

DATE	COURSE MODULE	COURSE CONTENT
Saturday August 1 2026	Welcome + Introduction To The Digital World	• What's technology • The digital revolution • The AI boom • Jobs of the past, jobs of now, jobs of the future • Business of the past, business of the now • So, where do you come in right now (a session of personal evaluation of your current relevance in the world of work and business) • How digital skills give you an edge to get the new type of jobs • Possible types of jobs in the digital era (Management-themed jobs, sales-themed jobs, Admin-themed jobs, etc) • Possible ways to monetise your skills (local jobs, remote jobs, content creation, AI, etc) • Skills you need to grow your business in this era
Monday August 3 2026	Let's Dive Into The AI World: What This Whole AI Thing Is About	• Understanding what this AI thing is about • Showcase of what people are doing with AI, get inspired • What we all do currently, and what the AI replacement will be • Other real-world use cases of AI • Different types of AI tools and what you can do with them • Discussion session: Will AI replace your job or run you out of business? Everything you need to know • How AI actually works (in technical terms): know how it gets you answers, and how it knows so much • Risks with using AI: Everything you need to know

Wednesday August 5 2026	AI Prompting: How To Get AI To Do ALMOST Anything	• Introduction to AI Prompting: how to write a great prompt so AI actually understands you • How to correct and redirect AI when it's not giving you what you want • Understanding chain prompting: break a big task into small steps and get AI to connect them all • How to get AI to do more advanced things: pushing the limit of what AI can do for you • Introduction to AI automation: how to get AI to do repetitive tasks • AI Agents: how to build AI robots that get many things done without you even moving a finger
Saturday August 8 2026	Document Operations In The Digital Age: Docs, Slides, Spreadsheets, etc.	• How files, folders and documents work in the digital age • Understanding file & folder management with Google Drive • How to use Google Docs to create professional documents (proposals, plans, write-ups, drafting resumes, taking meeting notes, or writing essays, etc.) • How to use Google Sheets for spreadsheets, tables, inventory, customer data, data entry tasks/jobs, etc. • How to create a presentation slide with Google Slides • Making your document look like it's done by a professional – How to use AI to create the draft of your document – How to use the built-in template to make your work faster – Basic design sense that makes any document look highly professional – Free tools to make your documents error-free (Grammarly, Hemingway, etc.) – How to partner with AI to structure, flesh out, and polish your documents • How to use AI to get document operations done – AI tools to create a full presentation slide without doing any design – AI tools to write a book or an ebook – AI tools to analyse and present data on a sheet • How to keep documents secure in the cloud
Monday	Understanding Tools	• How to use Google Calendar to manage schedules

August 10 2026	For Managing A Business	• Automated meeting scheduling with Calendly: let people book you without the back-and-forth • Advanced Gmail tools to stay on top of a busy inbox • How to use Trello to manage tasks: for school, business, or personal life • Invoicing tools: creating professional invoices in minutes • Accounting tools: tracking and managing your business money • Software to manage business items and inventory • Using Google Sheets to track budget and expenses • How to schedule and run a virtual meeting + tips and guide on how you can make any virtual meeting engaging and impactful • How to do more with your WhatsApp account
Wednesday August 12 2026	How To Use HubSpot to Manage Business Marketing & Sales Activities For Free	• What is a CRM tool and how it works + What HubSpot is • Understanding all the key parts of HubSpot • How to store customer details in HubSpot • How to write notes on each customer so you never forget any detail about them • How to set reminders for follow-ups, invoices, feedback requests, and more • How to categorise your prospects and customers by stage and always know exactly how many are at each point • How to send email newsletters to your full list from inside HubSpot • How to use HubSpot to take meeting bookings, send invoices, send emails, create a form to collect inquiries, etc. • How to connect your Facebook and Google Ads to HubSpot to know exactly where each customer came from • How to do extra things with HubSpot if you have a functional website – How HubSpot shows you which products your website visitors are most interested in – How to set up a live chat on your website through HubSpot – How to track your website sales right inside HubSpot

Monday August 13 2026	Everything Content: Content Strategy, Content Creation & Content Design	• What is CONTENT and why everyone keeps talking about it • Understanding the difference between content creation and content marketing • Each social media platform and the content that does really well on it • Types of content and when to use each, depending on your goal – Content to directly sell a product or service – Content to get customers to use your product or service – Content to drive participation, deep commitment, educate, or entertain • What a CONTENT STRATEGY is and how to build one • How to use content to grow a business + using AI to generate content ideas • How to use content to grow a personal brand + AI content ideas for Instagram, LinkedIn, TikTok, Newsletter, etc. • How to use content to grow other organisations (NGOs, churches, etc.) + AI content ideas • How to design graphics content, flyers, etc., in Canva • How to use AI to design your flyers and creative pictures – How to prompt ChatGPT or Gemini to design the exact flyer you need – How to connect Claude to Canva and let AI design carousels, posts, and flyers in your Canva – How to use AI to repurpose a picture (use one picture up to 30 times for 30 different posts)
Saturday August 15 2026	Everything Video: Video Planning, Shooting, Editing & Going Viral	• Introduction to Video Content & types of video content • Studying videos that went viral and what we can take from them • How to come up with your video idea: hooks, scripts, angles, and signatures • What to do before you shoot your video – Devices, camera apps, lighting, backgrounds, microphones – Understanding aspect ratios for each platform – Planning your script and B-roll shots

