

SCIENCE △ STRATEGY △ SOUL

The Personal Strategy Session

A deep dive into your sleep. A clear plan to fix it.

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What is a Personal Strategy Session?

This is a 45-minute deep dive into your sleep. Not a chat. Not generic advice. A structured, biology-first session that identifies exactly what is driving your sleep problem and gives you a written plan to fix it.

Before we try and fix anything, the very first place we need to start is understanding what is actually going on with your sleep. Where is the issue? What does it look like? And often when people come to me, they feel like they have already tried everything.

“It isn’t that nothing works. It’s that you haven’t found the right lever yet. That is exactly what this session is for.”

What you have probably already tried

Most people arrive having already worked through some, or all, of the following. This is not a list of failures. It is a map of where you have been, so we do not send you back there.

Supplements

Magnesium, melatonin, CBD, valerian, sleep blends. Some people are spending a significant amount of money on supplements. For some people they work well, and that is great. But if they have not worked for you, it is not because there is anything wrong with you. It is simply that you probably do not need that particular supplement. You need something else.

Apps and devices

Sleep trackers, white noise, meditation apps, Fitbits, Oura Rings. Many people wake up and immediately check their sleep score. Here is what I want you to know about trackers: they do not create good sleep, they simply measure it. A weighing scale does not make you lose weight. Use trackers as a check-in tool if you find them helpful, but your sleep score does not define you and you do not need to perform when you sleep.

Bedtime routines

Hot baths, lavender, no screens two hours before bed, a fixed bedtime. Routines have a place. But when the routine becomes the focus, it also creates pressure. The night something interrupts your routine, your brain immediately says: I am not going to sleep tonight. A bedtime routine is something we put in after we have found the lever that is causing your sleep issue, not before.

Caffeine and cutting things out

Many people cut out coffee entirely, just in case. Caffeine can affect sleep, but often not when consumed in the morning. The rule of thumb: avoid caffeine roughly eight hours before sleep. You do not need to stop drinking coffee. Similarly, alcohol impacts sleep, but that does not mean never drinking again. It is about making an informed, conscious decision. What matters most is reducing the pressure and the noise around sleep.

Seeing a doctor

Often people are told it is stress, given limited guidance on where to go next, or offered medication. This is not a criticism of GPs. Sleep is not currently recognised as a core area in NHS guidelines, and there are very few sleep services to refer people to. You may have left feeling like you had nowhere to turn. That is what this session addresses.

Self-help and research

Books, podcasts, Google, ChatGPT, YouTube, CBT-I apps. The advice coming back is often generic. You may have heard of CBT-I (Cognitive Behavioural Therapy for Insomnia), which is different from regular CBT. Many people attempt to do it alone. I want to name something here: sleep difficulties carry a level of shame, because sleep is something we feel we should be able to do naturally. That shame is something we address directly in this work.

Relaxation and mindfulness

Yoga Nidra, sleep stories, breathwork, progressive muscle relaxation. These all have a place, and some of them are helpful. But they are rarely enough on their own to change your sleep. They work best once the right lever has been identified and we understand where they fit for you specifically.

Trying to sleep more

This one is very common, and it is one of the most important things to understand.

Here is what I see in practice regularly. Someone falls asleep at 11pm. They wake at 2am or 3am and lie awake for an hour or more. Their alarm was set for 5.30 or 6am, the version of themselves they want to be. But after a broken night, they move it to 7am to compensate. This causes significant confusion to the circadian rhythm. The body, if it could speak, would say: it does not matter that you missed some sleep in the night, we can make up for it. And then it starts to. The snowball effect begins and the pattern becomes more frequent.

Why this works. Why Kerry.

There are many sleep coaches and practitioners. Here is what is different.

27 years	Working with the complexity of the human nervous system
12 years	Mental health and learning disabilities, including acute psychiatric settings and nurse training
15 years	Specialising exclusively in sleep
CBT-I trained	The gold standard in insomnia treatment. Kerry is a certified CBT-I therapist
Lived experience	Kerry has had insomnia herself on three separate occasions. She knows exactly how it feels
Rapid Decode	Root cause identified, usually within the first 5 to 10 minutes of the assessment

“I cannot imagine sleep ever not being part of my professional life. I love what I do. And the difference this makes to people’s lives is phenomenal.”

