

ASENDIFY · THE CAFFEINE PLAYBOOK

# Secrets to Using Caffeine to Win

How to Use Caffeine on Purpose for Sharper Focus, More Energy and Better Performance, Without Wrecking Your Sleep

For healthy adults 18+ · Education, not medical advice

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# Read this first

## What you are holding

Caffeine is the most widely used performance tool on the planet. Most people use it the way they use a phone charger: plug in when the battery feels low, without thinking about it. They drink it when they're tired, drink more when they're more tired, drink it late because there's a deadline, sleep badly because they drank it late, and then drink even more the next morning to deal with the bad sleep.

That is not leverage. That is a loop.

This book is about breaking that loop and using caffeine on purpose. Used well, caffeine is one of the few things you can buy for pennies that reliably sharpens attention, speeds up reaction time and makes hard physical effort feel easier. Used badly, it quietly steals your sleep, builds a dependence that you pay for every morning, and leaves you no sharper than you were before you started.

The difference between those two outcomes is not how much you drink. It is **when** you drink it, **how much in one go**, **what you pair it with**, and **how you stop it becoming a crutch**. That is what the next twelve Parts cover.

## The honest promise

Here is something the energy-drink adverts won't tell you. A large study from the University of Bristol found that for people who use caffeine every day, much of the "boost" they feel from their morning coffee is simply the reversal of the withdrawal that built up overnight. After caffeine, regular drinkers were no more alert than people who didn't use caffeine at all<sup>7</sup>.

That finding is the whole reason this book exists. If you drink caffeine on autopilot, you are mostly paying to feel normal. If you use it strategically, keeping your everyday dose modest, protecting your sleep and saving bigger doses for the moments that matter, you get the real effect: sharper focus and better performance when you need it.

This book will not give you a cheat code. It will give you a system that is safe, backed by real research and simple enough to run every day.

## Who this book is for

This book is for healthy adults aged 18 and over who want more out of the caffeine they already use: founders and professionals doing deep work, students facing exams, people who train, shift workers, frequent travellers, and creative people who need to think clearly for hours at a time.

It is **not** for anyone under 18, and it is not a guide for anyone in the groups listed in Part 2 who should avoid caffeine or ask a doctor first. If you're in one of those groups, read Part 2 and talk to your doctor before using anything else in this book.

## The limits this whole book sits inside

Every protocol in this book stays inside the limits set by the major food-safety authorities. They are covered in detail in Part 2, but you should know them before you read anything else.



**The safety lines (healthy adults):** no more than **400 mg of caffeine a day** from all sources<sup>1,2</sup>, and no more than **200 mg in a single dose**<sup>2,3</sup>. If you are pregnant or breastfeeding: no more than **200 mg a day**<sup>2,4,5</sup>, and talk to your midwife or doctor. Under 18: this book is not for you. Nothing in this book ever asks you to go above these numbers, and if a product, coach or influencer tells you to, ignore them.

## How to use this book

1. Read Parts 1 and 2 first. They explain how caffeine works and where the safety lines are. Everything else depends on them.
2. Do the caffeine audit in Part 3 before you change anything. Most people are surprised by how much they actually take, and where it comes from.
3. Set your personal cut-off time using Part 4. This single change does more for most people than everything else in the book combined.
4. Read the Parts that match your life: deep work and creative work (Part 7), training (Part 8), or exams, shifts and travel (Part 9).
5. Run the 30-Day Plan in Part 12. It is built to leave you with a lower everyday dose, better sleep and a sharper effect when you do use caffeine.
6. If you already feel you can't function without caffeine, read Part 10 early. It shows you how to cut back without a week of headaches.



**The one sentence this whole book comes down to:** Caffeine is leverage only when it is the exception, not the baseline: keep the everyday dose small, protect your sleep, and save the bigger dose for the moments that count.

**END OF THE FREE PREVIEW**

# **Secrets to Using Caffeine to Win**

You've read the first 2 pages. The full book has 51 pages, with the complete method, the plan and every worksheet.

**Get the full book**

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