Betterest Project · sleep education on Instagram · @betterestproject

92,300 followers. 22 likes. Your next month, and why.

Twelve posts that test what your audience actually responds to, a sleep check site that sells The Sleep Blueprint without waiting for comments plus the claims to fix before they cost you trust.

12	4	1	3
pieces, ready to post	A/B tests, one a week	sleep check site, live	claims to fix first

1 Research

We read everything before we wrote anything

Your Instagram
Your bio, highlight, pinned posts and your latest 60 posts with likes and comments.

Your sales page and checkout
thesleepblueprint.health: the offer, the six parts and the Whop checkout at $17.

Your guide
The contents, the 10-minute Sleep Hygiene Audit and the 7-day tracker pages you show.

Two rivals
The Sleep Doctor (Michael Breus) and the National Sleep Foundation on Instagram.

Search
What Google shows for your name and your product, checked 14 November 2026.

The science
Every number in the month traced to a named study or the Sleep Foundation.

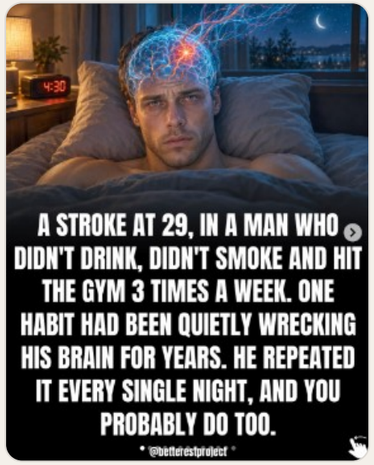
Why A sleep account sells trust. Every claim this month comes from your own pages or a source a follower can look up.

2 The gap

Your audience is there. Most posts never reach it.



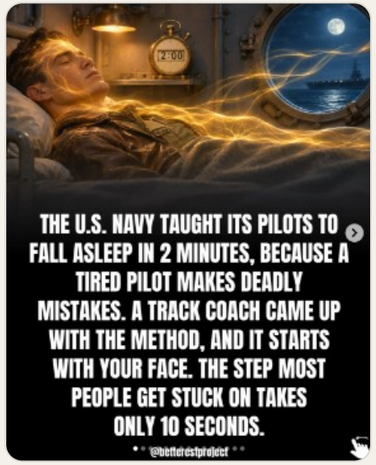
19K likes
785 comments · 6 Oct · pinned



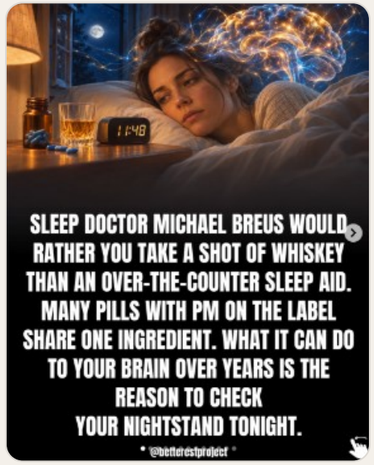
4K likes
456 comments · 5 Oct · pinned



4K likes
215 comments · 29 Sep · pinned



22 likes
1 comment · 13 Nov



8 likes
3 comments · 14 Nov



7 likes
1 comment · 13 Nov

Counts read on your public profile on 14 November 2026, 2 to 23 hours after posting for the last three. 901 posts, 92.3K followers.

Why Three posts in a day, each in the same look, each asking for the same comment. A few break out, the rest reach almost nobody. We test one change at a time to find what makes the hits repeatable.

3 The market

Between the doctor and the foundation, a practical system

Account	Followers	Posts	What they offer
@thesleepdoctor · Michael Breus	132K	3,208	A named clinical expert, his books and products
@sleepfoundation · National Sleep Foundation	13.4K	1,126	Non-profit research and awareness
@betterestproject	**92.3K**	**901**	**A 24-hour system people can follow tonight, $17**

Instagram profiles, read 14 November 2026. Your posts quote Michael Breus by name: his own account is your biggest rival.

