

THE CLARITY PROTOCOL

# Global Sales Page

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Built in Cape Town. Engineered for the world.

CLARITY PROTOCOL

# THE CLARITY PROTOCOL — GLOBAL LAUNCH SALES PAGE

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*Designed to convert high-net-worth users in London, Dubai, and New York.*

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## [ABOVE THE FOLD]

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### Headline

# You Are Running a Billion-Dollar Machine on Corrupted Software.

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### Sub-headline

The Clarity Protocol is the operating system upgrade for the human engine. Not a diet. Not a workout plan.  
A biological rebuild — engineered for the top 1%.

### CTA Button

[ **APPLY FOR THE PROTOCOL →** ]

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## [THE HOOK — PROBLEM STATEMENT]

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You manage eight-figure portfolios. You negotiate deals that move markets. You operate at a level most people will never understand.

And yet: - You wake at 3 AM with your heart racing. - You depend on caffeine to function and alcohol to unwind. - Your body is inflamed, your sleep is broken, and your clarity is gone.

You have optimized everything in your life **except the machine that runs everything.**

*"No man is free who is not master of himself." — Epictetus*

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## [THE FILTER — ENTRY CRITERIA]

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This is not for everyone. Before you scroll further, answer honestly:

- [ ] I earn \$250K+ annually (or equivalent)
- [ ] I am willing to eliminate seed oils, processed sugar, and cheap dopamine for 30 days
- [ ] I understand that comfort is the enemy of performance
- [ ] I have 60 minutes per day for the Protocol

**If you checked all four, continue. If not, this isn't for you yet.**

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## [THE FRAMEWORK — 5 PILLARS]

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### Pillar 1: The Circadian Anchor

Your master clock is broken. Blue light at midnight. Coffee before water. Melatonin suppressed for years.

**We fix the timing.** 10 minutes of morning sunlight resets your cortisol-melatonin axis. Within 72 hours, you will sleep deeper than you have in a decade.

### Pillar 2: The Infradian Sync (*Her Edition*)

Every women's program on Earth is built on the male 24-hour cycle. That's why they fail.

**We sync to the 28-day rhythm.** Train hard in Spring and Summer. Rest in Winter. The result: hormonal balance, clear skin, consistent energy — without the burnout.

### Pillar 3: Thermal Stress

11 minutes of cold per week. 57 minutes of heat.

**The numbers are exact.** Norepinephrine increases 500%. Growth Hormone rises 200-300%. Systemic inflammation drops measurably. This is peer-reviewed, not influencer mythology.

### Pillar 4: Ancestral Fuel

Your \$50 supplement stack is compensating for a \$5 diet.

**We eliminate the interference:** Seed oils (oxidized cell membranes), refined sugar (fatty liver), processed grains (intestinal permeability). Then we install the clean stack: Wild protein, clean fats, living food.

Pillar 5: Bodyweight Mastery

You don't need a gym membership. You need gravity.

**The progression:** Push-up → Handstand Push-up. Dead Hang → Muscle-up. Air Squat → Pistol Squat.  
No machines. No excuses. Works in your London flat, your Dubai hotel, your Manhattan office.

[SOCIAL PROOF — THE NUMBERS]

METRIC	STANDARD
Cold exposure per week	11 min (Dr. Søberg protocol)
Heat exposure per week	57 min (Huberman standard)
Sauna + all-cause mortality	-40% (Finnish longitudinal study, 4-7x/week)
Cold + dopamine baseline	+250% sustained (not spike-and-crash)
Nasal breathing + NO production	+600% vs mouth breathing
Deep work + refocus time	23 min lost per interruption (UC Irvine)

[THE OFFER — 3 TIERS]

Tier 1: The Digital Manual — \$197

- Complete Clarity Protocol (His + Her Edition)
- 30-Day Rebuild Calendar
- 100-Workout Database
- Shopping Lists, Recipes, Trackers
- Stoic Journaling Syllabus

Tier 2: The Protocol App — \$149/year

- Everything in Tier 1
- Daily habit tracker (Circadian + Infradian modes)
- Workout Builder (energy-based selection)
- Thermal timer with weekly targets

- Community access (The Circle)

### **Tier 3: The Sovereign Rebuild — \$7,500**

- Everything in Tier 1 + 2
- 12-week 1:1 coaching with Christian
- Weekly Sovereignty Report (AI-generated)
- Custom meal plans (localized to your city)
- Private access to The Council (founders-only group)
- Biometric integration (sleep, HRV, thermal data)

**[ APPLY FOR TIER 3 → ]**

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## **[CITY-SPECIFIC POSITIONING]**

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### **London**

You take the Tube at 6:47 AM in total darkness. You eat a Pret sandwich at your desk. You haven't seen real sunlight in weeks. Your cortisol is running the show.

*The Protocol gives you back the circadian rhythm that London stole.*

### **Dubai**

You live in 22°C air conditioning 365 days a year. Your body has forgotten what thermal stress feels like. Your gym is a palace, but your joints tell a different story.

*The Protocol removes the artificial bubble and reconnects you to the biology your body was built for.*

### **New York**

You run on caffeine, ambition, and three hours of sleep. You think "hustle culture" is a virtue. Your adrenals are shot. Your testosterone is dropping 1% per year.

*The Protocol doesn't add more to your plate. It removes the poison that's already on it.*

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## [OBJECTION HANDLING]

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**"I already work out."** Working out and optimizing the human engine are different things. Most gym routines increase cortisol, accelerate joint degradation, and ignore the hormonal system entirely.

The Protocol trains the machine, not just the muscles.

**"I don't have time."** The Protocol takes 60 minutes per day. You spend more than that scrolling.

This isn't about adding time — it's about the quality of the hours you already have.

**"\$7,500 is expensive."** Your last watch cost more. Your car costs more per month. The question isn't cost — it's whether you believe your body is worth the investment. If not, Tier 1 exists.

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## [CLOSE]

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### The Clarity Promise

You will not find motivational speeches here. No before-and-after photos of fitness models who were already lean.

What you will find: - **Biology.** Peer-reviewed mechanisms, not trends. - **Philosophy.** Marcus Aurelius, not Instagram quotes. - **Results.** Measurable. Trackable. Undeniable.

The old version of you is comfortable. It's also declining. The Rebuild starts with one decision.

[ **BEGIN THE PROTOCOL →** ]

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