TURNVE

CAREER MISTAKES · ONLINE COURSES

The Execution *Gap.*

Why to finish course no dey change your life — and the one move wey go turn every lesson into your own product wey dey live.

SPEAKER
Simon Covenant

FOR
Anybody Wey Dey Learn

THEME
Learn → Make Am Your Own → Ship

You no get *learning* problem.

Na *execution* problem you get.

THE CONFESSION

0

Course wey you finish plenty. Wetin you ship? Zero.

12 tutorials. 60+ hours. Folder full of half-half project wey you no go ever open again. You sabi plenty. But nothing wey be your own dey live.

The certificate no change your life. Product for don change am.

THE EXECUTION GAP

The space between *"I don learn am"* and *"I don build am."*

Everybody dey rush close the **knowledge** gap — more course, more notes, more theory. But the gap wey go pay you na the **execution** gap. And no course fit close am for you. Na you go close am the moment wey you take wetin you just learn use am do something real.

WHY COURSE DEY FAIL YOU

The *trap.*

No be the course. Na how you take am.

1

TUTORIAL HELL

You copy the tutor project — *letter by letter.*

- **You watch, you nod head**
  E make sense for screen. But that one na recognition — no be ability.
- **You finish, you forget**
  One week later e don comot for head. You no make am your own, so e no stick.
- **Na THEIR app you build**
  The same to-do list. The same thing wey you no go ever use.
- **You jump go next course**
  Dey chase the next "learning" sweetness instead of to build.

STORY OF TWO STUDENTS

STUDENT A — CONSUMER

Follow every video. Build the tutor exact project. Collect certificate.

End: na screenshot, LinkedIn post, and app wey no be him own. Back to square one.

STUDENT B — BUILDER

Same video — but e build **him own product** join, dey apply every lesson sharp-sharp.

End: app wey dey live, first customers, portfolio, and skill wey stick.

Same course. Same teacher. Same hours. But the life na *different different.*

THE MOVE

The Parallel *Build.*

Their lesson. Your product. Same time.

2

No rebuild the tutor project. *Take every lesson make am your own product* — and ship am as you dey learn.

Learn am → make am your own → do am *sharp-sharp*, before e comot for head. The course just be the ladder for **YOUR** first real thing.

THE CEMENT

To make am your own + do am *sharp-sharp* na wetin dey cement skill.

i

You dey apply, no be to absorb

To do am for your own problem dey force real recall. To just watch no dey do am.

ii

E concern you

Na your idea, your product. You go push through the hard part wey tutorial no fit make you care about.

iii

Use am before you lose am

Knowledge dey waka comot fast. Do am the same hour wey you learn am and e go lock for life.

MAKE WE SEE AM LIVE

One *example.*

The course dey build e-commerce store. You go build another thing.

3

SAME LOGIC, YOUR OWN SKIN

The course dey teach

E-commerce store

Sell product online — the tutor demo shop.

→

You go build instead

Food-ordering app

Your idea: order food from kitchen near you.

→

The secret

Na the same logic

Product na food. Cart na cart. Checkout na checkout.

You follow every instruction — na just say you point am to *your* app. Section by section.

MAP EVERY SECTION

Course: **user authentication**	→	**Add login make people fit enter** *your food app*
Course: **product catalog**	→	**Build your** *menu* **of food & kitchen**
Course: **shopping cart**	→	**A** *food cart* **— add food, change quantity**
Course: **checkout & payments**	→	**Customer go** *pay for their order*
Course: **orders & database**	→	**Save & track** *order history*
Course: **admin dashboard**	→	**A** *kitchen dashboard* **to manage order**

Auth na auth. List na list.

The *logic* dey transfer everywhere.

Learn one concept once for your own project and you don own am for every other project — e-commerce, food delivery, booking, SaaS, anything.

NO BE CODE ALONE

Any field.
Any course.

This move dey work for every profession for this world.

4

SAME MOVE, EVERY CRAFT

COPYWRITING

Write for your brand

No use the dummy product — write copy for real business wey you fit launch.

SHIP: SALES PAGE WEY DEY LIVE

DESIGN

Redesign wetin you dey use

Apply every lesson to app wey you dey open every day.

SHIP: REAL CASE STUDY

MARKETING

Run am for your page

Every tactic — test am live for your own account, no be hypothetical.

SHIP: REAL NUMBERS

COOKING / TRADE

Cook for customer

Practice the recipe as dish for menu wey you fit really sell.

SHIP: PLATE WEY PERSON PAY FOR

Photographer, accountant, video editor, trader — same rule: *point the lesson to something wey be your own.*

THE PARALLEL BUILD METHOD

1

Pick your project first

Before lesson one, name your own version. Same shape as the course own.

2

Mirror am, no wander

Keep am 1:1 with the course so every lesson go map straight to your own.

3

Apply am the same hour

Section finish → sharp-sharp do am for your app. No move forward until the two dey work.

4

Ship am by the end

When course end, you no get notes. You get product wey dey live.

THE PAYOFF

IF YOU JUST FINISH

A certificate

- ✕ Screenshot to post
- ✕ Knowledge wey go fade
- ✕ The tutor project, no be your own
- ✕ Back to "wetin I go build?"

vs

IF YOU MAKE AM YOUR OWN & SHIP

A product

- → Something wey dey live with your name on am
- → Skill wey cement for life
- → Portfolio piece & first customers
- → Momentum enter the next build

No just take the course.
Hijack am.

Before your next lesson, name *your* product for one sentence. Then build am — lesson by lesson — until e dey live.

@iamccurves — everywhere.