

Category Belief Worksheet

Use this worksheet to draft your Category Belief.

Magnum Belief (AWAKENS): Calls out the broken method and points to a better way.

Buyer Belief (CONVERTS): Makes buying feel like the natural next step.

Category Belief (POSITIONS): Rejects the industry assumption and makes you the ONLY option.

Industry: Fitness Coach

Magnum Belief (Awakens): Endless cardio won't reshape your body. Strength training will.

Buyer Belief (Converts): Strength training only works if it's done with a structured plan. Random workouts won't get results.

Category Belief (Positions): The industry assumes fitness = calorie burn. Wrong. Real transformation comes from *Metabolic Strength Training* — a new category focused on strength-driven metabolism, not calorie math.

Industry: Mindset Coach

Magnum Belief (Awakens): Motivation fades. Habits create permanent results.

Buyer Belief (Converts): Habits don't stick without accountability and systems.

Category Belief (Positions): The industry assumes success = inspiration. Wrong. Real success comes from *Behavior Engineering* — the science of designing habits that last.

Industry: Therapist

Magnum Belief (Awakens): Healing doesn't happen by reliving every wound. It happens when you learn tools to move forward.

Buyer Belief (Converts): Tools only create change when guided by someone who knows how to apply them.

Category Belief (Positions): The therapy industry assumes healing = endless reflection. Wrong. True healing comes from *Forward Path Coaching* — a new category centered on tools that move people toward the future.

Action Step:

Draft your own Category Belief using the 4 steps:

1. Identify the broken assumption in your industry.
2. Declare the new truth.
3. Give your framework/method a name.
4. Define your new category in one sentence.