

THE CHOICELESSCHOICE

Decision architecture for operators drowning in noise.

01 / WHAT WE SELL

A subscription sanctuary that converts overload into a single inevitable next action. The Engine renders a decision matrix; The Council convenes advisory voices. Base Model \$20/mo (\$240/yr). Advanced Model \$100/mo (\$1,200/yr).

02 / TARGET BUYER PERSONAS

— The Solo Operator

Founder or creator running everything alone; 40+ open loops, no one to arbitrate trade-offs.

— The Overloaded Executive

Mid-to-senior leader making 100 low-value decisions a day, saving none of the bandwidth for the two that matter.

— The Deliberate Thinker

Reader of Kahneman, Taleb, Stoics. Buys frameworks, not motivation. Values restraint and typography.

— The Quiet High Earner

\$150k+, allergic to hype funnels, will pay \$100/mo for signal and silence.

03 / KEY PAIN POINTS

- Decision fatigue — the cost of choosing, not of working.
- Operational noise — inputs multiply, priorities do not.
- Planning loops — strategy repeated instead of executed.
- Advisory vacuum — no trusted counsel at the moment of choice.

PAYOUT STRUCTURE

PLAN	PRICE	RATE	YOUR PAYOUT
Base Model — monthly	\$20 / mo	30% recurring	\$6.00 / mo
Base Model — annual	\$240 / yr	30% recurring	\$72.00 / yr
Advanced Model — monthly	\$100 / mo	30% recurring	\$30.00 / mo
Advanced Model — annual	\$1,200 / yr	30% recurring	\$360.00 / yr

Commissions are lifetime recurring for as long as the referred subscriber remains active. Tracking is handled by FirstPromoter with a 60-day cookie window; vanity codes are available on request.

04 / HOW TO POSITION IT

- Lead with the pain, not the product: 'You aren't tired. You're overloaded.'
- Show the artifact — a rendered decision matrix beats any adjective.
- Anchor to The Seven Laws; each law is one piece of content.
- Never promise productivity. Promise fewer decisions.
- Restraint converts: one link, one claim, no countdown timers.

05 / APPLY

thechoicelesschoice.firstpromoter.com · Applications reviewed manually.