

T H E   C L A R I T Y   P R O T O C O L

# Landing Page SA

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Built in Cape Town. Engineered for the world.

# THE CLARITY PROTOCOL: LANDING PAGE COPY (South Africa)

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## HERO SECTION

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### Headline

You used to be dangerous. It's time to rebuild.

### Subheadline

The Clarity Protocol is a 90-day operating system for men who are done being average. No gym. No supplements. No bullshit. Just the discipline to subtract what's killing you and build what makes you lethal.

### CTA

[ Book Your Free Protocol Audit → ]

*30 minutes. No pitch. Just clarity on where you are and what's next.*

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## THE PROBLEM

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You're successful. You built the career. You handle the pressure. But somewhere between the late nights and the takeaways, you lost the body. You lost the edge. You lost the version of yourself that felt *dangerous*.

You've tried the gym. You've tried the meal plans. You've tried the supplements that promised everything and delivered nothing.

**The problem was never effort. It was noise.**

Too much information. Too many options. Too many people selling you complexity when what you need is clarity.

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## THE PROTOCOL

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The Clarity Protocol strips everything back to what works.

PILLAR	WHAT IT MEANS FOR YOU
<b>Physical Mastery</b>	100 unique bodyweight sessions. No gym required. Selected daily based on your readiness. From push-ups to muscle-ups in 90 days.
<b>Biological Defense</b>	Kill the seed oils. Kill the processed food. An organic diet so simple you can shop for it at Woolworths in 20 minutes.
<b>Thermal Protocol</b>	11 minutes of cold. 60 minutes of heat. Every week. Science-backed to spike Growth Hormone by 200-300%.
<b>Stoic Discipline</b>	Mental friction tasks built into every session. You don't just train your body. You train your mind to choose hard over easy.

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## THE 90-DAY ROADMAP

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**Phase 1: The Purge** (Weeks 1-4) Strip the kitchen. Learn the 6 movements. Take your first cold plunge. Establish the baseline.

**Phase 2: The Foundation** (Weeks 5-8) Grip strength. Hanging work. Level 2→3 progressions. The Hybrid system kicks in. Your body starts to change.

**Phase 3: The Peak** (Weeks 9-12) Muscle-Up preparation. MetCon finishers. Stoic endurance sessions. You record your transformation. You're unrecognizable.

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## WHAT'S INCLUDED

COMPONENT	DETAILS
<b>100-Workout Database</b>	AI-selected based on sleep, HRV, and readiness
<b>The Clarity Filter Meal Plan</b>	Zero seed oil. Organic. Localized for SA (Woolworths, Checkers, Dis-Chem)
<b>11/60 Thermal Protocol</b>	Cold + Sauna tracking with weekly budget system
<b>Python Tracking Tools</b>	Progression tracker, thermal logger, HGH fasting timer
<b>90-Day Dashboard</b>	Strength PBs, body comp, nutrition streaks, milestone unlocks
<b>2x Monthly Coaching Calls</b>	30-min Protocol Audit with me. Direct. No fluff.
<b>Private Community</b>	Signal group of men going through The Rebuild. Accountability.

## THE GUARANTEE

If you follow the Protocol for 90 days and don't see a measurable improvement in your pull-up count, your body composition, and your morning energy — I'll refund every rand. No questions.

I can make this guarantee because the system works. It's physics, not motivation.

## SOCIAL PROOF FRAMEWORK

*[Populate with testimonials as clients complete the program]*

*"I hadn't done a pull-up in 8 years. Week 9, I did 12 strict. The cold plunge changed everything." — [Client Name], [City]*

*"I threw out R3,000 worth of supplements. The Protocol replaced all of it with steak, salt, and a sauna." — [Client Name], [City]*

## PRICING

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### The Clarity Rebuild — 90 Days

**R20,000** (or 3x R7,500)

This is not a course. It is a coaching system. You get a personalized AI tracker, a localized diet, a curated training database, and direct access to me twice a month.

If R20,000 sounds like a lot, consider what you've spent on gym memberships you don't use, supplements that don't work, and takeaways that are destroying your hormones.

[ [Book Your Free Protocol Audit →](#) ]

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## FAQ

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**Do I need a gym?** No. A pull-up bar and a set of parallettes. That's it. Everything else is bodyweight.

**Do I need a sauna?** Strongly recommended. Most Virgin Active, Planet Fitness, and private gyms in SA have saunas. A cold shower works if you're starting out.

**I'm unfit. Is this for me?** Yes. The system has 4 levels. Level 1 starts with push-ups, dead hangs, and air squats. The AI selects your workout based on your readiness.

**What about the food? I live in South Africa.** The shopping list is built for SA. Woolworths Free Range, Checkers staples, Dis-Chem supplements. Every item is available locally.

**How is this different from a personal trainer?** A trainer gives you exercises. I give you an operating system. Training, nutrition, recovery, thermal protocols, decision-making frameworks, and an AI coach that adjusts daily. No trainer does that.

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## CLOSING

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You already know what you need to do. You've known for months. Maybe years.

The Clarity Protocol is not new information. It's the removal of everything that's been in your way.

**Your move.**

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