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★ FREE BONUS · 5-DAY SPRINT WORKBOOK

Academy Launch *Starter* Worksheet

Your foundation in one document — built to walk with you through the 5-day sprint.

SPRINT LENGTH

5 Days

TIME / DAY

15-30 min

PAGES TO FILL

5 Sections

OUTPUT

Your Launch Plan

WELCOME TO THE SPRINT

Stop thinking about your academy. Start *building it*.

Over the next 5 days I'll walk you through the foundation of any profitable academy launch. This worksheet is the page you'll come back to — to write your answers, sharpen your thinking, and walk out of the sprint with a real plan instead of more notes.

DAY · 01

01

Pick Your Niche

DAY · 02

02

Create Your Offer

DAY · 03

03

Price Your Program

DAY · 04

04

Find First Students

DAY · 05

05

30-Day Launch Plan

How to use this worksheet

1. **Print it, or fill it digitally.** Either works. The point is to *actually write your answers*.
2. **One day at a time.** Don't try to fill it in one sitting. Each day's lesson informs that day's section.
3. **Imperfect is fine — silent is not.** A rough first draft beats a perfect blank page every time.
4. **Bring it to the WhatsApp group.** Share what you're stuck on. The fastest improvement comes from feedback.
5. **The last page is the master one-pager.** When you finish Day 5, copy your final answers there. That's your starter launch plan.

A NOTE ON THIS WORKSHEET

This worksheet is the **WHAT** — the questions to answer and the structure to follow. The deeper systems, scripts, frameworks, and real revenue data live inside *Academy Launch Blueprint* at the end of the sprint. The sprint shows you the foundation. The Blueprint shows you exactly how to build on it.

DAY 01 · THE FOUNDATION

1 Pick Your Profitable Niche

Most academy launches die before they begin because the founder picks the wrong niche — usually one they're *passionate about* instead of one that **already buys**. Today you'll cut through that.

WHAT IS A PROFITABLE NICHE?

A profitable academy niche sits at the **intersection of three things**: a skill, knowledge, or experience *you can credibly teach*; a specific group of people who *already pay* to learn it elsewhere; and a clear, painful outcome they want.

Brainstorm — three skills, knowledge, or experience you could teach

Don't filter yet. Three honest options, even if you're unsure they're "big enough."

1 OPTION A

2 OPTION B

3 OPTION C

For each option, ask yourself

- Who specifically would pay to learn this?** ("Small business owners in Lagos" beats "everyone")
- What painful outcome are they paying to avoid or achieve?**
- Is there evidence people already pay for this?** (Books, courses, consultants, YouTube views)
- Can I credibly teach this without faking authority?**

DECISION BOX · MY NICHE

Write your chosen niche as a single, clear sentence. (e.g. "I help first-time freelance writers land their first \$200k client.")

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.....

★ **Withheld for ALB:** *The 5-Question Niche Validation Filter, the Golden Rule of income-skill vs passion niches, and the 3 niche traps that keep 90% of first-time founders stuck at zero — inside Academy Launch Blueprint.*

DAY 02 · THE PROMISE

2

Create Your Academy Offer

A niche tells people *who* the academy is for. An **offer** is what you actually sell them. Today you'll write the first draft of that offer using a simple four-part structure.

WHAT IS AN OFFER?

An offer is a clear promise built from four parts: **Outcome** (the transformation), **Timeline** (how long it takes), **Support** (how you'll help them get there), and **Risk Reversal** (what makes saying yes feel safe).

Write your four-part offer

1 OUTCOME – THE TRANSFORMATION YOU'LL DELIVER

2 TIMELINE – HOW LONG DOES IT TAKE TO SEE IT?

3 SUPPORT – WHAT HELP DO THEY GET ALONG THE WAY?

4 RISK REVERSAL – WHAT MAKES SAYING YES FEEL SAFE?

DECISION BOX · MY ONE-LINER OFFER

Combine the four parts into a single sentence a stranger could understand. (e.g. "An 8-week academy that helps first-time freelance writers land their first \$200k client, with weekly coaching calls and a money-back guarantee if you ship 10 pitches and get nothing.")

★ **Withheld for ALB:** The full 4-Part Offer Framework with real-world examples, plus the Value Stack sequence that makes a \$150k offer feel like an obvious yes — inside Academy Launch Blueprint.

DAY 03 · THE NUMBER

3

Price Your First Cohort

Pricing is where most first-time academy owners panic. They undercharge "to be safe," and end up with *cheap students who don't show up*. Today is about picking a starting price you can defend — and growing into it.

WHAT PRICING ACTUALLY DOES

Your price is a **signal**, not a calculation. It tells the market who this is for, how serious you are, and what level of student you want. Charge too little and you attract people who won't do the work. Charge too much without proof and nobody buys.

Three questions before you set a number

- What's the value of the outcome?** If your academy helps a freelancer earn an extra ₦500k/year, that frames everything.
- What does the market already pay for similar transformations?** Competing courses, coaching, books, even degrees.
- Who is your *first-cohort buyer*?** Founding students often pay less in exchange for testimonials.

