MAGNIESSENCE

Launch Week — 14 Reels

7 Morning Reels · 7 Evening Reels · Days 1–7

Viral Hook · Script · Caption · Keywords · Hashtags

TURN THEIR HEAD	ACTIVATE THEM TO BUY	GET THEM TO CHOOSE YOU
Morning Days 1,3,6 · Eve Day 2,4	Morning Day 5 · Eve Days 1,3,5,6,7	Morning Days 2,4,7 · Eve Day 7
Disrupt · Reframe · Category statement	*Cost · Desire · Future state*	*Disarm · Call out · Mission*

STANDING RULES — ALL 14 REELS

'Performance-Based Identity' MUST be spoken aloud on camera in every reel. Instagram transcribes spoken audio — this is the primary SEO signal.

Every caption opens with 'Performance-Based Identity' or Monique's exact words in the first two sentences — algorithm reads first two lines most heavily.

Morning reels: Save CTA only. Evening reels: ENOUGH CTA only. Never both. Never swapped.

3 hashtags maximum per reel. #PerformanceBasedIdentity on every reel — it is the category being built. Rotate the other two.

Save CTA variants rotate — never the same two consecutive reels.

Day 1 MORNING REEL · 15–20 sec

Theme: **Diagnosis** · CTA: **Save**

FRAMEWORK: TURN THEIR HEAD

01 VIRAL HOOK

VIRAL HOOK — FIRST LINE ON SCREEN + SPOKEN

"I've lost my compass. I've lost my true north." She said that in our first session. She had everything on paper. And zero idea who she actually was.

02 SCRIPT

SCRIPT — SPOKEN ON CAMERA + ON-SCREEN TEXT

[0:00–0:04]

"I've lost my compass. I've lost my true north."

She said that in our first session.

[0:04–0:09]
Head of Global Patient Insights. Elected to her alumni board.
On paper — everything.

[0:09–0:12]
BLANK FRAME. 2 seconds. Hold eye contact.

[0:12–0:18]
That is not burnout. That is not stress.
That is Performance-Based Identity.
And this is where it ends.

[0:18–0:20]
Hold. Stillness. [Text: Performance-Based Identity ends here.]

03 CAPTION

CAPTION — PASTE IN FULL

Performance-Based Identity is what happens when your worth becomes something you must earn — every day, through every achievement, for people who never told you the proving was optional.

"I've lost my compass. I've lost my true north."

She said it quietly. In our first session.

Head of Global Patient Insights at a major pharmaceutical company. Elected to her alumni board. Internationally recognised.

On paper — everything. Inside — complete disconnection from herself.

Not because she had failed. Because she had been performing for people who could not hold the full version of her for so long that she started calling the performance her personality.

It was not her personality.

It was Performance-Based Identity. Running underneath every achievement, every yes when her body said no, every room she made herself smaller in.

That does not respond to rest. It does not respond to a promotion. It responds to one thing.

Being seen at the level it actually operates.

This is that work.

Save this. You are going to want to come back to it.

SAVE CTA — MORNING REEL

`#PerformanceBasedIdentity #HighAchievingWomen #WomenLeadership`

KEYWORDS — SPOKEN ALOUD + CAPTION SEO

Spoken: 'Performance-Based Identity' at [0:13]

Caption opens: 'Performance-Based Identity' — first sentence

Search terms woven: high-achieving, worth, achievement, proving, burnout, identity, corporate women, leadership

Day 1 **EVENING REEL** · 30–40 sec

Theme: **Diagnosis** · CTA: **ENOUGH DM**

FRAMEWORK: **ACTIVATE THEM TO BUY**

01 VIRAL HOOK

VIRAL HOOK — FIRST LINE ON SCREEN + SPOKEN

She'd had coaches. Therapists. Read every book. She'd go in feeling like herself. Come out feeling like someone performing herself.

02 SCRIPT

SCRIPT — SPOKEN ON CAMERA + ON-SCREEN TEXT

[0:00–0:04]
She'd had coaches. Therapists. Read every book.

[0:04–0:09]
She'd go in feeling like herself.
Come out feeling like someone performing herself.

[0:09–0:13]
BLANK FRAME. 3 seconds. No text. Hold eye contact.

[0:13–0:18]
The problem was never that she didn't know enough.
The problem was that everything she tried worked at the level of behaviour.

[0:18–0:24]
And what was running her life was not a behaviour.
It was an identity. Performance-Based Identity.

[0:24–0:30]
It does not respond to mindset work.
It responds to one thing.
Being seen at the level it actually operates.

[0:30–0:32]
Comment or DM ENOUGH.
[Text: Performance-Based Identity. Named here.]

