CHAPTER 07 IMPLEMENTATION RESOURCE • 15-MINUTE EXECUTION SPRINT

The Blue Ocean Operating Market: Becoming Impossible to Compare

Deploy Value Innovation, apply the ERRC Grid to your delivery model, and engineer a Category-of-One monopoly that eliminates comparison permanently.

1. THE CATEGORY-OF-ONE DIAGNOSTIC

MONOPOLY AUDIT: 3 MIN

☐ **Comparison Trap:**	Are prospects asking 'How are you different from [Competitor X]?' If yes, your mechanism is still too generic.	AUDIT ME
☐ **Feature Overload Trap:**	Are you adding more hours, more modules, and more bonuses to justify your price? (This repels busy executives).	AUDIT ME
☐ **Uncontested Value:**	Does your offer solve the exact constraint that competitors ignore, making price comparison completely irrelevant?	AUDIT ME

2. THE ERRC VALUE INNOVATION GRID

BLUE OCEAN ARCHITECTURE

ELIMINATE & REDUCE (AMATEUR BLOAT)

`ELIMINATE: 1-hr weekly rambling calls`

Action: REDUCE passive video portal bloat, generic worksheets, and open Q&A sessions that waste client time.

→

RAISE & CREATE (SOVEREIGN IMPACT)

`CREATE: Bespoke execution sprint clinics`

Action: RAISE diagnostic accountability, asynchronous feedback speed, and mathematical ROI verification.

3. THE 48-HOUR ACTION SPRINT

EXECUTE TODAY

- ☐ **1. Name Your Proprietary Mechanism:** Invent an uncopyable trademarked name for your 3-stage process (e.g. S-T-O-R-Y-X™, The Velocity Triad™).
- ☐ **2. Eliminate 2 Low-Value Deliverables:** Strip away unnecessary live calls or 50-hour video libraries. Executives pay for speed, brevity, and outcome.
- ☐ **3. Rewrite Your Positioning Sentence:** 'I help [Avatar] achieve [Outcome] without [Hated Industry Friction] using [Named Mechanism].'

4. AI PROMPT: ERRC CATEGORY INNOVATION CANVAS

COPY & RUN IN CHATGPT

```
"Act as an Expert in Blue Ocean Strategy. My coaching niche is [INSERT NICHE] and my current offer includes [INSERT DELIVERABLES]. Apply the ERRC Grid: tell me 2 industry features to ELIMINATE, 2 to REDUCE, 2 to RAISE above standard, and 2 unique mechanisms to CREATE that make me impossible to compare."
```

CONGRATULATIONS • CHAPTER 07 EXECUTED

Ready for Chapter 08: Knowing Your Customer & The Empathy Map?

With your monopoly defined, open Chapter 08 to map the 2:00 AM subconscious panic thoughts of your highest-paying sovereign buyers.

Apply for 1:1 Diagnostic Audit →