



THE PLAYER'S GUIDE

Identity Quest™ Player's Guide

How to play the world's first personal brand simulator: every system, the numbers the game uses, and what to do first. Seven chapters, with screenshots from the game.

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Seven chapters

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The guide online, with the same chapters: identityquest.press/guide. Game figures are gameplay balance, tuned for play; they are not Mashman Consulting Group methodology figures.

CHAPTER 1 • START HERE

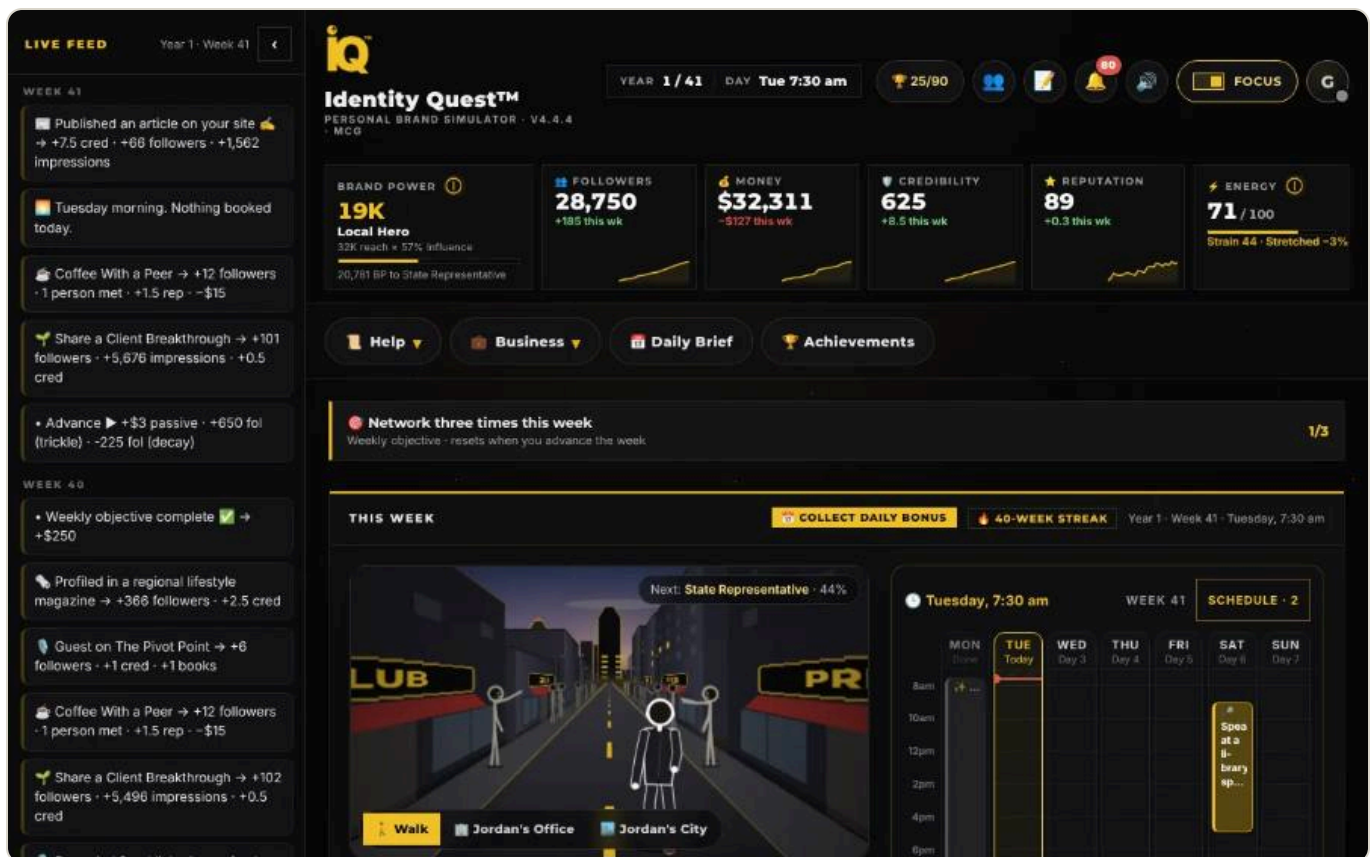
How to Play Identity Quest™: Start Here

Identity Quest™ is a free personal brand simulator. This guide explains how it plays, one system at a time, with the numbers the game actually uses. Start here for the first week.

What the Game Is

Identity Quest™ is a free personal brand simulator from Mashman Consulting Group. It runs in the browser, with no download and no paywall. You build a name from nothing, one week at a time, on a weekly energy budget.

Your followers, credibility, reputation and money combine into **Brand Power**: reach times influence, the number of people your name actually moves. Brand Power sets your tier in the six-tier Hierarchy of Personal Branding, from Unconscious Incompetent to International Icon. The game is built on Identity Positioning™, the methodology Mashman Consulting Group uses with its clients. Its numbers are tuned for play, not published figures.



The board on a desktop, 41 weeks into a run. The stats stay on screen; the Live Feed on the left logs what every move did.

SNAPSHOT

The six tiers, in Brand Power

Unconscious Incompetent

0. Everyone starts here.

Friends & Family

100

Local Hero

3,000

State Representative

40,000

National Personality

200,000

International Icon

600,000, plus a Brand Audit composite of 75 or more. Never reached on numbers alone.

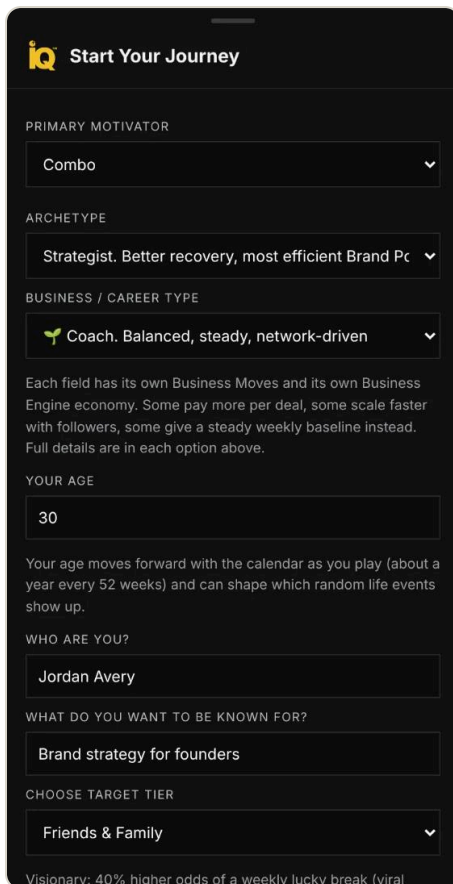
Set Up Your Run

Open identityquest.press. You can play as a guest, saved on this device, or sign in to save across devices. Then the game asks who you are.

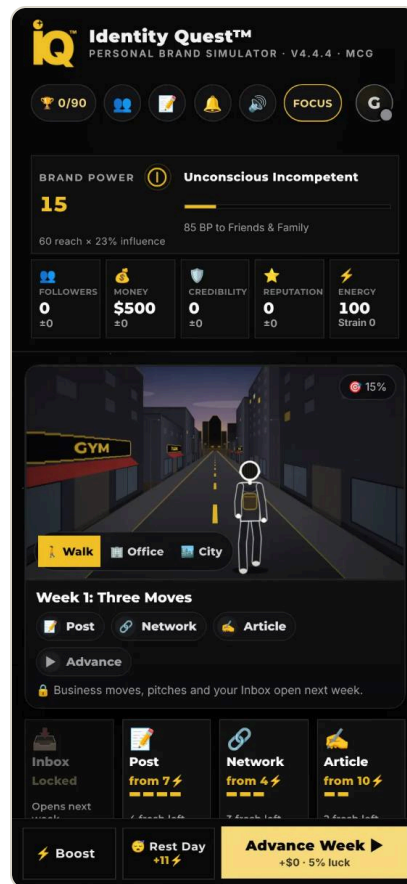
QUICK TASK

Start a run in five choices

- 1 Pick a **Primary Motivator**: Money, Mission, Vanity or Combo. Combo has no trade-offs.
- 2 Pick an **Archetype**: Visionary, Connector, Strategist or Creator. Each is good at one thing.
- 3 Pick a **Business or Career Type**. There are seven, and each has its own Business Moves and economy.
- 4 Set your age, your name and what you want to be known for. Age moves forward about a year every 52 weeks.
- 5 Choose a **Target Tier** and press Start.



Start Your Journey. Each choice is explained in the menu itself.



Week 1 opens three moves and a coach strip that ticks them off.

Not sure what to pick? [Choosing Your Playstyle](#) explains every option and its trade-off.

Your First Week

A new run opens in stages, so the board is never overwhelming. A coach strip under the world lists each week's three moves and checks them off, and short lessons arrive as notifications.

SNAPSHOT

What opens when

Week 1

Post, Network and Article.

Week 4

Everything else.

Week 2

Business Moves, Pitch and the Inbox.

You start with

\$500 and 100 energy.

Week 3

Focus, Events and More Actions.

QUICK TASK

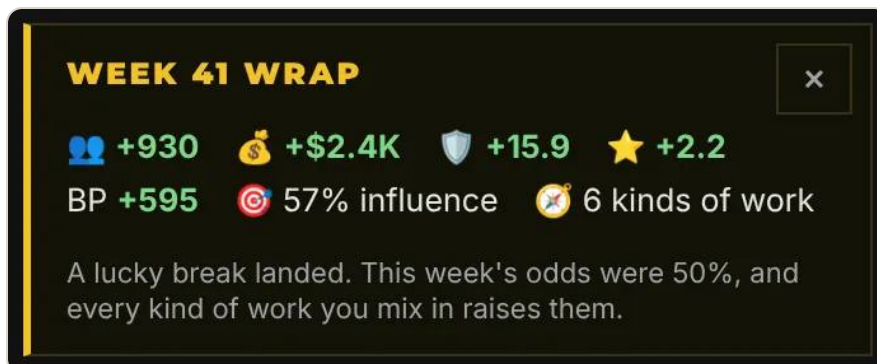
Play week one

- 1 Tap **Post** and choose Your Work or Your Life, then a format. A text post costs 7 energy.
- 2 Tap **Network** and pick one of the light online moves, such as Send a Message on Social Media for 4 energy.
- 3 Tap **Article** and write a Quick Take or a How-To Guide.
- 4 Watch each move play as a scene on the Walk, and read the Live Feed for what it returned.
- 5 Press **Advance Week**. Read the week wrap, then start week two.

