CHAPTER 11 IMPLEMENTATION RESOURCE • 15-MINUTE EXECUTION SPRINT

O = Ownership: Storyselling DNA Book™ & Brand Memory Anchors™

Codify your lived genius into intellectual property, install indelible brand memory anchors, and become the undisputed category monarch.

1. BRAND MEMORY ANCHORS AUDIT

OWNERSHIP: 3 MIN

☐	**Anchor 1: The Core Origin Metaphor**	Do you have a signature story anchor (e.g. 'Selling the House during COVID') that prospects immediately associate with you?	AUDIT ME
☐	**Anchor 2: Proprietary Lexicon**	Do you use unique, named terms for your concepts, or are you speaking the same generic jargon as everyone else?	AUDIT ME
☐	**Anchor 3: Visual Identity System**	Does your visual presence have invariant motifs (e.g. Dark Canvas, Radiant Rings, Vector Watermarks)?	AUDIT ME

2. STORYSELLING DNA CODIFICATION

INTELLECTUAL MONOPOLY

COMMODITY COACHING (BORROWED IDEAS)

`Sharing Simon Sinek or James Clear quotes`

Problem: You are building other people's brands. Prospects admire the quote, not you.

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SOVEREIGN IP (YOUR STORY DNA)

`Your Crucible → Your Axioms → Your Books`

Power: You become the primary source. Competitors cannot replicate your authentic lived scar tissue.

3. THE 48-HOUR ACTION SPRINT

EXECUTE TODAY

- ☐ **1. Create Your Sovereign Lexicon:** List 5 unique terms you use to describe client breakthroughs (e.g. 'Crucible Scar', 'Sound of Trust', 'Revenue Reversal').
- ☐ **2. Document Your 4 Core Stories:** The Genesis Breakdown, The Inflection Point, The First High-Ticket Client, and The Transformation Vow.
- ☐ **3. Claim Your Intellectual Property:** Add the ™ or © symbol to your named frameworks in all slide decks, PDFs, and social content.

4. AI PROMPT: STORYSELLING DNA CODIFIER

COPY & RUN IN CHATGPT

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"Act as an Intellectual Property Strategist. Here are my raw life experiences and lessons: [INSERT DETAILS]. Extract 3 proprietary axioms, coin 3 signature concepts with trademarkable names, and structure a 4-part Storyselling DNA outline that positions me as the originator of my methodology."
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CONGRATULATIONS • CHAPTER 11 EXECUTED

Ready for Chapter 12: R = Reach & Pre-Selling Emotional Magnets?

With your IP codified, open Chapter 12 to deploy Reach, architect emotional lead magnets, and pre-sell buyers before the discovery call.

Apply for 1:1 Diagnostic Audit →