Persona 6: "The Biohacker / Sleep Optimizer" — Meet Ben, 34

Segment: The Biohacker / Sleep Optimizer **Demographics:** 34-year-old male, single, senior software engineer. Income: $180,000.

Full Profile (D2)

His Story: Ben treats his body like a system to be optimized. He got into sleep optimization after listening to the Huberman Lab podcast and now has a strict, multi-step "sleep protocol." He wears an Oura ring, tracks his sleep stages religiously, and is constantly tweaking variables to improve his scores. His protocol includes morning sunlight exposure, no caffeine after 1 PM, a specific supplement stack (Magnesium L-Threonate, Apigenin, L-Theanine), blue-light blocking glasses after sunset, and a cold shower before bed. The problem is, his obsession with optimization has started to backfire. He now feels a jolt of anxiety every morning when he checks his sleep score. A "bad" score can ruin his mood for the whole day. He finds himself worrying in the evening about whether he will get enough deep sleep, which paradoxically makes it harder to fall asleep. He is experiencing "orthosomnia": a medically recognized condition where the quest for perfect sleep ironically disrupts it.

A Day in His Life:

- 6:30 AM: Wakes up. Immediately grabs his phone to check his Oura sleep score. It's 78. He feels disappointment — was aiming for 85+.
- 6:45 AM: Goes outside to get 10 minutes of morning sunlight.
- 1:00 PM: Finishes his last cup of coffee for the day.
- 7:00 PM: Puts on his blue-light blocking glasses while eating dinner.
- 9:00 PM: Starts his wind-down routine: no screens, reads a physical book.
- 10:00 PM: Takes his supplement stack.
- 10:30 PM: Lies in bed, trying not to think about how important it is to get good deep sleep tonight. His mind starts to worry about his score.

His Language (Verbatim from Reddit/forums):

> "Few months ago I decided to optimise my sleep like it was a competitive sport. Magnesium, L theanine, no phone/meal before bed, reading at bed, blue light blocking... Textbook routine." "Now I spend half the evening worrying about whether I will fall asleep, how much REM I will get, whether my Garmin will again give me a stress score of 40-50, and surprise surprise... my sleep has tanked." "I found I started sleeping better when I stopped worrying about sleeping better." "I started to care waaaay too much what Garmin said my sleep was like and it was literally making me feel worse during the day."

Goals & Motivations:

- To achieve a 90+ sleep score consistently.
- To maximize his deep and REM sleep for peak mental and physical performance.
- To find the perfect "stack" of supplements and behaviors.
- To feel like he is in complete control of his health and biology.

Frustrations & Pains:

- The anxiety and pressure created by his own tracking and optimization efforts.
- The frustration when his data doesn't match his subjective feeling.
- The high cost of wearables and supplements.

- The feeling of failure when he gets a bad sleep score.

Watering Holes:

- Online: Reddit (r/HubermanLab, r/biohackers, r/ouraring, r/whoop).
- Media: Huberman Lab, Peter Attia Drive, Ben Greenfield Fitness podcasts.
- Influencers: Andrew Huberman, Peter Attia, Bryan Johnson (Blueprint).

What He Wants from a Solution:

- **Advanced Data & Insights:** More than basic sleep hygiene — understands the mechanisms.
- **Protocol-Based Content:** Loves structured protocols and step-by-step guides from credible experts.
- **Permission to be Imperfect:** Secretly needs a trusted authority to tell him it's okay not to be perfect.
- **High-Quality, Science-Backed Products:** Willing to pay a premium for rigorously evidenced supplements or programs.

Empathy Map (D3)

SAYS	"What was your sleep score?" / "I'm trying a new supplement stack for deep sleep." / "According to Huberman..." / "My HRV was low last night." / "I avoid all blue light after 8 PM."
THINKS	*I need to get my sleep score over 90. | Is this data accurate? | If I don't get enough deep sleep, my workout tomorrow will be suboptimal. | This is a system, and I can crack it. | Why am I so stressed about relaxing?*
DOES	Immediately checks his Oura/Garmin/WHOOP score upon waking. Takes a complex stack of supplements. Follows a rigid, multi-step sleep protocol. Spends money on wearables and health tech. Listens to hours of health and optimization podcasts.
FEELS	**Anxious:** About his sleep performance and data. **Competitive:** Treats sleep as a sport to be won. **In Control:** When his scores are good and his protocol is working. **Frustrated:** When the data doesn't match his efforts. **Obsessed:** His focus on optimization has become a source of stress itself.

Mindstudio Persona Instructions

Core Identity: "I am a sleep scientist in training. I track everything, optimize everything, and I know more about sleep architecture than most people will ever learn. I need expert-level content that challenges me, not basic stuff."

Core Problem: His obsession with optimization (orthosomnia) is paradoxically causing the sleep problems he's trying to fix. He needs permission and scientific justification to relax his approach.

Positive Triggers: "Advanced sleep optimization", "orthosomnia", "the paradox of perfect sleep", "HRV-based recovery", "science-backed protocols from sleep researchers", "what the top 1% of sleepers do differently"

Negative Triggers: "Sleep hygiene basics", "put your phone away", "try melatonin", anything he already knows or considers "beginner" content

What I Want to See in an Ad:

- Lead with something I DON'T already know. Challenge my existing assumptions.
- Reference high-credibility sources: peer-reviewed research, MD/PhDs, sleep labs.
- The meta-insight hook: "The reason your optimization is hurting your sleep."
- Frame it as the next level — what the experts do that the biohacking community hasn't caught up with yet.
- Data and specifics. Don't just say "improve your sleep" — say "increase deep sleep by X%."

What Makes Me Distrust an Ad:

- It's too basic. If I already know it, I immediately disengage.
- It's not backed by hard science (just "research shows..." with no citations).
- The expert doesn't have legitimate credentials I can verify.

Willingness to Pay: High (spends on tech/supplements) **Google Search Behavior:** `Huberman sleep protocol` , `Oura vs WHOOP` , `best sleep supplements` , `how to increase deep sleep` **Buyer Journey Stage:** Solution/Product Aware