How a Week Works

Every week hands you an energy budget. Each move costs energy, sometimes money, and moves the clock forward. When you are done, Advance Week lives the days that are left, pays your passive income, applies decay, rolls the week's lucky break and opens the next week.

- **Energy.** The cap is 100. A new week refills you to the cap and carries over 15% of what you left unspent, up to 15 more.
- **The clock.** Work moves it about half an hour for every point of energy, from 7:30 am to 8 pm. A full day rolls into the next morning.
- **Freshness.** The first 4 posts, 3 networking moves, 2 articles, 2 projects and 2 episodes each week land at full value. Each one past that returns 25% less than the one before. The pips on each tile count down.
- **Lucky breaks.** One roll a week, at Advance Week. The odds start at 5% and rise 7.5 points for every different kind of work you did, up to 50%.

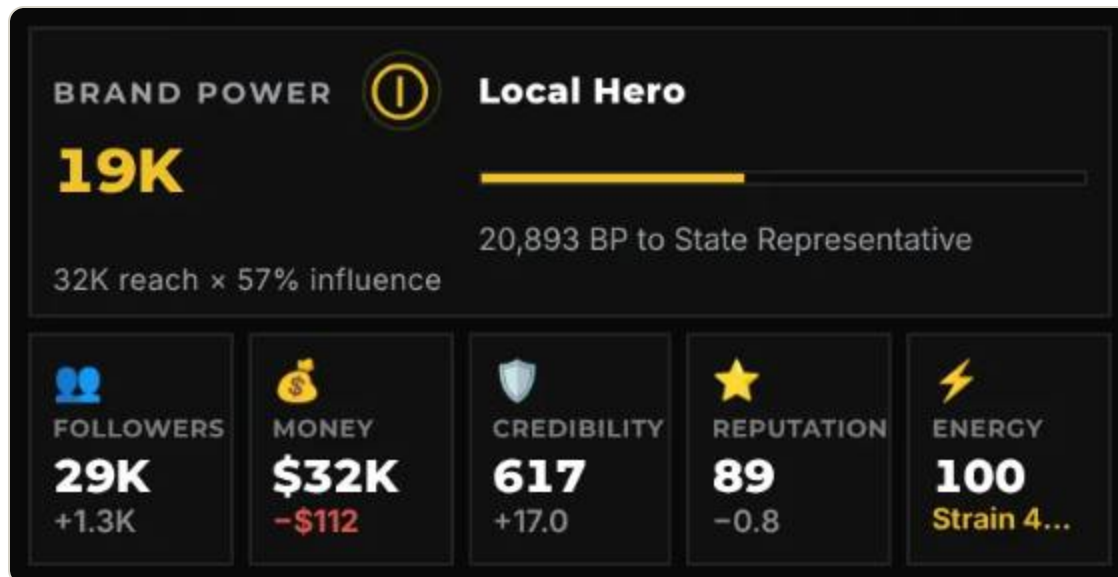


The week wrap after every advance: what changed, how varied the week was, and one line of coaching. Six kinds of work took this week's lucky-break odds to the 50% cap.

The full routine, from Rest Day to booked appearances, is in [Your Daily and Weekly Tasks](#).

Reading the Board

The stats strip at the top never leaves the screen. Each tile shows this week's change and a trend line.



Brand Power shows its own formula: reach times influence.

- **Brand Power** with your tier and how far it is to the next one.
- **Followers, Money, Credibility, Reputation**, each with this week's change.
- **Energy** and **Strain**. Strain is the cost of working without rest; it is covered in the daily chapter.
- The **action tiles** under the world show each move's cost, the full-value uses left this week, and why a tile is locked when it is. The number in a tile's corner is its keyboard key, and A advances the week.

Saving Your Progress

Guest progress saves on the device and browser you play on. A free account saves your run and your save slots to the cloud, so you can continue on another device. The newest progress always wins, and if two devices played different runs, both are kept, one in a free save slot.

Save Slots, under Help, hold separate runs side by side, with a Compare Runs table that highlights the stronger result in each row.

CHAPTER 2 • CHOOSING YOUR PLAYSTYLE

Choosing Your Playstyle

Every run starts with four choices: a motivator, an archetype, a career and a target tier. Each one tilts the numbers. None of them is a wrong answer, and you can reposition later.

The Four Motivators

Your motivator is why you are building a brand: money, mission or attention. It multiplies results across the whole run. Each one buys a strength with a weakness.

MOTIVATOR	STRONGER	WEAKER	BUSINESS STYLE IT FAVOURS
Money	Cash x1.30, credibility x1.05	Followers x0.80	Cash now, +15%
Mission	Followers x1.15, virality x1.15, networking x1.10	Cash x0.75, crises hit x1.40	Proof, +15%
Vanity	Virality x1.40, followers x1.30	Networking x0.70, reputation and credibility x0.90	Reach, +15%
Combo	x1.00 across the board. No bonus, no penalty.		

Combo is the default and the easiest to read. Money suits a player who wants the business to carry the run. Mission and Vanity grow an audience faster and pay for it elsewhere.

The Four Archetypes

Your archetype is how you work best. It is a smaller tilt than the motivator, aimed at one kind of move.

SNAPSHOT

What each archetype does

Visionary

40% higher odds of the weekly lucky break: viral moments, features, collaborations.

Creator

+20% from posts, with steadier results on posts, networking and episodes.

Connector

+25% networking output and +7 points on every pitch.

Strategist

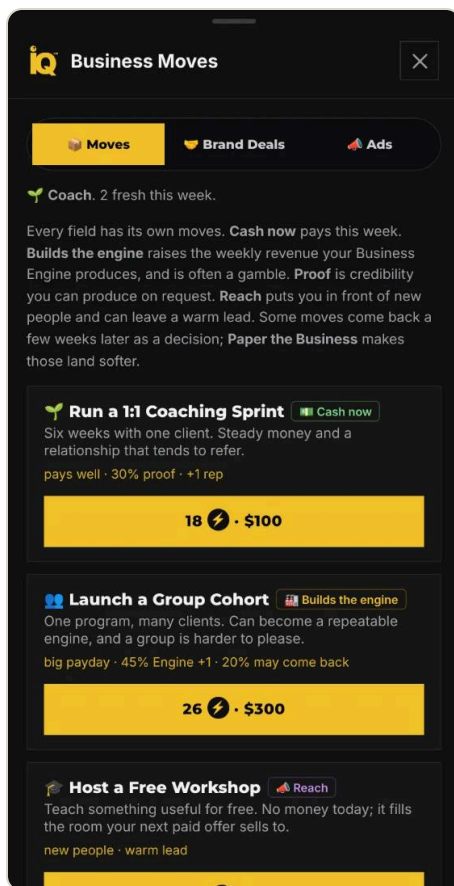
+5 energy on Rest Day and the most efficient Brand Power. The default.

Match the archetype to the moves you plan to repeat. A player who pitches often gains most from Connector; a player who rests on schedule gains from Strategist every week.

The Seven Careers

Your career is chosen once and shapes the whole economy. Every field has its own Business Moves and its own Business Engine, the weekly revenue that grows as you build it.

CAREER	HOW IT EARNS	TRADE-OFF
 Coach	Balanced, steady, network-driven.	The all-round default.
 Consultant	High margin per move; strong payoff once credibility compounds.	A slower start.
 Design Agency	The biggest paydays per deal.	A slower client pipeline.
 E-Commerce	Low margin, scales fast with audience and ad spend.	Little per sale.
 Content Creator	The audience is the business: sponsorships and reach.	Weak standalone services revenue.
 Blue-Collar Business	Reliable local income and \$60 a week guaranteed.	Engine caps at level 7.
 Intrapreneur	A steady paycheck: \$140 a week guaranteed.	Engine caps at level 8; slower to scale your own business.



A coach's Business Moves. Every move is labelled with its style: Cash now, Builds the engine, Proof or Reach.

The money side of each career is covered in **Money, Investments, Team and Ads**.

Weekly Focus and Events

Two dropdowns above the action tiles change what each week rewards. Change them any week. Both scale gains only; what a move costs never changes.



Slow Quarter · 3 weeks left

Budgets are tight. Business moves bring in less cash. Proof and relationships still count.

THIS WEEK'S FOCUS



Balanced



EVENTS



Standard



Balanced: No trade-offs. Every kind of work pays as normal.

Events, Standard: Crises, decision cards and lucky breaks at the usual pace.

► **What do Focus and Events do?**

Focus and Events, with a market condition running above them.

SNAPSHOT

The six weekly focuses



Balanced

No trade-off.



Audience

+15% followers, -10% cash.



Authority

+15% credibility, -10% followers.



Revenue

+15% cash, -10% credibility.



Trust

+25% reputation, -10% cash.



Recovery

-10% on everything, +8 energy next week and 5 less strain.

Events sets how often the world interrupts: Calm halves crises and brings fewer decision cards (x0.6); Standard is the usual pace; Intense brings crises x1.5, cards x1.3 and lucky breaks x1.15.

Market conditions arrive on their own. From week 6, with at least five weeks between them, each week has a 22% chance of a condition that lasts 3 to 6 weeks: Algorithm Shift, Your Topic Is Hot, Conference Season, Slow Quarter, Holiday Rush, Podcast Boom, AI Content Flood, Industry Scandal or Local Spotlight. A gold banner names it and the weeks left. Play to it: a Conference Season favours networking and stages; a Slow Quarter pays less for business moves.

QUICK TASK

Set the week's focus

- 1 Read the market banner, if there is one.
- 2 Find your weakest number on the stats strip, or your weakest pillar in the Five Pillars panel.
- 3 Choose the focus that lifts it: Audience, Authority, Revenue or Trust.
- 4 On a week when strain is high, choose Recovery and rest.

