Second Act Profit System — Course Status Brief (Plain English)

What this is

A step■by■step course for retirees to start a small, low■risk business that fits their life. No AI training. Plain English. Printable and online■fillable worksheets. Instructor on camera: **Chaz**.

What's finished

- Complete course blueprint (8 modules + welcome), organized for retirees.
- Lesson scripts, workbooks, slide outlines, instructor guide — drafted.
- Renamed modules per your notes: Big Pictures, Time Management, Money, Money.
- All "Korb" references changed to Chaz.
- Marketing basics ready: ad scripts (FB/YouTube/Radio), landing■page copy, proof blocks.
- Quizzes ready: Readiness, Lifestyle, Personality (+ printable version).
- 10 retiree■friendly business ideas with time/earnings ranges and first■client playbook.
- Large■print and printable options planned for every student PDF.

What's in progress right now

- Clean packaging of files per module (Module■01…Module■08) so each has its own scripts, slides, and workbook.
- Exporting fillable PDFs and large■print versions.
- Zipping everything into a single download with a MANIFEST so it's easy to hand off.

What's next (immediate)

- Landing page files (HTML/CSS) built from our copy so we can publish quickly.
- Ad Ops pack: upload■ready CSVs for Facebook/YouTube and a 2■week test plan.
- Quiz → Email wiring: 5■email sequence per quiz outcome in plain English.

- Distribution plan beyond ads: libraries, senior centers, churches, clubs, and a short talk with a leave■behind checklist.

What we need from you (quick decisions)

These help us finalize packaging and start marketing this week.

- Approve the 8 module titles and the "no■AI" positioning (already applied).
- Pick a hero headline for the website (Option A: "Retirement is just the beginning." OR Option B: "Have a business plan by Friday.").
- Choose 2–3 example businesses you want featured in the lessons (from the 10■ideas list).
- Confirm a simple guarantee: 14■day satisfaction refund.
- Confirm support channel shown on the site (email and an optional phone window, e.g., Tue/Thu 2–4pm).

Budget & timeline (practical)

Production cost is effectively zero (we have gear and editing). We recommend:

- Initial ad test: $100–$300 total over 10–14 days.
- Week 1: finalize packaging + launch landing page + start small ads.
- Week 2: widen distribution (community orgs), run the first mini■workshop talk.

Risks & how we handle them

- Tech overwhelm → We keep lessons 5–20 minutes with printable/large■print worksheets.
- Skepticism about hype → Plain■English promises and a simple money■back guarantee.
- Time constraints → Clear weekly milestones; "by Friday" outcomes.
- Formatting headaches → We export PDFs with embedded fonts and provide DOCX where needed.

What "success" looks like

- Student finishes week one with a simple plan, a first■customer path, and a budget they trust.
- Course earns referrals from community workshops and early students.
- Chaz feels the course matches his voice and values—no fluff, no hustle■culture.