

# Course 7 Lesson Outline: Solopreneur to CEO

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

### 1. Lesson 1: The Mindset Shift: From "Doer" to "Leader"

- You will redefine your role as CEO (Vision, Strategy, Resources) and identify the specific "doer" habits that are holding your business back.

### 2. Lesson 2: Your "Genius Zone" & The "Delegate-It-All" List

- You will perform an audit to identify the 1-3 high-value tasks only you can do and categorize everything else for delegation or elimination.

### 3. Lesson 3: The "Delegate-First" Framework (Creating SOPs)

- You will learn how to delegate effectively (not just dump tasks) by creating simple, 5-minute video SOPs (Standard Operating Procedures) for any task.

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

- You will master the art of finding, interviewing, and onboarding high-quality freelance talent that can run parts of your business for you.

### 5. Lesson 5: From Freelancers to Your First Core Hire

- You will learn the financial and operational triggers that tell you when (and who) to make your first part-time or full-time hire.

### 6. Lesson 6: The Remote Team "Operating System"

- You will implement a simple "battle rhythm" (e.g., one weekly meeting, asynchronous check-ins) to manage your remote team effectively.

### 7. Lesson 7: Solidifying Your Financial Foundation (P&L, Cash Flow)

- You will master advanced financial management: reading a P&L statement, cash flow forecasting, and building a "war chest" for strategic investments.

### 8. Lesson 8: Building Your "Brand Moat" (Protecting Your IP)

- You will evolve from a personal brand to a valuable business asset by protecting your Intellectual Property (trademarks, copyrights) and building

brand equity.

#### 9. Lesson 9: The 3-Year Strategic Vision & "Big Picture" Plan

- You will move beyond 90-day planning and map out your long-term vision, growth pillars, and strategic "big bets."

#### 10. Lesson 10: Scaling Your Marketing (Beyond You)

- You will build marketing *systems* (e.g., paid ads, SEO, affiliate programs) that generate leads and sales without relying on your daily content creation.

#### 11. Lesson 11: The CEO Scorecard & Business Dashboard

- You will design the high-level, 5-metric dashboard you will use to manage the *health* of the business, not the *tasks*.

#### 12. Lesson 12: Your New Job: How to Be the Visionary

- You will create your personal action plan to successfully remove yourself from 80% of the day-to-day operations within 6 months.