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

Lesson 4: Hiring Your "A-Team" (Contractors & VAs)

1. Core Concept & Learning Objective

Core Concept (148 words): You have the "Mindset" (L1), the "Job Description" (L2), and the "Training Manual" (L3). It is *finally* time to "hire" your "A-Team." This lesson is a "tactical" 'SOP' for "hiring" high-quality "freelance" (contractor) "talent" (like a "Video Editor" or "Virtual Assistant" (VA)). You will *not* "post and pray" on "Upwork." You will learn the "Girl Boss Drill Sergeant" method: 1. "Attract" (with your "DIA List" (L2) "Job Post"), 2. "Filter" (with a "Paid 'Test' Project"), and 3. "Onboard" (with your "SOP Library" (L3)). This is how you find "proactive" 'Operators' (L2), not "reactive" 'Doers' (L1).

Learning Objective: By the end of this lesson, you will be able to **master** the "A-Team" "hiring" 'SOP' (Attract, Filter, Onboard), **write** a "results-focused" "job post," and **design** a "paid 'test' project" to "filter"list 'A-Players' *before* you hire them.

2. Interactive Content Activities

Activity 1: Case Study: "The 'Post-and-Pray' vs. The 'A-Team' SOP"

- **Type:** Case Study Analysis

- **Time:** 15 minutes

- **Instructions:**

    1. Read the two scenarios:

    2. **'Founder A' (The 'Post-and-Pray' Hire):** Posts on "Upwork": "Need a 'VA'." Gets 100 "cheap" applicants.

    3. **'Fou**dito "cheapest" one. "Dumps" "tasks" (L3). The 'VA' "fails." Founder A says, "Hiring 'fails'!"

    4. **'Founder B' (The 'A-Team' SOP):**P

1. **Attract:** Posts a "Job Post" (L2) "for a 'Podcast Operator' (not a 'VA')."

2. **Filter:** "Interviews" 3. "Gives" all 3 a "$50 'Paid Test Project'" (e.g., "Edit this 5-min 'file' using my 'SOP' (L3)").

3. **Hire:** "Hires" the *one* who "followed the 'SOP' perfectly."

4. **Onboard:** "Gives" them the "SOP Library" (L3).

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- **Expected Outcome:** An "a-ha" moment that "interviews" are "useless." A "paid 'test' project" (a "real-world 'test'") is the *only* "filter" that matters.

Activity 2: Strategic Exercise: "The 'A-Player' Job Post"

- **Type:** Strategic Exercise

- **Time:** 20 minutes

- **Instructions:**

  1. You are *not* "hiring" a "VA." You are "hiring" an "Operator" (L2) (e.g., "a 'Podcast Operator'," "a 'Content Operator'").om" Open the "Job Post" template.

  2. (or a "scr "Fill in the blanks" *using* your "DIA Plan" (L2).

  3. *Title:* "Hiring a '[Role Name] Operator' (e.g., 'Marketing Operator')."

  4. *Body (The 'DIA' List):* "You will be 100% 'accountable' for these 'tasks' (L2): [Task 1, Task 2, Task 3...]." 'I*The 'Filter' (The 'Test'):* "To 'apply', you *must* [e.g., 'send a 2-min Loom video' 'explaining why you are a 'fit' for this 'role"]." (This *is* the *first* "filter"—90% of "B-Players" won't "do" this "step").

- **Expected Outcome:** A "results-focused" "job post" that "attracts" 'A-Players' (who 'want' "accountability") and "repels" 'B-Players' (who "can't 'follow' 'instructions'").

Activity 3: Strategic Exercise: "The '$50 Paid 'Test' Project'"

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