Why You cannot out-credential a sleep doctor. You can be the account that turns the research into one clear thing to do, with the source on it. That is what your guide already is.

4 Who buys

Four sleepers, all named on your own sales page

Tired but wired

Exhausted all day, awake when the lights go out.

“Exhausted all day. Wide awake when the lights go out.”

Your sales page

The racing mind

Body ready, brain still planning tomorrow.

“Know what to do when your brain refuses to settle”

Your sales page

Couples who share a bed

One snores, one runs hot, both lose sleep.

“Sharing a bed doesn’t have to mean sacrificing a good night’s sleep.”

Your post, 13 November

Shift workers

Every sleep tip assumes a 9 to 5.

“Built for real sleep challenges: shift work, racing thoughts, night waking”

Your sales page

5 How a follower buys

Every sale waits on a comment. Add a second door.

Today
Post
"Comment SLEEP below"

→

Leak
A comment
Recent posts get 1 to 3 comments, so few people ever get the link.

→

A DM
With the link to your sales page.

→

$17 at Whop
Your existing checkout.

Added
Post or bio
"Free 2-minute sleep check"

→

New site
Ten questions
Scores the five areas of your audit, no email needed.

→

Their starting point
Three things for tonight and the part of the guide that covers it.

→

$17 at Whop
Same checkout, orders arrive as they do today.

Why Comments are a fine signal, but a poor checkout. The sleep check gives every follower something useful first and sends them to the same Whop page, so nothing changes on your side.

6 The month

One test a week. The winner leads the next.

Week 1

Hook

A A story that makes you curious

B Plain science with its source

Judged on saves, shares and SLEEP comments

Week 2

Format

A Carousel

B Single image

Judged on saves and shares

Week 3

Call to action

A Comment SLEEP

B Free sleep check, link in bio

Judged on sales started

Week 4

Audience

A Couples

B Shift workers

Judged on shares and sales started

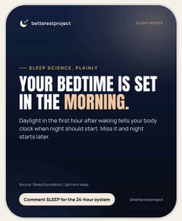
Why These twelve run alongside your daily posts, so you lose nothing. Each test changes one thing and is judged per 1,000 reach, so a lucky post cannot win on reach alone.

7 The content

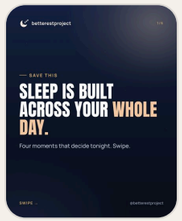
12 pieces, your look made calmer, with a source on every claim