03 CAPTION

CAPTION — PASTE IN FULL

Performance-Based Identity does not respond to what you have already tried. And you have already tried everything.

She'd had coaches. Therapists. Read every book.

She'd go in honest. Come out optimised.

She learned how to speak about her wounds without feeling them.

How to set boundaries without believing she deserved them.

How to say the right things about self-worth while performing her worth harder than ever.

The problem was never that she didn't know enough.

The problem was that everything she tried worked at the level of behaviour. And what was running her life was not a behaviour.

Performance-Based Identity is an operating system. It does not respond to frameworks, rest, or showing up differently.

It responds to one thing. Being seen at the level it actually operates. And dismantled from there.

The woman on the other side of this work does not perform better. She stops performing altogether.

Comment or DM ENOUGH and find out exactly where Performance-Based Identity is running in your life. The free assessment. 5 minutes.

The clearest mirror you have ever held up to yourself.

ENOUGH CTA — EVENING REEL

`#PerformanceBasedIdentity #WomenInLeadership #ExecutiveWomen`

KEYWORDS — SPOKEN ALOUD + CAPTION SEO

Spoken: 'Performance-Based Identity' at [0:21] and [0:24]

Caption opens: 'Performance-Based Identity' — first sentence

Search terms: coaches, therapists, burnout, mindset work, boundaries, operating system, high-achieving, identity, corporate

Day 2 **MORNING REEL** · 20–25 sec

Theme: **The Wound Named** · CTA: **Save**

FRAMEWORK: GET THEM TO CHOOSE YOU

01 VIRAL HOOK

VIRAL HOOK — FIRST LINE ON SCREEN + SPOKEN

I'm really sorry. Sorry you were never told that building something everyone references — and erasing yourself from it — has a name.

02 SCRIPT

SCRIPT — SPOKEN ON CAMERA + ON-SCREEN TEXT

[0:00–0:03]
I'm really sorry.

[0:03–0:08]
Sorry you were taught that making yourself smaller was professionalism.

[0:08–0:12]
Sorry you built the model everyone references and never put your name on it.

[0:12–0:16]
Sorry nobody told you the exhaustion underneath the achievement had a name.

[0:16–0:18]
BLANK FRAME. 2 seconds.

[0:18–0:23]
Performance-Based Identity is not a character flaw.
It was installed. And it can be removed.

[0:23–0:25]
This is that work.
[Text: You were not failing. You were performing.]

03 CAPTION

CAPTION — PASTE IN FULL

Performance-Based Identity was not something you chose. It was installed — and nobody told you it had a name.

I'm really sorry.

Sorry you were taught that your worth was something you had to earn through delivery and compliance.

Sorry you built the model everyone still references. Named it. Designed it. Led it from the ground up. Not on your CV.

Sorry you said yes out loud when every part of you said no.

Sorry you walked into rooms you built and made yourself the smallest person in them.

Sorry you were never told that the exhaustion underneath the achievement was not weakness.

It was not burnout. It was not something another promotion would fix.

Performance-Based Identity is the operating system that makes your worth feel contingent on continuous proof. It is not yours to carry. It was installed by systems that needed you compliant.

I built this work because too many exceptional women are spending their careers performing for people who cannot hold the full version of them.

That ends here.

Save this for the moment you need to hear it most.

SAVE CTA — MORNING REEL

`#PerformanceBasedIdentity #ExecutiveWomen #WomenInCorporate`

KEYWORDS — SPOKEN ALOUD + CAPTION SEO

Spoken: 'Performance-Based Identity' at [0:18]

Caption opens: 'Performance-Based Identity' — first sentence

Search terms: worth, compliance, exhaustion, achievement, CV, corporate, senior women, operating system, burnout

Day 2 **EVENING REEL** · 30–40 sec

Theme: **The Wound Named** · CTA: **ENOUGH DM**

FRAMEWORK: **TURN THEIR HEAD**

01 VIRAL HOOK

VIRAL HOOK — FIRST LINE ON SCREEN + SPOKEN

Put a finger down if you've built something everyone references — and never put your name on it.

02 SCRIPT

SCRIPT — SPOKEN ON CAMERA + ON-SCREEN TEXT

[0:00–0:03]
Put a finger down if you've built something everyone references — and never put your name on it.

[0:03–0:06]
Put a finger down if you've said yes out loud when every part of you said no.

[0:06–0:09]
Put a finger down if you've made yourself smaller and called it professionalism.

[0:09–0:12]
Put a finger down if you've forgotten what you actually want.

[0:12–0:16]
BLANK FRAME. 3 seconds. No text. Hold eye contact.

