CHAPTER 04 IMPLEMENTATION RESOURCE • 15-MINUTE EXECUTION SPRINT

Knowing Yourself: Lived Authority Ikigai Matrix & Trust Triangle

Excavate your authentic crucible scar tissue, diagnose the 3 legs of your Trust Triangle, and productize your lived experience into an untouchable market moat.

1. THE TRUST TRIANGLE™ DIAGNOSTIC

AUDIT TIME: 3 MIN

☐	**Leg 1: Competence (Diagnostic Precision)**	Can you diagnose your client's bleeding wound faster and more accurately than they can articulate it themselves?	AUDIT ME
☐	**Leg 2: Character (Radical Transparency)**	Do you demonstrate unflinching ethics, turning down unqualified clients rather than taking desperate money?	AUDIT ME
☐	**Leg 3: Consistency (Invariant Delivery)**	Do you show up every single week with invariant rigor, clear voice, and reliable operational infrastructure?	AUDIT ME

2. CRUCIBLE SCAR TISSUE EXTRACTION

AUTHENTIC MOAT

BORROWED CREDIBILITY (CERTIFICATIONS & BADGES)

`'Certified Life Coach / Master NLP'`

Weakness: Anyone can buy a weekend certificate. Zero differentiation, price-sensitive comparison in red oceans.

→

LIVED CRUCIBLE AUTHORITY (REAL SCARS)

`'The COVID Crucible / 15-Yr Tech Scars'`

Power: Nobody can duplicate what you bled for. Authentic crucibles command instant reverence and trust.

3. THE 48-HOUR ACTION SPRINT

EXECUTE TODAY

- ☐ **1. Map Your Core Crucible Event:** Write a 3–paragraph breakdown of the hardest breakdown in your professional life and the exact breakthrough system it forced you to build.
- ☐ **2. Name Your 3 Unique Milestones:** Give proprietary names to the 3 pivotal phases of your lived methodology (e.g. Diagnosis, Stabilization, Acceleration).
- ☐ **3. Audit Your Commercial Ikigai:** Ensure your focus matches high market demand, genuine scar tissue, and premium ₹1.5L+ ticket yield.

4. AI PROMPT: CRUCIBLE MOAT EXTRACTION

COPY & RUN IN CHATGPT

```
"Act as an Elite Biographical Brand Strategist. Here is the raw story of my professional crucible, failures, and breakthrough: [PASTE YOUR RAW STORY]. Extract the proprietary lessons, identify the uncopyable moat, and generate 3 clinical category-defining hooks that prove I teach from lived scar tissue, not theory."
```

CONGRATULATIONS • CHAPTER 04 EXECUTED

Ready for Chapter 05: Trust Building Methods & The Velocity Triad?

Now that your lived moat is clear, open Chapter 05 to master the Sound of Trust and deploy the Velocity Triad across all public touchpoints.

Apply for 1:1 Diagnostic Audit →