

Retiree Business Blueprint

MODULE 0 INSTRUCTOR GUIDE

For Lessons 0.1 and 0.2

■ Module 0 Overview

Module 0 sets the stage. It's the orientation and mindset primer before students begin the real business-building process in Module 1. There are only two lessons here, but they're foundational: one establishes the learning rhythm and tech setup, the other primes learner identity and internal motivation.

■ Lesson 0.1 — Welcome & Orientation

Key Objectives:

- Help the student choose a learning track: Essentials or Mastery.
- Get them to block their first weekly study hours.
- Set up their study space and materials (worksheets, jar, calendar, etc).
- Introduce the Tech Concierge system and the Facebook group.

Facilitation Tips:

- If running live, walk through your own workspace as an example.
- Encourage students to physically print or write their schedule – don't rely on memory.
- Post a thread in the group with a sample introduction to make it easier for shy members to copy.

■ Lesson 0.2 — Mindset & Preparation

Key Objectives:

- Challenge limiting beliefs related to age, business, and tech.
- Create a custom 'Second Act Declaration' as a mindset anchor.
- Begin practicing rewrites and reframing — a key learning skill across all modules.

Facilitation Tips:

- Share your own Second Act Declaration if possible — it shows vulnerability and inspires connection.
- Normalize nervousness and doubt. The goal is not confidence — it's motion.
- Encourage use of the community thread: Reframes shared there often become affirmations for others.

Live Call Tip:

If hosting a kickoff call, ask everyone to bring one 'limiting belief' and rewrite it as a group warm-up.

■ Instructor Success Reminders

- Reinforce the hour-a-day rhythm — this is what differentiates the program.
- Tell learners that discomfort is data — fear just means they're stretching.
- Keep it human. You're not a guru; you're a guide. Vulnerability builds trust.

You're not just orienting students — you're opening the door to their second act. Set the tone for self-trust, small wins, and steady growth.