

Course 5 Lesson Outline: The Creator CEO

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

1. Lesson 1: From 1:1 Service to 1:Many Products

- You will identify the most scalable, high-demand "piece" of your service business to turn into a profitable digital asset.

2. Lesson 2: The Digital Product Staircase Model

- You will map out a cohesive product suite, from a low-ticket "tripwire" (\$50) to a high-value flagship course (\$2000), to maximize customer lifetime value.

3. Lesson 3: Idea Validation & The "Founding Members" Pre-Sale

- You will validate your product idea and get paid before you build it by executing a simple, low-lift "Founding Members" launch.

4. Lesson 4: High-Value Curriculum Design

- You will outline a results-focused course or workshop that guarantees a specific, tangible transformation for your student.

5. Lesson 5: Rapid Product Creation (The MVP Method)

- You will learn the "Minimum Viable Product" approach to creating your e-book, template, or workshop in a single weekend (no perfectionism allowed).

6. Lesson 6: Your Digital Product Tech Stack

- You will choose the right "all-in-one" platform (e.g., Kajabi, Teachable, Stan) to host, sell, and deliver your product seamlessly.

7. Lesson 7: The High-Converting Sales Page Blueprint

- You will write compelling sales copy for your product, following a proven 12-part framework that overcomes objections and drives conversions.

8. Lesson 8: The "Open Cart" Live Launch Sequence

- You will build the 7-day email and social media content plan for a high-urgency, profitable live launch.

9. Lesson 9: Building Your Evergreen Sales Funnel

- You will turn your successful launch into an automated "evergreen" machine (using an email sequence or webinar) that sells your product 24/7.

10. Lesson 10: The 1-Click Upsell & Order Bump

- You will build a simple, automated checkout flow that dramatically increases your average order value (AOV) with one click.

11. Lesson 11: Building a High-Success Student Community

- You will create a simple, high-value community (on Circle, Discord, or within your course platform) that increases student success and gathers testimonials.

12. Lesson 12: Scaling Your Suite: From Product to Ecosystem

- You will analyze sales data to optimize your funnel and plan the launch of