Test three brackets — write a price you could imagine in each

FOUNDING

STANDARD

PREMIUM

DECISION BOX · MY FIRST COHORT PRICE

FIRST COHORT PRICE

COHORT DURATION

WHAT'S INCLUDED AT THAT PRICE

★ **Withheld for ALB:** *The TSA Pricing Staircase — actual revenue data from launches at ₦10K, ₦80K, and ₦200K+, and the psychology of why each tier worked or didn't — inside Academy Launch Blueprint.*

DAY 04 · THE FIRST YES



Find Your First Students

You don't need 10,000 followers. You need **10 right yeses**. Today is about mapping the four channels you'll use to find them — and writing real names and numbers, not theory.

THE FOUR CHANNELS THAT MATTER

Every successful first cohort I've seen comes from some mix of: **Warm Network, Content, Direct Outreach**, and **Paid Traffic**. You don't have to use all four — you have to *use one well* and stack from there.

CHANNEL · 1

Warm Network

People who already know, like, or trust you.

10 NAMES I'LL MESSAGE THIS WEEK

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CHANNEL · 2

Content

One piece of content that signals what you teach.

TOPIC OF MY FIRST PIECE

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WHERE I'LL POST IT

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CHANNEL · 3

Direct Outreach

DM/WhatsApp messages to people who fit your buyer.

MY OPENING MESSAGE (1-2 LINES)

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CHANNEL · 4

Paid Traffic

Optional. Only after a warm offer is converting.

TEST BUDGET I CAN AFFORD TO LOSE

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COUNTRY / CITY TO TARGET

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DECISION BOX · MY PRIMARY CHANNEL

Pick **one** channel as your primary for the first 14 days. Stack the others later. Don't try to run all four at once.

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★ **Withheld for ALB:** *The 2-Phase Launch System (#70k-#100k Validation phase + Revenue phase), the Landing Page Framework, and the 3-Step WhatsApp Close with word-for-word objection responses — all inside Academy Launch Blueprint.*

DAY 05 · THE ROADMAP

5

Build Your 30-Day Launch Plan

Today you connect everything. Niche · Offer · Pricing · Channel — into a four-week roadmap with one milestone per week. The point isn't a perfect plan. The point is **knowing what "done" looks like** for the next 30 days.

THE FOUR-WEEK SHAPE

Every launch I've run has the same shape — *Validate* → *Build* → *Sell* → *Launch*. Each week has one job, and you don't move on until that job is done.

Week 1

VALIDATE

Prove someone will actually pay

Week 2

BUILD

Build only what's needed for cohort 1

Week 3

SELL

Drive registrations and close the cohort

Week 4

LAUNCH

Run cohort 1, capture testimonials, learn

DECISION BOX · DAY ZERO

A launch starts when you commit. Pick the date you'll begin Week 1. Tell someone in the WhatsApp group.

DAY ZERO DATE

MY FIRST ACTION THAT DAY

★ **Withheld for ALB:** *The full Day-by-Day 30-Day Action Plan, the under-\$20k/month tools stack, and the Launch Day Checklist that prevents things breaking when the first payment lands — inside Academy Launch Blueprint.*

★ THE MASTER ONE-PAGER

Copy your final answers *here.*

When you finish Day 5, transfer your final, cleaned-up answers to this page. **This is your starter launch plan.** Print it. Stick it on your wall. Look at it every morning.

01 · MY ACADEMY NICHE

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02 · MY ONE-LINER OFFER

Outcome · Timeline · Support · Risk Reversal

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03 · FIRST COHORT PRICE

Price · Duration · Format

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04 · MY PRIMARY CHANNEL

Where my first 10 students come from

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05 · MY 4-WEEK ROADMAP

WEEK 1 – VALIDATE	WEEK 2 – BUILD
.....
WEEK 3 – SELL	WEEK 4 – LAUNCH
.....

DAY ZERO – THE DATE I COMMIT TO START

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WHAT NOW?

You filled the page. *Now fill the gap.*

If you've worked through this worksheet honestly, you have something most people who say "I'll launch an academy" never get to: **a real plan on paper.** Here's what to do next.

- 1 Walk it through with someone.** Post your master one-pager in the WhatsApp group. Get feedback. Sharpen it.
- 2 Pick your Day Zero — and tell a witness.** Plans without dates are wishes.
- 3 Do Week 1.** Validate. Prove someone will pay before you build anything they don't need.
- 4 If you want the full system, join Academy Launch Blueprint.** The sprint and this worksheet are the foundation. The Blueprint is the building.

★ THE NEXT STEP

Ready for the full "how"?

This worksheet teaches you the questions. **Academy Launch Blueprint** teaches you the answers — the exact 5-Question Niche Validation Filter, the Pricing Staircase data from 8 years of TSA launches, the 2-Phase Ad System, the WhatsApp Close, the day-by-day 30-Day Action Plan, and a private student community.

It's available at a founding-student price for sprint participants only — the same price most people pay for one cup of coffee in Lagos.

[Get The Blueprint → ₦5,000](#)

— *See you on Day 1, Yusuf.*

FOUNDER · TECH STUDIO ACADEMY · LAGOS, NIGERIA