[0:16–0:21]
That is not your personality.
That is Performance-Based Identity.

[0:21–0:26]
And this is where it ends.
Comment or DM ENOUGH.
[Text: Performance-Based Identity. Ends here.]

03 CAPTION

CAPTION — PASTE IN FULL

Performance-Based Identity is what you were doing every time you put a finger down.

She built the model everyone still references. Named it. Designed it. Led it from the ground up.

Not on her CV.

She said yes to the meeting, the project, the request — every time. Out loud. While every part of her said no.

She walked into rooms she built and made herself the smallest person in them.

Called it humility. Called it professionalism. Called it being a team player.

She forgot what she actually wanted so completely that when her boss asked her directly — what do you want — she didn't have an answer.

That is not a confidence problem. That is not burnout. That is not something another promotion will fix.

That is Performance-Based Identity — the operating system installed so early and run so quietly that she started calling it her personality.

It is not her personality. It is a pattern. And patterns can be dismantled.

Comment or DM ENOUGH and find out exactly where this is running in your life.

Save this for the moment you need to hear it most.

ENOUGH CTA — EVENING REEL

`#PerformanceBasedIdentity #HighAchievingWomen #WomenLeadership`

KEYWORDS — SPOKEN ALOUD + CAPTION SEO

Spoken: 'Performance-Based Identity' at [0:17]

Caption opens: 'Performance-Based Identity' — first sentence

Search terms: CV, yes when body said no, professionalism, confidence, burnout, personality, operating system, identity

Note: Highest share potential of the week — Put A Finger Down format drives DMs and shares simultaneously

Day 3 **MORNING REEL** · 15–20 sec

Theme: **The Doctrine** · CTA: **Save**

FRAMEWORK: TURN THEIR HEAD

01 VIRAL HOOK

VIRAL HOOK — FIRST LINE ON SCREEN + SPOKEN

Performance-Based Identity ends here. Not with a framework. Not with a mindset shift. At the level it actually operates.

02 SCRIPT

SCRIPT — SPOKEN ON CAMERA + ON-SCREEN TEXT

[0:00–0:04]

Performance-Based Identity ends here.

[0:04–0:08]

Not with a framework. Not with boundaries. Not with a better morning routine.

[0:08–0:12]

BLANK FRAME. 3 seconds. Eye contact.

[0:12–0:17]

It ends when you are seen at the level it actually operates.
And dismantled from there.

[0:17–0:20]

This is that work.

[Text: Performance-Based Identity. This is where it ends.]

03 CAPTION

CAPTION — PASTE IN FULL

Performance-Based Identity does not respond to mindset work. It does not respond to rest, boundaries, or frameworks.

It responds to one thing.

Being seen at the level it actually operates. And dismantled from there.

Not optimised. Not managed. Not understood well enough to perform better.

Dismantled.

The woman on the other side of this work does not perform better.

She stops performing altogether.

She knows what she wants. She says it. She stops making herself smaller and calling it professionalism.

She stops proving. Not because she decided to. Because the operating system running the proving is gone.

That is the work. That is what this account exists to do.

Performance-Based Identity ends here.

Save this post. She has been waiting for you to find it.

SAVE CTA — MORNING REEL

`#PerformanceBasedIdentity #WomenLeadership #IdentityWork`

KEYWORDS — SPOKEN ALOUD + CAPTION SEO

Spoken: 'Performance-Based Identity' at [0:00] — the hook IS the keyword

Caption opens and closes: 'Performance-Based Identity' bookends entire caption

Search terms: mindset work, boundaries, rest, frameworks, operating system, dismantled, identity, high-achieving, proving

Day 3 **EVENING REEL** · 35–45 sec

Theme: **The Doctrine** · CTA: **ENOUGH DM**

FRAMEWORK: **ACTIVATE THEM TO BUY**

01 VIRAL HOOK

VIRAL HOOK — FIRST LINE ON SCREEN + SPOKEN

She stopped performing altogether. Not performing better. Not performing differently. Stopped.

02 SCRIPT

SCRIPT — SPOKEN ON CAMERA + ON-SCREEN TEXT

[0:00–0:04]
She stopped performing altogether.

[0:04–0:07]
Not performing better.
Not performing differently.
Stopped.

[0:07–0:11]
She walked into rooms as herself. Not as the version she had built for everyone else.

[0:11–0:15]
BLANK FRAME. 3 seconds.

[0:15–0:21]
This is the other side of Performance-Based Identity.
The operating system that was running the performance — gone.

[0:21–0:27]
Not quieter. Not smaller. Not managed.
Free.

