

Post Leif Bjelland — Breathwork, Presence & Personal Transformation Clips

✓ You do not need a dedicated **Leif Bjelland** page to participate. You may post from an existing **wellness, breathwork, mindfulness, personal development, sobriety and recovery, entrepreneurship, or high performance** content page.

CAMPAIGN GOAL

The goal of this campaign is to expand the reach of Leif Bjelland's personal brand, introduce his ideas to new audiences, and drive qualified viewers toward the free Heroic Breath experience through the link in the posting account's bio/channel.

Clips should position **Leif Bjelland** as a compelling authority on:

- **Breathwork and nervous system regulation — quieting the mind through the body, not more thinking**
- **The Optimization Ceiling — the point where achievement, discipline and more information stop working**
- **Sobriety, burnout and the search for lasting inner change**
- **Presence over performance — clarity, calm and self-compassion for high performers**
- **A craftsman's approach to inner work — testing, refining and holding breathwork to real standards**
- **Stress, mental noise and self-criticism — naming what high performers actually feel**
- **Why experience creates change when information alone doesn't**

Content should feel native to social media — not like a branded advertisement.

WHAT TO DO

Download approved footage from the official **Leif Bjelland** content folder and turn it into engaging short-form videos for TikTok and Instagram Reels.

Official content folder: [📁 Campaign - September](#)

CONTENT TO FOCUS ON

Prioritise clips about:

- The Optimization Ceiling — the moment Leif realised achievement, discipline and hard work couldn't quiet his mind
- His origin story: decades as a craftsman — building Le Petit Outre, the James Beard Award nomination, hand-building a hearth oven
- Endurance and its limits — finishing the 1,200 km Paris–Brest–Paris and what pushing harder never solved
- Getting sober and turning a skeptical, results-oriented mindset inward
- “More information isn't the answer” — why books, podcasts and frameworks don't change how you feel
- How the work actually functions: breath, music and rhythm regulating the nervous system (“it works through your body, not through thinking”)



- What people actually feel — mental noise, self-criticism, overwhelm — and what shifts after a session (calmer, lighter, less reactive)
- Everybody breathes — no retreat, no guru, no years on a cushion required
- Contrarian takes on optimisation, hustle and self-improvement culture

Look for moments that include:

- Strong or unexpected opinions
- Clear explanations of complex ideas
- Contrarian advice
- Emotionally compelling stories
- Relatable audience problems
- Actionable frameworks
- Memorable one-liners
- Statements that create curiosity or discussion

Creativity is encouraged. You may re-cut strong footage using different hooks, captions, pacing, on-screen text, or creative angles.

HOOK IDEAS

You are not required to use these exact hooks. They are examples of the style we are looking for:

- “I spent 30 years building businesses before I realised the problem was never out there.”
- “You’ve read the books. You’ve listened to the podcasts. Your mind still won’t slow down.”
- “I rode 1,200 kilometres through France. It didn’t quiet my mind. This did.”
- “Discipline built my bakery. It couldn’t fix what was going on in my head.”
- “Most people already know what they should do. Knowing changes nothing.”
- “Getting sober taught me that achievement was never going to be the answer.”
- “More information isn’t the answer.”
- “It works through your body, not through thinking.”

Hooks must accurately represent what **Leif Bjelland** says in the video. Do not use misleading hooks that the clip does not deliver on.

TAGGING REQUIREMENT

You must tag the client’s official account in the caption of every post.

Instagram: **@heroic.breath**

Where tagging is not available, include “**Leif Bjelland**” naturally in the caption.

CAPTION REQUIREMENT

Every caption must include:

- A short takeaway, opinion, or question related to the specific clip.



- The client's official tagged account.
- The required call to action.

Required Call to Action

This campaign has one intended action: try the free Heroic Breath experience.

There is one approved call to action. Do not add a follow, tag, DM, or visit-profile CTA before or after it. Do not place the full URL in the caption.

The path is:

Relevant audience → strong Leif clip → approved CTA → bio link → free Heroic Breath experience

Approved Calls to Action

Instagram:

The FREE 'Release' session now has a code: Freedom100 for 100% off. Access it through the link in bio.

YouTube

The FREE 'Release' session now has a code: Freedom100 for 100% off. Access it through the link on this channel.

Use the CTA approved for the platform where the clip will be published. Do not reword it or replace it with a generic CTA such as "follow for more."

Recommended Caption Format

[Relevant takeaway, opinion, or question from the clip]

[Platform-specific approved call to action]

Example Captions

- Most of us don't need more information. We need an experience that actually quiets the mind. *[Insert the approved Instagram or YouTube CTA.]*
- He built a successful bakery, finished a 1,200 km bike race and still couldn't switch his mind off. What finally worked wasn't more effort. *[Insert the approved Instagram or YouTube CTA.]*
- You can't think your way into a calmer nervous system. It works through the body. *[Insert the approved Instagram or YouTube CTA.]*
- Would you sit with your own mind for 60 minutes? Most high performers can't. *[Insert the approved Instagram or YouTube CTA.]*

Caption Guidelines

- ✓ Keep the opening line relevant to the specific clip



- ✓ Keep captions concise and conversational
- ✓ Tag the correct client account
- ✓ **Include the approved call to action**
- ✓ Use two to four relevant hashtags when appropriate
- ✗ Do not use unrelated viral captions
- ✗ Do not make claims the client does not make in the video
- ✗ Do not use excessive or irrelevant hashtags
- ✗ Do not write captions as though the client personally posted the video
- ✗ Do not use first-person language such as “I believe” when referring to the client

MANDATORY BIO/CHANNEL LINK

The bio/channel link is part of the campaign, not an optional extra. Where the platform supports an accessible profile link, the posting account’s active link must point to:

www.heroicbreath.com/freedom

Do not ask viewers to copy and paste the URL out of a caption. The caption sends them to the bio link, and the bio link sends them to the free Heroic Breath experience.

