CHAPTER 01 IMPLEMENTATION RESOURCE • 15-MINUTE EXECUTION SPRINT

The Commodity-to-Sovereign Diagnostic & 48-Hour Pricing Reset

Audit the 3 Marketing Traps™ bleeding your authority, replace low-ticket hourly desperation with your high-stakes flagship transformation, and execute the 48-hour identity reset.

1. THE 3 MARKETING TRAPS™ RAPID DIAGNOSTIC

AUDIT TIME: 3 MIN

☐	**Trap 1: The Traffic Trap**	Believing you need more leads, views, or ad spend when the real root bottleneck is a weak, undifferentiated commodity offer.	AUDIT ME
☐	**Trap 2: The Complexity Trap**	Hiding behind automated funnels, intricate webinars, and email drip sequences before mastering direct 1:1 consultative diagnostic conversations.	AUDIT ME
☐	**Trap 3: The Certification Trap**	Collecting endless generic coaching certificates and borrowed models instead of packaging your authentic crucible scars into an uncopyable named IP.	AUDIT ME

2. HIGH-STAKES PRICING RECALIBRATION

THE REVENUE REVERSAL EFFECT

OLD COMMODITY MODEL (HOURLY / PER SESSION)

`₹3,000 / hour`

Volume Math: 25 clients needed to make ₹75,000. High delivery churn, zero leverage, maximum founder burnout.

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NEW SOVEREIGN FLAGSHIP (8-WEEK TRANSFORMATION)

`₹1,50,000 flagship package`

Sovereign Math: Just 2 clients needed to make ₹3,00,000. Under 6 hrs/week delivery, undeniable client transformation.

3. THE 48-HOUR ACTION SPRINT

EXECUTE TODAY

- ☐ **1. Delete Open Booking Links:** Remove open Calendly or tidycal links and hourly pricing menus from your LinkedIn, Instagram bio, and website. Sovereign advisors are booked by application only.
- ☐ **2. Abolish Low-Ticket Tier:** Declare your coaching practice an application-only diagnostic engagement. Stop selling 'single sessions' or 'hourly blocks.'
- ☐ **3. Publish 1 Diagnostic Post:** Draft and publish 1 clinical post exposing the exact trap your target client is currently caught in. Focus on root diagnosis rather than motivational fluff.

4. AI PROMPT: CRUCIBLE GAP EXTRACTION

COPY & RUN IN CHATGPT

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"Act as a High-Ticket Business Architect. Analyze my coaching background: [INSERT YOUR EXPERTISE & SCARS]. Audit my current offer against the 3 Marketing Traps (Traffic, Complexity, Certification). Pinpoint my single biggest point of commodity leakage and craft 3 surgical diagnostic hooks that prove I solve root problems, not symptoms."
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CONGRATULATIONS • CHAPTER 01 EXECUTED

Ready for Chapter 02: The 5 Key Mindset Shifts?

You have broken the commodity curse. Open Chapter 02 in your book to reprogram your internal commercial operating system from Acceptance to Implementation.

Apply for 1:1 Diagnostic Audit →