

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

Final Project & Exam

PART 1: Final Project Overview

Clear Project Title: The "Solopreneur-to-CEO" Playbook: My 7-Figure Scaling Plan

Project Description (345 words): This "CEO Playbook" is the comprehensive, portfolio-worthy culmination of the entire SoloSuccess Intel Academy. It is your personal "graduation" thesis, assembling every strategic component from Course 7 into a single, cohesive "Operations Manual" for a 7-figure "Leader."

This Playbook documents your final, most difficult transformation: from "Solopreneur" (who does all the work) to "CEO" (who *leads* the vision). It begins with your "new constitution" (The CEO Manifesto) and your "Genius Zone" (the tasks you *keep*). It then builds out your *team* (your delegation plan, SOP framework, and hiring scorecard) and the "Operating System" to *run* that team.

From there, the Playbook expands to "CEO-level" strategic assets: your "Financial Foundation" (P&L/Cash Flow), your "Brand Moat" (IP Plan), and your "3-Year Vision." It details your plan for "Marketing Beyond You" (scaled ads/SEO) and culminates in your final "CEO Scorecard" (your 10,000-foot-view dashboard).

Finally, the project is completed with your "Personal Exit Plan," a 6-month directive to remove yourself from 80% of the day-to-day operations. This is the tangible proof that you have "graduated" from "Doer" to "Leader."

Portfolio Value Statement: This Playbook is your new "CEO" 'Job Description.' It is the ultimate asset for proving you are a "strategic" leader, not just a "tactical" freelancer. It can be presented to:

- **Potential Investors/Partners:** To prove you have a scalable, documented, and "human-powered" (not just 'you-powered') business.
- **High-Level Masterminds:** To show you are operating at a "CEO" level.

- **Youself:** It is your *literal* "action plan" for the next 3 years of your career.

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 (or have the 'title' for) all 12 of these components from your lesson assignments. This phase is about assembling them.)

1. Component 1 (from Lesson 1): The "CEO" Mindset Manifesto

- *What it is:* Your 1-page "new job description" (Vision, Strategy, Resources).

2. Component 2 (from Lesson 2): The "Genius Zone" & "Delegate-It-All" List

- *What it is:* Your 1-page audit of "your" (Genius) tasks vs. "their" (Delegated) tasks.

3. Component 3 (from Lesson 3): The "Delegate-First" Framework (Video SOP)

- *What it is:* Your 1-page "SOP" on "how to make an SOP" (the 5-minute Loom method).

4. Component 4 (from Lesson 4): The "A-Team" Hiring SOP

- *What it is:* Your "SOP" (checklist) for "finding, interviewing, and onboarding" 'A-Team' contractors.

5. Component 5 (from Lesson 5): The "First Core Hire" Job Scorecard

- *What it is:* The 1-page "Job Scorecard" (Mission, Outcomes, Competencies) for your first *hire*.

6. Component 6 (from Lesson 6): The "Remote Team 'Operating System'"

- *What it is:* Your 1-page "SOP" for your team's "battle rhythm" (e.g., "1 weekly meeting, daily 'async' check-in").

7. Component 7 (from Lesson 7): The "Financial Foundation" (P&L / Cash Flow)

- *What it is:* Your "v2.0" Google Sheet (upgraded from C6) that includes a "P&L" (Profit & Loss) and "Cash Flow Forecast."

8. Component 8 (from Lesson 8): Building Your "Brand Moat" (IP Plan)

- *What it is:* Your 1-page "IP Plan" (e.g., "Trademark 'My Course Name', "Copyright 'My E-book'").

9. Component 9 (from Lesson 9): The "3-Year Strategic Vision"

- *What it is:* Your 1-page "Big Picture" plan (e.g., "Year 1: 7-Figure Funnel. Year 2: Launch 'SaaS'. Year 3: 'Acquire' competitor.")

10. Component 10 (from Lesson 10): The "Scaling Marketing (Beyond You)" Plan

- *What it is:* Your "SOP" for "hiring" an 'Ad Agency' or 'SEO Contractor' to run your "paid" (scaled) marketing.

11. Component 11 (from Lesson 11): The "CEO Scorecard" (v.Final)

- *What it is:* Your "upgraded" "Mission Control" hub (from C6, L11) that *only* shows your 5 "Strategic" KPIs.

