CHAPTER 19 IMPLEMENTATION STANDARD • PHASE 1 SPRINTS

SOP-CH19-SPRINTS1-4

Sprints 01–04 Foundation & Offer Implementation SOP

Comprehensive implementation procedure for Phase 1 of The X Execution Protocol™ (Days 01–30). Covers Crucible IP Extraction, Flagship Offer Engineering, S-T-O-R-Y-X™ Content Architecture, and Buyer Magnet Deployment.

SOP ID	SPRINT PHASE	OFFER RANGE	MILESTONES
SOP-CH19-SPRINTS1-4	Phase 1 (Days 01-30)	₹1.5L - ₹3.0L	4 Core Sprints

1. SPRINTS 01–04 OPERATIONAL SCOPE & EXECUTION ROADMAP

30-DAY PHASE 1

Phase 1 is designed to eliminate ambiguity. By the end of Day 30, you must possess an uncopyable flagship offer, a certified positioning manifesto, and a high-converting diagnostic funnel operating in live market conditions.

SPRINT	CORE OBJECTIVE	PRIMARY DELIVERABLE	SUCCESS BENCHMARK
Sprint 01	Crucible IP Extraction	Named Diagnostic Mechanism & Manifesto	Zero competitor comparison
Sprint 02	Flagship Offer Architecture	₹1.5L–₹3.0L Sovereign Curriculum Map	Deliverable-free 90-day outcome
Sprint 03	Content Authority Engine	30-Day S-T-O-R-Y-X™ Post Bank	Clear peer authority signaling
Sprint 04	Buyer Magnet & Funnel	Printable Executive Guide + Opt-In Funnel	Submissions logging to Google Sheets

2. STEP-BY-STEP IMPLEMENTATION PROTOCOLS

SPRINT CHECKLISTS

Execute each sprint sequentially. Never advance to Sprint 02 until Sprint 01 satisfies the sovereign certification rubric.

01

Sprint 01 Protocol: Extract Authentic Crucible Scars

Identify the defining painful commercial experience that taught you your sovereign methodology. Formalize this insight into a 3-part diagnostic framework that competitors cannot duplicate.

02

Sprint 02 Protocol: Engineer The Flagship Transformation

Price your 90-day transformation at ₹1.5L–₹3.0L. Strip away hourly Zoom calls and replace them with asynchronous rubric checkpoints, clear milestones, and weekly group simulation labs.

03

Sprint 03 Protocol: Assemble S-T-O-R-Y-X™ Content Bank

Draft 12 high-conviction authority posts rotating across the 6 STORYX pillars: Structure, Traction, Ownership, Reach, Yield, and the X-Factor.

04

Sprint 04 Protocol: Launch The Executive Buyer Magnet

Deploy an executive 1-page printable guide with an opt-in form on Cloudflare Pages connected to automated email dispatch via Resend.

SPRINT 02 PRICING LAW

Never price your flagship transformation under ₹1,50,000. Low prices signal low conviction and attract high-maintenance, low-commitment clients.