

DOCUMENT FOR ASSISTANT — SKOOL MIGRATION & SETUP

Title:

Skool Migration Project — Full Setup & Execution (Meta Ads Course)

Owner:

Zeineb (Operations & Assistant)

Status:

Active — Immediate Execution

1. Mission

You are fully responsible for migrating the entire Meta Ads Course ecosystem from Teachable into **Skool** and setting up the entire community + roles + resources.

This includes:

- Learning Skool (using Skool Academy & YouTube tutorials)
- Setting up the course structure
- Uploading all modules
- Organizing community categories
- Setting up events
- Structuring resources
- Migrating students
- Quality control
- Communicating with students (welcome messages)

You are **100% responsible** for executing this project from A to Z.

2. Delivery Deadline

7 days maximum (If done earlier → great.)

3. Goals & Definition of Done

The migration is considered **DONE** when:

1. The Meta Ads Course (7 modules) is fully uploaded
 2. Community categories are created + organized
 3. All templates/PDFs are uploaded in Resources
 4. Events (bi-weekly Q&A + monthly workshop) are visible
 5. Students are successfully imported + assigned roles
 6. All students receive a welcome message
 7. Everything is double-checked and tested
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4. Tools & Resources You Must Use

You must learn Skool using:

- Skool Academy: <https://www.skool.com/academy>
- Skool YouTube Channel tutorials
- Skool Help Center
- Courses setup documentation inside Skool

You need to fully understand how Skool works before building anything.

5. Tasks Breakdown (Detailed)

Below is every step you must execute.

 ~~SECTION A — PLATFORM LEARNING~~
~~(DAY 1)~~

1. Complete Skool Academy modules (mandatory).

Understand:

- Creating courses
- Roles & permissions
- Community categories
- Resources vault
- Events
- Importing members
- Sending DMs
- Group settings

2. Document what you learn

Take notes → create a short internal SOP for future use.

~~SECTION B — GROUP SETUP (DAY 1-2)~~

1. Group Branding

- Upload logo
- Upload cover banner
- Set group name: **Scalini Academy — Meta Ads Mastery**
- Add group rules (I will provide later)
- Set access permissions

2. Create Roles

Two roles only (for now):

- **Meta Ads Student (Paid)**
- **Free Member (Locked for now)**

Set role permissions correctly.

~~SECTION C — COMMUNITY STRUCTURE (DAY 2)~~

Create the following categories:

1. **Announcements**
2. **Introductions**
3. **Meta Ads Q&A (Daily Help)**
4. **Wins & Progress**
5. **Templates & Tools**
6. **Live Call Replays**

For each category:

- Add description
- Add simple icon
- Set posting rules (if necessary)

Pin the **Welcome Message** inside “Introductions”.

SECTION D — META ADS COURSE CREATION (DAY 2–4)

Inside Skool → Courses → Create:

Course Name:

Master Meta Advertising (Updated 2025)

Set Access to:

Meta Ads Student role only

Module Structure to Create:

- Module 0: Welcome & Orientation
- Module 1: Foundations
- Module 2: Tracking & Setup
- Module 3: Account Structure
- Module 4: Creative Strategy
- Module 5: Launching Campaigns
- Module 6: Optimization & Scaling
- Module 7: Templates & Bonus Vault

4. Upload Lessons

For each lesson:

- Add video
- Add title
- Add description
- Add notes
- Add downloadable files
- Organize in correct order
- Enable progress tracking

5. Quality Check

Verify:

- All videos play fine (desktop & mobile)
- Titles are correct
- No missing files
- No broken description
- Lessons are in order

SECTION E — RESOURCES VAULT SETUP (DAY 4)

Go to “Resources”:

Create folders:

- Creative Strategy Templates
- Account Structure Templates
- Tracking Guides
- UGC Scripts
- Sheets (Google Sheets links)
- Bonus Vault

Upload every file in its correct folder.

Make sure naming is clean and consistent.

SECTION F — EVENTS SETUP (DAY 5)

Create the following recurring events:

1. Bi-Weekly Q&A Call

- Every 2 weeks
- 1 hour
- Add banner
- Add Zoom link
- Add call description

2. Monthly Workshop

- 1 per month
- Vary the topics
- Add Zoom link
- Add banner

SECTION G — STUDENT MIGRATION (DAY 5–6)

1. Export students from Teachable

Export CSV:

- Name
- Email
- Purchase date

2. Import into Skool

- Use “Add Members”
- Upload/import list
- Assign **Meta Ads Student** role

3. Send Welcome DM to each new student

Template will be provided by Bechir.

4. Verify that all students can access their course

★ SECTION H — FINAL QUALITY CONTROL (DAY 7)

Checklist:

- ~~All modules uploaded?~~
- ~~All lessons play?~~
- ~~All resources uploaded?~~
- ~~Categories clean?~~
- ~~Events visible?~~
- ~~Roles working?~~
- ~~No broken links?~~
- Community looks professional?

Once done → send full review to Bechir.

● 6. Assistant Responsibilities After Migration

(ongoing)

- Approve new posts
 - Moderate discussions
 - Reply to basic support questions
 - Upload replays
 - Manage categories
 - Assist new students
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● 7. Communication Expectations

Updates Required:

- Daily update message (end of day)
- Clear blockers
- Clear next actions

No excuses.

You are fully responsible for this migration.

 **DOCUMENT END**