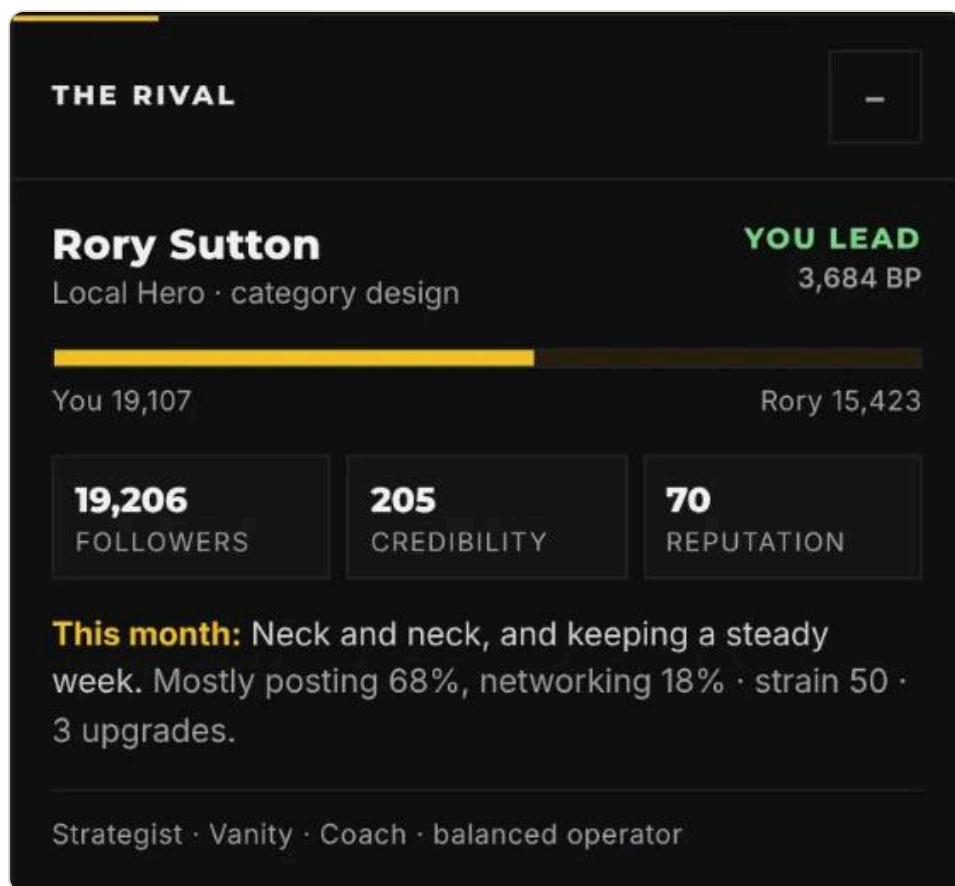
Strategies That Work, and One That Does Not

The game is balanced with a seeded simulator that plays hundreds of careers through the real game. Its finding is consistent: **balance beats volume**. A player who mixes posts, networking, business moves, articles, pitches, a book and a podcast reaches each tier far sooner than one who repeats a single move.

- **Balanced builder.** Several kinds of work every week, rest before strain bites, and the Inbox answered well. The reliable path to the upper tiers.
- **Authority first.** Articles, pitches and the book, with Authority focus. Slower followers, a higher Brand Audit composite and better pitch odds later.
- **Audience first.** Posts, video and collaborations, with Audience focus and a Vanity or Mission motivator. Fast reach; watch credibility and the Skyline Strategy.
- **Business first.** Business Moves and the engine, with a Money motivator. Cash early; Brand Power follows only once an audience is there to convert.
- **One move, forever.** Posting alone, or articles alone, stalls. Freshness cuts each repeat by a quarter, the lucky break barely rolls, and the audit composite stays low.

Your Rival, and Changing Course

Every run has a **Rival**, randomised at the start, who plays by your rules: the same weekly limits on each move, strain and rest days, business moves, press and invitations. Its card says what it is doing this month and who leads.



The Rival card. It plays the same game you do and reads the race.

Identity is a choice you can revisit. **Reposition Your Brand**, in the account menu, changes your archetype, motivator and what you want to be known for. It costs money, energy, about 8% of your followers and a quarter of your credibility. Your tier, business engine, book, podcast and badges carry over.

CHAPTER 3 • POSTING AND CONTENT

Posting and Content: What Moves Reach and Brand Power

Content is how people find you. Credibility is why they stay. This chapter covers every way to publish in the game and what each one returns for its energy.

What Moves Brand Power

Brand Power is **reach x influence**. Reach is your followers plus the people who know you off-platform: people met networking, rooms you spoke in, readers, clients. Influence is your Brand Audit composite, 0 to 100: the share of that reach your name actually moves.

So there are two levers. Content and networking grow reach. Credibility, proof, a varied content mix and a clean record grow influence. A large audience with a weak composite is worth less than a smaller one that trusts you. Bought followers add nothing to Brand Power at all.

SNAPSHOT

The content rules

Freshness

4 posts, 3 networking moves, 2 articles, 2 projects and 2 episodes a week at full value; each repeat after that returns 25% less.

Variety

Each different kind of work adds 7.5 points to the week's lucky-break odds.

Skyline Strategy

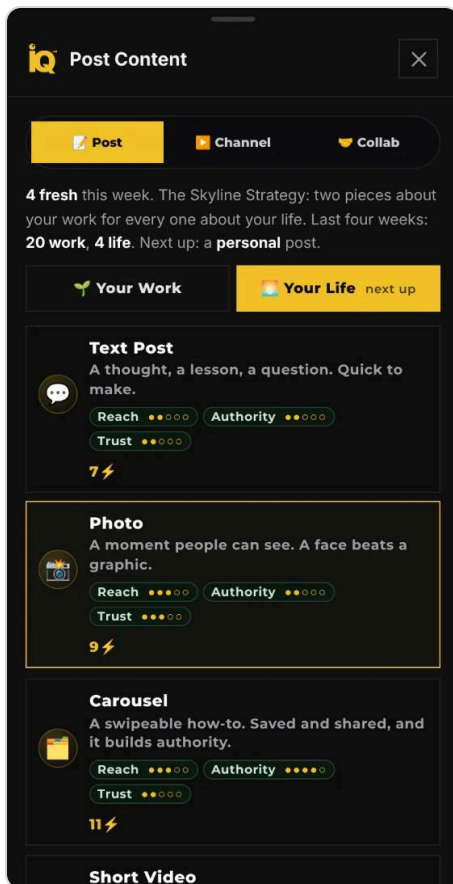
Two pieces about your work for every one about your life. The Brand Audit scores it.

Decay

Followers drift every week, a little more when you do not post.

Posts and Their Six Formats

Post asks first what the post is about. **Your Work** shows your work in your own field's terms: it builds credibility and sometimes brings a lead. **Your Life** grows followers and reputation. The window shows your last four weeks and which one is next up for the 2:1 balance.



Post Content. Each format is rated for reach, authority and trust, with its energy cost.

FORMAT	ENERGY	BEST FOR
 Text Post	7	A thought, a lesson, a question. Quick to make.
 Photo	9	A moment people can see. A face beats a graphic.
 Carousel	11	A swipeable how-to that builds authority and leads.
 Short Video	13	The fastest reach, if the first second works.
 Live Stream	16	Fewer viewers, more trust and real leads. Opens at 1,000 followers.
 Long Video	24	The most authority; it keeps finding people for a month.

Per point of energy, each format returns about what a standard post does; they differ in what they return. The **Channel** tab grows a video channel, monetised at 1,000 subscribers and 4,000 watch hours. The **Collab** tab partners with other creators once you are big enough to be asked.

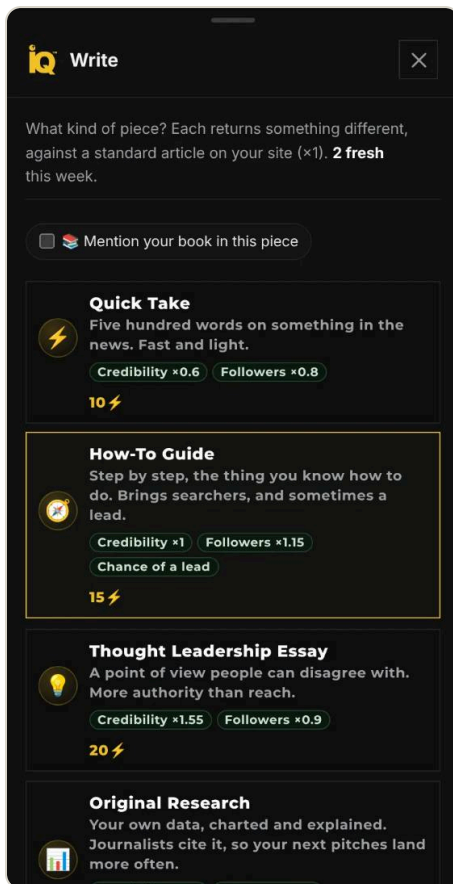
QUICK TASK

Post the right way

- 1 Tap **Post**, or press its key.
- 2 Pick the side marked **next up** to keep two work posts for every life post.
- 3 Choose a format by what you need: reach (short video), authority (carousel, long video) or trust (live stream).
- 4 Stop at four posts this week. Spend the rest of your energy on a different kind of work.

Articles on Your Site

Articles build credibility more than reach. Two a week count in full. The Write window shows what each kind returns against a standard article.

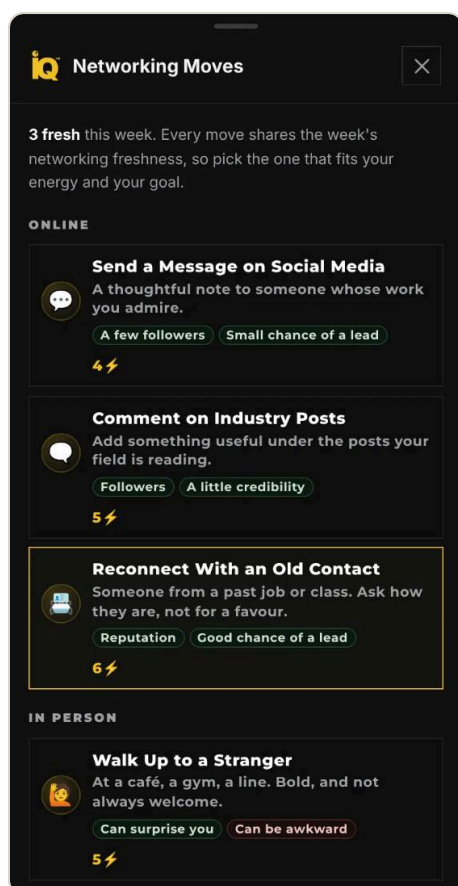


Six kinds of article, each priced in energy and compared with a standard article.

