

# The Launch Playbook

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From Teacher to Thought Leader in 12 Months

Month-by-month action plan — Foundation, Traction,  
Momentum, Scale — with specific actions and timelines

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The Learning Conditions — Business Launch Series

# From Teacher to Thought Leader in 12 Months

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## 1. Before You Read This

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You already have more than most education creators will ever build.

- **20+ years** of classroom experience across India and Canada
- **A documented framework** — The Learning Conditions — with academic grounding, behavioural markers, and cross-cultural evidence
- **A 43-page practitioner guide** that most people would charge \$200 for
- **A research report** with named scholars and real citations
- **A live professional website** with a custom design
- **A positioning no one else can claim:** "Doesn't replace your method — diagnoses why it isn't working"

The typical education content creator spends two to three years building what you already have. You are not starting from zero. You are starting from a running start with no audience.

This playbook shows you exactly how to close that gap — one month at a time, five to ten hours per week, with specific actions and realistic expectations.

One clarification before you continue: **you are not becoming a businessperson.** You are sharing what you have figured out, and building a structure so that sharing can sustain itself. These are very different things.

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## 2. The One-Page Plan

Quarter	What You Do	Time/ Week	What It Costs	What It Earns
<b>Q1 (Month 1-3)</b>	Optimise LinkedIn. Launch newsletter. Create diagnostic PDF from existing guide. Activate 100+ warm contacts.	5-7 hrs	\$0-\$13	\$0-\$2,000
<b>Q2 (Month 4-6)</b>	Launch first digital products (\$49). Deliver first school workshop. Run first cohort (\$297). Deploy quiz lead magnet.	7-8 hrs	\$51-\$90	\$15,000-\$30,000
<b>Q3 (Month 7-9)</b>	Cohorts 2 and 3 (price increase). First consulting engagement. Begin cold outreach to international schools. Submit to conferences.	8-10 hrs	\$51-\$90	\$30,000-\$60,000
<b>Q4 (Month 10-12)</b>	First school partnership (\$10K). Keynote speaking. Newsletter premium tier. Begin book manuscript.	8-10 hrs	\$51-\$90	\$36,000-\$77,000
<b>Year 1 Total</b>			<b>\$1,000-\$3,400</b>	<b>\$20,000-\$171,000</b>
<b>Year 2</b>	Train-the-Trainer programme. International speaking. Book launch. Community at 120+ members. School subscriptions.	10-15 hrs	\$5,000-\$10,000	\$120,000-\$420,000

**The honest truth about these numbers:** the moderate scenario — eight hours a week, consistently — produces \$83,556 in Year 1 and \$260,000 in Year 2. Revenue is heavily back-loaded. Months one through three earn almost nothing. Months seven through twelve earn 60-70% of the year total. This is how every creator business works. Patience through the early months is the only capital you need.

### 3. What You Already Have

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Before building anything new, take stock of what exists today:

Asset	Status	Business Use
The Learning Conditions framework	Complete, published on site	The intellectual property at the centre of everything
Practitioner Guide (43 pages)	Complete, PDF-ready	Primary lead magnet + six months of content source
Research Report	Complete, PDF-ready	Credibility asset for school leaders
Ghost CMS website	Live, custom theme	Publishing + newsletter + product delivery
19 published blog essays	Live on site	SEO assets ready to repurpose
Framework page with design	Live, professional quality	Conversion page for visitors
Framework At-a-Glance card	Complete	Printable shareable
FAQ document	Complete	Ten LinkedIn posts already written
Quick Reference Card	Complete	Shareable classroom diagnostic
20+ years classroom experience	Irreplaceable	200+ stories for content
India + Canada dual credibility	Unique	International school market differentiator
Professional network	20+ years of contacts	Warm outreach list ready to activate

**Total estimated value of existing assets if built from scratch:** \$15,000–\$25,000 in consultant and writer time.

**What this means practically:** your first eight weeks of work is distributing what already exists — not creating from scratch. The pipeline is already full. You just need to open the taps.