[0:27–0:33]
That is the work. Comment or DM ENOUGH.
I'll send you the free Performance-Based Identity Assessment.
5 minutes. The clearest mirror you will ever hold up to yourself.
[Text: Performance-Based Identity. This is the other side.]

03 CAPTION

CAPTION — PASTE IN FULL

The other side of Performance-Based Identity is not a woman who has learned to manage the proving.

It is a woman who stopped altogether.

She walks into rooms as herself.

She knows what she wants before anyone asks.

She speaks without calculating the risk first.

She says no and does not spend three days recovering from it.

She is not louder. She is not smaller. She is not performing.

She is — for the first time in years — just herself.

That is the result of this work. Not a better strategy for navigating a system that was never built for her.

A completely different relationship with her own worth.

Performance-Based Identity dismantled. Not managed. Dismantled.

Comment or DM ENOUGH and find out exactly where it is running in your life. The free Performance-Based Identity Assessment. 5 minutes.

Most women say it is the first time they have ever seen it clearly.

ENOUGH CTA — EVENING REEL

`#PerformanceBasedIdentity #WomenLeadership #ExecutiveWomen`

KEYWORDS — SPOKEN ALOUD + CAPTION SEO

Spoken: 'Performance-Based Identity' at [0:15] and [0:33]

Caption opens: 'Performance-Based Identity' — first sentence

Search terms: performing, operating system, worth, identity, high-achieving women, corporate, senior, dismantled

Note: Evening doctrine depth — she is decompressing. The vision of stopping performing lands hardest post-performance

Day 4 **MORNING REEL** · 20–25 sec

Theme: **The Reframe** · CTA: **Save**

FRAMEWORK: GET THEM TO CHOOSE YOU

01 VIRAL HOOK

VIRAL HOOK — FIRST LINE ON SCREEN + SPOKEN

You did not lose yourself. You were trained — by systems, by rooms, by people who needed you smaller — to give yourself away.

02 SCRIPT

SCRIPT — SPOKEN ON CAMERA + ON-SCREEN TEXT

[0:00–0:04]

You did not lose yourself.

[0:04–0:09]

You were taught — by systems, by rooms, by people who needed you manageable — to give yourself away.

[0:09–0:13]

The high-performing woman who proves her worth before she asks for anything.

That was not a personal failing.

[0:13–0:16]

BLANK FRAME. 2 seconds.

[0:16–0:22]

That is Performance-Based Identity.

It was installed. Not chosen. Not earned.

[0:22–0:25]

Which means it can be removed.

[Text: You were not lost. You were performing.]

03 CAPTION

CAPTION — PASTE IN FULL

Performance-Based Identity is not something you built. It is something built into you — by systems that needed you compliant, by rooms that needed you smaller, by people who could not hold your full weight.

You did not lose yourself.

You were trained to give yourself away.

Trained to prove before you asked.

Trained to shrink before you spoke.

Trained to call the exhaustion ambition and the compliance professionalism.

This is not a personal failing. It is a precise and predictable response to systems that were never designed to hold the full version of you.

I'm sorry you were taught to carry it as if it were yours.

Performance-Based Identity was installed. Which means it can be removed.

Not managed. Not worked around. Removed.

She did not lose herself. She was performing for people who could not hold the full version of her.

This is that work.

Save this for the moment you need to hear it most.

SAVE CTA — MORNING REEL

`#PerformanceBasedIdentity #HighAchievingWomen #WomenEmpowerment`

KEYWORDS — SPOKEN ALOUD + CAPTION SEO

Spoken: 'Performance-Based Identity' at [0:16]

Caption opens: 'Performance-Based Identity' — first sentence

Search terms: worth, compliance, exhaustion, ambition, professionalism, shrink, systems, installed, identity, corporate women

Day 4 **EVENING REEL** · 30–40 sec

Theme: **The Reframe** · CTA: **ENOUGH DM**

FRAMEWORK: **TURN THEIR HEAD**

01 VIRAL HOOK

VIRAL HOOK — FIRST LINE ON SCREEN + SPOKEN

The three ways she made herself smaller and called it professionalism.

02 SCRIPT

SCRIPT — SPOKEN ON CAMERA + ON-SCREEN TEXT

[0:00–0:03]
The three ways she made herself smaller and called it professionalism.

[0:03–0:08]
One. She over-explained before anyone questioned her.
Proving before she was asked to prove.

[0:08–0:13]
Two. She softened every strong opinion with an apology.
Making herself easier to dismiss.

[0:13–0:18]
Three. She waited for permission to take up space she had already earned.

[0:18–0:21]
BLANK FRAME. 2 seconds.

