# MAGNIESSENCE

## Move 4 — Category Day

*One day. Every channel. The market cannot unhear it. · Phase 3 · 7 to 10 days before programme launch*

### WHAT THIS MOVE DOES

Category Day is the moment the category goes from Bolutiwi's content to the market's language.

It is not a product launch.
A product launch converts buyers.
Category Day converts the market —
it makes Performance-Based Identity a phrase that exists in public consciousness independent of whether any specific woman becomes a client.

Six simultaneous actions on one day.
From six different directions.
The market encounters the category from multiple credible voices and cannot dismiss it as one person's content.

Category Day happens 7 to 10 days before the programme launch sequence.
It is completely separate from the launch.
Category Day creates the conversation.
The programme launch converts the people who entered the conversation.

### CATEGORY DAY IS SEPARATE FROM THE PROGRAMME LAUNCH — NON-NEGOTIABLE

If Category Day and the programme launch happen on the same day the market experiences it as a sales event.

Category Day must feel like a declaration — not a pitch.
The moment a declaration contains a price it becomes marketing.
Marketing can be scrolled past. Declarations cannot.

Sequence: Category Day first.
7 to 10 days later: programme launch.

# The Category Day Timeline

| TIME | CHANNEL | ACTION | WHO |
|---|---|---|---|
| 6:00am UK | Email List | Full POV Manifesto document delivered to the entire email list. Subject line: I am naming something. No preview text. Just that subject line. | TEAM |
| 7:00am UK | LinkedIn | The open letter published in full — not a link, the full text. Closes with: Performance-Based Identity. I named it. This is where it ends. | BOLUTIWI |
| 2:00pm UK9:00am EST | Instagram | The Manifesto Reel. The lightning strike. Bolutiwi on camera. Full doctrine in 60 seconds. Pinned immediately. | BOLUTIWI |
| 2:00pm UK | Collaboration Partners | 3 pre-briefed partners post simultaneously. Each names Performance-Based Identity from their own perspective. | TEAM |
| 4:00pm UK | Instagram Stories | 10-slide story series: The Category Declaration. Each slide one invisible rule named. Final slide: assessment link. | TEAM |
| 8:00pm EST1:00am UK | Podcast | Pre-recorded episode drops on the most aligned collaboration partner's podcast. | BOLUTIWI |

# The 6 Complete Asset Briefs

ASSET 1

## The Email To The List

*Send at 6:00am UK · Team executes · POV Manifesto attached as PDF*

### Complete Email Copy

SUBJECT: I am naming something.
[No preview text]

Body:

Today I am making a public declaration.

I am naming a condition that has been running the lives of high-achieving women for decades — unnamed, undiagnosed and therefore untreatable by anything the existing market has offered.

It is called Performance-Based Identity.

I have written the full case for it — why the existing solutions have not worked, what this condition actually is, what becomes possible when it is dismantled, and why this is a new category rather than a new approach.

It is attached.

If you recognise yourself in it — you already know what to do.

Bolutiwi

[ATTACH: Magniessence Category POV Manifesto v5 as PDF]
[LINK: Performance-Based Identity Assessment]

ASSET 2

## The LinkedIn Open Letter

*Publish at 7:00am UK · Bolutiwi posts · Full text in the post — not a link*

## Complete Open Letter Copy

TITLE: An open letter to every woman who has been solving the wrong problem.

For fifteen years, the conversation about high-achieving women
has been built on a false premise.

The premise: the reason capable women underperform their potential
is a confidence problem. A mindset problem. An imposter syndrome problem.

And so an entire industry was built to solve it.
Confidence coaching. Mindset work. Leadership training.
Boundary-setting frameworks. Books on how to walk into a room and claim it.

Helpful? Yes.

For the woman who has already achieved — the woman who already leads,
already delivers, already outperforms everyone in the room —
none of it has touched the actual thing.

Because the actual thing has never been named. Until now.

The condition is called Performance-Based Identity.

It is the operating system by which a woman's sense of worth becomes contingent
upon the continuous demonstration of value through achievement,
compliance or competence — such that her belonging, her safety and her identity
are experienced as provisional and perpetually subject to revocation.

It is not imposter syndrome.
Imposter syndrome says: I do not belong here.
Performance-Based Identity says: I belong here only as long as I keep proving I do.