KIND	ENERGY	RETURNS
 Quick Take	10	Credibility x0.6, followers x0.8. Fast and light.
 How-To Guide	15	Credibility x1, followers x1.15, a chance of a lead.
 Thought Leadership Essay	20	Credibility x1.55, followers x0.9.
 Original Research	28	Credibility x2.4; your next pitches land more often. Needs 10 credibility.
 Op-Ed Submission	22	Pitched to a newspaper; about two in five are placed. Needs 20 credibility.
 Newsletter Issue	8	Small reach; your list grows and stays warm. Needs the Email Newsletter investment.

Networking Moves

Network opens eleven moves in four groups. They all share the week's networking freshness (three at full value), and the four big ones run once a week.



Networking Moves, from a message to a conference.

SNAPSHOT

The eleven moves

Online

Message on social media 4, comment on industry posts 5, reconnect with an old contact 6.

In person

Walk up to a stranger 5 (awkward 40% of the time), coffee with a peer 8 and \$15, networking event 12, volunteer 14.

Give first

Introduce two contacts 5 (after 25 people met), host a small dinner 16 and \$150 (300 followers).

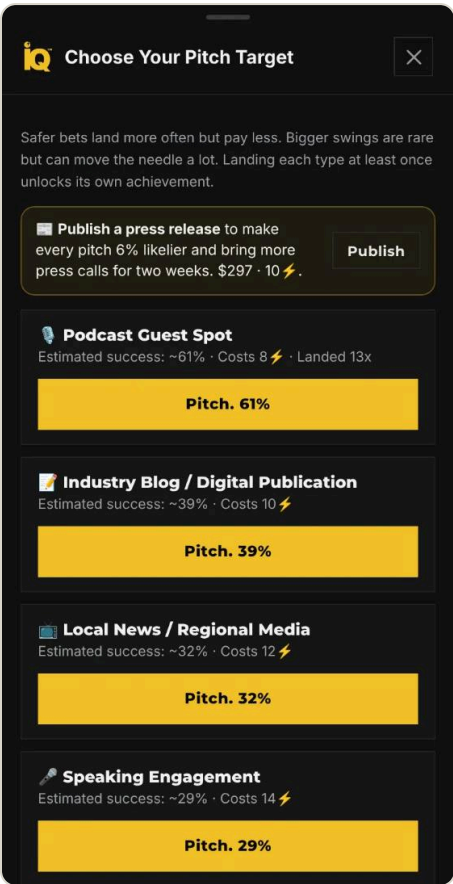
Big rooms

Industry conference 22 and \$400 (1,000 followers), mastermind 10 and \$250 (2,500 followers).

Networking adds the people who know you off-platform, which counts toward reach, and some moves leave a **warm lead**: your next cash-earning business move pays 30% more. You can hold up to three.

Pitching the Press

Pitch opens a target picker with your estimated odds before you commit. Most pitches go unanswered, as in real life. Safer targets land more often and pay less; the big ones are rare and move the needle.



The pitch picker. Odds rise with your standing and fall with each extra pitch in a week.

SNAPSHOT

How pitch odds work

Base odds
Podcast guest 35%, industry blog 22%, local news 15%, speaking 12%, major podcast 7%, trade press 5%, national TV 1.2%.

A miss
Pays nothing, but your next pitch to that kind of outlet is 3 points warmer, up to 9.

Standing
Credibility and reputation, each up to 100, add at most 18 points. Media training and a publicist help; a Connector adds 7.

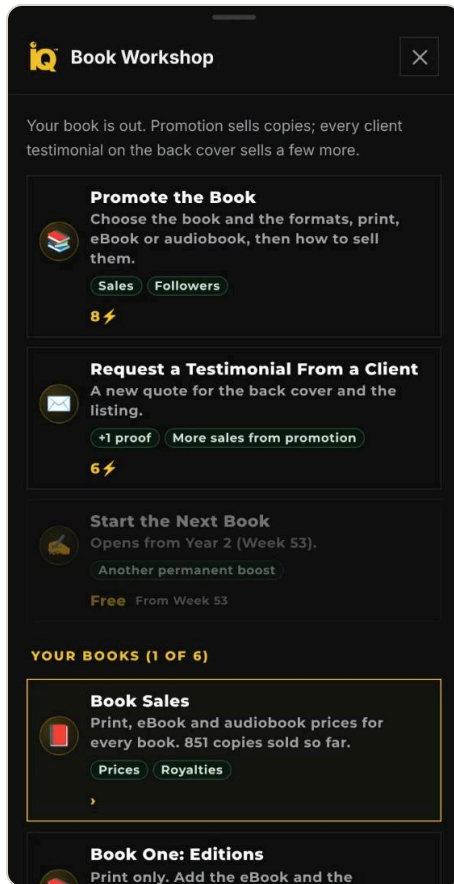
Repeats
Each extra pitch in the same week lands x0.85 as often.

Ceiling
2.5 times the base plus 5 points, never above 75%. National TV tops out at 8%.

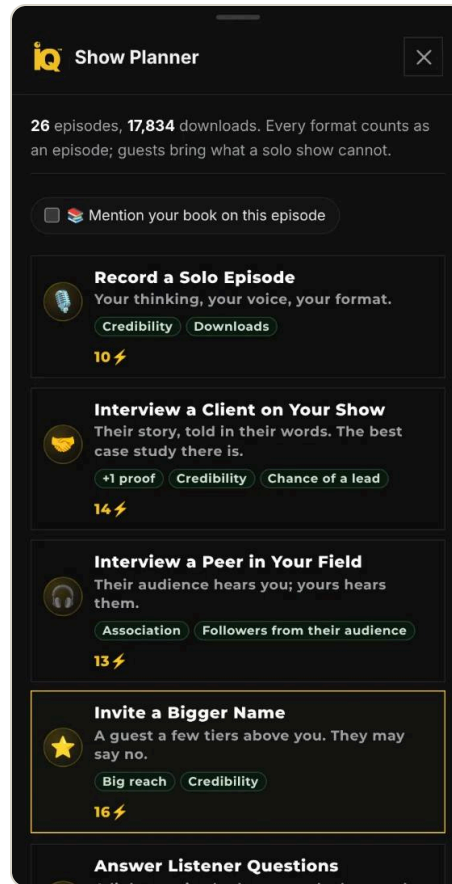
Press release
\$297 and 10 energy, once a month: every pitch 6% likelier for two weeks, and more press calls.

Your Book and Your Podcast

The two long projects. Both take weeks, both pay for the rest of the run.



The Book Workshop: write, collect testimonials, then promote and price every edition.



The Show Planner. Every format counts as an episode.

- **The book.** 26 weeks of writing, once a week, 20 energy each. A \$100 ISBN fee when the manuscript is done. Publishing gives a permanent +10% to every action. From week 53 you can start another book, each adding a further +5%, up to six books.
- **Before launch.** Ask clients for testimonials (6 energy, up to three) and a respected peer for a foreword (10 energy, from 1,000 followers). Both turn into credibility on launch day.
- **Editions.** Add an eBook (\$500, live at once) or an audiobook (\$750, eight weeks to record), and set every price yourself.
- **The podcast.** Four weeks to launch, once a week, 15 energy each. Then episodes from 7 to 16 energy: a solo episode, a client interview (proof), a peer (their audience), a bigger name (who may say no) or listener questions.

QUICK TASK

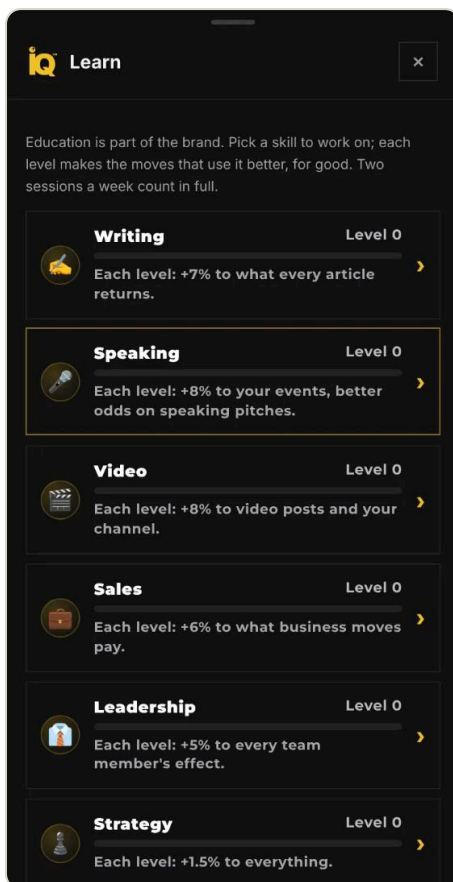
Get the book out

- 1 Once you have some credibility, open **Book** and choose Write This Week. Do it every week.
- 2 While you write, request up to three client testimonials and ask a peer for a foreword.
- 3 Keep \$100 in hand for the ISBN when the 26th week is done.
- 4 After launch, promote the book and add the eBook and audiobook editions.

Community and Learning

Posting builds reach; **Community** builds trust. Three community moves a week count in full: answer every comment (5 energy), a live Q&A (10), spotlight a follower (6), a five-day challenge (16), a giveaway (6 and \$150) and, with a paid community, a members-only session (12).

Learn makes the moves that use a skill better, for good. Two sessions a week count in full. Each level of Writing adds 7% to articles, Speaking 8% to events and better speaking odds, Video 8% to video, Sales 6% to business pay, Leadership 5% to every team member and Strategy 1.5% to everything.



Learn. Skill levels are permanent.