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## 4. Month 1–2: Foundation

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**Theme:** Plant seeds. Build channels. Start conversations. **Time:** 5 hours per week

**Revenue target:** \$0 **Mindset:** This is investment, not income. Every hour you spend now compounds for 12 months.

### Week 1 — Set Up Your Channels

Action	Time	What to Do
Optimise LinkedIn profile	2 hours	Headline: "20+ Years in Progressive Classrooms — India & Canada   The Learning Conditions: Diagnosing Why Teaching Methods Fail." About section: name the implementation gap, introduce the framework, credentials, CTA to download the diagnostic.
Create Quick Diagnostic PDF	3 hours	Extract 10 pages from the practitioner guide: four conditions at a glance, behavioural markers checklist, one classroom story per condition, "what to do next" page with newsletter signup. Email-gate it on Ghost. This is your primary lead magnet.

### Week 2 — Start Publishing

Action	Time	What to Do
Write and publish first 3 LinkedIn posts	1.5 hours	Post 1: personal introduction ("After 20 years across India and Canada..."). Post 2: carousel — "The 4 Learning Conditions at a Glance." Post 3: classroom story about safety.
Launch first newsletter edition	2 hours	"Welcome to The Conditions Report" — personal intro, why this newsletter, one classroom story, link to the diagnostic PDF.

## Week 3 — Activate Your Network

Action	Time	What to Do
Send personal messages to 50 contacts	3 hours	LinkedIn messages or emails to former colleagues and school leaders. Not a pitch — a share: "I've been developing a diagnostic framework for why teaching methods don't produce consistent results. I'd love your feedback on this guide."
Create School Leader Executive Summary	2 hours	2-page PDF for David: framework overview, research grounding, credentials, one call to action.

## Week 4 — Build the Rhythm

Action	Time	What to Do
Continue LinkedIn (3 posts/week)	1.5 hours	Begin the Sunday Batch system: 3 hours Sunday produces the week's content.
Second newsletter edition	2 hours	"The Implementation Gap" — name the problem that every progressive teacher feels.
Next 50 warm contacts	1.5 hours	Continue personal outreach. This list will generate your first workshop.

## Weeks 5–8 — Maintain and Expand

Action	Time/Week
Sunday Batch: 3 LinkedIn posts + alternate newsletter or blog essay	3 hours
First blog pillar essay: "The Implementation Gap"	4 hours (one-time)
Create Parent-Friendly One-Pager	3 hours (one-time)
Develop 4 podcast signature stories — one per condition	4 hours (one-time)
Pitch 3–5 education podcasters	2 hours (one-time)
Daily LinkedIn engagement: comment on 5–10 education posts	15 min/day

## Month 1–2 Milestones

Milestone	Target
LinkedIn connections	200+
Newsletter subscribers	50+
Warm contacts personally engaged	100+
Lead magnet downloads	30+
Testimonial quotes from guide readers	5+
Podcast appearances scheduled	2+
Content pieces published	15–20

## Month 1–2 Costs

Everything runs on tools you already have. Ghost handles newsletter and downloads. LinkedIn is free. The only optional cost is Canva Pro at \$13/month for polished carousel graphics.

**Total: \$0–\$13/month.**

## First Principles Check

For this phase to succeed, four things must be true: 1. Five hours per week, consistently — not 20 hours in Week 1 then nothing. 2. The Quick Diagnostic must be genuinely useful, not a teaser that frustrates. 3. Warm outreach must feel personal, not mass-marketed. One name, one memory, one real ask. 4. LinkedIn content must name specific classroom realities — not generic education platitudes.

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## 5. Month 3–4: First Revenue

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**Theme:** Start earning. Prove the model works. **Time:** 7 hours per week **Revenue target:** \$2,000–\$15,000 (moderate: \$2,000 Q1; \$15,000 Q2 per financial model) **Mindset:** Your first sale is the hardest and most important. It proves everything.

### 1. Launch First Paid Digital Products

**Classroom Self-Audit Toolkit — \$49** Observation checklists for each condition, self-scoring rubric, reflection journal, action plan template. Create in two weeks from practitioner guide content. Sell on Ghost. Promote in LinkedIn content and newsletter.

**Quick Start Protocol Cards — \$49 (set of 4)** One card per condition: definition, five markers, three “try this Monday” actions. Beautifully designed. Gift-able format — teachers buy them for colleagues. Create in one week.