[0:21–0:28]
None of that was professionalism.
That was Performance-Based Identity — doing exactly what it was designed to do.

[0:28–0:33]
Comment or DM ENOUGH.
[Text: Performance-Based Identity. Not professionalism.]

03 CAPTION

CAPTION — PASTE IN FULL

Performance-Based Identity shows up in the smallest moments. The ones she called professionalism.

Over-explaining before anyone questioned her. Proving before she was asked to prove.

Softening every strong opinion with an apology. Making herself easier to dismiss before anyone tried.

Waiting for permission to take up space she had already earned. Asking whether it was okay to have a view she already held.

She called it being collaborative. Called it being measured. Called it being professional.

It was not professionalism.

It was Performance-Based Identity running its programme — shrink, soften, pre-apologise, prove.

She was not too much. She was exactly right. The system trained her to take up less.

Performance-Based Identity was installed by every room that rewarded her compliance and punished her authority.

It was not a character trait. It is a pattern.

And patterns can be dismantled.

Comment or DM ENOUGH and find out exactly where this pattern is running in your life.

Most women say it is the first time they have ever seen it this clearly.

ENOUGH CTA — EVENING REEL

`#PerformanceBasedIdentity #ExecutiveWomen #WomenInLeadership`

KEYWORDS — SPOKEN ALOUD + CAPTION SEO

Spoken: 'Performance-Based Identity' at [0:21]

Caption opens: 'Performance-Based Identity' — first sentence

Search terms: professionalism, over-explaining, apologising, permission, space, authority, shrink, compliance, pattern, corporate

Day 5 **MORNING REEL** · 20–25 sec

Theme: **The Cost** · CTA: **Save**

FRAMEWORK: ACTIVATE THEM TO BUY

01 VIRAL HOOK

VIRAL HOOK — FIRST LINE ON SCREEN + SPOKEN

The most exhausting thing you do every day is not your job. It is proving you deserve to be in the room.

02 SCRIPT

SCRIPT — SPOKEN ON CAMERA + ON-SCREEN TEXT

[0:00–0:04]
The most exhausting thing you do every day is not your job.

[0:04–0:07]
It is proving you deserve to be in the room.

[0:07–0:11]
Before you speak. Before you ask. Before you take up the space that is already yours.

[0:11–0:14]
BLANK FRAME. 2 seconds.

[0:14–0:20]
That is Performance-Based Identity.
And it is costing you far more than your energy.

[0:20–0:25]
Your desires. Your instincts. Your authority. Your sense of what you are allowed to want.

[0:25–0:27]
This is where it stops.
[Text: Performance-Based Identity. The cost ends here.]

03 CAPTION

CAPTION — PASTE IN FULL

Performance-Based Identity is the hidden tax on every senior woman in every high-performing environment — and nobody tells you it is there until you cannot move.

The most exhausting thing you do every day is not your job.

It is proving you deserve to be in the room. Before you speak. Before you ask. Before you take up space you have already earned.

You have been running that calculation your entire career.

And here is what it has cost you.

Your desires. The things you wanted before the proving started.

Your instincts. The quiet knowledge you override because someone in a room might not like it.

Your authority. The permission you wait for before acting on what you already know.

Your sense of what you are allowed to want.

That is not ambition. That is Performance-Based Identity dismantling your interior world one silent compromise at a time.

It responds to one thing. Being seen at the level it actually operates.

This is that work.

Save this. You are going to want to come back to it.

SAVE CTA — MORNING REEL

`#PerformanceBasedIdentity #ExecutiveWomen #WomenInCorporate`

KEYWORDS — SPOKEN ALOUD + CAPTION SEO

Spoken: 'Performance-Based Identity' at [0:14]

Caption opens: 'Performance-Based Identity' — named as hidden tax, new lens

Search terms: senior women, high-performing, exhaustion, authority, desires, instincts, worth, proving, corporate, identity

Day 5 **EVENING REEL** · 35–45 sec

Theme: **The Cost** · CTA: **ENOUGH DM**

FRAMEWORK: GET THEM TO CHOOSE YOU

01 VIRAL HOOK

VIRAL HOOK — FIRST LINE ON SCREEN + SPOKEN

What she gave up while she was busy being competent. Her desires. Her instincts. Her authority. Her sense of what she was allowed to want.

02 SCRIPT

SCRIPT — SPOKEN ON CAMERA + ON-SCREEN TEXT

[0:00–0:05]
What she gave up while she was busy being competent.

[0:05–0:10]
Her desires. The things she wanted before the proving started.

[0:10–0:15]
Her instincts. The quiet knowledge she overrode because someone might not like it.

