

THE CLARITY PROTOCOL

Course Blueprint

Built in Cape Town. Engineered for the world.

THE CLARITY PROTOCOL: COURSE & APP BLUEPRINT

Product architecture for video course + app. Each chapter = course lesson + app feature.

MODULE 1: THE FOUNDATION (Operating System)

"The body follows the mind. We fix the software first."

Chapter 1.1: The Rebuild Philosophy

- **Course:** Why we "die" to old selves to be reborn. The Bubble vs Reality.
- **Action:** The "Anti-Vision" exercise — write exactly what you DON'T want life to look like.
- **App:** Onboarding flow: Old Me vs Clarity Me comparison card.

Chapter 1.2: Applied Stoicism

- **Course:** Dichotomy of Control. View from Above. Amor Fati.
- **Tools:** Pre-meditatio Malorum (negative visualization to defuse fear).
- **App Feature:** Daily Stoic Prompt — quote + journaling question each morning.

Chapter 1.3: The Clarity Filter

- **Course:** 4-Gate decision framework (Body, Mind, Time, Legacy).
 - **App Feature:** Decision Tool — input a choice → get Yes/No based on the 4 Gates.
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MODULE 2: THE HARDWARE (Biohacking & Recovery)

"You cannot build a software empire on broken hardware."

Chapter 2.1: Circadian Biology (The Master Clock)

- **Course:** SCN, cortisol timing, 14-hour melatonin timer.
- **Protocol:** Morning sun (10-20 min) → Solar noon skin → Digital Sunset (blue blockers).
- **App Feature:** Sunrise/sunset local times + reminder notifications.

Chapter 2.2: Thermal Stress (Fire & Ice)

- **Course:** HSPs, norepinephrine, brown fat activation, GH spike.
- **Protocol:** 15 min sauna → 3 min cold. Repeat 2x. Always end cold.
- **App Feature:** Thermal Timer + Tracker (log minutes, unlock streak badges).

Chapter 2.3: Sleep Architecture

- **Course:** Deep Sleep vs REM cycles. Why "8 hours" is a myth — cycles matter.
- **Protocol:** The Sleep Cave (darkness, 18°C, no LEDs, honey before bed).
- **App Feature:** Sleep score logger (1-10 + notes).

Chapter 2.4: Grounding

- **Course:** Earth's negative ionic charge. Electron transfer for inflammation.
 - **Protocol:** 10 min barefoot on grass/sand/dirt (combine with morning sun).
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MODULE 3: THE FUEL (Nutritional Alchemy)

"Food is not entertainment; it is code for your DNA."

Chapter 3.1: The No-List (Elimination)

- **Course:** The 3 Killers — Seed Oils, Refined Sugar, Processed Grains.
- **Action:** The Kitchen Purge Checklist (throw it all out Day 1).
- **App Feature:** Barcode scanner → "Clarity Approved" or "Poison."

Chapter 3.2: Living Food vs Dead Food

- **Course:** "If it doesn't rot, it's dead." Bio-information theory.
- **The Clarity Stack:** Grass-fed meat, pastured eggs, raw honey, seasonal fruit, clean fats.
- **App Feature:** Food database with benefit explanations.

Chapter 3.3: Hydration 2.0

- **Course:** Electrolyte science. Why plain water flushes you out.
- **Protocol:** 500ml water + Celtic salt + lemon every morning.

Chapter 3.4: Supplementation (What Actually Works)

- **Course:** Magnesium (sleep), Creatine (brain/muscle), Electrolytes, Vitamin D + K2.

- **The Filter:** If it has a proprietary blend, it's hiding something. Skip it.
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MODULE 4: THE ENGINE (Hybrid Training)

"Look like a statue, move like a predator."

Chapter 4.1: The Hybrid Philosophy

- **Course:** Calisthenics (durability) + Zone 2 Cardio (endurance) = the complete engine.
- **Action:** Baseline test (max push-ups, max pull-ups, 1-mile time).

Chapter 4.2: Calisthenics Progression

- **Course:** The Big 4 progressions:

PATTERN	LEVEL 1	LEVEL 2	LEVEL 3
Push	Push-ups	Dips	Handstand Push-ups
Pull	Rows	Pull-ups	Muscle-ups
Squat	Air Squat	Lunges	Pistol Squats
Hinge	Glute Bridge	Nordic Curls	Single-Leg DL

- **Rule:** "Form is the only metric. A sloppy rep is a failed rep."
- **App Feature:** Workout Builder — generates daily routine based on energy level.

Chapter 4.3: Zone 2 Cardio

- **Course:** Mitochondrial biogenesis. The Talk Test. Nasal breathing only.
- **Protocol:** 3x/week, 30-45 min. If you open your mouth, slow down.

Chapter 4.4: Mobility & Bulletproofing

- **Course:** Joint health for longevity. Full ROM = injury prevention.
- **Action:** 10-min daily flow for Tech Neck and tight hips.

MODULE 5: EXECUTION (The Daily Protocol)

"Ideas are worthless. Execution is everything."

Chapter 5.1: The Perfect Day Architecture

BLOCK	TIME	ACTION
Ignition	06:00	Sun + Salt Water + Stoic Read
Deep Work	07:00-12:00	Hardest task first, phone gone
First Fuel	12:00	Eggs + Fruit (break the fast)
Training	17:00	Hybrid session
Digital Sunset	20:00	Blue blockers + reading
Lights Out	22:00	Honey + darkness

Chapter 5.2: The 30-Day Rebuild Roadmap

- **Course:** Day-by-day calendar (Week 1: Detox → Week 4: Mastery).
- **App Feature:** Streak Tracker (gamified daily check-ins + badges).

Chapter 5.3: The "Bad Day" Protocol

When everything goes wrong, execute the **Emergency 3:** 1. Cold water on face (vagus nerve reset) 2. 10 deep breaths (4-7-8 pattern) 3. Step outside (break the environment)

Chapter 5.4: Community & Tribe

- **Course:** "You are the average of the 5 people around you."
 - **App Feature:** The Circle — private group chat for wins/struggles.
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PRODUCT DELIVERY MAP

ASSET	FORMAT	UNLOCK TRIGGER
Welcome Video	Video	Immediate on purchase
Day 1 Manifesto PDF	PDF	After watching Welcome Video
Module 1-5 Videos	Video course	Sequential unlock
Shopping List PDF	PDF	Module 3 completion
Workout Builder	In-app	Module 4 completion
30-Day Tracker	In-app / PDF	Module 5 start
The Circle (community)	Private chat	Day 7 completion

Upsell: Premium tier includes 1:1 coaching calls + custom meal plans.
