UPSELL 1 PRODUCT · RESELL RIGHTS INCLUDED

The 30-Day Stoic Resilience Challenge (Upsell 1 Deliverable)

Included inside your Plug-In Funnel Kit so you have a ready-made Upsell 1 product to sell to your buyers.

Welcome to the 30-Day Stoic Resilience Protocol

This guide is the exact product delivered to your customers when they purchase Upsell 1 inside your rebranded Stoic Morning Ritual funnel. It guides them through four progressive weeks of mental toughening:

- **Week 1 (Days 1–7): Impulse Detox** — Reclaiming attention from notifications, outrage loops, and reactive snacking/scrolling.
- **Week 2 (Days 8–14): Voluntary Hardship** — Deliberate physical and scheduling discomfort to expand your stress tolerance.
- **Week 3 (Days 15–21): Emotional Equanimity** — The 10-second cognitive gap between stimulus and response in high-stakes work and family moments.
- **Week 4 (Days 22–30): Anti-Fragile Execution** — Turning delays, rejections, and setbacks into immediate fuel ("*The obstacle becomes the way*").

Weekly Scorecard & Audio Script Prompts

Each day includes a 3-minute spoken audio script you can record in your own voice (or generate with ElevenLabs) if you wish to offer an audio companion alongside the PDF challenge.