Both products solve a specific problem (self-audit, immediate classroom action). They are not repackaged versions of the free guide — they are tools the guide doesn’t provide.

### 2. Deliver Your First School Workshop

This is the single most important revenue event in the first six months.

**How it happens:** In Months 1–2, your warm outreach reached school leaders. At least one responded with interest: “This looks interesting — could you present to our staff?” Say yes. Negotiate a half-day (three hours) for \$1,500–\$2,000. If they cannot pay: do it for free in exchange for a video testimonial and permission to use the school’s name. The testimonial is worth more than the fee at this stage.

**What you deliver:** Pre-workshop observation protocol. Interactive framework walkthrough. Team diagnostic exercise. Practical action planning. Post-workshop 30-day check-in call (15 minutes).

**What you earn beyond the fee:** A testimonial from a real school. A case study for your site and LinkedIn. Confidence. Referrals (“You should talk to the school down the road”).

### 3. Begin Building My Learning Profile (App Phase 1)

The Implementation Gap Quiz from the original plan is now upgraded to **My Learning Profile** — a full web-based personality-style assessment built as a PWA. This is the first phase of the App Development Strategy (see D5).

**What it is:** A 5-minute, 20-question interactive assessment that tells anyone — teacher, parent, manager — what learning conditions they personally need most. Results produce a shareable “Learning Profile” card designed for LinkedIn, Instagram, and WhatsApp.

**Question design (4 weeks, Month 2-3):** Mamta maps each condition to learner-facing language. Draft 40 candidate questions, test with 10-15 trusted contacts, pilot with 50-100 people via newsletter and LinkedIn. This is research and writing work — it runs in parallel with playbook activities.

**Engineering build (2 weeks, Month 3-4):** PWA on Next.js + Supabase. Scoring algorithm, visual result card generator, social sharing, email capture for detailed report.

**Launch target:** Month 4. Seed into existing audience (200+ LinkedIn connections, 100+ newsletter subscribers from Months 1-3).

**Kill gate:** If the quiz doesn't hit 500 completions and 10% share rate within 6 weeks of launch, do not proceed to the teacher app (Phase 2). Iterate the quiz or redirect effort to digital products.

**Cost:** ~\$10/month infrastructure (Supabase free tier + Vercel free tier). Developer time is the real investment.

### Month 3–4 Revenue Breakdown

Source	Conservative	Moderate	Optimistic
Digital product sales	\$200	\$800	\$2,000
School workshop (1)	\$0 (free for testimonial)	\$1,500	\$2,000
<b>Total</b>	<b>\$200</b>	<b>\$2,300</b>	<b>\$4,000</b>

### First Principles Check

1. At least one warm contact must convert to a workshop — which requires genuine personal outreach in Months 1–2.

2. Digital products must solve a specific problem, not just repackage what is already free.
3. The workshop must be good enough that the school leader tells other school leaders.

## 6. Month 5–6: Traction

**Theme:** Your signature offer launches. Recurring revenue begins. **Time:** 8 hours per week **Revenue target:** \$5,000–\$30,000 (financial model: \$15K moderate Q2) **Mindset:** You are no longer experimenting. You are building a business.

### 1. Launch The Learning Conditions Intensive (4-Week Cohort)

This is your signature B2C offer — the transformation for individual teachers.

Dimension	Detail
Format	4 weeks, one condition per week. 60-minute live Zoom session + implementation assignment + peer discussion group.
Price	\$297 first cohort (launch price). \$397 for cohort 2.
Size	10–15 participants. Even 6–8 is a successful proof of concept.
Bonus stack	All digital products (\$147 value) + practitioner guide + 30-day community access.
Time investment	~8 hours total per cohort (4 sessions + prep + admin).

**How to fill your first cohort:** - Newsletter announcement: "I'm running a small, intensive programme for the first time — 10 spots." - LinkedIn series: 5 posts building anticipation (classroom stories → "applications open" → countdown). - Direct messages to your 20 most engaged subscribers: "I thought of you for this." - Warm outreach to workshop attendees and guide readers who gave feedback.

