MAGNIESSENCE

Move 1 — Rename The Assessment

Category language distribution · Execute before Day -3 · 10-minute decision. Permanent impact.

WHAT THIS MOVE DOES

The assessment is the primary touchpoint between the content and the conversion.
Every woman who DMs ENOUGH receives the assessment.
Every woman who completes it joins the email list.
Every woman who describes it to a friend uses its name.

Right now she says: I did a free thing from Instagram.
After this move she says: I took the Performance-Based Identity Assessment.

That phrase — Performance-Based Identity — is the category.
The assessment name is the second distribution channel for the category language.
It travels in private conversations Bolutiwi will never hear.
That is the flywheel. Every completion compounds the category.

CRITERIA ADVANCED

Enemy precision — the category phrase plants in the market at every completion.
Flywheel — proprietary language compounds with every woman who uses the name.
Market reach — the phrase travels beyond Instagram through private referrals.
New problem space — the name signals this is a diagnostic, not a motivational quiz.

The Name Change

	CURRENT	UPDATED
ASSESSMENT NAME	Breakthrough Your Invisible Ceiling Assessment	**The Performance-Based Identity Assessment**
BIO CTA	↓ Find out exactly where this is running in your life	**↓ Take the free Performance-Based Identity Assessment**
REEL/CAPTION CTA	Comment or DM ENOUGH and I will send you a free assessment...	**Comment or DM ENOUGH and I will send you the free Performance-Based Identity Assessment — it takes 5 minutes and shows you exactly where this is running in your life.**
ENOUGH AUTOMATION	'I have something for you. The Breakthrough Your Invisible Ceiling assessment...'	**'Thank you for reaching out. I have something for you. The Performance-Based Identity Assessment takes 5 minutes. It will show you exactly where Performance-Based Identity is running in your life — in your decisions, your relationships, your body and your sense of what you are allowed to want. [LINK] Once you have completed it — I will be in touch personally.'**
WORK WITH ME HIGHLIGHT	Free assessment — link in bio	**The Performance-Based Identity Assessment — free — link in bio**
LANDING PAGE HEADLINE	BREAKTHROUGH YOUR INVISIBLE CEILING	**THE PERFORMANCE-BASED IDENTITY ASSESSMENT**

DELIVERY EMAIL OPENING	**CURRENT** You've just completed the assessment...	**UPDATED** **You have just completed the Performance-Based Identity Assessment. What follows is what I am seeing in your responses.**

THE RULE THAT GOVERNS EVERY TOUCHPOINT

The full name every time. Never abbreviated.
Never 'the PBI assessment'. Never 'the assessment'.
Always: The Performance-Based Identity Assessment.

Repetition is category building.
The phrase must become so familiar in her mind
that she uses it without being asked to.

The 7 Touchpoints — Complete Update Brief

Every surface that mentions the assessment must be updated before Day -3. None of these can be left on the old name. A single touchpoint still carrying the old name undermines every other update.

Touchpoint 1 — The ENOUGH Automated DM Response

New Copy — Replace In Full

'Thank you for reaching out. I have something for you.

The Performance-Based Identity Assessment takes 5 minutes.
It will show you exactly where Performance-Based Identity is running in your life —
in your decisions, your relationships, your body
and your sense of what you are allowed to want.

[LINK]

Once you have completed it — I will be in touch personally.'

Touchpoint 2 — The Instagram Bio CTA

New Copy

Current: ↓ Find out exactly where this is running in your life
Updated: ↓ Take the free Performance-Based Identity Assessment

Why: the assessment name in the bio CTA plants the category phrase
before she has clicked through. She arrives at the assessment
already holding the language.

Touchpoint 3 — All Reel and Caption CTAs

New Copy Template

'Comment or DM ENOUGH and I will send you the free
Performance-Based Identity Assessment —
it takes 5 minutes and shows you exactly where this is running in your life.'

This is the template. Use it on every evening reel caption.
Never shorten it. The full name every time.

Touchpoint 4 — Work With Me Highlight Slide

New Copy

Current: Free assessment — link in bio
Updated: The Performance-Based Identity Assessment — free — link in bio

Touchpoint 5 — Assessment Landing Page

New Copy — See Magniessence Assessment Page Final document for full brief

Headline: THE PERFORMANCE-BASED IDENTITY ASSESSMENT
Subheadline: Find out exactly where it is running in your life.

The landing page update is a separate document.
Hand it to the web team with this document.
Both must be updated before Day -3.

Touchpoint 6 — Assessment Delivery Email

Opening Line — New Copy

'You have just completed the Performance-Based Identity Assessment.
What follows is what I am seeing in your responses.'

This is the first line she reads after completing the assessment.
The category language is the first thing she encounters in the results.
It frames everything that follows through the PBI lens.

Touchpoint 7 — Rekindle Programme Welcome Materials

Week 1 Orientation — Add This Line

'You came here through the Performance-Based Identity Assessment.
Everything we do in this programme addresses that condition at the root.
Not the symptoms. The operating system itself.'

This connects the assessment entry point to the programme work.
She understands from Day 1 that the assessment named the condition
and the programme dismantles it.

Execution Checklist — Move 1

Complete all seven touchpoints before Day -3. Every item must be confirmed by Bolutiwi before the pre-launch reels go live. If any touchpoint still carries the old name — the pre-launch sequence does not begin.

BOLUTIWI Before Day -3	**Approve new name**	Confirm: The Performance-Based Identity Assessment. This is locked. It does not change.
TEAM Before Day -3	**Update ENOUGH automation**	Replace all copy in the automated DM response with the new text above. Test end to end — DM ENOUGH and confirm the response arrives within 2 minutes.
TEAM Before Day -3	**Update bio CTA**	Change to: Take the free Performance-Based Identity Assessment.
TEAM Before Day -3	**Update all caption templates**	All evening reel caption templates updated with full assessment name. Check every template in the scheduling tool.
TEAM Before Day -3	**Update Work With Me highlight**	Slide updated with full assessment name. Republish the highlight.
TEAM Before Day -3	**Update landing page**	Apply all changes from the Assessment Page Final document. Confirm live and tested.
TEAM Before Day -3	**Update delivery email**	Opening line updated with new copy above. Test the full flow — complete the assessment and confirm the delivery email reads correctly.
BOLUTIWI Before Day -3	**Final approval — all 7 touchpoints**	Review every touchpoint. Confirm consistency. The pre-launch reels do not go live until all 7 are confirmed.
TEAM Week 1	**Update Rekindle**	Add the orientation line to Week 1 materials once the first Rekindle cohort is confirmed.

	welcome materials	

Every completion compounds the category.

The Performance-Based Identity Assessment.

Magniessence · Move 1 of 5