- Tips for when you are shooting your video
- How to edit your video with Canva: cutting, joining clips, adding text and music
- How to edit with Capcut & Inshot: effects, templates, advanced tools
- Exporting your video
- Posting your video and distributing it to get massive views

**Monday
August 17
2026**

**AI Video Generation:
Producing A Full Video
With AI**

- Introduction to AI Video Generation
- Text-to-video vs image-to-video vs avatar videos
- How AI video workflows work + prompt engineering for AI videos
- Building a consistent character/style across scenes
- How to create a video that gets AI to model your product (fashion, wearables, appliances, etc.)
- How to create an AI advert video for a product
- How to create a video clone of yourself: AI generates videos with your face, body movement, and voice
- How to create UGC-style AI videos
- How to create AI explainer and motivational videos with AI voiceovers
- How to create YouTube faceless video content with AI
- How to create short films with hyperrealistic, cinematic scenes
- How to create cartoons and animation with AI
- AI Automation and Monetisation: How to generate income from these AI videos

**Wednesday
August 19
2026**

**Website Design &
Creation: Create Your
Own Website**

- Free tools you can use to build a website right now
- How to build a full website inside Canva (company site, portfolio, etc.)
- How to create a simple e-commerce-like website: showcase products, manage inventory, accept payment online

		• How to use a creator website to sell your ebook, courses, event tickets, etc., online • How to use AI to build a free, professional-looking website with special features • How to plan the content to put on your website • How to create an online payment account that lets people pay you in any currency • Other tools for building websites + how to decide which is right for your situation
Saturday August 22 2026	Introduction To Digital Marketing (Tools & Platforms) Part 1	• Introduction to Digital Marketing: what it is, why businesses need it, major channels • Making Google My Business work for any business – How to get a business visible on Google Search and Google Maps – How to rank high on Google search when potential customers search for what you offer – Managing reviews: asking, responding, handling bad ones, turning them into content – Creating content on a Google My Business page + tracking results • Getting found on Search Engines (SEO) – How Google search works + why some websites appear first – Difference between paid ads and SEO – How people search online and the types of searches they make – Simple things you can do to increase the SEO of a website
Monday August 24 2026	Introduction To Digital Marketing (Tools & Platforms) Part 2	• How AI Finds and Mentions You — Answer Engine Optimisation (AEO) – What AI says about you right now and why it matters for your business – How to optimise what AI says about you: practical guide – How to get AI to recommend and rank you higher than competitors • Email Marketing – Is email marketing still relevant today? – Different types of marketing emails and when to use each – Elements of a great email + how to use storytelling to keep subscribers hooked – Let's send your first email newsletter

		– Building and growing your email subscriber list
Wednesday August 26 2026	How To Run Facebook Ads & Sell Anything Online	• How online ads actually work + types of ads and when to use each • Introduction to funnels: how to take a total stranger through a journey and turn them into a customer • Introduction to ads targeting + knowing when not to target at all • Vanity Metrics vs proper KPIs: what to actually track to know if your ads are working • How to plan a successful online ad before even opening the ad platform – Choosing a sales funnel, creative, target, budget, and KPI – How to use the ad planning template to simplify all of this • LET'S RUN YOUR FIRST FACEBOOK AD from your phone (Ads Manager on mobile) • LET'S RUN THE SAME AD with MORE ADVANCED TOOLS: Facebook Ads Manager on laptop • Ads Result Benchmarks: how to know if the results you're getting are actually good
Thursday August 27 2026	Ads Optimisation + Running Ads on TikTok, Google & More	• How to analyse the result of your ad + what to look out for • Where to find the data you need to evaluate your ad performance • How to use the OL ad performance rubric: a simple chart to interpret your results • Ads Optimisation: how to fix your ads based on what you've found • Quick intro to Google Analytics: the tool that tracks exactly what happens on your website • How to run ads on Google • How to run ads on TikTok • How to use what you already know to navigate other ad platforms
Saturday August 29 2026	How To Monetise All These Skills: Minting Your Own Tech Money	• How "Making Money Online" really works: the hype, the substance, and how to actually get in • The OL personality + talent + digital/AI skill chart: how to combine what you have with these skills to start earning within 3 days

- How to decide which "make money online" path might work best for you + skill gap analysis
- Deciding on what you want to do with the skill
 - Earn higher pay at your current job
 - Get a new job with your digital skills
 - Start a freelancing career with your skills
 - Grow your own business with the skills
- BONUS PRE-RECORDED COURSE ADDED: How to succeed in any one of the four options chosen

Final Test & Certificate

- Take your final evaluation test
- Claim your certificate