**After the cohort:** every participant writes a testimonial. Three to five become community founding members. You now have proof — specific names, specific outcomes, specific stories — that transforms your next promotion.

## 2. My Learning Profile Live — Generating Subscribers

The quiz is live and generating subscribers. Personalised Learning Profile results for each of the four conditions. Results page: specific next-step recommendation + relevant content link + newsletter signup. Expected impact: 100–200 completions per month, 15–30% sharing their profile, 20–30% converting to email/newsletter subscribers.

**If the quiz passes its kill gate (500+ completions, 10%+ share rate by Week 6):** Begin building The Learning Conditions Check — the teacher practice companion mobile app (App Phase 2). See the App Development Strategy (D5) for full specification. Build time: 6 weeks via Expo (React Native) + Supabase + Claude AI coaching. The app launches into the quiz email list for beta testing.

**If kill signals are hit:** Do not build the teacher app. Iterate the quiz or redirect development time to digital products and workshop materials.

## 3. Launch The Conditions Community

Dimension	Detail
Platform	Start with WhatsApp (free). Move to Circle or Skool when members exceed 20.
Price	\$39/month
Includes	Monthly office hour with Mamta, discussion forum, classroom stories, monthly challenge.
Founding members	Cohort graduates + most engaged subscribers. Call them founding members explicitly — they are.
Target	15–25 members by end of Month 6.

## 4. Second Workshop

Via referral from the first school or warm outreach to a new one. Price: \$1,500–\$2,000.

## Month 5–6 Revenue Breakdown

Source	Conservative	Moderate	Optimistic
First cohort (8–15 participants × \$297)	\$2,376	\$3,564	\$4,455
Second workshop	\$1,500	\$2,000	\$2,000
Digital products	\$500	\$1,500	\$3,000
Community (15 members × 2 months × \$39)	\$1,170	\$1,170	\$1,170
<b>Total</b>	<b>\$5,546</b>	<b>\$8,234</b>	<b>\$10,625</b>

### First Principles Check

1. Mamta must be willing to deliver live sessions — the cohort is facilitated, not self-paced.
2. The cohort must produce observable classroom outcomes — teachers must report shifts.
3. Community founding members must feel genuinely special — direct invitation, Mamta’s personal presence in those first weeks.

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## 7. Month 7–9: Momentum

**Theme:** Add B2B revenue. Expand beyond warm contacts. **Time:** 8–10 hours per week  
**Revenue target:** \$8,000–\$60,000 (financial model: \$30K moderate Q3) **Mindset:** You have proven the model. Now you are scaling it deliberately.

### 1. Cohorts 2 and 3 — Price Increase

- Cohort 2: \$397. You have testimonials now — price reflects proven value.
- Cohort 3: \$447–\$497.
- Promotion combines newsletter, LinkedIn, quiz results funnel, and cohort graduate word-of-mouth.

## 2. First Consulting Engagement

### The Conditions Assessment — \$2,000

Fixed scope, fixed price, fixed deliverable: you assess a school's classrooms using the observation protocol (virtual or in-person), then deliver a written report — condition-by-condition scores, strengths, gaps, specific recommendations. The report naturally identifies follow-up needs, generating a path to higher-ticket work.

**How to get the first one:** A workshop school wants deeper engagement. Or: a school leader following your LinkedIn reaches out. Or: you pitch it directly to 10 schools via personalised LinkedIn DM. Target 2–3% conversion.

## 3. Cold Outreach to International Schools

- Identify 200 target IB PYP schools from the IB school directory.
- Personalised LinkedIn connection requests to PYP coordinators — not a pitch, an insight.
- Follow up with the diagnostic PDF or quiz link.
- Offer a complimentary 20-minute “conditions conversation.”
- Target: 2–3% convert to workshop or assessment inquiries.

## 4. Submit to Education Conferences

Five to eight conferences for the coming year: ECIS, IB conferences, NAIS, Learning Forward, regional events. Proposal title: “The Implementation Gap: Why Your Methods Aren't Working and What to Do About It.” Education conferences often don't pay speakers, but they generate leads, credibility, and introductions that fuel Year 2's speaking income. Target: one to two acceptances for Month 10–12 or early Year 2.