12. Component 12 (from Lesson 12): Your "Solopreneur-to-CEO" Exit Plan

- *What it is:* Your 1-page "Action Plan" (your "10-Hour Week" & "6-Month 'Doer' Exit Plan").

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 'Solopreneur-to-CEO' Playbook."
2. **Create 6 "Sections":** Create 6 headlines on this page:
 - 1. The "CEO" Mindset & Vision (Components 1 & 9)
 - 2. The "Team" (My 'Who') (Components 2, 3, 4, 5)
 - 3. The "Systems" (My 'How') (Components 6, 8, 10)
 - 4. The "Scorecards" (My 'Data') (Components 7 & 11)
 - 5. The "Exit" (My 'Action 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 "CEO Manifesto" and your "3-Year Vision").

4. **Review & Refine:** Read the *entire* playbook from top to bottom. Does it tell a logical "story" of your "graduation" from "Solopreneur" to "CEO"?
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"?
- **Strategic Thinking (30%):** Is the "CEO" (L1) "mindset" clear? Is the "Exit Plan" (L12) "realistic" and "supported" by the "Team" (L4) and "Systems" (L6) you've "designed"?

Performance Levels:

- **Excellent:** All 12 components are present in a beautifully organized Playbook. The "story" is clear. The "Exit Plan" (L12) is 100% "supported" by the "Hiring" (L4) and "SOP" (L3) "systems."
- **Proficient:** All 12 components are present, but the "story" is "disconnected" (e.g., the "Exit Plan" is "unrealistic" given the "Team" SOP).
- **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 "CEO" mindset (L1) means "firing" yourself as the "Doer" and "hiring" yourself as the "Leader." Your new "3-part job" is: a) 1. Marketing, 2. Sales, 3. Admin (Doer). b) 1. Vision, 2. Strategy, 3. Resources (Leader). c) 1. Coaching, 2. Managing, 3. Doing. d) 1. Automating, 2. Building, 3. Selling.

2. What is "Opportunity Cost" (from L1)? a) The "cost" of your "software." b) The "high-value" 'Leader' "revenue" (e.g., \$20k) you *lost* because you were "busy" 'doing' "low-value" 'Doer' "tasks." c) The "cost" of "hiring" a 'VA' (L4). d) The "cost" of your "ads" (C6, L3).
3. Your "Genius Zone" (L2) is the: a) 80% of "Doer" tasks you must "delegate" (L3). b) 1-3 "high-value" 'Leader' "tasks" that *only* you can do (e.g., "Set Vision," "Be the 'Face'"). c) Your "Mission Control" hub (C6, L11). d) Your "3-Year Vision" (L9).
4. A 5-minute "Loom" video "SOP" (L3) is *better* than a 10-page "text" "SOP" because: a) It's "faster" to "make" and "easier" to "follow" (you "show," not just "tell"). b) It's "more professional." c. It's "more expensive." d) It "replaces" your "VA."
5. A "Job Scorecard" (L5) is *not* a "Job Description." It "defines" the "Mission" (the 'Why') and the "Outcomes" (the 'What')... a) *before* you define the "Tasks" (the 'How'). b. *after* you define the "Tasks" (the 'How'). c) *instead* of "Hiring" (L4). d) by "defining" the "Tasks."
6. An "asynchronous" (async) "Remote 'OS'" (L6) (e.g., a "weekly Loom") is "better" than "synchronous" (e.g., "5 daily Zooms") because: a) It "respects" your "team's" 'time' and "protects" your "focus" (it's "scalable"). b) It "micromanages" the "team" better (it doesn't). c. It "is" a "Job Scorecard." d) It "is" a "P&L Statement."
7. A "P&L Statement" (L7) is *different* from your "Financial Dashboard" (C6, L5) because: a) It *only* tracks "Revenue." b. It "categorizes" your "Expenses" (L6) (e.g., "Software," "Ads," "Contractors") to show you *where* your "profit" is "leaking." c) It "is" your "Cash Flow Forecast." d) It "is" your "Profit Margin."
8. A "Brand Moat" (L8) is: a) Your "Brand 'Colors'." b) Your "Intellectual Property" (IP) (e.g., "Trademarks," "Copyrights") that "protects" your "assets" (C5) from being "stolen." c) Your "Social Media" (C4, L9). d. Your "3-Year Vision" (L9).
9. A "3-Year Vision" (L9) is a "strategic" (Leader) 'document' that: a) "Plans" your "next 90 days" (this is 'Tactical'). b) "Maps" your "long-term" 'growth' and "big bets" (e.g., "Launch a 'SaaS'"). c) "Is" your "CEO Scorecard" (L11). d) "Is" your "Marketing Plan" (L10).