W1 · A
Tired but wired



W1 · B
Bedtime is set in the morning



W1 · Saves
The 24-hour day, 6 slides



W2 · A
Cognitive shuffling, 4 slides



W2 · B
Cognitive shuffling



W2 · Stat
Coffee 6 hours before bed



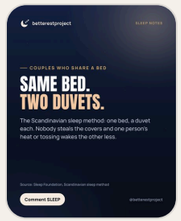
W3 · A
Tomorrow's list, SLEEP



W3 · B
Tomorrow's list, sleep check



W3 · Stat
18°C bedroom



W4 · A
Couples: two duvets



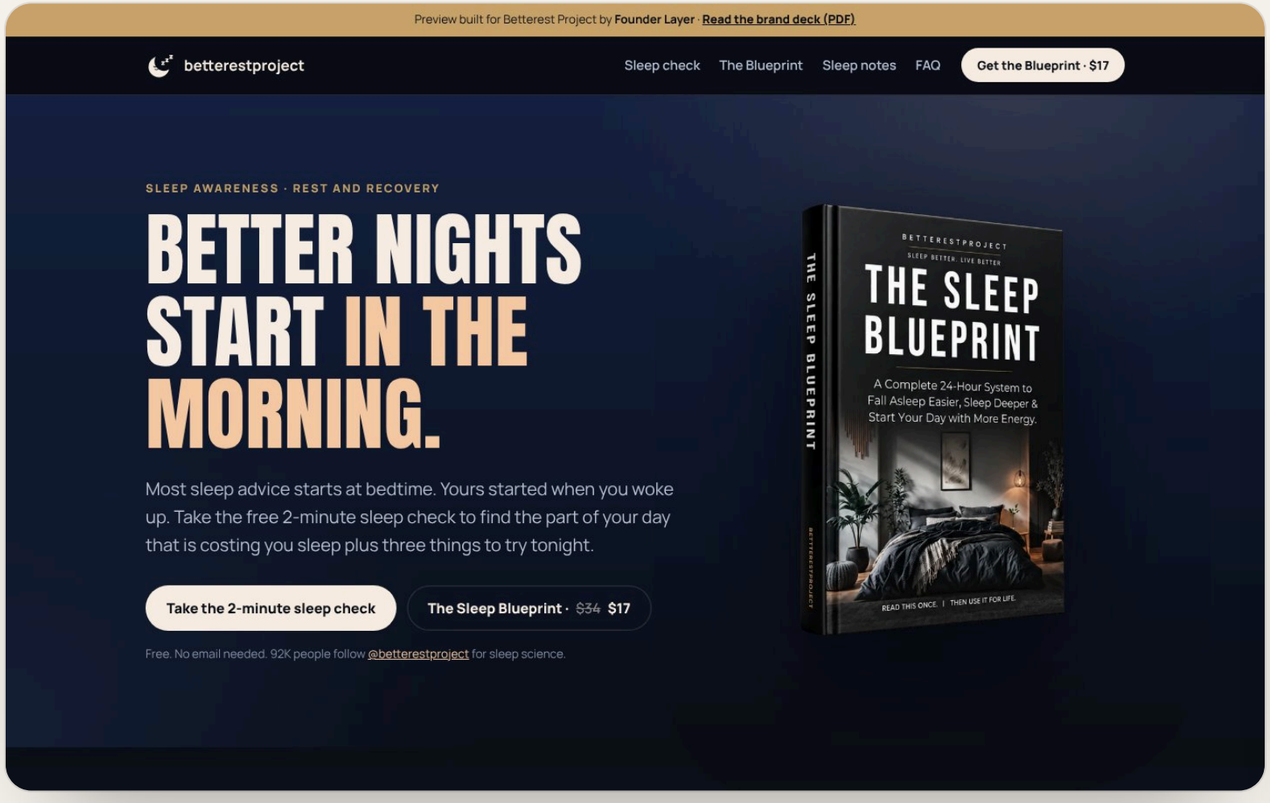
W4 · B
Shift work: anchor block

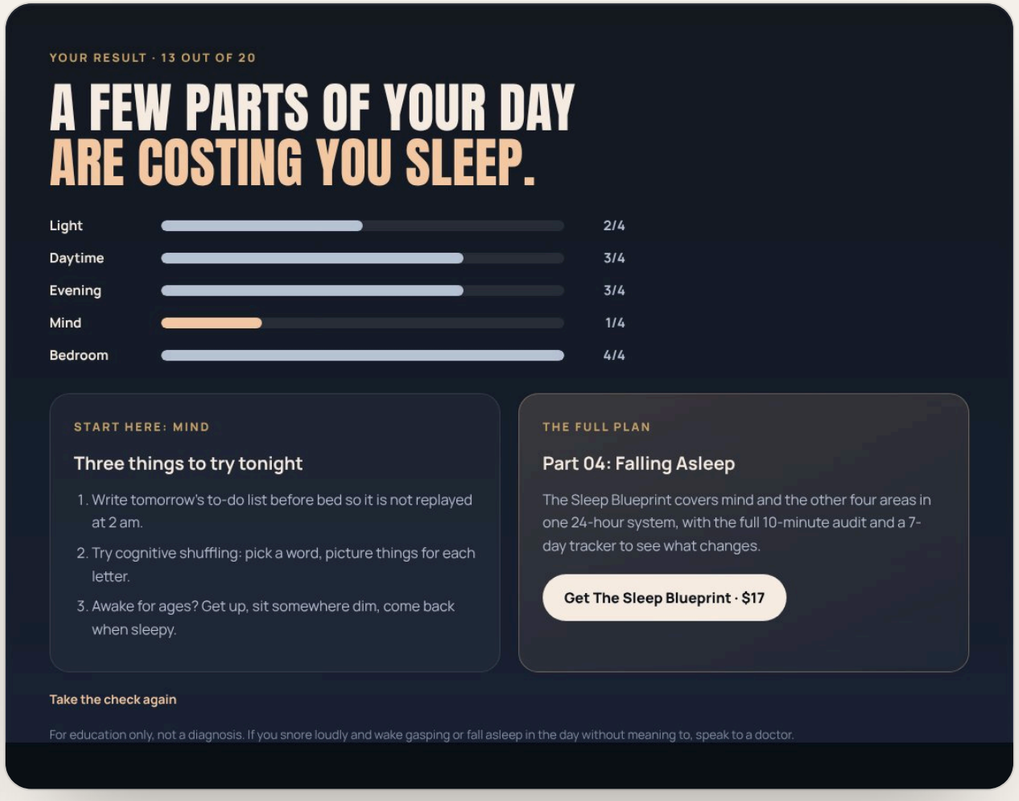


W4 · Sale
The Sleep Blueprint

Why Your condensed white capitals and night palette stay, so followers still know it is you. The AI photo of a person in bed goes. A named source comes in. Open any post on the site to read its full caption.

A sleep check that ends on The Sleep Blueprint





betterest-founderlayer.pages.dev · ten statements across your audit's five areas, a score, three tips for tonight, the matching part of the guide and your Whop checkout. Also: the 24-hour framework, your guide pages, ten sleep notes and the FAQ, with product and FAQ data Google can read.

9 Search and AI answers

Search your name and someone else answers

Search on 14 November 2026	What came up	You?
“Betterest Project” sleep	bettersleep.com, sleepfoundation.org, thesleepreset.com	Not found
“Sleep Blueprint” 24-hour sleep guide	Furniture Village, Precision Nutrition, a Whop circadian guide	Not found
Your sales page	One page, no articles, no FAQ answers Google can read	Thin

Why When someone asks Google or ChatGPT for a sleep guide, the answer comes from pages it can read. The new site adds product and FAQ data. Each sleep note can become a short article with its source.