## 5. Expand the Digital Product Catalogue

- IB PYP Framework Compatibility Guide — \$79
- “Hand This to Your Principal” Pack — \$39

Both products serve specific audience needs. Both can be created in a weekend from existing material.

## Month 7–9 Revenue Breakdown

Source	Conservative	Moderate	Optimistic
Cohorts 2–3 (15–30 participants)	\$6,000	\$11,000	\$16,000
Consulting assessment (1)	\$0	\$2,000	\$2,500
Workshops (1–2)	\$1,500	\$3,500	\$5,000
Digital products	\$1,000	\$3,000	\$5,000
Community (25 members × 3 months × \$39)	\$2,925	\$2,925	\$2,925
<b>Total</b>	<b>\$11,425</b>	<b>\$22,425</b>	<b>\$31,425</b>

## 8. Month 10–12: Scale

**Theme:** Premium offerings. Predictable revenue. Infrastructure for Year 2. **Time:** 8–10 hours per week **Revenue target:** \$10,000–\$77,000 (financial model: \$36,556 moderate Q4) **Mindset:** You are building a business that outlasts any single product.

### 1. First School Transformation Partnership

This is the premium B2B offering: a term-long (three to four month) engagement with one school.

Dimension	Detail
Format	Initial assessment → staff workshop → monthly coaching calls → classroom observations → mid-term check-in → end-of-term impact report
Price	\$8,000–\$15,000
Source	A school that attended a workshop or received an assessment and wants deeper engagement
Time	30–40 hours over the term

One partnership at \$10,000 equals the entire revenue of Months 3–4. This is where B2B transforms the financial picture.

## 2. First Paid Speaking Engagement

- Price: \$3,000–\$5,000 (emerging speaker rate)
- Source: Conference acceptance from Month 7–9 submissions, or school-hosted PD day
- Title: “The Implementation Gap: Why Your Methods Aren’t Working and What to Do About It”

## 3. Newsletter Premium Tier

Dimension	Detail
Price	\$9/month
Includes	Monthly exclusive essay, downloadable resources, early access to new products, member Q&A
Platform	Ghost — already supports paid subscriptions at zero additional cost
Target	30–50 paid subscribers by Month 12

## 4. Begin the Book Manuscript

The practitioner guide is 90% of a book. Month 10–12 is when you restructure it into book format (chapters, narrative arc), add the classroom stories you have been publishing all year, and write the introduction — “the implementation gap” as your origin story. Target: 30,000–40,000 words by mid-Year 2. The book is not a Year 1 product. It is a Year 2 authority multiplier. Start now so it is ready when you need it.

## 5. Cohorts 4 and 5

- Price: \$497. You now have 30+ testimonials.
- Cohort size: 12–18 participants.
- Consider a waitlist — it signals demand and builds urgency for the next cohort.

## Month 10–12 Revenue Breakdown

Source	Conservative	Moderate	Optimistic
Cohorts 4–5 (20–35 participants)	\$8,000	\$14,000	\$17,500
School partnership (1)	\$0	\$10,000	\$15,000
Speaking (1)	\$0	\$3,000	\$5,000
Workshop (1)	\$1,500	\$2,000	\$2,000
Digital products	\$1,000	\$3,000	\$5,000
Community (40 members × 3 months × \$39)	\$4,680	\$4,680	\$4,680
Newsletter premium (30 × 3 months × \$9)	\$810	\$810	\$810
<b>Total</b>	<b>\$15,990</b>	<b>\$37,490</b>	<b>\$49,990</b>

## 9. Year 2: Expansion

Year 2 is when the business shifts from service-heavy (time for money) to product-heavy (leveraged income). The audience, testimonials, and credibility built in Year 1 multiply at scale.

### The Five Big Year 2 Moves

#### 1. Train-the-Trainer Certification Programme — \$6,000 per participant

Ten-week intensive. Experienced educators learn to deliver Learning Conditions workshops under Mamta's brand. One cohort of ten participants generates \$60,000. Certified facilitators pay \$750/year for continued certification and materials access. This is the single largest Year 2 revenue lever — and it scales Mamta's reach through people she could never be in two places at once to serve.

