is:* The flowchart of your 5-step automated email sequence.
 - *Integration:* This is the "Marketing Engine (Automated)" section.
10. **Component 10 (from Lesson 10): The "Optimized Checkout" Plan**
 - *What it is:* The flowchart of your "Bump" and "Upsell" sequence to maximize AOV.
 - *Integration:* This is the "Profit Optimization" section.
11. **Component 11 (from Lesson 11): The "Student Success" Community Plan**
 - *What it is:* Your 1-page "SOP" for your community (platform, mission, rules, engagement).
 - *Integration:* This is the "Retention" or "The 'Community'" section.
12. **Component 12 (from Lesson 12): The "Ecosystem" Scaling Plan**

- *What it is:* Your 12-month "CEO" plan for optimizing funnels and scaling your "Staircase."
- *Integration:* This is the "Conclusion" or "The 'Future'" section.

PART 3: Project Assembly Instructions

Your goal is to assemble these 12 components into a single, impressive "Playbook." The recommended format is a **Notion Page** or a **Canva Presentation**.

1. **Create Your Playbook Hub:** Create a new, top-level "Page" in Notion (or a new Canva Presentation). Title it "The Creator CEO's Playbook: [Your Product Suite Name]."
2. **Create 8 "Sections":** Create 8 headlines on this page:
 - 1. The 'Why': My Product-Market Fit (Component 1)
 - 2. The 'Model': My Digital Product Staircase (Component 2)
 - 3. The 'Validation': My 'Founding Members' Pre-Sale (Component 3)
 - 4. The 'Product': My Curriculum & MVP (Components 4 & 5)
 - 5. The 'Platform': My Tech & Community Stack (Components 6 & 11)
 - 6. The 'Launch': My Go-to-Market Plan (Components 7, 8, & 9)
 - 7. The 'Profit': My AOV Optimization Plan (Component 10)
 - 8. The 'Future': My 12-Month Scaling Plan (Component 12)
3. **Assemble Each Section:** Go section by section and embed or paste in your components. (e.g., In Section 1, embed your "Product Idea Brief." In Section 4, embed your "Curriculum Outline" *and* the link to your "MVP.")
4. **Review & Refine:** Read the *entire* playbook from top to bottom. Does it tell a logical story? Does it flow from "Idea" to "Validation" to "Build" to "Launch" to "Scale"?
5. **Submission:** Submit the single, public "share" link to this completed Notion page or Canva presentation.

PART 4: Evaluation Rubric

- **Completeness (40%):** Are all 12 components present, clearly labeled, and embedded in the final Playbook?
- **Professional Presentation (30%):** Is the final Playbook well-organized, clean, and easy to navigate? Does it "tell a story" from "Idea" to "Ecosystem"?
- **Strategic Thinking (20%):** Is the "Staircase" (L2) logical? Does the "Curriculum" (L4) solve the "Problem" (L1)? Is the "Launch Plan" (L8) a good fit for the "Sales Page" (L7)?
- **Functionality (10%):** Do all the links (MVP, Sales Page, Checkout) work correctly?

Performance Levels:

- **Excellent:** All 12 components are present in a beautifully organized Playbook. The "story" is clear. All links work.
- **Proficient:** All 12 components are present, but the organization may be a simple "list" rather than a well-designed presentation.
- **Needs Improvement:** One or more components are missing, or the links are broken.

PART 5: Final Exam

(Time Limit: 90 Minutes)

Section 1: Multiple Choice (12 Questions)

1. The *primary* problem with a 1:1 service-based business model is: a) Clients are too difficult. b) Your income is *capped* by your available time. c) It's hard to find 1:1 clients. d) It's not as creative as building a product.
2. What is a "Digital Product Staircase" (Lesson 2)? a) A model for selling one high-ticket course. b) A model for maximizing "Customer Lifetime Value" by "ascending" a customer from a low-ticket to a high-ticket offer. c) A "tech stack" for hosting your products. d) A 12-step sales page.
3. The *primary* goal of a "Founding Members" Pre-Sale (Lesson 3) is to: a) Make as much money as possible on your first launch. b) *Validate* your product idea