10 Checked before you

Three lines from your feed our gate would stop

~~“A stroke at 29… one habit had been quietly wrecking his brain.”~~

Ties a stroke to one sleep habit with no named case or source.

✔ One night of short sleep changes how you think the next day. Here is the study.

~~“Some sleep clinics now use it in place of sleeping pills.”~~

Which clinics? Medication claims get reported and draw angry comments.

✔ Your body cools as you fall asleep. A cool room helps it along.

~~“Would rather you take a shot of whiskey than an over-the-counter sleep aid.”~~

Even if quoted correctly, alcohol as sleep advice is risky for an education account.

✔ Ask a pharmacist before using sleep aids long term.

A named source on every number | **No disease or cure claims** | **“For education, not medical advice” on sales posts** | **No quotes we cannot link**

Why Big claims win a viral day and lose the trust that sells a $17 guide. They also put an account at risk of reduced reach under health misinformation rules.

11 Next steps

Your turn: rate each piece out of 10

1
Review and rate
Give each of the twelve posts a score and a note. Every note becomes a rule the next month follows.

2
Confirm two things
Which country most buyers are in and that we can link the sleep check from your bio.

3
Put the site live
On thesleepblueprint.health or a new address. Checkout stays on Whop.

4
Connect Instagram
The twelve tests run beside your daily posts. Nothing posts without your approval.

See the site and every post betterest-founderlayer.pages.dev