

Creativity Assignment

The Dreamer:

1. Online Zoom piano lessons. Online piano coaching.
2. Find a product on Ali Express and launch it as a rockstar product. Dropshipping store.
3. Piano lessons guide for beginners.

The Realist:

1. **Online Zoom Piano Lessons:** Sales page. Similar to Vert Shock system sales page. We would have 3 different online coaching systems. Beginner lessons system for beginning students. This would involve basic music theory, basic finger exercises, and very short beginning classical pieces. As well as beginner songwriting. Simple 1-4-5 chord changes that you learn in each key. Beginner online coaching would run for \$60 per hour. Intermediate system would involve a little more complicated finger exercises, and classical pieces, and would introduce beginning jazz theory and harmony. This would run for \$80 per hour. Then you have the advanced coaching. This would involve sophisticated finger and hand exercises, with advanced classical pieces. (Like a concerto). And advanced jazz theory and harmony. Along with the study of records and transcription. This would run for \$100 per hour.
2. **Dropshipping Store:** This would be an ecommerce store. I would find a product on Ali Express. Something that has a wow factor and could be sold as a rockstar product that solves a specific problem. The name of the store is related to the niche of the product. Then we would drop ship related items in that same niche. The rockstar product would be in featured collections. So it would be featured on the homepage. The homepage would be similar to a sales page. But this website would be built in Shopify.
3. **Piano lessons guide for beginners:** Sales page. But instead of selling online lessons. We're selling a short book as a guide book for people who want to learn piano in 7 days. Simple sales page talking about how a person can go from knowing absolutely nothing about music to being able to play their favorite songs on piano in just 7 days. The guide would have 7 chapters. And a simple lesson on every chapter. Chapter 1 is The History of The Piano. Chapter 2 would be on simple finger exercise. Chapter 3 the first simple chord progression (pop song chord change). Each chapter after that is pop song chord progression. The chord progressions would be taken from existing songs that people

are familiar. So they can fulfill their dream of playing one of their favorite songs at a party to their friends and family.

The Critic:

1. **Online Zoom Piano Lessons:** You would need to have a calendar booking system. People have to make the payment and then book the lesson on a calendar. It's almost better to bundle the lessons. 4 beginner lessons for \$240. So it makes it more worth it. You need a Go High Level platform for this so that you can collect the one time payment and then track the lead through a pipeline, and set up a calendar to book the zoom lesson. You would need social proof around how the lessons have helped people. You would have to use your Planetary Prince socials to do free advertising. There is no money for running ads.
2. **Dropshipping Store:** It would take too long to find a product that has a wow factor. Ali Express is the worst when it comes to unique products that solve specific problems that also have a wow factor. You would need to start a Shopify with this and use the Vitals app. Could end up costing a lot of money before you get your first sale. You would also need to run ads, which at this point you don't have the money for. You would have to start new socials for this. You would need to do a ton of research on whatever market your product is for.
3. **Piano lessons guide for beginners:** A ton of work writing the guide. Yes you could get ChatGPT to help you with the writing of it. But to teach piano, and music, you need photo and video examples. Photos could work. But you need social proof that the guide helped people which you don't have. You could get social proof for the online lessons, but not for the guide. That would take time. You would need to write an elaborate sales page. You would need to mimic the Secret Obsession sales page.

The Solution:

- We're going with the Online Zoom Piano lessons.