CHAPTER 4 • DAILY AND WEEKLY TASKS

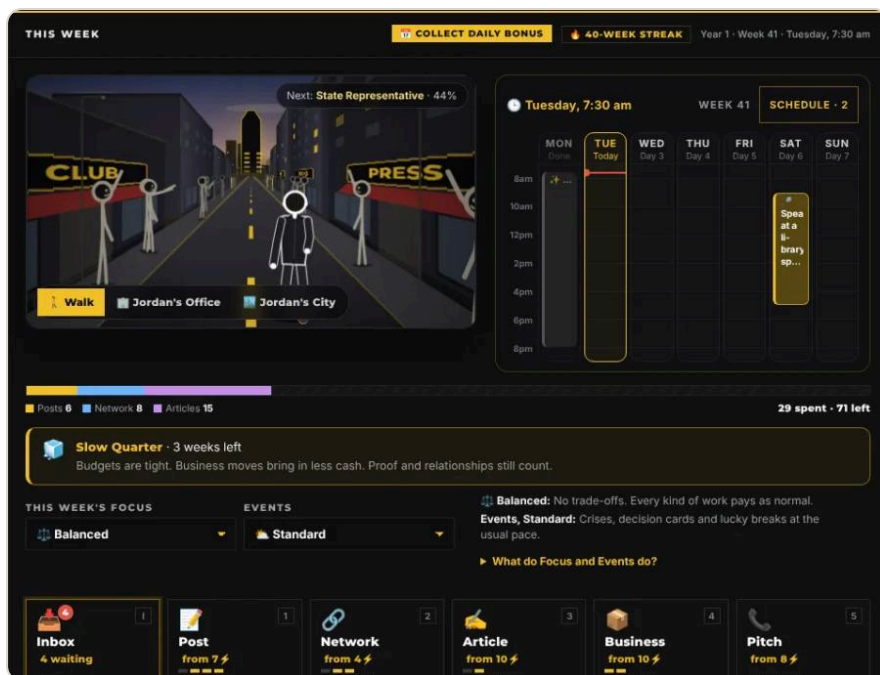
Your Daily and Weekly Tasks

A week in Identity Quest™ has seven days and a clock. Work moves the clock, rest takes the day off, and Advance Week lives the days that are left. This chapter is the routine.

The Clock and the Calendar

The week has days and hours. Every move that costs energy moves the clock about half an hour per point of energy, from 7:30 am to 8 pm. Past 8 pm the day rolls into the next morning, up to Sunday. The sky on the Walk follows the hour.

This Week shows the week as a calendar beside the Walk: every move logged with the hours it took, booked appearances on their day, rest days, and a line at the current time. Under it, the energy bar shows where the week's energy went.



This Week on a desktop. Monday's work rolled the clock into Tuesday morning; Saturday holds a booked talk.

SNAPSHOT

The week at a glance

Energy cap

100. In burnout, 70. When Strained, 8 less.

Days

Seven. Rest takes the rest of today off; Advance Week lives the days left.

A new week

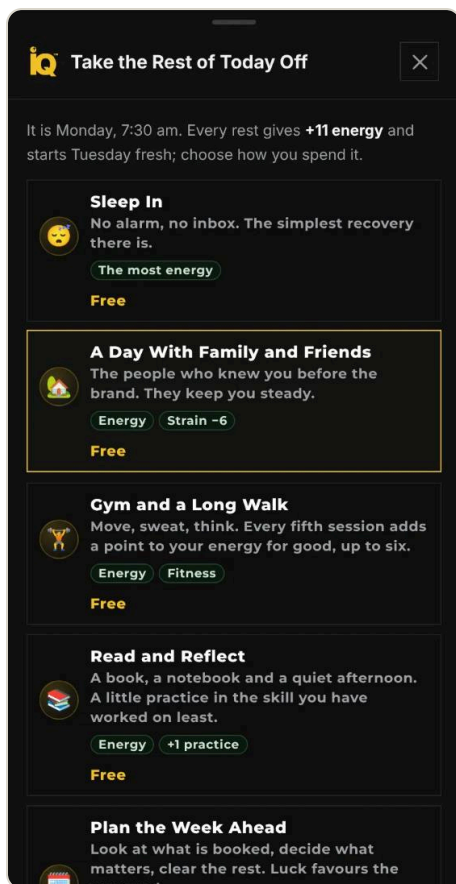
Refills to the cap, plus 15% of what you left unspent, up to 15 more.

Clock

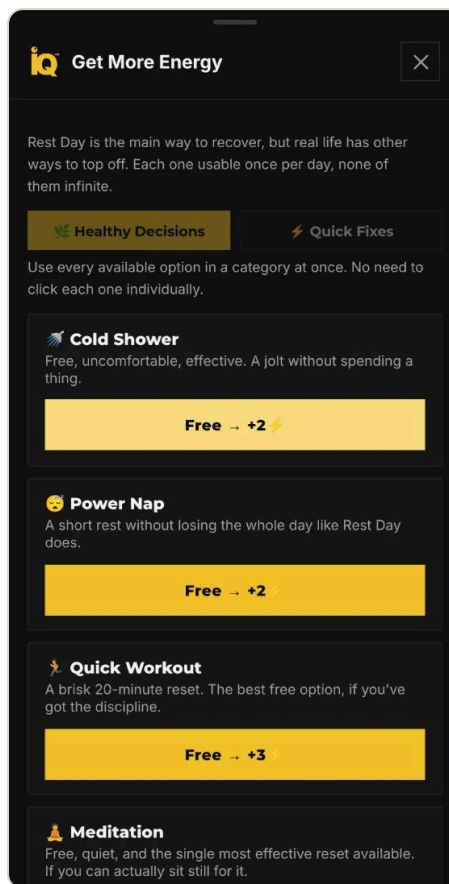
7:30 am to 8 pm, about 0.45 hours per point of energy.

Energy, Rest and Strain

Rest Day is the main way to recover. It gives 6 energy (11 for a Strategist), takes the rest of today off and starts tomorrow fresh. Then you choose how to spend it.



Rest Day is a choice of six.



Get More Energy: smaller boosts, each once a day.

REST CHOICE	WHAT IT ADDS
 Sleep In	The most energy: 2 more.
 Family and Friends	Strain -6.
 Gym and a Long Walk	Every fifth session adds a point to your energy cap for good, up to six.
 Read and Reflect	A little practice in the skill you have worked on least.
 Plan the Week Ahead	Better luck this week and the next booking +10%.
 Go Fully Offline	4 more energy and strain -8; a few followers drift.

Get More Energy (Boost on a phone) has smaller top-ups, each usable once a day: a cold shower, a power nap, a quick workout, meditation (+5, free), a walk outside, time with people you love, coffee, an energy drink, a proper meal, a sauna, a massage, a long weekend (once every four weeks) and a real vacation (once every twelve weeks).

SNAPSHOT

Strain and burnout

How it builds

+8 for a week with no rest and 60 or more energy spent; -6 for a light week.

Burnout, at 70

Energy capped at 70 and output down 20%. Only real rest clears it.

Stretched, from 35

Everything lands 3% softer.

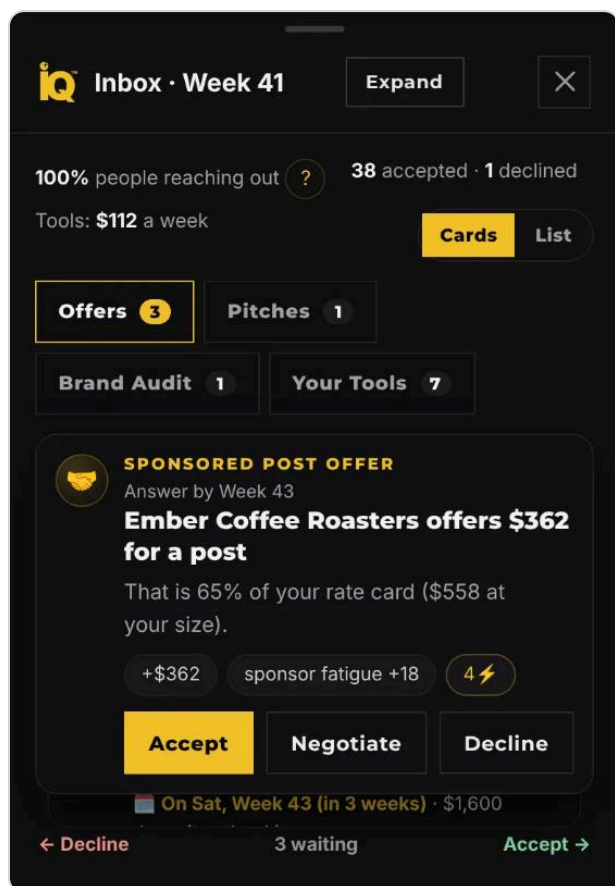
Strained, from 55

8% softer, 8 less energy a week, and the odd sick day or tired mistake.

Personal investments (a trainer, a health coach, nutrition, therapy, better sleep) add energy and take strain off every week. They are in the Personal tab of Investments.

The Inbox

Offers and invitations arrive every week, and more as you grow: podcast invitations, sponsored posts, speaking, forewords, journalists on deadline, guest articles, panels, collaborations, book events and award nominations. Vendors pitch tools too. The Inbox tile is always top left, and the bell in the header counts what is waiting.



The Inbox deals offers as cards: accept, negotiate or decline. Swipe right to accept and left to decline, or switch to a list.

- **Most offers expire after two weeks.** A journalist on deadline needs an answer the same week.
- **Declining is free**, but it very slightly lowers how many people reach out, and repeated declines compound. The number never falls below 60%, and accepting brings it back. Passing on a vendor costs nothing.
- **Negotiate** a sponsored fee or a paid talk for more money. A miss usually keeps the offer, and sometimes it is withdrawn.
- **Vendors have a hidden quality:** real, mixed, a dud, harmful, or a friend's launch. Glowing reviews prove little. Ask Around (3 energy) tells the truth most of the time, and software, services and spaces offer a free two-week trial that reports what the tool actually measured.

QUICK TASK

Clear the Inbox each week

- 1** Open the **Inbox** before you spend your energy. Answer anything marked for this week first.
- 2** Accept what fits your goal and your energy. Check the day of anything that gets booked.
- 3** Negotiate sponsored fees and paid talks when your credibility is high.
- 4** Trial a tool before you buy it, and pass on promises that sound too good.

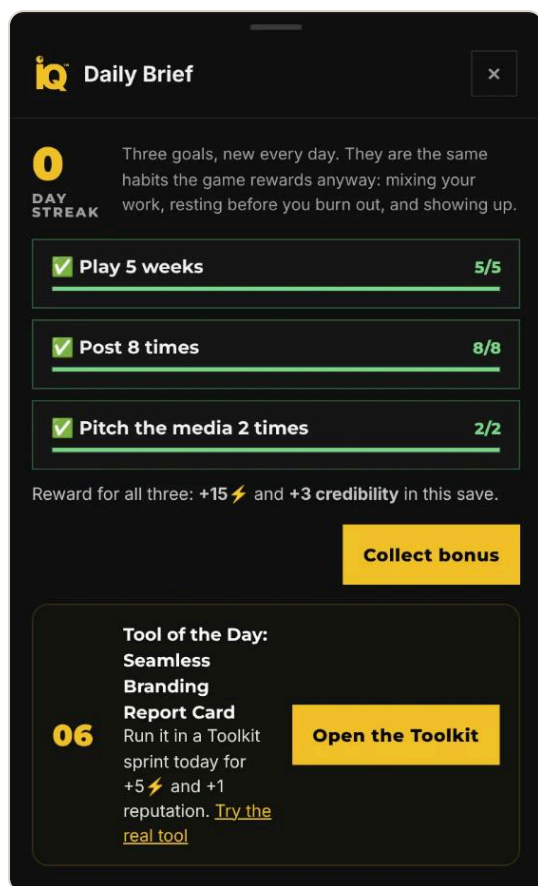
Booked Appearances

Speaking, podcasts, TV, radio, panels, judging, teaching, corporate workshops, retreats and readings are booked for a day ahead, and the offer shows the date before you say yes. They happen on that day and spend their energy then, one a day. Turn up short of energy and the appearance is flatter.