[0:15–0:20]
Her authority. The permission she waited for before acting on what she already knew.

[0:20–0:23]
BLANK FRAME. 2 seconds.

[0:23–0:30]
I'm sorry the system never told you this was the cost.
I'm sorry you were so good at performing that nobody noticed what it was taking from you.

[0:30–0:36]
Performance-Based Identity does not just cost your energy.
It costs you the interior knowledge of who you actually are.

[0:36–0:42]
That is what this work returns.
Comment or DM ENOUGH.
[Text: Performance-Based Identity. The cost ends here.]

03 CAPTION

CAPTION — PASTE IN FULL

Performance-Based Identity does not just cost your energy. That is the visible cost. The invisible cost is everything else.

Her desires. The things she wanted before the proving started — before she learned that wanting things for herself was selfish.

Her instincts. The quiet knowledge she overrode a thousand times because someone in a room might not like it.

Her authority. The permission she waited for before acting on what she already knew was right.

Her sense of what she was allowed to want.

She was so good at performing that nobody noticed what it was taking from her.

Not even her.

I built this work because the most exceptional women I know have paid this cost in silence.

Performance-Based Identity takes the interior life — desires, instincts, authority, identity itself — and trades it for external proof of worth.

The free Performance-Based Identity Assessment shows you exactly where this trade is happening in your life.

5 minutes. Most women say it is the first time they have ever seen it clearly.

Comment or DM ENOUGH and I will send it to you.

ENOUGH CTA — EVENING REEL

`#PerformanceBasedIdentity #WomenLeadership #HighAchievingWomen`

KEYWORDS — SPOKEN ALOUD + CAPTION SEO

Spoken: 'Performance-Based Identity' at [0:30] and [0:36]

Caption opens: 'Performance-Based Identity' — first sentence, reframes as invisible cost

Search terms: desires, instincts, authority, worth, identity, interior life, performing, senior women, corporate, exhaustion

Day 6 **MORNING REEL** · 15–20 sec

Theme: **The System** · CTA: **Save**

FRAMEWORK: TURN THEIR HEAD

01 VIRAL HOOK

VIRAL HOOK — FIRST LINE ON SCREEN + SPOKEN

Nobody told you the proving was optional. They just kept giving you things to prove.

02 SCRIPT

SCRIPT — SPOKEN ON CAMERA + ON-SCREEN TEXT

[0:00–0:04]
Nobody told you the proving was optional.

[0:04–0:07]
They just kept giving you things to prove.

[0:07–0:11]
The grade. The promotion. The project. The result. Another one. Then another.

[0:11–0:14]
BLANK FRAME. 2 seconds.

[0:14–0:19]
That was not your ambition.
That was Performance-Based Identity — doing exactly what it was designed to do.

[0:19–0:22]
The system installed it. This work removes it.
[Text: The proving was never yours.]

03 CAPTION

CAPTION — PASTE IN FULL

Performance-Based Identity was not something you chose. It was installed by every system that rewarded you for proving and ignored you when you stopped.

Nobody told you the proving was optional.

They just kept raising the bar.

The grade. The promotion. The result. The next thing and the next.

And you delivered. Every time.

Not because you were ambitious.

Because somewhere very early you learned that your worth was contingent on what you could produce.

And the system kept confirming it.

So the proving continued. And continued. And continued. Until the proving felt like you.

It was not you.

Performance-Based Identity is what happens when a system that needed you compliant mistakes your compliance for your character.

The system installed it. This work removes it.

Save this post. She has been waiting for you to find it.

SAVE CTA — MORNING REEL

`#PerformanceBasedIdentity #WomenLeadership #HighAchievingWomen`

KEYWORDS — SPOKEN ALOUD + CAPTION SEO

Spoken: 'Performance-Based Identity' at [0:14]
Caption opens: 'Performance-Based Identity' — first sentence, externalises it immediately
Search terms: ambition, worth, compliance, character, system, proving, corporate, identity, promotion, grade

Day 6 **EVENING REEL** · 35–45 sec

Theme: **The System** · CTA: **ENOUGH DM**

FRAMEWORK: **ACTIVATE THEM TO BUY**

01 VIRAL HOOK

VIRAL HOOK — FIRST LINE ON SCREEN + SPOKEN

Why rest, boundaries and delegation never touched the actual thing. Because the actual thing was never your workload.

02 SCRIPT

SCRIPT — SPOKEN ON CAMERA + ON-SCREEN TEXT

[0:00–0:05]

Why rest, boundaries and delegation never touched the actual thing.

[0:05–0:09]

Because the actual thing was never your workload.

[0:09–0:14]

You could take two weeks off. Delegate everything. Set every boundary on the list.