Recommended bio structure:

Try Heroic Breath for free using the code Freedom100 ↓

The posting account must have the correct link active in its bio before submitting content for the campaign. Do not point the bio link to Leif’s social profile or another destination.

ON-SCREEN TEXT

On-screen text is encouraged when it improves the hook, clarity, or retention of the video.

Examples:

- **“More information isn’t the answer”**
- **“The Optimization Ceiling”**
- **“It works through your body, not through thinking”**
- **“You press play. You breathe. Your body responds.”**
- **“More awareness, not more effort”**
- **“Beyond the thinking mind”**
- **“Get out of your own way”**

Text must be clear, readable, and free of spelling or grammar errors. Aesthetic fonts are allowed as long as the text remains easy to read.

Brand Colors (optional)

Colored text and captions are welcome but not required. If you do use color, stay within the Leif Bjelland brand palette:



- Primary: #1B81DA
- Dark: #111111F
- Light: #E6E6E6

White, black and subtle neutrals are always fine. Avoid neon colours, bright gradients, or loud attention-seeking styling, the brand is calm, grounded and credible.

EDITING GUIDELINES

- Open with the strongest statement or moment
- Remove unnecessary pauses, filler, and introductions
- Maintain fast, natural pacing
- Add accurate and readable captions
- Use punch-ins, visual movement, and pattern interrupts when appropriate
- Keep the client's original meaning and context intact
- Prioritise retention over excessive effects
- Format videos vertically
- Export in high quality
- Make sure the client's voice remains clear

Background music is allowed as long as it does not overpower the original audio. Do not add unrelated third-party footage unless it is included in the official content folder.

REQUIREMENTS

POST SPECIFICATIONS

- ✓ Use only footage from the official campaign folder
- ✓ Tag the client's official account
- ✓ Point the posting account's bio/channel link to the free Heroic Breath experience
- ✓ Ensure the posting account's bio/channel clearly directs viewers to try Heroic Breath for free
- ✓ **Include the approved call to action, word for word**
- ✓ Video must be at least **10** seconds long
- ✓ Video must be formatted vertically
- ✓ **English-language** content only
- ✓ Captions must be accurate and readable
- ✓ Posts must remain live for at least **30** days
- ✓ Likes and engagement metrics must remain visible
- ✓ Content must accurately represent the client and their ideas
- ✓ Posts must comply with Youtube, TikTok, Instagram, **Whop**, and FTC requirements
- ✓ Posting accounts should be relevant to **wellness, breathwork, mindfulness, personal development, sobriety and recovery, entrepreneurship, or high performance**



PERFORMANCE

- ✓ Minimum **0.20%** engagement rate
- ✓ Views and engagement must come from legitimate platform activity
- ✓ The page audience should primarily come from **Tier 1 and Tier 2** countries
- ✓ Posts must remain publicly accessible for campaign review
- ✓ No NSFW, violent, hateful, political, or unnecessarily controversial content

NOT ALLOWED

CONTENT VIOLATIONS

- ✗ Footage from outside the official campaign folder
- ✗ Captions missing the required account tag
- ✗ Captions missing the required call to action
- ✗ Misleading hooks that are not supported by the clip
- ✗ Invented quotes, credentials, statistics, or results
- ✗ Editing the client's statements in a way that changes their meaning
- ✗ Low-resolution, blurry, stretched, or poorly cropped videos
- ✗ Inaccurate or unreadable captions
- ✗ Excessive effects that distract from the content
- ✗ Content designed to embarrass, mock, or misrepresent the client
- ✗ NSFW, violent, hateful, political, or unrelated controversial content

ENGAGEMENT FRAUD

- ✗ Purchasing views, likes, comments, shares, or followers
- ✗ Using bots, click farms, engagement groups, or artificial traffic
- ✗ Paid boosting, TikTok Promote, Instagram Boost, or paid advertising
- ✗ Posting unrelated viral content to farm campaign views
- ✗ Using misleading thumbnails or captions solely to bait viewers
- ✗ Story boosting intended to artificially inflate campaign performance

SPAM AND DUPLICATION

- ✗ Posting the exact same edit repeatedly on one account
- ✗ Posting identical videos across multiple accounts you control
- ✗ Re-uploading another clipper's edit
- ✗ Submitting videos with only minor changes to captions, colours, or music
- ✗ Flooding an account with low-effort variations of the same clip

Each submission should use a meaningfully different hook, piece of footage, edit, or creative angle.

POST VIOLATIONS

- ✗ Removing or making the post private before **30** days
- ✗ Hiding likes or engagement metrics



- ✗ Removing the client's tag from the caption
- ✗ Removing the required call to action
- ✗ Deleting and reposting a submission to reset its performance
- ✗ Submitting content that cannot be publicly reviewed

IMPORTANT CREATIVE DIRECTION

The best-performing clips will not feel like advertisements for the client. They should make the viewer feel like they have discovered:

- A powerful idea
- A new way to think about themselves or their business
- A contrarian perspective
- A practical lesson
- A speaker or expert they want to hear more from

The objective is to make viewers stop scrolling, watch the full clip, become interested in Leif's perspective, and take the next step by trying the free Heroic Breath experience through the link in bio.

QUESTIONS

For questions about footage, submissions, approvals, or campaign requirements, contact the campaign management team directly.

Do not contact **Leif Bjelland** personally regarding campaign submissions.