

SWEEP Light - Ad Script

V.O. AD TAKE 3

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KYLER V.O.

Hi, I'm Kyler, a 30-year-old nobody who, for most of my twenties, considered bedtime a joke. It's kind of funny to say now, but I'd tell myself "lights out at 11," then suddenly it's 2 A.M.

I'm three hours into videos about deep-sea fish, and my alarm's going off in five hours. I'd drag myself to work, running on nothing but coffee and regret.

With one change, I'm asleep in under ten minutes. After I shower, I switch my Sweep light to purple, which I've set up to play some low-key ambient music. And honestly, it felt silly at first, a grown man with a color-coded bedtime. But a few weeks in, my brain actually gets it.

Purple means the day is over. So I put my phone on the charger across the room, make a cup of tea, and read until my eyes get heavy.

Then I switch the light to red, which kicks on my white noise. Boom. Lights out. No scrolling, no "one more video."

What surprised me the most is that I'm not white-knuckling it anymore. The colors do the heavy lifting, and because I'm flipping the switch, it feels like my choice.

So if you're like me, you've tried to just "be more disciplined" about sleep; maybe that's not the problem. Maybe you need a routine that tells your brain it's okay to clock out.

If you think the Sweep light could help, the link's below.