#### 2. Book Launch

"The Learning Conditions: Why Your Teaching Methods Aren't Working and What's Actually Missing." Self-publish (70% royalty, fast) or pitch to Corwin or ASCD (more credibility, lower royalty, slower). Expected direct revenue: \$5,000/year. The real value is what the book enables — premium pricing, conference doors, media appearances, and a permanent authority asset.

### 3. International Speaking Tours

Bundle three to five speaking and workshop engagements across a region — Southeast Asia, Middle East, India. Schools share travel costs. Revenue per tour: \$10,000–\$30,000. Two tours per year.

### 4. Community at Scale

Target: 120+ members × \$39/month = \$56,000/year. Add "Ask Mamta" monthly Q&A sessions. Community members generate their own content, become the most reliable source of cohort participants, and produce the social proof that drives cold inbound.

### 5. School Subscription Bundles

Annual school licence for all digital products, quarterly updates, and two virtual Q&A sessions per year. Price: \$2,000/year per school. Target: 10 schools = \$20,000/year. Entirely passive once set up.

## Year 2 Revenue Projection (Moderate)

Stream	Revenue
Train-the-Trainer (1 cohort, 10 participants)	\$60,000
Cohort programmes (6 cohorts/year)	\$35,000
Community (120 members)	\$45,000
Workshops + consulting	\$30,000
Speaking + tours	\$30,000
Digital products	\$25,000
School subscriptions (10)	\$20,000
Newsletter premium (100 subscribers)	\$10,800
Book sales	\$5,000

Stream	Revenue
Year 2 Total	\$260,800

Year 2 is roughly 3x moderate Year 1. The leverage is compounding: one TTT cohort generates \$60,000 and deploys ten certified facilitators who reach schools Mamta could never reach herself. The audience built in Year 1 is what makes all of it possible.

## 10. The Financial Reality

### Three Scenarios, Honestly Presented

Dimension	Conservative	Moderate	Optimistic
Hours/week	5	8	10+
Year 1 revenue	\$20,000– \$25,000	\$75,000– \$84,000	\$150,000– \$171,000
Year 2 revenue	\$120,000	\$260,000	\$420,000
First paying customer	Month 4	Month 3	Month 3
Monthly revenue exceeds \$5K	Month 9	Month 6	Month 5
Revenue streams active by Month 12	3	5–6	7+
Newsletter subscribers (Month 12)	500	1,000	2,000
Workshops delivered (Year 1)	2	5	8
Effective hourly rate	\$67/hr	\$186/hr	\$311/hr

## What Each Scenario Assumes

**Conservative** means five hours per week, some weeks skipped, digital product sales minimal, warm contacts only, one workshop per quarter with gaps between. Still profitable from Month 4. Still generates \$20,000–\$25,000 in Year 1.

**Moderate** means seven to eight hours per week, consistently, never missing the Sunday Batch. Warm outreach converts two to three workshops. Cold outreach begins working by Month 8. LinkedIn builds a genuine following (1,000+ connections engaging regularly). Cohorts fill to 12–15 participants by cohort 3. This is the base-case expectation.

**Optimistic** means ten or more hours per week, and genuine enjoyment of the content creation process. A podcast appearance or LinkedIn post reaches the right person at the right time. One “big break” event occurs — conference speaking, an education publication feature, a post that reaches 50,000 views. This scenario is real, not fantasy — but it requires the base of consistent content output that makes it possible.

## Costs vs. Revenue

	Year 1	Year 2
Revenue (moderate)	\$83,556	\$260,000
Total costs	\$1,500	\$8,000
Net income	\$82,056	\$252,000
Net margin	98%	97%
Monthly average	\$6,838	\$21,667

The education content creator business has extraordinarily low overhead. There are no manufacturing costs, no inventory, no office rent, no employees. Ghost is free. LinkedIn is free. Your expertise already exists. The primary investment is time, and the effective hourly rate climbs as the audience compounds.

**Break-even:** even in the conservative scenario, the business is profitable from Month 3. Costs never exceed 8% of revenue in any scenario.

