

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

Email Sequence

Built in Cape Town. Engineered for the world.

THE CLARITY PROTOCOL: 5-EMAIL HIGH-VALUE SEQUENCE

Lead Magnet: "The 5 Clarity Secrets That Changed Everything"

Trigger: Downloaded after landing page opt-in. **Cadence:** 1 email every 2 days over 10 days. **CTA:** Book a free 30-min "Protocol Audit" call.

Email 1: The Seed Oil Problem

Subject: You're eating poison. Here's the receipt.

Christian,

I'm going to tell you something your doctor won't: the oil in your kitchen is waging a quiet war on your hormones.

Canola. Sunflower. Soybean. "Vegetable" oil. These are not food. They are industrial lubricants that were rebranded in the 1950s.

Here's what they do: - **Oxidize inside your body** — creating chronic inflammation at the cellular level. - **Suppress testosterone** — studies show a direct link between PUFA consumption and declining T-levels in men. - **Damage mitochondria** — the energy factories in every cell you own.

The fix is not a supplement. It's a subtraction.

Clarity Secret #1: Remove every seed oil from your kitchen. Cook with Ghee, Tallow, Butter, or EVOO. Nothing else.

This single change will reduce systemic inflammation within 14 days. I've seen it. I've lived it.

If you want to know the other 4 secrets — and how I built an entire operating system around them — reply to this email with "AUDIT" and I'll book you a free 30-minute Protocol session.

– The Clarity Protocol

Email 2: The Sauna Secret

Subject: 20 minutes that replace 3 supplements.

You're paying for pre-workout. You're paying for recovery pills. You're paying for "testosterone boosters" that don't work.

What if I told you that 20 minutes in a sauna at 80°C does more for your Growth Hormone than everything in your supplement drawer combined?

The science (Laukkanen et al., 2015): - **4-7x per week sauna use** = 40% reduction in all-cause mortality. - **A single 20-min session** can increase Growth Hormone by 200-300%. - **Heat Shock Proteins** activate, repairing damaged proteins and extending cellular life.

Clarity Secret #2: The 11/60 Rule. Every week: 11 minutes of deliberate cold exposure. 60 minutes of heat. That's the budget. Track it like you track your finances.

Most men spend R500/month on supplements that do nothing. The sauna costs you time. And it works.

I'll show you how to implement this in 15 minutes. Book your Protocol Audit: [LINK]

– The Clarity Protocol

Email 3: The Cold Truth

Subject: 3 minutes that rewire your brain.

No one wants to get into cold water.

That's the point.

A 2007 study (Šrámek et al.) showed that cold water immersion at 14°C for just a few minutes increased norepinephrine by **530%** and dopamine by **250%**.

That's not a supplement. That's not a hack. That's your body's own pharmacy — activated by discomfort.

Clarity Secret #3: Cold exposure is not about the cold. It's about the decision to enter. The 3 seconds before you step in — that's where your discipline is built.

Every rep in the gym is negotiable. The cold is not. You either get in, or you don't.

I teach my clients to use cold as a daily Stoic practice. It's the anchor that makes everything else in The Protocol work.

Want to know how to start without a plunge pool? I'll walk you through it. Book your free Audit: [LINK]

– The Clarity Protocol

Email 4: The Fasting Window

Subject: Why eating before training is costing you gains.

Here's a fact that the fitness industry doesn't want you to know, because they sell pre-workout:

Insulin suppresses Growth Hormone.

If you eat 60 minutes before training, your insulin is elevated. When insulin is up, GH cannot spike. You're leaving the single most powerful anabolic response on the table.

Clarity Secret #4: Fast for 2.5 hours before your session. Water and sea salt only. Then train. Then sauna. Then eat.

The sequence matters: 1. **Fast** (2.5h) 2. **Train** (45-60 min) 3. **Heat** (20 min sauna) 4. **Cold** (3 min plunge) 5. **Fuel** (organic protein + carbs within 90 min)

This is the HGH Protocol. I run it 3 times a week. My clients run it 3 times a week. It costs nothing. It requires only discipline.

If you want the complete meal plan — localized for South African stores — it's inside the full Protocol. Let's talk: [LINK]

– The Clarity Protocol

Email 5: The Stoic Edge

Subject: The final secret isn't physical. It's mental.

You can have the perfect diet. The perfect training plan. The perfect recovery protocol.

And still fail.

Because the thing that kills most men's progress isn't bad information — it's bad decisions. It's saying yes to things that don't serve them. It's scrolling instead of sleeping. It's comfort over clarity.

Clarity Secret #5: Build "Mental Friction" into your training. Close your eyes during your last set. Train in complete silence. Hold the bottom of a dip for 10 seconds when every fibre of your being wants to push up.

This is Stoic Discipline applied to the body. It teaches you that discomfort is not a signal to stop — it's a signal that you're in the right place.

The Clarity Protocol isn't a workout plan. It's an operating system for men who are done being average.

The full system includes: - 100 unique training sessions (selected daily by AI based on your readiness) - The Zero-Toxin meal plan (localized for your city) - The 11/60 Thermal Protocol - A 90-day progress dashboard with milestone gates - 2x monthly coaching calls with me

This is the last email in this sequence. If any of these 5 secrets resonated — if you felt something shift — then you owe it to yourself to have one conversation.

Book your free 30-minute Protocol Audit: [LINK]

No pitch. No pressure. Just clarity.

– The Clarity Protocol
