



**KnowYourPhysio<sup>®</sup>**  
DISCOVER YOUR SCIENCE - OPTIMIZE YOUR LIFE

# SLEEP COACHING GUIDE

Discover Your Science and Optimize Your Life



“Our modern lives are inherently overstimulating, promising productivity but instead guaranteeing a detrimental contribution to its most essential prerequisite: sleep.”

ANDRÉS PRESCHER





# WHY SHOULD WE MASTER OUR SLEEP



Master the art of sleeping well, and you'll find that every other endeavor flows with ease. However, neglect sleep, and it feels like you're perpetually swimming against the tide.

The way we see it:

**1/3** Optimize the life we naturally spend sleeping

**2/3** Supercharge the waking of our existence.

Here, we'll delve into the compelling science behind mastering sleep, ensuring you understand its pivotal role in our Four Pillars Matrix.

## THE FOUNDATION PILLAR OF **SLEEP**



# WHY SHOULD WE MASTER OUR SLEEP?

Sleep is upstream of every other healthy habit and system you want to build into your life. Rather than forcing caloric restriction, longer and more intense gym sessions, reaching for more supplements, feeling overwhelmed by your stress and emotions, etc., ask yourself the following questions:

- When was the last time you woke up feeling refreshed?
- Are you using caffeine to “stay focused and productive” within 10 hours of your bedtime?
- Are you using your phone in and/or right before bed?
- Are you getting direct sunlight for at least 10 min within an hour of waking?
- Are you #TeamNoSleep because you’re under the impression that you can get more accomplished by sleeping less?



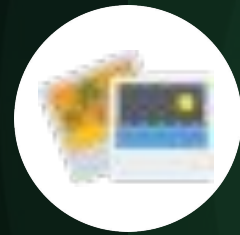
Getting awesome sleep is the best and easiest way to make everything in your life easier because it's the only opportunity your intelligent body has to orchestrate the deep mechanisms to repair, recover, remember, and rebalance.

This includes everything from your nervous system and muscle mass to your neurotransmitters and hormones, to your thoughts and memories, your feelings and emotions, your cravings and satiety, your energy and libido, and much, much more.

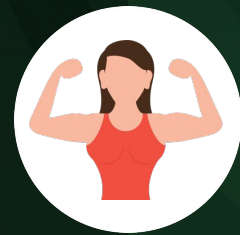
# YOUR BODY ON SLEEP



The brain cleans up cellular debris: toxins are flushed out through the glymphatic system (in the brain).



Memory consolidation occurs: when new information is linked to established memories, and the unimportant is filtered out.



The body repairs itself: gain muscle, restore your adrenal glands, detoxify your liver, and boost immune function.

# INSUFFICIENT AND IMPROPER SLEEP

is like running your computer on old software; encountering all sorts of glitches, overheating, slow processing speeds, and bugs.

In your body, this looks like continuous hormone depletion, a constant catabolic state, a weakened immune system, and setting the stage for burnout, because old software can't meet the demands of an ever-evolving system.

Proper sleep is your ultimate daily software update.





# THE “MODERN MISMATCH” PERFORMANCE GAP

“The critical role of sleep in high, and particularly peak performance is well-established, yet many of the underlying mechanisms are still unclear due to high variability in requirements across cohorts (age, sex, activity level, medical history, etc.)

More (and deeper) sleep is highly associated with better endurance and anaerobic power, sprint performance, accuracy and reaction time, learning and executive function, injury prevention, and decreased incidence of illness.”

-Watson et al. 2017

# WHAT

# IF...



Instead of reaching for another cup of coffee, we slept better and peak performance, focus, and productivity came easy.



Instead of addressing the symptoms of burnout, we could prevent symptoms of stress and overwhelm altogether?



Instead of exogenous hormone supplementation, we slept better and normalized our endogenous production naturally.



Instead of more time in the gym, we slept better and gained more strength and muscle with shorter and fewer training sessions.



Instead of doctor's visits and prescription medicine, we slept better and allowed our bodies to regulate and repair independently, without any additional drugs, therapies, or added labor.



**WHAT IF WE SLEPT BETTER, AND SOME  
OF OUR BIGGEST PROBLEMS STARTED TO  
DISAPPEAR?**



# SLEEP MECHANICS

# SLEEP STAGES

Typically, an individual goes through 4–6 sleep cycles á 1.5 hours per night.

## 6-9 HOURS IN TOTAL

We can divide sleep into REM (rapid eye movement) and non-REM (NREM) sleep, whereas NREM sleep consists of light and deep sleep.

### NREM SLEEP

Tissue repair, memory storage, energy restoration, and immunity rebuilding occur.