## 11. The Mindset Shift

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### **“I’m a teacher, not a businessperson.”**

You are right. And that is exactly why this works.

The education content creators who fail are the ones who try to become marketers. The ones who succeed are the ones who stay teachers — and build systems around their teaching.

You are not becoming a consultant. You are not building a startup. You are not selling yourself. You are not learning marketing. You are:

- Sharing 20 years of classroom wisdom with people who need it
- Giving a name to the frustration every progressive teacher feels
- Offering diagnosis where every other programme offers more methods
- Building a structure so your expertise can reach beyond your own classroom

The business exists to serve the teaching. Not the other way around.

### **“Nobody will pay for this.”**

Let’s test that claim against evidence:

- Schools spend \$1,000–\$5,000 per teacher per year on professional development
- The global education PD market is \$56.89 billion (Mordor Intelligence, 2025)
- Angela Watson has 60,000+ educators in her paid programme
- Jennifer Gonzalez built a six-figure business from a blog started in 2013 with less classroom experience than you have today
- Education content creators with documented frameworks and three or more revenue streams earn an average of \$75,000 more annually than those with a single revenue source

You are not asking teachers to spend their grocery money. You are offering professional development delivered by an independent practitioner with 20 years of cross-cultural classroom evidence — instead of the generic PD conference they’ve been attending for decades.

## “The framework is too simple to sell.”

The simplicity is the product.

Teachers are drowning in complexity — complex curricula, complex assessment frameworks, complex PD models. The Learning Conditions cuts through all of it: four things must be true. Check which ones are missing. Fix those.

Every successful education framework that became a business — Culturally Responsive Teaching, Visible Thinking, Understanding by Design — is built on a simple core idea with depth underneath. Hormozi says it directly: “Make your offer so simple that people feel stupid saying no.” Four conditions. A checklist. A clear diagnosis. Simple is not shallow. Simple is what gets used.

## “But I don’t have an audience.”

No one does when they start. Here is what you have instead:

1. **20+ years of professional relationships** — warm outreach works because trust already exists
2. **A framework that names a real problem** — the implementation gap resonates because every progressive teacher has felt it, without a name for it
3. **Cross-cultural credibility** — India and Canada at parity puts you in a category of one in the international school market
4. **A 43-page guide that proves your expertise** — most creators launch with nothing written; you launch with a book-length document

The audience does not come first. The value comes first, and the audience follows. Your job in Months 1–4 is to put the value in front of people who already trust you. The audience grows from there.

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## 12. Your First Week: 5 Actions

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You can take these five actions this week. Total time: four to five hours.

## Action 1 — Update Your LinkedIn Profile (1 hour)

Change your headline to:

"20+ Years in Progressive Classrooms — India & Canada | The Learning Conditions: Diagnosing Why Teaching Methods Fail"

Write an About section (four paragraphs): 1. Name the implementation gap: "Teaching methods don't fail because they're bad. They fail because four conditions aren't in place." 2. Introduce the framework: "After 20+ years in classrooms across India and Canada, I developed The Learning Conditions — a diagnostic framework for what must be true before any teaching method can work." 3. Your credentials: years of experience, IB PYP, India + Canada, practitioner guide, research grounding. 4. CTA: "Download the free Quick Diagnostic: [link]"

## Action 2 — Create the Quick Diagnostic PDF (1.5 hours)

Extract 10 pages from your practitioner guide: - Page 1: Title + "What Are The Learning Conditions?" - Pages 2–5: One page per condition (name, plain-language description, three to five behavioural markers) - Pages 6–9: One classroom story per condition - Page 10: "What to do next" + link to full guide + newsletter signup

Save as PDF. Upload to Ghost as an email-gated download. This is your primary lead magnet.

## Action 3 — Write Your First LinkedIn Post (30 minutes)

After 20 years in classrooms across India and Canada,  
I've discovered something most education frameworks miss:

Teaching methods don't fail because they're bad.  
They fail because four conditions aren't in place.

I call them The Learning Conditions.

1. Children feel safe – emotionally, not just physically
2. Children are treated as capable – agency is honoured, not granted
3. Adults choose their words carefully – language shapes thinking
4. Structure gives children real freedom – routines liberate, not restrict

Without these four conditions, even the best curriculum will fail.  
Not because the method is wrong.  
Because the conditions weren't right.

