BONUS #1 · VALUE $47

Bonus #1: The Niche Picker & 5-Avatar Angle Matrix

Kills the 'What do I sell / Who do I target?' objection

5 Ready-to-Use Buyer Angles for Your Rebranded Funnel

You don't need to write a new book to test a new audience. By changing only the headline and sub-headline on your sales page, you can position the Stoic Morning Ritual funnel for 5 distinct buyer avatars:

Avatar	Rebranded Title Idea	Lead Hook
1. Busy Entrepreneurs & Agency Owners	The Founder's Stoic Morning Protocol	"Run your company without letting client fires hijack your morning."
2. Remote Tech & Knowledge Workers	Deep Focus Before Slack Wakes Up	"Ship your hardest work before 10:30 AM using the Single Stone rule."
3. Fathers & Family Providers	The Calm Father's Morning Ritual	"30 minutes of quiet discipline before the house wakes up."
4. High-Stress Sales & Finance Pros	Antifragile Mornings: Mental Armor for High-Stakes Days	"How to rehearse rejection and volatility before the market opens."
5. Overthinkers & Recovering Perfectionists	The Two-Column Overthinking Cure	"Use Epictetus's 10-minute control filter to stop spiraling and start acting."