

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

Sovereignty Ads

Built in Cape Town. Engineered for the world.

THE SOVEREIGNTY SERIES: PAID AD COPY (LinkedIn + X)

Series Overview

3 ads. Each connects physical discipline to financial/cognitive elite performance. Stoic. Candid. Zero fluff.

AD 1: "The Seed Oil Trade"

Platform: LinkedIn + X **Format:** Text post (long-form) **Objective:** Awareness. Disrupt the feed. Earn the click.

Hook: You wouldn't put diesel in a Porsche. But you're eating canola oil 4 times a day.

Body:

Every "healthy" meal prep service. Every restaurant. Every protein bar in your desk drawer. Canola. Sunflower. Soybean. "Vegetable oil."

These are not food. They are industrial lubricants rebranded in the 1950s.

What they do: → Oxidize your cells (chronic inflammation) → Suppress testosterone (documented decline since the 1980s tracks perfectly with seed oil adoption) → Damage mitochondria (your energy floor collapses)

You manage a \$10M portfolio but you've never managed your ingredient list.

The highest-ROI trade you'll make this year isn't in crypto. It's replacing the oil in your kitchen with Ghee, Tallow, and EVOO.

CTA: I built an entire operating system around this. Link in bio.

Hashtags: #Sovereignty #Testosterone #TheClarityProtocol

AD 2: "The 20-Minute Edge"

Platform: LinkedIn + X **Format:** Text post (long-form) **Objective:** Education. Position sauna as a competitive advantage.

Hook: The average CEO spends \$400/month on supplements. The best ones spend 20 minutes in a sauna.

Body:

A single 20-minute sauna session at 80°C increases Growth Hormone by 200-300% (Laukkanen et al., 2015).

That same study found: → 4-7x weekly sauna users had a **40% reduction** in all-cause mortality → Heat Shock Proteins activate, repairing damaged proteins at the cellular level → Dynorphin release primes endorphin receptors (you feel terrible in the sauna, then euphoric after — that's the mechanism)

Your pre-workout costs R600. The sauna costs you 20 minutes and silence.

I replaced 3 supplements with heat and cold. My testosterone went up. My body fat went down. My decision-making got sharper.

This isn't biohacking. It's biology. We just forgot.

CTA: The Clarity Protocol uses the 11/60 Rule: 11 min cold + 60 min heat weekly. It's the foundation of everything I teach. [Link]

AD 3: "The Pull-Up Test"

Platform: LinkedIn + X **Format:** Text post (short-form, high engagement) **Objective:** Conversion. Drive applications.

Hook: How many strict pull-ups can you do right now?

Body:

Not kipping. Not half-reps. Dead hang. Chin over bar. Full lockout at the bottom.

If the answer is less than 10, your body is lying to you about how "fine" you are.

Pull-ups are the single most honest test of functional strength. They can't be faked. They don't care about your net worth.

I coach founders and traders who can move 8 figures with a phone call — but can't move their own bodyweight above a bar.

In 90 days, my clients go from 0 to 15+ strict pull-ups. No gym membership. No trainer. No machine.

The method: 100 bodyweight workouts. An AI coach that selects your session daily. And a Stoic discipline system that trains your mind while it trains your body.

This isn't a workout plan. It's a sovereignty protocol.

CTA: Limited to 12 per cohort. Apply for The Sovereign Transformation. [[Link](#)]

Targeting Notes

PLATFORM	AUDIENCE	SPEND RECOMMENDATION
LinkedIn	Founders, CEOs, Fund Managers, 28-50, English-speaking	\$20-50/day per ad
X (Twitter)	Crypto, Tech, Fitness-adjacent, "self-optimization" followers	\$15-30/day per ad
Retarget	Anyone who clicked but didn't apply → show Ad 3	\$10/day