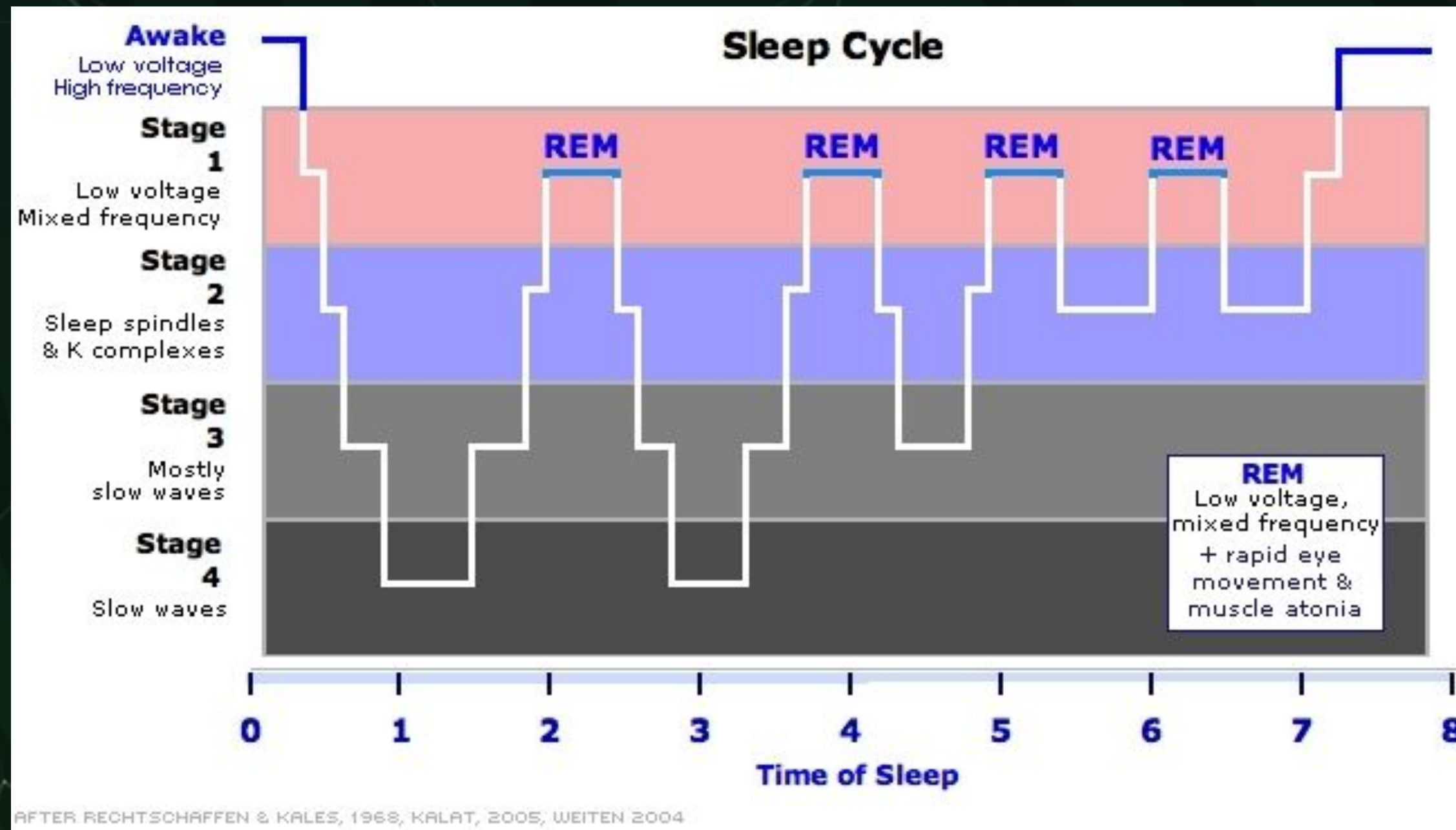
Stage 1: Transition from wakefulness to sleep.

Stage 2 (Light Sleep): The heart rate slows and body temperature drops.

Stage 3 & 4 (Deep Sleep): Essential for physical restoration.