- **Deposits.** Speaking and retreats pay half when booked; corporate workshops 30%.
- **The calendar runs six months ahead.** Big rooms (keynotes, book tours, summits, masterclasses, galas) book months out, and lead times grow as you climb. The Schedule shows it by month.
- **Hosts change plans.** About one booking in twenty is cancelled by the host, and some are moved.
- **Cancelling costs more the later it is.** With good notice, a point of reputation. Inside a week, a kill fee on paid work. The host will not book you for six months, and a second late cancellation in two months gets around. Cancelling for your health, above 65 strain, is understood.

The Daily Brief and Weekly Objectives

The **Daily Brief** sets three goals a day, the same habits the game rewards anyway. Finish all three for +15 energy and +3 credibility (+5 on a seven-day streak). A **Tool of the Day** from the twelve-tool Toolkit pays +5 energy and +1 reputation once a day.



The Daily Brief: three goals, one bonus.

A **Weekly Objective** sits above the board, such as making a business move or networking three times. It resets when you advance the week and pays out at once.

Advance Week

The Advance Week button shows your estimated payday and this week's lucky-break odds. Press it when your energy is spent or nothing left is worth doing. The game lives the remaining days (and any appearances booked on them), pays passive income, applies decay, rolls the lucky break and may deal one decision card.

QUICK TASK

End the week well

- 1 Check the Advance Week button: if the luck figure is low, one more kind of work raises it 7.5 points.
- 2 Keep enough energy for appearances booked later this week.
- 3 Answer any decision that is waiting; the week will not move on without it.
- 4 Advance, then read the week wrap and the Live Feed.

Decision cards are red for a crisis, gold for a dilemma and green for an opening. Each option shows its cost. You face at most one a week, and closing a card takes the lowest-effort answer.

While you are away, what you built keeps working in real time: royalties, retainers, affiliate deals, your business engine and the followers your credibility brings in, up to seven days. Nothing fades while you are gone.

Money, Investments, Team and Ads

Money follows position in Identity Quest™. The business engine converts only once there is an audience and a reputation for it to convert. Here is how to earn, spend and recover.

Business Moves and the Engine

Business opens your career's own moves. Each one has a style, and the styles pull against each other.

SNAPSHOT

The five styles

Cash now

Pays this week.

Builds the engine

Raises the weekly revenue your Business Engine produces. Often a gamble.

Proof

Testimonials and case studies: credibility you can produce on request.

Reach

New people, and sometimes a warm lead worth +30% on your next cash move.

Protection

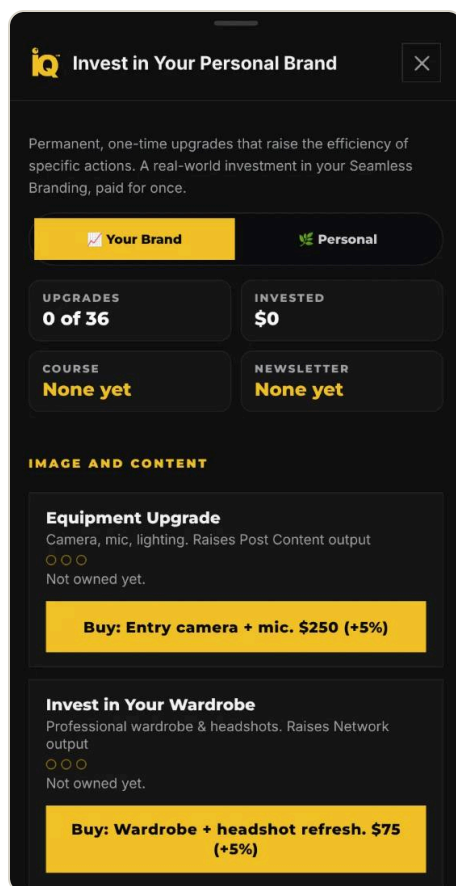
Paper the Business: contracts, disclosures, insurance. What goes wrong in the next year lands softer.

The **Business Engine** runs from level 0 to 10 and pays every week at Advance Week. **Revenue Momentum**, built from followers, credibility, reputation and engine level, multiplies both your move payouts and the engine. That is why money follows position: the engine converts only once there is an audience and a reputation for it to convert.

- Moves without stated odds still miss about 7% to 12% of the time, less as your credibility, reputation, CRM and business developer grow.
- Moves with real exposure can **come back** two or three weeks later as a decision: a refund request, a late shipment, scope creep. Papering the business halves that risk for a year.
- With 5,000 followers and a business running, you can launch **your own affiliate program** (\$1,500 and 10 energy to set up, then \$49 a week plus 2% of sales). You set the commission, the price, the cookie window and who can join.

Investments

Investments are permanent, one-time upgrades that make specific moves better. They are grouped as Image and Content, Reach and Media, Business, Projects and Strategy, and most have three tiers: 36 upgrades in all.



Investments: what each one raises, and the price and lift of the next tier.

- **Cheap and early:** an NFC business card (\$25) and a wardrobe refresh (\$75) raise networking; an entry camera and mic (\$250) raises posts.
- **For pitching:** media training raises pitch odds, a press kit raises the payoff of a landed pitch.
- **For the business:** a professional website and AEO and SEO work raise engine revenue; a CRM raises business pay and success; an online course pays every week.
- **For projects:** a podcast studio and a book launch kit.
- **The free MCG Brand Audit** claim gives +5% to every action for four weeks, and can be claimed again when it runs out.
- **Personal:** the Personal tab holds the wellbeing investments that add energy and take strain off.

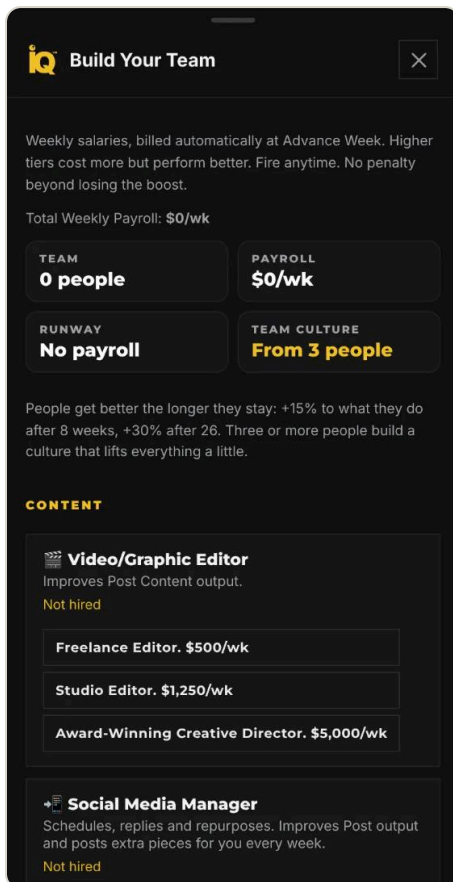
Every investment and hire is built on camera in your **Office**, a building of nine rooms: Podcast Studio, Writing Room, Press Room, Content Studio, Strategy Room, Business Office, Lobby, Your Desk and Wardrobe. Each room opens with what you own.



The Office. Locked rooms say what opens them; tap a room to go in.

Building a Team

Every hire takes something off your plate each week. Salaries are billed at Advance Week, and higher tiers cost more and perform better. If you cannot cover payroll, the most expensive hire is let go.



Build Your Team: thirteen roles, three tiers each.

ROLE	WHAT IT DOES	WEEKLY PAY BY TIER
Social Media Manager	Better posts, and extra posts every week	\$400 / \$1,000 / \$3,000
Video/Graphic Editor	Better posts	\$500 / \$1,250 / \$5,000
Researcher and Ghostwriter	Better articles	\$450 / \$1,200 / \$3,500
Podcast Editor	Better episodes	\$500 / \$1,250 / \$5,000
Publicist	Better pitch odds	\$500 / \$1,250 / \$5,000
Speaking Agent	Speaking odds, and booked talks on its own	\$500 / \$1,400 / \$4,000
Networking Coach	Better networking	\$500 / \$1,250 / \$5,000
Community Manager	Steady reputation every week	\$400 / \$1,000 / \$2,800
Ads Manager	Runs your ads for good	\$500 / \$1,400 / \$4,000
Business Development Lead	Business pay and odds	\$600 / \$1,500 / \$4,500
Talent Manager	Sponsorships pay more	\$800 / \$2,000 / \$6,000
Book Agent	Book promotion, for a cut of sales	\$500 / \$1,250 / \$5,000
Executive Assistant	1, 2 or 3 less energy on every move	\$750 / \$1,250 / \$2,500

People get better the longer they stay: +15% to what they do after 8 weeks, +30% after 26. Three or more people build a team culture that lifts everything a little. The Team tile adds bonuses, training to the next tier, and one-on-ones.

QUICK TASK

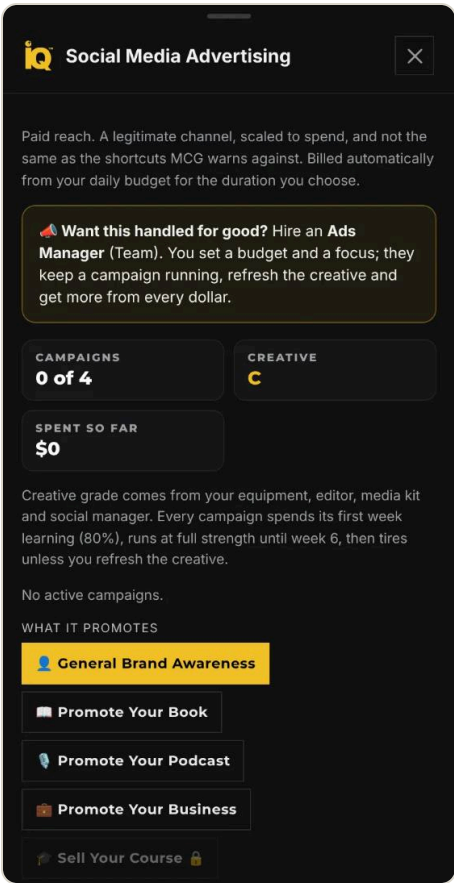
Make your first hire

- 1 Wait until your weekly income covers the salary with room to spare. Check Runway in Build Your Team.
- 2 Hire for the move you repeat most: an editor for posts, a publicist for pitches, an assistant for everything.
- 3 Start at the first tier and keep the person: tenure adds 15% after 8 weeks.