10. "Scaling Marketing (Beyond You)" (L10) means: a. "Posting" more on "TikTok" yourself (this is 'Doer'). b. "Building" systems (e.g., "hiring" an 'Ad Agency' or 'SEO Contractor') that "generate leads" without 'you'. c) "Building" your "Brand Moat" (L8). d. "Fixing" your "Cash Flow" (L7).
11. A "Tactical" dashboard (C6, L11) tracks "tasks" (e.g., "Task Status"). A "Strategic" "CEO Scorecard" (L11) *only* tracks... a) "Tasks." b) "Business 'Health'" (e.g., "Net Profit Margin," "LTV," "Growth"). c) "Marketing 'Metrics'" (L3). d) "Sales 'Metrics'" (L4).
12. The "80/20 Flip" (from L12) is the "goal" of the "CEO." It means spending: a) "80%" of your time "Doing" (Doer) and "20%" "Thinking" (Leader). b) "80%" of your time "Thinking" (Leader) and "20%" "Doing" (Genius Zone). c) "80%" of your time "Hiring" (L4). d. "80%" of your time "in 'Meetings'" (L6).

Section 2: True/False (6 Questions)

1. Your new "CEO" (L1) "job" is to "do" all the "tasks" (Doer). (T/F)
2. Your "Genius Zone" (L2) is the "80%" of "low-value" tasks you must "delegate." (T/F)
3. A 5-minute "Loom" (video) "SOP" (L3) is "faster" and "clearer" than a 10-page "text" "SOP." (T/F)
4. "Hiring" (L4) based on a "Job Scorecard" (L5) (e.g., "Outcomes") is *better* than "hiring" based on a "Resume" (e.g., "Tasks"). (T/F)
5. A "P&L Statement" (L7) "finds 'leaks'" by "categorizing" your "Expenses" (L6). (T/F)
6. A "Tactical" dashboard (C6) and a "Strategic" "CEO Scorecard" (L11) are the *same thing*. (T/F)

Section 3: Short Answer (4 Questions)

1. **L1/L2:** What is one "\$5/hr" 'Doer' task (L1) you will "delegate" (L2), and what is one "\$5,000/hr" 'Leader' task (L1) you will *replace* it with?
2. **L3/L4:** What is one "Task" you would create a 5-minute "Video SOP" (L3) for, before "delegating" it to a new "VA" (L4)?

3. L6/L11: What is the *difference* between your "Remote 'OS'" (L6) (your 'Team' dashboard) and your "CEO Scorecard" (L11) (your 'Health' dashboard)?
4. L12: What is one "Action" from your "6-Month 'Doer' Exit Plan"?

Section 4: Scenario-Based Questions (3 Scenarios)

1. **Scenario 1 (L5):** You want to hire a "Video Editor" (L4). You were going to write a "Job Description" (e.g., "Must 'know' Adobe"). What is the *better* "Job Scorecard" (L5) 'Outcome' you should hire for?
2. **Scenario 2 (L7/L8):** You read your "P&L Statement" (L7).
 - **Data:** "Revenue" is \$20,000. "Profit" is \$5,000 (25% Margin).
 - **'Leak':** Your "Software 'Expense' (L6) Bucket" is \$10,000 (50% of your Revenue!).
 - What is your *immediate* "Data-Driven Decision" (L8)?
3. **Scenario 3 (L11/L12):** You are in your "CEO Review" (C6, L12). You look at your "CEO Scorecard" (L11).
 - **Data:** "Net Profit Margin" (L11) is 'Green' (50%). "Team 'Health'" (L11) is 'Red' (your 'VA' (L4) is "overwhelmed").