MAGNIESSENCE

Move 5 — Name The Three Market Circles

The category has scale. Signal it. · Update POV before Category Day · Use in all media

WHAT THIS MOVE DOES

A category declaration that only addresses one circle of the market
reads like a niche positioning piece.
A category declaration that names all three circles reads like a movement.

The three circles are already true.
The targeting strategy is correctly focused on Circle 1.
What is missing is the explicit naming of the full vision
so that every media appearance, investor conversation
and strategic partnership operates at the scale the category actually commands.

This move does not change who is targeted.
It changes how Bolutiwi describes the scope of what she is building
to every journalist, podcast host, publisher and investor she meets.

A category king does not just occupy a niche.
She names a field.

CRITERIA ADVANCED

Market size — signals the full addressable market to investors, publishers and media.
Category design — names the three circles that the category will eventually reach.
Lightning strike — the full vision makes Category Day feel like a movement not a launch.
Long-term dominance — Circle 3 is the horizon that makes the category uncopyable at scale.

The Three Market Circles — Defined

1	**WHO** **Senior corporate women — pharma, finance, consulting, tech, healthcare. VP and above. The Moniques.**	**WHEN TARGETED** Phase 1 exclusively. Days 1 to 30.	**Estimated size: 8 to 11 million in US alone.** Core revenue pool. The avatar is fully documented. Monique is the proof of concept. This is where 15K followers and £100K revenue comes from. Start here. Start precisely.
2	**WHO** **High-achieving professional women across all domains — law, medicine, entrepreneurship, academia, consulting.**	**WHEN TARGETED** Phase 2 to 3. Second and third client avatars introduced.	**Estimated size: 50 to 80 million globally.** Same operating system. Different professional context. The lawyer who made partner. The doctor who softens her diagnosis. The entrepreneur who cannot take a day off. The academic who apologises before she speaks. All Monique in a different room.
3	**WHO** **Any woman who has achieved at a high level and built her identity on performance rather than authority. Any context. Any domain.**	**WHEN TARGETED** The category travels here independently. Not directly targeted.	**Estimated size: Hundreds of millions globally.** This is not a niche. This is a field. Circle 3 is where the language travels when it becomes independent of Bolutiwi. The goal: Performance-Based Identity used the way imposter syndrome is used — by everyone, without needing to know who named it.

The Language — Three Contexts

Every conversation Bolutiwi has in public requires a version of the three circles. The language below is ready to use immediately in each context.

Context 1 — The POV Document Update

This paragraph is inserted in Section VII of the Category POV Manifesto v5 after 'This category has one practitioner.' It names all three circles in the intellectual case for the category.

Insert This Paragraph Into Section VII of the POV Manifesto

'The immediate home of this work is the senior corporate woman —
the woman who leads divisions, holds budgets,
makes decisions that move millions
and still carries the weight of a worth she has never stopped earning.

The category extends to every high-achieving professional woman
in every domain where performance has been confused with identity.
The lawyer who made partner and still second-guesses every brief.
The entrepreneur who built a company and cannot take a day off without guilt.
The doctor who is the most capable person in the room
and still softens her diagnosis before she delivers it.

And beyond them — the full category.
Any woman, in any context, who has learned to treat her worth
as something that must be continuously earned.

This is not a niche. This is a field.
Performance-Based Identity is the condition.
Self-Authored Authority is the pathway.
Essence is the destination.
Magniessence is the home of the complete journey.'

Context 2 — Podcast Appearances

When a podcast host asks about the scale of the work or the audience — use this language. It signals that this is a category, not a niche.

Podcast Scale Talking Points

'The women I work with most immediately are senior corporate leaders —
the women running divisions, holding large budgets,
operating at the highest levels of professional achievement.

But Performance-Based Identity is not a corporate problem.
It is the condition that runs inside any woman who has learned
to earn her worth through performance.

That is most high-achieving women. Across every profession.
The lawyer who made partner. The doctor who softens her diagnosis.
The entrepreneur who built a company and cannot take a day off.

The addressable market is not thousands. It is hundreds of millions.

The work begins precisely — with one woman, one transformation arc,
documented across nine months of real coaching.
The category is built to scale from that precision.'

Context 3 — Investor and Strategic Partner Language

When speaking to any investor, publisher, media partner or strategic collaborator — open with this framing. It establishes that Magniessence is building a category, not occupying a niche.

Investor and Strategic Partner Opening

'Magniessence addresses a condition called Performance-Based Identity.

In the immediate market: 8 to 11 million senior corporate women in the US alone
who are experiencing this condition acutely and have significant disposable income
for high-quality professional development.

In the adjacent market: 50 to 80 million high-achieving professional women globally
across law, medicine, entrepreneurship and academia —
same condition, different professional context.

In the full category: hundreds of millions of women globally for whom
performance-based worth has been the operating system since childhood.

We are building the dominant position in a category we created.
The condition has always existed.
The name — and the methodology for resolving it —
belongs to Magniessence.'

Context 4 — Social Media Content

From Phase 2 onwards — when the second avatar is introduced — content can begin to name the three circles explicitly. This signals to the growing audience that the category is larger than one woman's story.

Phase 2 Content Language — Use From Day 31

Hook: 'She is a pharmaceutical executive. She is a lawyer. She is a doctor.
She is an entrepreneur. She is a professor.
Different rooms. Same operating system.
Same question they all stopped being able to answer:
what do you want?
That is not a coincidence.
That is Performance-Based Identity.'

This hook signals Circle 2 without explicitly naming it.
The audience understands that the category reaches beyond their specific profession.
New women from adjacent professions recognise themselves in the hook.
The category expands from the content itself.

The Long Game — Why Circle 3 Matters Most

Circles 1 and 2 are the business. Circle 3 is the legacy.

The Goal For Performance-Based Identity

The goal is not for people to say: I use Magniessence.
The goal is for people to say: I have Performance-Based Identity —
the way they say I have imposter syndrome.

Imposter syndrome was named by Pauline Clance in 1978.
It is now used by hundreds of millions of people
who have never heard of Pauline Clance.

That is what language does when a category is built correctly.
The phrase becomes independent of its originator.
The originator becomes the permanent reference point for the field.

When Performance-Based Identity is used that widely —
Magniessence is the Pauline Clance of the condition.
The place everyone knows you go to address it.
The institution that trained the practitioners.
The methodology that produced the first documented transformation arcs.

That is Circle 3.
That is the category king position.
That is the long game.

Execute Circle 1 with precision.
The rest follows from that precision.

Execution Checklist — Move 5

BOLUTIWI Before Category Day	**Approve the three circles language**	Read all four contexts. Confirm the scale language feels owned and true.
TEAM Before Category Day	**Update the POV Manifesto**	Insert the new paragraph into Section VII. Republish as the current version.
BOLUTIWI Every podcast appearance	**Use the scale talking points**	Reference all three circles within the first 10 minutes. Name the scale. Own the category.
BOLUTIWI Every strategic conversation	**Use the investor language**	This is the opening framing for publishers, media partners, investors and certifying bodies.
TEAM Phase 2 onwards	**Introduce Circle 2 content hooks**	From Day 31 — content begins naming multiple professions alongside Monique's world.
TEAM Phase 2 onwards	**Brief all collaboration partners on scale**	All partners understand the three circles. They speak to the full scale — not just Monique's avatar.

This is not a niche.

This is a field.

Performance-Based Identity. Named by Bolutiwi Aiyesimoju. Magniessence.