- with *real sales* before you waste time building it. c) Build a "perfect" 50-module flagship course. d) Build a large email list.
4. A "great" course curriculum (Lesson 4) is *not* a "Data Dump." It is a... a) "Transformation" (a fast path from "Point A" to "Point B"). b) "Library" (as much information as possible). c) "Community" (a place to chat). d) "Tech Stack" (a set of tools).
 5. The "MVP" (Minimum Viable Product) method (Lesson 5) is designed to fight: a) Low-paying clients. b) "Perfectionism" (by shipping the "v1.0" fast). c) "Franken-stacks" (by using one tool). d) "Burnout" (by pre-selling).
 6. What is a "Franken-stack" (Lesson 6)? a) The best, most "all-in-one" platform (like Kajabi). b) A "duct-tape" system of 10+ cheap, separate tools that "break" and cost time. c) A "mobile-first" tech stack (like Stan). d) A "Community SOP."
 7. A *great* sales page (Lesson 7) sells the "Transformation." A *bad* sales page sells the... a) "Features" (e.g., "50 videos"). b) "Price" (e.g., "50% off"). c) "Community" (e.g., "A private group"). d) "Guarantee" (e.g., "14-day refund").
 8. The *primary* psychological trigger a "Live Launch" (Lesson 8) uses is: a) "Social Proof" (Testimonials). b) "Urgency" and "Scarcity" (e.g., "The cart closes on Friday"). c) "Authority" (e.g., "I am the expert"). d) "Value" (e.g., "Here is a free guide").
 9. The *main* difference between a "Live Launch" and an "Evergreen Funnel" (Lesson 9) is: a) "Live Launch" is "manual" (real-time); "Evergreen" is "automated" (24/7). b) "Live Launch" uses email; "Evergreen" uses webinars. c) "Live Launch" is less profitable. d) "Evergreen" is only for "Tripwire" products.
 10. An "Order Bump" (Lesson 10) happens... a) *On* the checkout page, *before* the customer pays. b) *After* the customer pays, on its own "pop-up" page. c) In an "email" 3 days later. d) In a "live launch."
 11. A "1-Click Upsell" (Lesson 10) happens... a) *On* the checkout page, *before* the customer pays. b) *After* the customer pays, on its own "pop-up" page (and doesn't require re-entering a credit card). c) In an "email" 3 days later. d) In a "live launch."

12. The "Creator CEO" (scaling) mindset (Lesson 12) is to: a) "Create a new product every month." b) "Optimize my *existing* funnel's *data* (CRO) *before* I build something new." c) "Do more 1:1 services." d) "Manage my community 24/7."

Section 2: True/False (6 Questions)

1. Finding *competitors* for your product idea is a *bad* sign (it means the market is saturated). (T/F)
2. A "Tripwire" is your most expensive, "Premium" offer. (T/F)
3. The "A-to-B" Transformation is a framework for designing a "results-focused" curriculum. (T/F)
4. In an "Evergreen Funnel," "Urgency" (e.g., "24-hour discount") must be "personalized" to the lead's sign-up date. (T/F)
5. A "\$500 Course" is a *good* "Order Bump" for a "\$50 E-book." (T/F)
6. The *real* "product" is not your course; it is your "student's *success*." (T/F)

Section 3: Short Answer (4 Questions)

1. L1/L2: You are a 1:1 "Career Coach." What is a *good* "Tripwire" product (\$20-\$100) and what is a *good* "Flagship" product (\$300-\$1000) for your "Staircase"?
2. L3/L5: What is the "MVP Method," and why do we use it *after* a "Founding Members" Pre-Sale?
3. L7/L8: What is the "Launch Arc" (the 3-part "story") of a 7-day "Live Launch"?
4. L12: What is "CRO" (Conversion Rate Optimization), and why is it more important than "getting more traffic"?

Section 4: Scenario-Based Questions (3 Scenarios)

1. **Scenario 1 (L7):** A customer is on your sales page. They think, "This sounds great, but what if I'm a total 'tech' beginner?" What "section" of the 12-Part Sales Page Blueprint *must* you have to overcome this objection?
2. **Scenario 2 (L9):** A new lead is in your 5-day "Evergreen Funnel." On "Day 3," they *buy* your product. What *must* you (automatically) do *immediately*?
3. **Scenario 3 (L12):** You look at your data. Your "Sales Page" has a 5% conversion rate (great!). But your "Checkout Page" (where they enter their credit card) has