

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

# Global Funnel

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Built in Cape Town. Engineered for the world.

# THE CLARITY PROTOCOL: GLOBAL PREMIUM FUNNEL

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## The "1 Percent" Client Profile

ATTRIBUTE	DETAILS
<b>Who</b>	Crypto traders, tech founders, fund managers, remote CEOs (28-45)
<b>Income</b>	\$200K+ annually. Money is not the bottleneck.
<b>Pain</b>	Burnt out. Isolated. Brain fog. Screen-addicted. Body declining despite "success."
<b>Identity</b>	They see themselves as high-performers — but their biology doesn't match their ambition.
<b>Trigger</b>	A health scare, a breakup, a mirror moment, or watching someone younger outperform them physically.
<b>What they buy</b>	Not workouts. <b>Sovereignty.</b> Control over their body, mind, and time.

## The Positioning: "The Modern Bubble"

### The Problem (their language):

*"I built a 7-figure business from my laptop. But I haven't done a pull-up in 5 years. I eat Uber Eats 4 nights a week. I can't sleep without melatonin. I'm 34 and I feel 54."*

**The Diagnosis:** You're living in The Modern Bubble — optimized for output, catastrophic for biology. Your dopamine is hijacked, your testosterone is declining, your mitochondria are starving, and your nervous system hasn't recovered since 2021.

**The Prescription:** The Clarity Protocol. Not more. Less. Subtract what's killing you. Build what makes you sovereign.

# Landing Page Structure (Global)

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## Hero

**Headline:** The men who run the world can't run a mile. **Subline:** The Clarity Protocol is how they fix that. 90 days. No gym. No supplements. No noise. **CTA:** [ Apply for The Sovereign Transformation → ]

## "The Modern Bubble" Problem Section

- You optimized your portfolio. You forgot to optimize your body.
- Brain fog isn't "just stress." It's seed oils, blue light, and a nervous system running on cortisol.
- The supplement industry sells you complexity. We sell you subtraction.

## The Entry Criteria (The Filter)

*"This program is not for everyone. Before you apply, you must be willing to commit to two non-negotiable entry requirements:"*

**1. The 11/60 Rule** — 11 minutes of cold exposure + 60 minutes of heat per week. Every week. No exceptions.

**2. Zero Seed Oils** — Remove every seed oil from your kitchen. Canola, Sunflower, Soybean, "Vegetable." Gone.

*If these sound extreme, this is not your program.*

This filter positions the Protocol as exclusive and repels uncommitted leads.

## The 4 Pillars

Physical Mastery → Biological Defense → Stoic Discipline → Digital Integration

## The Sovereign Package (\$5,000-\$10,000)

COMPONENT	DESCRIPTION
<b>Protocol Vault</b>	100 workouts, accessible as an interactive database
<b>Shadow Coach AI</b>	Personalized daily workout selection based on HRV/sleep
<b>Biological Dashboard</b>	Weekly Sovereignty Report comparing metrics to 1% benchmarks
<b>Sovereign Diet</b>	Region-localized organic shopping + meal plan
<b>Deep Work OS</b>	Stoic Focus mode + 1% Habit Tracker
<b>Coaching</b>	2x monthly 1:1 calls + async Signal access
<b>Community</b>	Private "Sovereign Council" (12-person cohort, curated)

## Social Proof

Testimonials from SA pilot clients. Before/after pull-up counts. HRV improvements. Body composition shifts.

## CTA

[ [Apply for The Sovereign Transformation →](#) ] *Limited to 12 clients per cohort. Applications reviewed manually.*

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## Pricing Psychology

TIER	PRICE	WHAT CHANGES
<b>The Clarity Rebuild (SA)</b>	R20,000 (~\$1,100)	Local market entry. Proves the model.
<b>The Sovereign 90 (Global)</b>	\$5,000	International positioning. Same system, premium delivery.
<b>The Sovereign Private</b>	\$10,000	1:1 only. Custom AI agent. Weekly calls. White-glove.

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