I'll be sharing what I've learned here – classroom stories,  
diagnostic tools, and practical insights from two decades  
of watching what actually makes learning happen.

Follow along if this resonates.

## Action 4 — Send 10 Personal Messages (1 hour)

Find 10 people in your LinkedIn connections or email contacts who were colleagues at schools where you taught, school leaders you have worked with, or education contacts who respect your work.

Send each one a personalised message:

"Hi [Name], I hope you're well! I've been developing something I'm excited about — a diagnostic framework for why teaching methods don't produce consistent results across classrooms. I'd love your honest feedback. Here's a guide I've written: [link]. If you find it useful, I'd be grateful if you'd share it with anyone who might benefit. Would love to hear your thoughts."

Personal. Specific. No pitch. Just a share.

## Action 5 — Set Up Your Newsletter (30 minutes)

In Ghost CMS, create a newsletter called "The Conditions Report." Write and schedule the first edition for Tuesday morning:

### **Subject: Welcome to The Conditions Report**

You're here because you care about what actually makes learning happen. So do I.

After 20+ years in classrooms across India and Canada — from IB PYP schools to traditional classrooms — I developed something I call The Learning Conditions. It's a diagnostic framework: four things that must be true in a classroom before any teaching method can work.

Every two weeks, I'll share a classroom story from my experience, one deep insight from the framework, and one practical action you can take this week.

Today's insight: **The Implementation Gap** — why teachers adopt progressive methods and then watch them produce inconsistent results. [2–3 paragraphs.]

One thing to try this week: Walk into your classroom and ask, "Do my students feel safe enough to be wrong here?" Watch for ten minutes. Notice what you see. That's the beginning of diagnosis.

Mamta

P.S. If this resonated, forward it to a colleague who might benefit.

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## What Happens Next

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Week 1 gives you a professional LinkedIn presence, a lead magnet, a first post, ten engaged contacts, and a live newsletter.

Week 2: three more LinkedIn posts, twenty more personal messages, School Leader Executive Summary. Week 3: first LinkedIn carousel, continued outreach, daily engagement with five to ten education creators' content. Week 4: second newsletter edition, begin exploring podcast targets, build the rhythm.

By the end of Month 1, you will have: - 50+ subscribers - 100+ engaged contacts - 10+ pieces of published content - A content rhythm that feels sustainable - The beginning of something real

This is not complicated. It is consistent.

The framework already exists. The guide already exists. The website already exists. The 20 years of experience already exists. All that is left is to share it.

Start this week.

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## Appendix: Failure Modes to Watch For

Failure Mode	How You Will Know	What to Do
<b>Content burnout</b>	You skip two or more Sundays in a row	Scale back to two LinkedIn posts per week and a monthly newsletter. Quality over frequency.
<b>Cricket on LinkedIn</b>	Posts consistently get fewer than five reactions after Month 2	Your hooks are too generic. Replace broad education advice with specific classroom scenes and named conditions.
<b>No workshop bookings</b>	Zero interest after 50+ personal messages	Your message is too abstract. Switch to: "Can I run a free 90-minute session for your team in exchange for feedback?" Remove the money barrier entirely.
<b>Cohort doesn't fill</b>	Fewer than 6 sign up	Your audience isn't large enough yet. Delay by one month and invest in more content and outreach. Six participants is still worth running.
<b>Imposter syndrome wins</b>	You are avoiding posting, delaying the workshop, or rewriting content endlessly	Re-read the Mindset Shift section. Call one person who read the guide and found it useful. Their words are more true than your fears.
<b>Revenue under projection</b>	Month 6 revenue under \$3,000	This is normal in the conservative scenario. The business compounds, it does not grow linearly. Double down on content consistency and warm outreach. Revenue accelerates in Months 7–12.

The education content creator space is growing at 22% per year. The professional development market is \$57 billion. Schools are actively looking for something better than the PD conferences they have been attending for decades.

You have the framework. You have the guide. You have the site. You have the stories. You have the credibility.

The only thing missing is the habit of sharing.

Start this week.

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