MASTER TOOLKIT • APPENDIX F

The 13 Sprint Master Checklist

A consolidated verification checklist tracking the 13 Execution Sprints from Part V to take your coaching enterprise from zero to ₹15L+/month.

PHASE 1: FOUNDATION & CODIFICATION (SPRINTS 01–04)

DAYS 01–30

- ☐ Sprint 01 (Positioning): Blue Ocean Category declared; generic titles dissolved.
- ☐ Sprint 02 (Signature Offer): 3-phase transformation vehicle codified; ₹1.5L floor set.
- ☐ Sprint 03 (Content Engine): S-T-O-R-Y-X™ framework installed; 3 essays/week rhythm.
- ☐ Sprint 04 (Authority Magnet): Forensic 1-page visual teardowns deployed on LinkedIn.

PHASE 2: PIPELINE & HIGH-TICKET ENROLLMENT (SPRINTS 05–08)

DAYS 31–60

- ☐ Sprint 05 (Profile Fortress): Profile converted into an executive landing page.
- ☐ Sprint 06 (Organic Pipeline): Daily 45-min commenting protocol active on 20 waterholes.
- ☐ Sprint 07 (Conversational Triage): 3-message DM flow + 2-question qualification active.
- ☐ Sprint 08 (Sales System): 35-min clinical diagnostic session closing at 50%+.

PHASE 3: ASYNCHRONOUS DELIVERY & AI SCALE (SPRINTS 09–13)

DAYS 61–90

- ☐ Sprint 09 (AI Apprentices): Speech telemetry, intake synthesis, and tracking automated.
- ☐ Sprint 10 (Client Delivery): 7-min Loom asynchronous walkthroughs replace meetings.
- ☐ Sprint 11 (Operations & SOPs): Notion client portal standardizes 72-hour feedback lock.
- ☐ Sprint 12 (Freedom Defense): Calendar strictly protected under 18 client hours/week.
- ☐ Sprint 13 (Ascension & Scale): Operating at 90%+ net margin, scaling past ₹15L/mo.

THE 90-DAY SOVEREIGN MANDATE

Do not skip sprint milestones. Every sprint builds the structural load-bearing capacity for the next. When all 13 sprints are certified, you possess an unshakeable coaching empire.

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