It is not burnout.
Burnout is a capacity problem.
Performance-Based Identity is the identity that makes exceeding capacity feel necessary.

And it did not start at work.
It started before she had a career.
In the first relationship where love felt conditional.
In the childhood room where being good enough meant being easy to love.
The good girl was the first performance.
The capable professional came second.

You cannot heal it with a confidence course.
You cannot rest your way out of it.

You cannot set boundaries around it.

It requires something more precise.

Identity-Based Self-Authority Architecture.
The structured practice of dismantling the operating system
and returning a woman to the identity that was always underneath it.

The identity that existed before the proving started.

Today I am making it public.

Performance-Based Identity ends here.

— Bolutiwi Aiyesimoju
Founder, Magniessence

The full Category POV Manifesto: [LINK]
The Performance-Based Identity Assessment (free): [LINK]
Instagram: @magniessence

ASSET 3

## The Manifesto Reel

*Publish at 2:00pm UK / 9:00am EST · Bolutiwi on camera · Pin immediately*

### Complete Production Brief

FORMAT: 60 seconds. Bolutiwi on camera. Text on screen as she speaks.
LOCATION: Intentional setting — not a generic background.
This is the most important reel Bolutiwi will ever film. Produce it at that standard.
Film 2 to 3 weeks before Category Day.

VOICE SCRIPT AND ON-SCREEN TEXT:

[0:00 — 0:05]
'She did not lose herself.'
[Pause. 2 seconds. Full eye contact.]

[0:05 — 0:12]
'She was performing for people who could not hold the full version of her.'
[Pause. 3 seconds. Let it land.]

[0:12 — 0:20]
'That is not a confidence problem.
That is not a mindset problem.
That has a name.'

[0:20 — 0:28] BLANK FRAME — 3 seconds. No text. Eye contact.

[0:28 — 0:35]
'Performance-Based Identity.'
[Pause. 4 seconds. The longest pause in the reel.]

[0:35 — 0:45]
'The operating system that turns achievement into a debt
that can never be fully repaid.
The identity that makes the proving feel necessary.
The thing every other solution has been working around instead of dismantling.'

[0:45 — 0:55]
'I built the practice that dismantles it.
I named the condition.
I documented the way through.'

[0:55 — 1:00] BLANK FRAME — 2 seconds.
'This is Magniessence. And this is where it ends.
No more proving. Your essence was always there.'

CAPTION: Use The Declaration section from the POV Manifesto.
End with: Comment or DM ENOUGH.

PIN IMMEDIATELY. This reel never moves.

ASSET 4

## The Collaboration Partner Brief

*Coordinate 2:00pm UK · Team manages · Brief partners 6 weeks before Category Day*

### Brief For Each Of The 3 Partners — Send This Message

Hi [Name],

On [Category Day date] I am making a public declaration about a condition

I have named Performance-Based Identity.

I would love for you to post something on the same day —
not scripted, not coordinated in language —
but from your own perspective on what you observe in the women you work with.

The only ask: use the phrase Performance-Based Identity at least once.
And link to my assessment in your bio or caption for 24 hours.

What you post is entirely yours.
I trust your voice. That is why I asked you.

The goal is not to look coordinated.
The goal is for the market to encounter this phrase
from multiple credible voices on the same day
and understand that it is naming something real.

Are you in?

Bolutiwi

PARTNER SELECTION CRITERIA:
They must have already engaged with Magniessence content organically.
Their audience must include significant numbers of Monique-type women.
They must have their own credibility in the professional women space.
Their combined reach should ideally exceed 100,000 in the target audience.

ASSET 5

## The 10-Slide Story Series

*Post at 4:00pm UK · Team executes · Forward pull on every slide except the last*

### Complete Story Sequence

Slide 1: 'Today I am naming something.'
[White text on navy. Full screen. Stops the tap.]
Forward pull: 'Next slide: what the false premise actually is.'

Slide 2: 'For fifteen years the conversation about high-achieving women
has been built on a false premise.'
Forward pull: 'Next slide: what the actual problem is.'

Slide 3: 'The premise: the problem is confidence.
The solution: more confidence.
For the woman who has already proven she can perform —
this has never been enough.'
Forward pull: 'Next slide: what the actual problem is.'

Slide 4: 'The actual problem has a name.'
[Large text. Gold on navy. Forward pull: 'Next slide: the name.']