# REM SLEEP

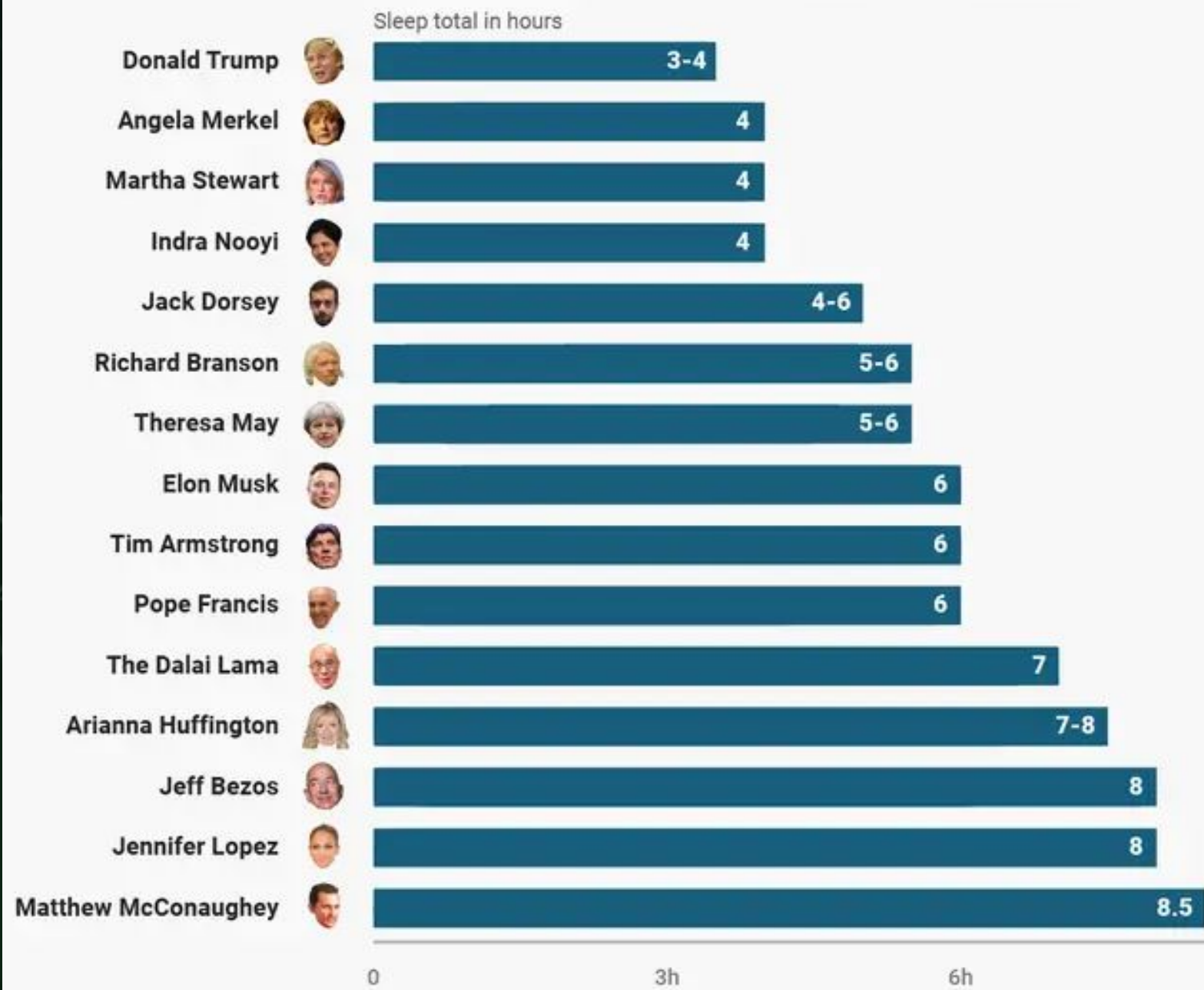
Dreaming occurs in this stage, and it plays a crucial role in memory and mood regulation.