Sponsorships and Ads

Brand Deals, a tab in Business, pitches sponsors the way you pitch the press: choose the type of deal, see the odds, and accept that brands can say no. A miss makes the next pitch warmer. Sponsored post offers also arrive in the Inbox, priced from your rate card, which follows your real followers, engagement, niche and credibility. Too many deals build sponsor fatigue, and your audience notices.

Advertising is a legitimate paid channel, scaled to spend, and not the same as the shortcuts the game warns against.



Advertising: choose what it promotes, the channel, who sees it, a daily budget and a duration.

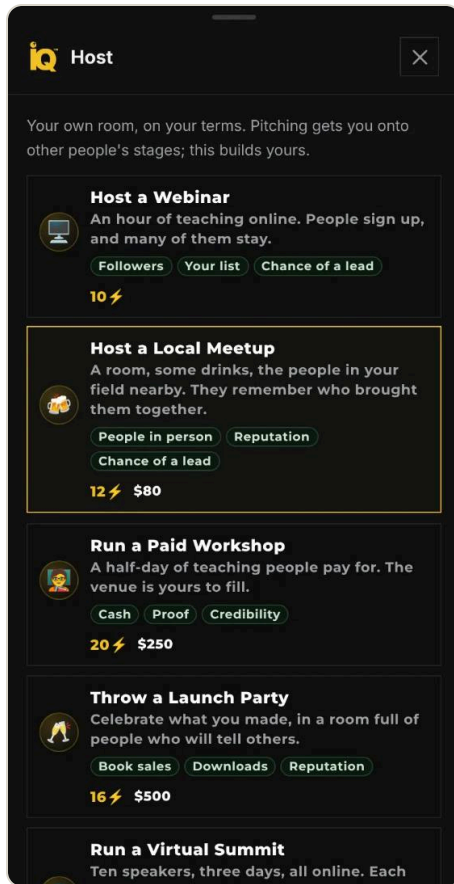
SNAPSHOT
How a campaign runs

Budget \$10 to \$1,000 a day, billed weekly while it runs.	Learning week The first week runs at 80%.	Tired creative Full strength until week 6, then it fades unless you refresh the creative.
Creative grade From your equipment, editor, media kit and social manager.	Ads Manager Keeps 2, 3 or 5 campaigns running for good, by level.	

Ads to a business with no engine lose money; a strong engine roughly breaks even or better on search and retargeting. Bought followers are a different thing: they add no Brand Power, lower your engagement and your sponsor rate, and the audit flags them until you remediate.

Hosting Your Own Events

Pitching gets you onto other people's stages. **Host** builds your own.

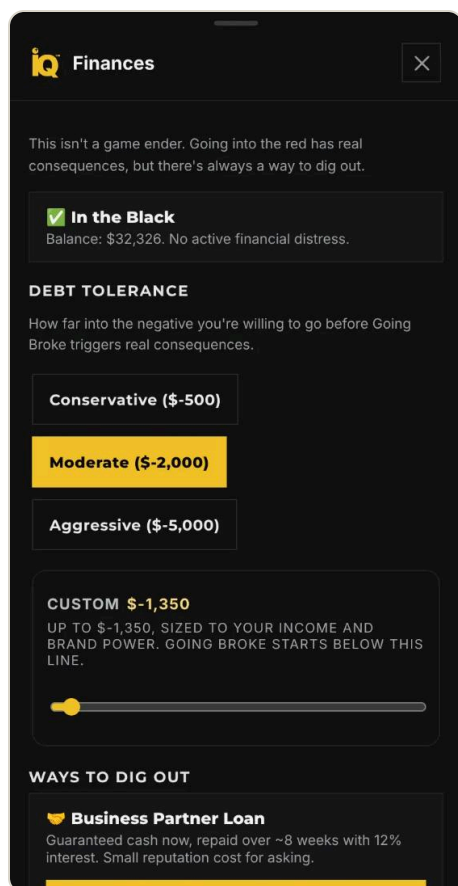


Host: from a webinar to your own conference.

- Webinar: 10 energy. Followers, your list, a chance of a lead.
- Local meetup: 12 energy and \$80. People in person and reputation.
- Paid workshop: 20 energy and \$250. Cash, proof and credibility.
- Launch party: 16 energy and \$500. Book sales, downloads and reputation.
- Virtual summit: 24 energy and \$300. A big jump in your list.
- Your own conference: 40 energy and \$8,000. The biggest room, and the biggest bet.

Going Broke, and Digging Out

Going into the red is never a game ender. In **Finances** you set your debt tolerance: Conservative (–\$500), Moderate (–\$2,000), Aggressive (–\$5,000) or a custom line sized to your income and Brand Power. Cross it and weekly fees and reputation damage start to stack.



Finances: your debt line and the ways back.

QUICK TASK

Dig out of the red

- 1 Open **Business, Finances**.
- 2 Take a **Business Partner Loan**: guaranteed, repaid over about 8 weeks at 12%, with a small reputation cost for asking. Or apply for a **Bank Loan**: not guaranteed, 18% over about 10 weeks, approved on credibility and reputation.
- 3 If you need more, sell an investment back for half its cost.
- 4 Cut costs: payroll and subscriptions bill every week. Then run cash-now business moves.

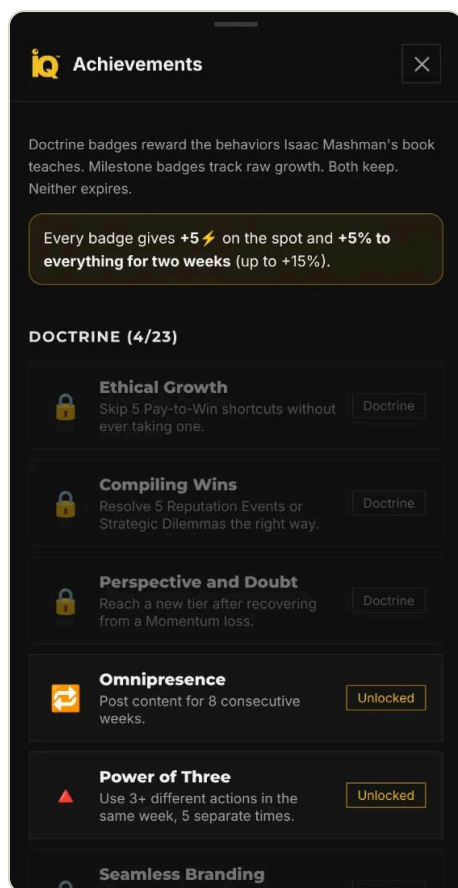
CHAPTER 6 • ACHIEVEMENTS, FRIENDS AND BRAND CITY

Achievements, Friends and Brand City

Identity Quest™ is played in a world. Your figure walks toward Brand City, your Office fills with what you build, and badges and friends keep score along the way.

Achievements

There are 90 badges. **Doctrine badges** (23) reward the behaviours Isaac Mashman's book teaches. **Milestone badges** (67) track raw growth: followers, cash, firsts. Both keep, and neither expires. The trophy count in the header shows how many you hold and opens the list.



Achievements. Locked badges say exactly what earns them.

SNAPSHOT

What a badge pays

On the spot

+5 energy.

For two weeks

+5% to everything you do, stacking to +15%.

Doctrine

23 badges for how you build.

Milestone

67 badges for how far you get.

A few doctrine badges worth planning for from week one:

- **Omnipresence:** post content for 8 consecutive weeks.
- **Power of Three:** use three or more different actions in the same week, five separate times.
- **Ethical Growth:** skip five Pay-to-Win shortcuts without ever taking one.
- **Media Mogul:** land every type of pitch target at least once.
- **Sustainable Pace** and **Debt-Free Empire:** reach National Personality without ever burning out, or without ever going broke. Both are decided by habits, so they are easiest to keep from the start.

QUICK TASK

Earn badges on purpose

- 1 Open **Achievements** and read the locked doctrine badges.
- 2 Post every week, and mix three or more kinds of work each week.
- 3 Turn down every shortcut offer.
- 4 Time a badge for a heavy week: its +5% runs for two weeks.

The Walk

Identity Quest™ is played in a world. Your figure walks a road toward Brand City, whose six towers are the six tiers; the next tower lights floor by floor as you progress. Every move plays as a scene in a storefront on that road, and the rewards fly from your figure to your stats.

- **Followers line the road.** Bought followers stand as grey cardboard.
- **Your clothes follow your tier:** a hoodie and backpack at the start, a blazer from Local Hero, a suit from National Personality. The wardrobe investment adds detail.
- **Your state shows.** Low energy slouches the walk, burnout brings a cloud, and going broke or high strain brings rain.
- **Advance Week** plays a night time-lapse, and a new tier sets off fireworks.

The walk cannot be switched off, but the device's own Reduce Motion setting stills it between moves and shows each move's key frame. Settings, in the account menu, has an Effects switch for confetti, stamps and flashes.

Brand City and the Office

The world has three tabs: **Walk**, **Office** and **City**. The City is a street you drag along. Your HQ stands in the middle, and eight lots open with what you have done; an empty lot says what opens it. Tap a building to see what is inside and jump to it.