Slide 5: 'Performance-Based Identity.'
[Largest text in the series. White on navy. Nothing else.]
Forward pull: 'Next slide: what it is.'

Slide 6: Short-form definition — first two sentences.
Forward pull: 'Next slide: continued.'

Slide 7: Short-form definition — final sentence.
Forward pull: 'Next slide: where this started.'

Slide 8: 'It did not start at work.
It started before she had a career.
In the first relationship where love felt conditional.
The good girl was the first performance.'
Forward pull: 'Next slide: where this lives.'

Slide 9: 'I named it. I built the practice that dismantles it.
I documented the way through.
The full case is in the link in my bio.'
Forward pull: 'Final slide.'

Slide 10 — FINAL SLIDE:
'Comment or DM ENOUGH if this just named something you have been living inside.'

ASSET 6

## The Pre-Recorded Podcast Episode

*Drops at 8:00pm EST / 1:00am UK · Bolutiwi records 2 to 3 weeks before Category Day*

### Episode Brief For Bolutiwi

EPISODE TITLE: The Condition Nobody Named — And Why It Is Costing You Everything

EPISODE STRUCTURE — 45 minutes:

0 to 5 min:
The false premise of the confidence industry.
Why it worked for some women and never touched others.

5 to 15 min:
What Performance-Based Identity actually is.
State the formal definition within the first 10 minutes.
Tell Monique's story — anonymised — as the proof of concept.
'She built the model everyone references. Named it. Designed it. Not on her CV.'

15 to 25 min:
Walk through the 7 Invisible Rules. One minute each.
Ask the host to stop you on any rule that resonates for her.

25 to 35 min:
What dismantling it actually looks like.
Not the programme. The lived experience of the other side.
The quiet. The clean decisions. The name on the model.

35 to 40 min:
Why this is a category — not a coaching approach.
The good girl was the first performance.
The professional came second.

40 to 45 min:
Where to begin. The Performance-Based Identity Assessment. ENOUGH.

THE URL TO GIVE: the 7 Invisible Rules curriculum page.
The host puts it in the show notes.

This episode is the audio version of the POV Manifesto.
A woman who listens to this arrives at the assessment as a near-buyer.

# Execution Checklist — Move 4

| | | |
|---|---|---|
| **BOLUTIWI**<br>8 weeks before | **Identify 3 collaboration partners** | Apply the selection criteria. Approach personally. Give them 6-week runway. |
| **TEAM**<br>6 weeks before | **Send collaboration partner briefs** | Use the brief above. Track confirmations. |
| **BOLUTIWI**<br>4 weeks before | **Record podcast episode** | Use the episode brief above. 45 minutes. Deliver the full case. |
| **TEAM**<br>3 weeks before | **Coordinate podcast drop date** | Confirm with the host that the episode drops on Category Day at 8:00pm EST. |
| **BOLUTIWI**<br>2 weeks before | **Film the Manifesto Reel** | Use the production brief above. This is the most important reel. |
| **TEAM**<br>1 week before | **Prepare all 6 assets** | Email copy. LinkedIn post drafted for Bolutiwi approval. Story slides designed. Assessment confirmed live. |
| **BOLUTIWI**<br>3 days before | **Approve all 6 assets** | Every word must be right. This is the category declaration. |
| **TEAM**<br>Day before | **Final checks** | All 6 assets confirmed ready. Partners confirmed posting. Podcast episode confirmed dropping. |
| **TEAM**<br>Category Day 6am | **Email to list** | Deploy with POV Manifesto attached as PDF. |
| **BOLUTIWI**<br>Category Day 7am | **LinkedIn open letter** | Post the full text. Not a link. The full text. |

| | | |
|---|---|---|
| **TEAM** Category Day 2pm UK | **Manifesto Reel live** | Auto-published. Monitor immediately. Reply to all comments within 2 hours. |
| **BOLUTIWI** Category Day all DMs | **Personal responses** | Every DM on Category Day handled personally by Bolutiwi. No exceptions. |
| **TEAM** Category Day 4pm | **Story series live** | All 10 slides posted manually. Forward pull on every slide except last. |
| **BOTH** Category Day evening | **Monitor and respond** | Track ENOUGH DM volume. This is the primary success signal for the day. |

***One day. Every channel.***

*The market cannot unhear it.*

**Performance-Based Identity. Named. Dated. Signed. Public.**