# HOW MUCH SHOULD WE SLEEP?

## HOW MUCH SLEEP SUCCESSFUL PEOPLE GET



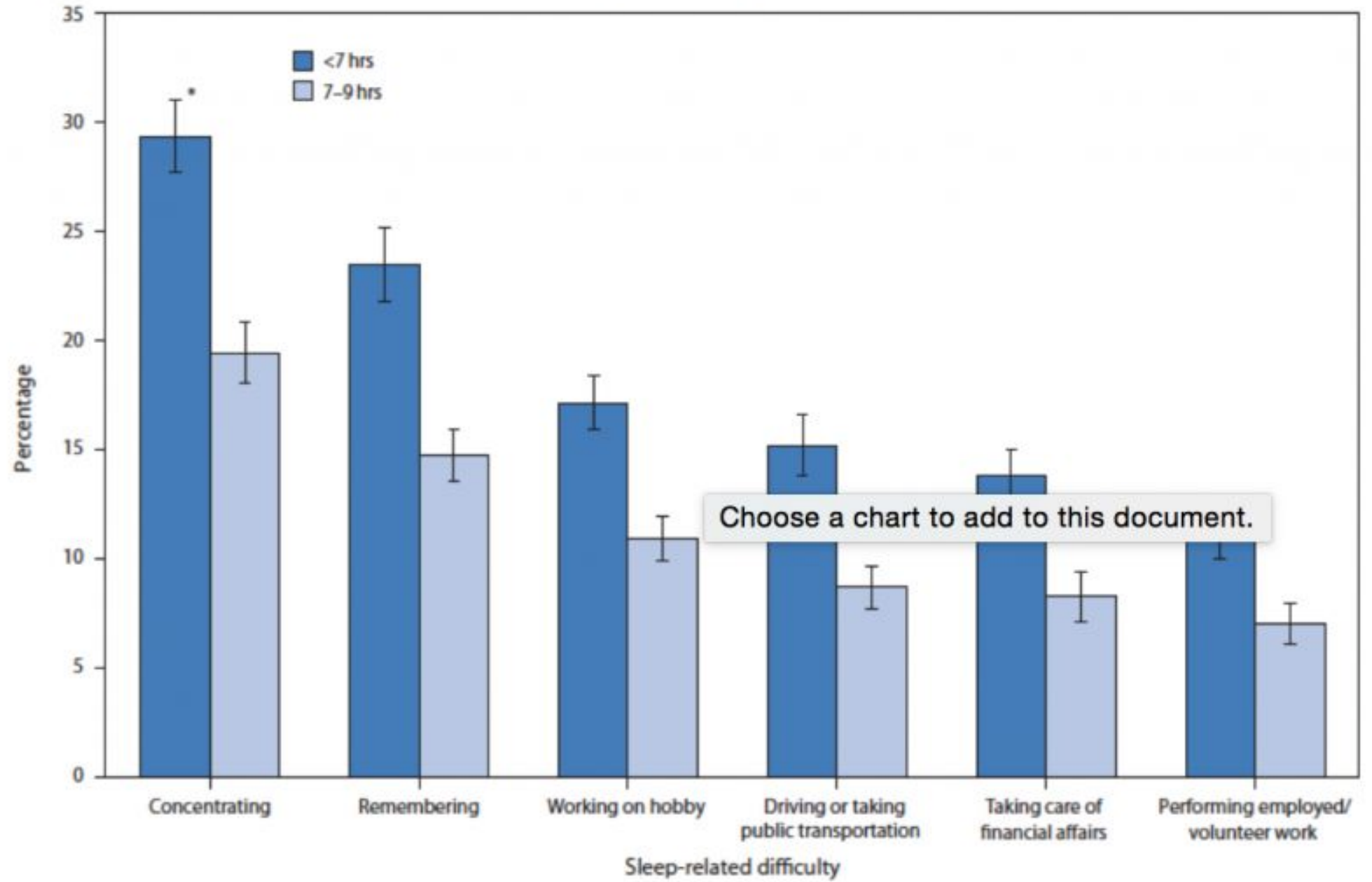
Each sleep cycle is about 90 min long and goes from light into deep REM sleep in the first half of the night. During the second half of the night, more REM and usually no deep sleep is present.

Here is an equation to calculate the ideal duration of sleep in regard to sleep cycles:

Required hours in bed =  $1.5 * X + \text{time to fall asleep}$ , where  $X$  is the number of REM cycles you have time for (ideally 5-6 total = 7.5-9 h) + 5-30 min to fall asleep.

# HOW MUCH SLEEP DO YOU NEED?

FIGURE 2. Age-adjusted prevalence of adults aged ≥20 years reporting sleep-related difficulty carrying out selected activities, by usual sleep duration — National Health and Nutrition Examination Survey, United States, 2005–2008



*CDC Morbidity and Mortality weekly report 60(8); 2011.*

The short answer:

There is no clear defined number how much sleep one needs (to function at the best possible level).





# READY TO TRANSFORM YOUR SLEEP AND WELLNESS?

You've just scratched the surface with this preview of our Ultimate Sleeping Coach Guide. Imagine experiencing the full transformation that comes with our comprehensive Sleep Improvement Program.

By joining our Full Coaching Program, you'll unlock:

- **The Complete Sleeping Coach Guide:** Over 70 pages of expert strategies, tips, and insights to revolutionize your sleep.
- **Personalized Coaching:** Tailored advice and strategies to address your unique sleep challenges.
- **Exclusive Resources:** Access to tools, worksheets, and guides available only to our members.
- **Community Support:** Join a community of like-minded individuals on the same journey to better health.
- **Ongoing Education:** Regular updates, additional resources, and new strategies to continuously improve your sleep quality.

**TAKE THE NEXT STEP IN YOUR JOURNEY TO EXCEPTIONAL HEALTH AND WELL-BEING. ENROLL IN OUR FULL COACHING PROGRAM TODAY AND EMBRACE THE SLEEP YOU'VE ALWAYS DREAMED OF.**



**Yes, I Want to Transform My Sleep**