

Micro-Mastery
THE COMPANION WORKSHEETS

CHAPTER
09

Building Your Authority Apex

A Synthesis and 90-Day Roadmap



THE EXERCISE

The 90-Day Roadmap Clarity · Construction · Visibility

Ninety days is not enough time to perfect anything. It is enough time to shift enough in enough directions that the changes start to reinforce each other.

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The 90-Day Execution Tracker

Mark each step as completed. Strategy without execution is philosophy.

PHASE 1 · CLARITY

DAYS 1–30

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- Wk 1.** Run the Yes Audit & Disappearance Test to map the bottleneck.
 - Wk 2.** Map the Three Circles (Expertise, Demand, Differentiation).
 - Wk 3.** Draft the One-Sentence Authority Apex template.
 - Wk 4.** Complete Revenue Refusal Audit & write Manifesto.

PHASE 2 · CONSTRUCTION

DAYS 31–60

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- Wk 5.** Abdicate one bottleneck (how, relationship, or fix).
 - Wk 6.** Complete the Three-Question Culture Audit.
 - Wk 7.** Map one workflow using the Workflow X-Ray.
 - Wk 8.** Protect expert attention on calendar via Automate/Augment.

PHASE 3 · VISIBILITY

DAYS 61–90

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- Wk 9.** Publish first Point-of-View drawn from your Manifesto.
 - Wk 10.** Build the engine: run the Authority Content Audit.
 - Wk 11.** Design the signature peak moment in your client delivery.
 - Wk 12.** Audit the entire experience using the Experience Mirror.

Day Zero · Day 91



Two anchors. Sign one at the start. Sign one at the end. Authority compounds quietly in the months that follow — but only if Day Zero is a decision and Day 91 is a reckoning.

DAY ZERO · WHAT I COMMIT TO

Three commitments — the things I will stop, start, and protect for the next ninety days.

STOP

START

PROTECT

SIGNED

DATE

DAY 91 · THE RECKONING

What is sharper than it was?

What is structurally different — not just philosophically different?

What is the market saying about us that it was not saying ninety days ago?
