OPTIMAL SLEEP 101

1. START WITH WHY
   - Quality of Sleep
   - Quality of Life
   - Necessity not Luxury

2. PURPOSE
   - Greater than Entertainment
   - Better reason for getting up than staying up

3. SLEEP: KRYPTONITE
   - Be aware of what gets in your way of a good night of sleep

4. DIGITAL SUNSET
   - Turn it off!

5. CURFEWS
   - No work before bed

6. MAKE YOUR ROOM A SANCTUARY
   - Cool, dark, mellow

7. FLIP THE OFF-SWITCH
   - Stop rumination and checking on ideas

8. BUFFER ZONES, PM-RITUALS & CONSISTENCY
   - G0GO! G00DO!
   - Time for bed!

9. NAPS, ACTIVE REST & REPAYING DEBT
   - ZZZZ

10. TARGET
    - Where to get it
    - What's important
    - What's distracting

11. GEAR
    - Top 10...