And come back still proving.

[0:14–0:17]

BLANK FRAME. 2 seconds.

[0:17–0:24]

The exhaustion does not come from what you do.

It comes from Performance-Based Identity — the operating system that makes your worth feel like something you must earn continuously.

[0:24–0:30]

Every strategy you have tried worked at the level of behaviour.

And what was running the behaviour is an identity.

[0:30–0:36]

Identity does not respond to rest. It responds to one thing.

Being seen at the level it actually operates.

[0:36–0:40]

Comment or DM ENOUGH.

[Text: The exhaustion was never your workload.]

03 CAPTION

CAPTION — PASTE IN FULL

Performance-Based Identity is why every strategy you have tried has not touched the actual thing.

You took the holiday. You set the boundaries. You delegated. You restructured your calendar and your team and your priorities.

And came back still proving.

Because the exhaustion does not come from what you do. It comes from the operating system running underneath what you do.

Performance-Based Identity makes your worth feel like something you must earn continuously. Through achievement, compliance, delivery.

No amount of rest changes the operating system.

No boundary changes the belief that your worth is contingent on your output.

That is why nothing has touched it.

Identity-level change requires identity-level work. Not another strategy. Not another framework. Not another week off.

The free Performance-Based Identity Assessment shows you exactly where the operating system is running in your life. 5 minutes.

Most women say it is the first time they have ever seen it this clearly.

Comment or DM ENOUGH and I will send it to you.

ENOUGH CTA — EVENING REEL

`#PerformanceBasedIdentity #ExecutiveWomen #WomenInLeadership`

KEYWORDS — SPOKEN ALOUD + CAPTION SEO

Spoken: 'Performance-Based Identity' at [0:17] and [0:36]

Caption opens: 'Performance-Based Identity' — first sentence, frames as the thing strategies miss

Search terms: rest, boundaries, delegation, exhaustion, workload, operating system, worth, output, identity, corporate, senior

Day 7 **MORNING REEL** · 20–25 sec

Theme: **The Vision** · CTA: **Save**

FRAMEWORK: GET THEM TO CHOOSE YOU

01 VIRAL HOOK

VIRAL HOOK — FIRST LINE ON SCREEN + SPOKEN

She stopped earning her place. And everything got quieter. Not smaller — quieter. For the first time in years, she could hear herself.

02 SCRIPT

SCRIPT — SPOKEN ON CAMERA + ON-SCREEN TEXT

[0:00–0:04]
She stopped earning her place.

[0:04–0:07]
And everything got quieter.

[0:07–0:10]
Not smaller. Not less. Quieter.

[0:10–0:13]
BLANK FRAME. 2 seconds.

[0:13–0:19]
For the first time in years — she could hear herself.
What she actually wanted. What she actually thought.

[0:19–0:24]
That is the other side of Performance-Based Identity.
Not performing better. Stopping altogether.

[0:24–0:26]
This work gets you there.
[Text: She stopped performing. She started existing.]

03 CAPTION

CAPTION — PASTE IN FULL

The other side of Performance-Based Identity is not a woman who performs better. It is a woman who stops performing altogether.

She stopped earning her place.

Stopped proving before she spoke.

Stopped making herself the smallest person in rooms she built.

Stopped saying yes when every part of her said no.

And everything got quieter.

Not smaller. Not less. Quieter.

For the first time in years she could hear herself. What she actually wanted. What she actually thought. What she was willing to give — and what she was not.

She knew what she wanted to say before she said it.

She walked into rooms as the person she was before the proving started.

That is the work. Not a better version of who you have been performing.

The version who was there before the performance began.

She is still there.

This is the kind of thing worth keeping.

SAVE CTA — MORNING REEL

`#PerformanceBasedIdentity #WomenLeadership #ExecutiveWomen`

KEYWORDS — SPOKEN ALOUD + CAPTION SEO

Spoken: 'Performance-Based Identity' at [0:19]

Caption opens: 'Performance-Based Identity' — first sentence, frames the vision

Search terms: performing, proving, identity, worth, authority, quieter, senior women, corporate, self-authority, voice

Day 7 **EVENING REEL** · 40–50 sec

Theme: **The Vision** · CTA: **ENOUGH DM**

FRAMEWORK: **ACTIVATE THEM TO BUY**

01 VIRAL HOOK

VIRAL HOOK — FIRST LINE ON SCREEN + SPOKEN

Identity-Based Self-Authority. Returning to who she was before the proving started.

02 SCRIPT

SCRIPT — SPOKEN ON CAMERA + ON-SCREEN TEXT

[0:00–0:05]
Identity-Based Self-Authority.
Returning to who she was before the proving started.