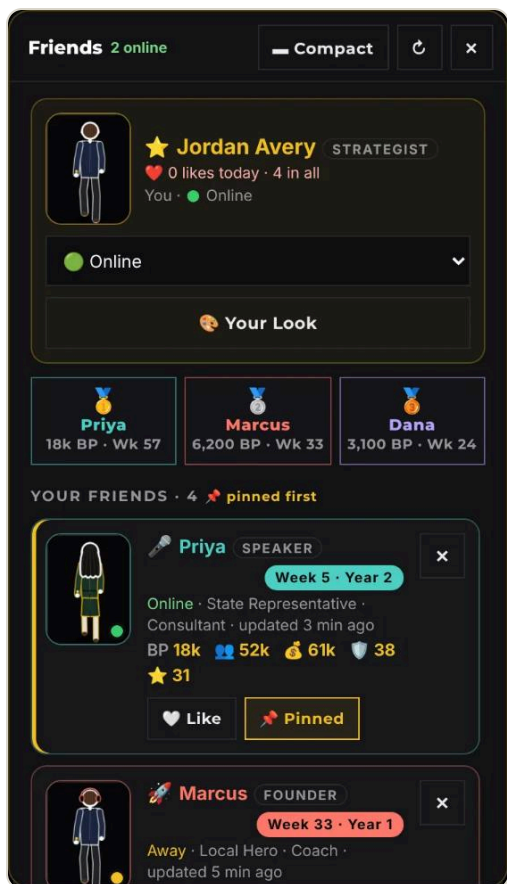
Brand City, 41 weeks in: the Press Building, the Radio Tower, the HQ and the Bookstore are open.

BUILDING	OPENS WHEN YOU
The Academy	Launch a course (Investments)
The Press Building	Land a pitch
The Radio Tower	Launch your podcast
Your HQ	Always open; it leads to the Office
The Bookstore	Publish your book
The Theater	Land a speaking event, or hire a speaking agent
Your Practice	Serve a client, or make a business move
The Billboard	Close a sponsorship, or run an ad

The Office tab shows the nine-room building your investments and hires fill. It is described in [Money](#), [Investments](#), [Team](#) and [Ads](#).

Friends

Friends is beside the bell in the header. It is opt-in and mutual, and it needs a free account, so your progress can follow you. Classmates and teams use it to follow one another.



Friends, with four sample players made up for this guide. Each card shows the friend's own look, week and numbers, with Like and Pin.

QUICK TASK

Add a friend

- 1 Sign in or create an account from the account menu.
- 2 Open **Friends** (👥) and add your friend by the email they sign in with.
- 3 When they accept, their player card appears with their figure, their week and their numbers.

SNAPSHOT

What friends do

Like

Once a day per friend. Each like you receive gives +2 energy, up to five a day.

Pin

Pinned friends come first. Your first pin races you above the Rival.

In your world

Up to three friends appear: one walks a stretch of the Walk beside you, they stroll Brand City, and a weekly 22% chance of an office visit gives +5 energy.

Presence

Online, Away or Offline. Appear Offline also pauses sharing your progress.

Your Look sets how friends see you: player name, name colour, badge, title, hair and outfit, from fixed lists. There are no profile photos, and names are checked.

Getting the Most Out of Every Feature

The game rewards range, not repetition. This chapter ranks what to do first, explains the Brand Audit, and lists the mistakes that slow most runs down.

Do This First: A Ranked List

Every item below comes from the game's own rules. Do them roughly in this order.

- 01** **Mix three or more kinds of work every week.** Each different kind adds 7.5 points to the lucky-break roll, the audit scores range, and freshness cuts every repeat by a quarter.

- 02** **Keep two work posts for every life post.** The Skyline Strategy is part of the Seamless Branding pillar, and the Post window tells you which side is next.

- 03** **Answer the Inbox every week.** Invitations, speaking fees and sponsored posts are the fastest real income, and offers expire.

- 04** **Run the Brand Audit when it is ready** and take its first priority move from inside the audit, for a bonus you do not get taking the same move at random.

- 05** **Start the book early.** 26 weeks of writing buys a permanent +10% to every action.

- 06** **Rest before strain reaches 35.** From 35 everything lands softer; from 55 you lose energy too.

- 07** **Buy the cheap investments first.** The NFC card, the wardrobe and the entry camera cost little and lift moves you make every week.

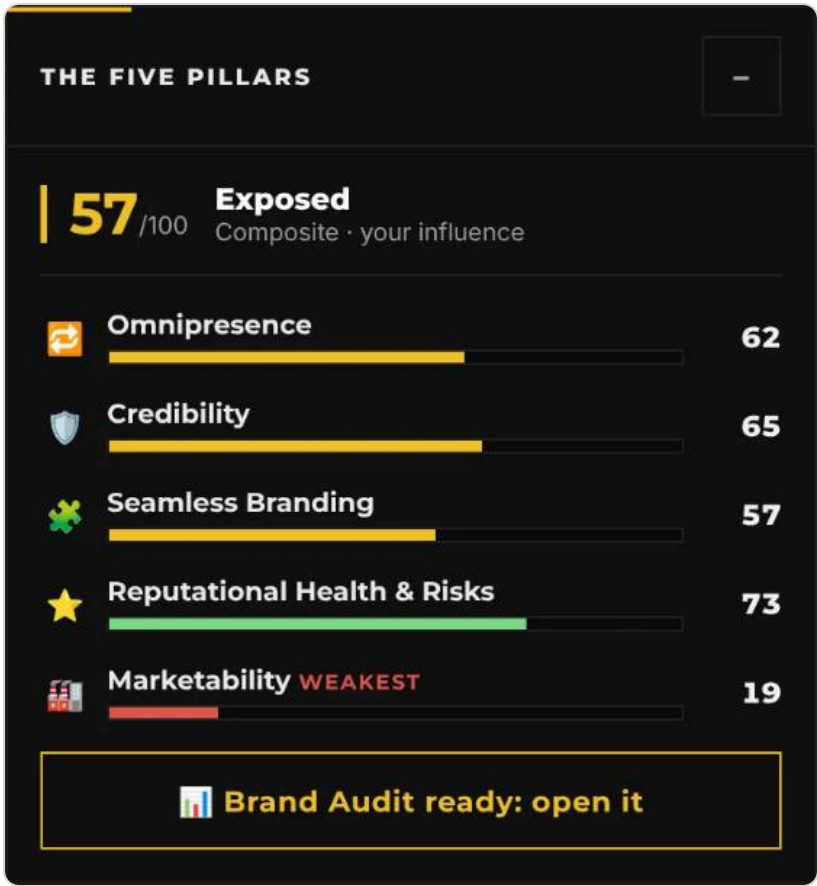
- 08** **Launch the podcast once you have an audience.** Episodes keep growing your weekly follower trickle.

- 09** **Hire for your most repeated move,** and keep the person: tenure adds 15% after 8 weeks and 30% after 26.

- 10** **Say no to every shortcut.** Pay-to-Win offers look efficient the week you accept them. The bill arrives later.

The Brand Audit

The Brand Audit is built to the real Identity Positioning™ audit: twenty-five dimensions across The Five Personal Brand Pillars. It is ready every four weeks and lives in a tab of the Inbox. The Five Pillars panel under the growth chart shows the live scores and says when the audit is ready.



The Five Pillars. The composite is your influence, half of Brand Power.

SNAPSHOT

How the audit scores you

<p>Pillar weights</p> <p>Omnipresence 25%, Credibility 25%, Seamless Branding 20%, Reputational Health and Risks 15%, Marketability 15%.</p>	<p>Bands</p> <p>Unstructured, Exposed, Competent, Consolidated, Institutional.</p>	<p>The cap</p> <p>Reputational Health under 40 holds the composite at 59.</p>
<p>Memory</p> <p>Most dimensions read the last 8 to 12 weeks, so a position slips when the work stops.</p>	<p>Priority moves</p> <p>The three moves worth most to your composite, run with keys 1 to 3. The first one you take each audit period pays a bonus.</p>	

QUICK TASK

Use the audit

- 1** When the Five Pillars panel says the audit is ready, open it (or open the Brand Audit tab in the Inbox).
- 2** Read your weakest pillar and the Risk Register. Each risk names the move that clears it.
- 3** Run the top priority move from inside the audit for its bonus.
- 4** Set next week's focus toward the weakest pillar.

The Features Worth Using Early

- **The Live Feed and the week wrap.** They say what every move actually returned. Read them before you repeat a move.
- **The growth chart.** Four views: followers, Brand Power with tier lines, money, and credibility and reputation.
- **Your Numbers** (under Business and Output): your sponsored post rate, speaking fee, engagement, email list, how many people are reaching out, and clients served.
- **Focus.** A free weekly lever most players leave on Balanced.
- **The Daily Brief.** +15 energy for three habits you would do anyway.
- **The Notepad** ( in the header). It saves as you type, travels with your account when you are signed in, and can be saved as a PDF.
- **Save Slots** to test a career or archetype side by side before you commit.



Your Growth, followers view, after 41 weeks of balanced play.

Common Mistakes

- **Posting all week.** The fifth post returns 75% of the fourth, the sixth 75% of that, and the lucky break barely rolls.
- **Only posting about your life.** Personal posts grow followers, but the audit wants two about your work for every one about your life.
- **Ignoring strain.** Quick fixes refill energy without clearing strain. Burnout caps energy at 70 and cuts output by a fifth.
- **Hiring too early.** Payroll bills every week, and an unpaid payroll lets your most expensive hire go.
- **Buying followers or tools on promises.** Bought followers add no Brand Power and lower your sponsor rate. Trial a tool before you keep it.
- **Overbooking.** Appearances spend their energy on the day; arrive short and they fall flat. Late cancellations cost reputation, fees and future invitations.
- **Pitching national TV every week.** Its odds top out at 8%, and each extra pitch in a week lands less often. Build standing on podcasts and blogs first.
- **Going quiet.** Reach decays and most audit dimensions read only the last 8 to 12 weeks.

Questions Players Ask

Is Identity Quest™ free?

Yes. It is free, with no purchase, no paywall and no advertising, and it runs in the browser with nothing to download.

How long does it take to reach the top tier?

Several in-game years. A short session moves a few weeks, and the slow climb is the point the simulator makes. International Icon also takes a Brand Audit composite of 75 or more.

Can I change my career or archetype later?

Your archetype, motivator and angle, yes: Reposition Your Brand costs money, energy, about 8% of your followers and a quarter of your credibility. Your career is chosen once; use Save Slots to try another one side by side.

Do I need an account?

No. Guest progress saves on your device. A free account saves your run to the cloud, so you can continue on another device, and it is needed for Friends.

Are the game's numbers real-world figures?

Some are modelled on published figures, such as sponsorship rate guides and speaking fees by tier. The rest are tuned for play. They are not Mashman Consulting Group's methodology figures.

Ready to try it? [Play Identity Quest™](#), or start again at [Start Here](#).



Play Identity Quest™ free at identityquest.press.

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