THE FUNNEL VAULT · FUNNEL 3 OF 5 (HEALTH)

Vault Funnel #3: The 20-Minute Sleep Wind-Down Protocol

Complete Product Guide + Audio Scripts + Sales Page Copy + Upsell Stack + 10 Emails

Funnel Overview & Offer Stack

- **Front-End ($17):** The 10-3-2-1-0 Evening Shutdown Guide + 10 Spoken Sleep Wind-Down Scripts
- **Bump 1 ($17):** The Bedroom Thermal & Light Optimization Checklist
- **Bump 2 ($9):** 14-Day Sleep Latency & Morning Energy Tracker
- **Upsell 1 ($67):** The Shift-Worker & Jet-Lag Circadian Reset Protocol
- **Upsell 2 ($97):** Deep Recovery Nervous System Down-Regulation System

Front-End Product Content & Sales Copy

Headline: "*Turn Off a Racing Mind at 11:00 PM: The 20-Minute Physiological Wind-Down Protocol for People Who Stare at the Ceiling.*"

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