[0:05–0:10]
Before the career. Before the achievements. Before the yes when her body said no.

[0:10–0:14]
Before the rooms where she made herself smaller.

[0:14–0:17]
BLANK FRAME. 2 seconds.

[0:17–0:24]
Performance-Based Identity is what was running in all of those moments.
The operating system making her worth feel contingent on continuous proof.

[0:24–0:31]
This work dismantles that system.
Not manages it. Not works around it. Dismantles it.

[0:31–0:38]
She stops proving. She starts existing.
She returns to who she was before the performance began.

[0:38–0:45]
Comment or DM ENOUGH.
I will send you the free Performance-Based Identity Assessment.
The first step back to yourself.
[Text: Performance-Based Identity ends here. The return begins here.]

03 CAPTION

CAPTION — PASTE IN FULL

Performance-Based Identity has been running the show since before you knew it had a name. This week, you have been seeing exactly what it costs.

Today I want to show you what the other side looks like.

Identity-Based Self-Authority. It is not a rebrand of who you have been performing.

It is a return to who you were before the performance began.

Before the career. Before the achievements. Before the yes when her body said no and the rooms where she made herself smaller and the model she built that was not on her CV.

She was not lost. She was performing for people who could not hold the full version of her.

The work is not about becoming someone new. It is about returning to someone very specific.

The woman who knew what she wanted before she learned to prove herself first.

The woman who spoke without calculating the response first.

The woman who existed — not as a function of her output, but as herself.

She is still there. Performance-Based Identity was covering her. Not erasing her.

The free Performance-Based Identity Assessment is the first step. 5 minutes. It shows you exactly where the covering is thickest.

Comment or DM ENOUGH. I will send it to you today.

This is the beginning.

ENOUGH CTA — EVENING REEL

`#PerformanceBasedIdentity #WomenLeadership #IdentityWork`

KEYWORDS — SPOKEN ALOUD + CAPTION SEO

Spoken: 'Performance-Based Identity' at [0:17] and [0:45]

Caption opens: 'Performance-Based Identity' — first sentence, closes the week's arc

Search terms: self-authority, identity, worth, proving, performing, assessment, senior women, return, corporate, leadership, vision

Note: Day 7 evening closes the entire launch week arc. The ENOUGH CTA + assessment link is the culmination of 7 days of doctrine. Highest conversion moment of the week.

Quick Reference — All 14 Reels

Day	Slot	Theme	Framework	Hook (first line)	CTA
1	Morning	Diagnosis	Turn Their Head	"I've lost my compass. I've lost my true north."	Save this. You are going to want to come back to it.
1	Evening	Diagnosis	Activate Them To Buy	She'd had coaches. Therapists. Read every book.	Comment or DM ENOUGH
2	Morning	The Wound Named	Get Them To Choose You	"I'm really sorry. Sorry you were never told..."	Save this for the moment you need to hear it most.
2	Evening	The Wound Named	Turn Their Head	Put a finger down if you've built something everyone references...	Comment or DM ENOUGH
3	Morning	The Doctrine	Turn Their Head	Performance-Based Identity ends here.	Save this post. She has been waiting for you to find it.
3	Evening	The Doctrine	Activate Them To Buy	She stopped performing altogether. Not better. Stopped.	Comment or DM ENOUGH
4	Morning	The Reframe	Get Them To Choose You	You did not lose yourself. You were trained to give yourself away.	Save this for the moment you need to hear it most.
4	Evening	The Reframe	Turn Their Head	The three ways she made herself smaller and called it professionalism.	Comment or DM ENOUGH
5	Morning	The Cost	Activate Them To Buy	The most exhausting thing you do every day is not your job.	Save this. You are going to want to come back to it.
5	Evening	The Cost	Get Them To Choose You	What she gave up while she was busy being competent.	Comment or DM ENOUGH
6	Morning	The System	Turn Their Head	Nobody told you the proving was optional.	Save this post. She has been waiting for you to find it.
6	Evening	The System	Activate Them To Buy	Why rest, boundaries and delegation never touched the actual thing.	Comment or DM ENOUGH
7	Morning	The Vision	Get Them To Choose You	She stopped earning her place. Everything got quieter.	This is the kind of thing worth keeping.
7	Evening	The Vision	Activate Them To Buy	Identity-Based Self-Authority. Returning to who she was before the proving started.	Comment or DM ENOUGH + Assessment link

Seven days. Fourteen reels. One category.
By Day 7 evening she has been named fourteen times.
The third time she sees ENOUGH — she types it.

Performance-Based Identity ends here.