CHAPTER 06 IMPLEMENTATION RESOURCE • 15-MINUTE EXECUTION SPRINT

Market & Industry Intelligence: Auditing the Red Ocean

Expose the 5 lazy commodity promises of your competitors, decode the 5 stages of market sophistication, and map the escape route to uncontested territory.

1. MARKET SOPHISTICATION DIAGNOSTIC

AUDIT TIME: 3 MIN

☐	**Stage 1 & 2: Simple Promise**	Market is fresh and responds to direct claims. (Rare in coaching today).	AUDIT ME
☐	**Stage 3 & 4: Mechanism & Refinement**	Market has heard all claims and demands to know the exact proprietary mechanism behind your results.	AUDIT ME
☐	**Stage 5: Exhaustion & Identity**	Market is cynical and burned by empty gurus; they only buy from practitioners who embody sovereign lived identity.	AUDIT ME

2. RED OCEAN COMPETITOR AUDIT MATRIX

ESCAPE VELOCITY

THE RED OCEAN COMMODITY TRAP

`Fighting on price, generic promises & templates`

Reality: Competing in the same noisy feed with identical claims. Forcing you to discount fees to win clients.

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THE UNCONTESTED CATEGORY LEADER

`Inverting industry norms & naming new mechanism`

Reality: Standing out as the single logical option for sophisticated buyers who are tired of commodity programs.

3. THE 48-HOUR ACTION SPRINT

EXECUTE TODAY

- ☐ **1. Audit 3 Major Competitors:** List the top 3 claims made by dominant coaches in your niche. Identify the unaddressed frustration their clients complain about.
- ☐ **2. Identify the Industry Blindspot:** What is the common advice given in your industry that is actually harmful or obsolete? (e.g. 'Grind LeetCode endlessly').
- ☐ **3. Publish an Industry Disruption Manifesto:** Write 1 definitive post breaking down why the traditional approach has failed mid-career professionals.

4. AI PROMPT: COMPETITOR BLINDSPOT INVERSION

COPY & RUN IN CHATGPT

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"Act as a Blue Ocean Strategy Consultant. Here are the 3 biggest competitors and common promises in my coaching industry: [INSERT COMPETITORS & CLAIMS]. Deconstruct the unspoken flaws in their models, identify the fatigue points of sophisticated buyers, and formulate 3 category-defining counter-positions."
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CONGRATULATIONS • CHAPTER 06 EXECUTED

Ready for Chapter 07: The Blue Ocean Operating Market?

Now that the red ocean is audited, open Chapter 07 to deploy the ERRC Grid and construct your uncopyable Monopoly of One.

Apply for 1:1 Diagnostic Audit →