The Rapid Decode Process

Because Kerry has spent 15 years working with people in this way, when someone is in front of her, she can usually ask a couple of questions and immediately identify where the lever is. This typically happens within the first five to ten minutes of the assessment. That is the Rapid Decode Process: rapidly identifying what is happening, why it is happening, and what the starting point should be.

This is not guesswork. It is pattern recognition built across thousands of hours of one-to-one work.

One ask. One promise.

What Kerry asks of you

- Show up with an open mind. We will find a way.
- Tell Kerry what you have actually tried, not what you think she wants to hear. There is nothing too unusual.
- Trust that simple is not the same as easy to find.
- If something lands for you, commit to trying it for seven days.

What Kerry promises you

- She will listen for clues, not just answers.
- You will not receive a generic plan.
- She will identify the most important lever and explain exactly why it is important and how to change it.
- You will leave with clarity, confidence, and reassurance. No overwhelm.

What happens in your session

By the end of 45 minutes, you will know exactly what your sleep system needs, and what to do first.

01 What you have already tried

We map where you have been, so we do not send you back there. Everything is on the table.

02 Where you are right now

Sleep patterns, wake time, anxiety levels, what you are doing during the day. The full 24-hour picture, not just the nights. Kerry actually starts with the daytime.

03 What your life looks like

Mental load, daily rhythms, context. How does your day flow? Sleep is often driven by what is happening during the day, so that is where the session begins.

04 Identifying your levers

Sleep pressure, circadian rhythm, mental load, nervous system safety. Kerry listens throughout for the clue that tells her: this is what is driving this sleep issue.

05 Building your personal plan

A thorough, written plan sent after the session. Not clinical. Not generic. Written the way Kerry speaks with you. It includes where you start, why, how long for, and what comes next.

The thing most people get wrong

Almost everything people hear about sleep is focused on the wrong thing. The people sharing this advice have great intentions. But if you are still not sleeping, it has been the wrong thing for you.

What mainstream says

- Set a fixed bedtime
- Create a rigid evening routine
- Follow the same schedule every night
- Start with sleep hygiene
- If all else fails, look at supplements or medication

What Kerry says

Fix your morning. Wake time anchors the whole day.

Sleep pressure builds from the moment you wake. When it peaks, that is what sends you to sleep.

You cannot force yourself to sleep. You can force yourself to wake up.

Understand the system and sleep follows naturally.

Mental load and nervous system safety matter as much as biology.

“You do not do sleep. It happens to you. You can only create the space for it to occur.”

What you receive

Sleep Diary (before the session)

Download the diary and complete it for seven days before your session. Kerry strongly recommends booking the session a week after starting the diary. When you are not sleeping well, it is hard to remember what happened each day. The diary gives a real baseline to start from.

Root cause identification

Kerry listens across the full session for what is actually driving your sleep problem. You will leave knowing exactly what your root cause is.

Full written summary

Sent after the session. Your first lever, the reasoning behind it, the strategies that are most relevant to you, and your next steps. Written in plain English.

Sleep Compression Tool (if relevant)

An interactive online tool, downloadable to your mobile device, for use where sleep compression is the right lever for you.

Kerry AI Pro access

Kerry's AI is trained exclusively on her methodology. Available any time for ongoing support between sessions, or to keep following the plan.

15-minute follow-up option

Short, sharp check-ins when you need a tweak or a nudge. No need for another full session. Most people only ever need 15 minutes to review progress and identify the next step.

1 month Sleep Fixer Circle access

The Circle includes training materials, tools, meditations, and resources. Included free with your session (usually £27 per month).

In 45 minutes, here is what changes

- ✓ Your root cause is identified. You will know why you are not sleeping.
- ✓ You have a clear first lever to pull.
- ✓ You have a written plan you can action from the same day.
- ✓ You have tools matched to your specific sleep needs.
- ✓ You have ongoing support in place, whether that is Kerry AI or a 15-minute check-in.

There is one more thing. How to get started.

The offer

Personal Strategy Session

45 minutes. One clear plan. No overwhelm.

£97

Includes 1 month free Sleep Fixer Circle access (usually £27/month)

Book your session at thesleepfixer.com

No ongoing commitment. No fixed protocol. Just the right plan for you.

If you are on the fence

What if I have already tried everything?

That tells Kerry your system is stuck, not that it is unfixable. She has worked with people who have been struggling for a decade. The question is not what you have tried. It is which lever has not been pulled yet.

What if one session is not enough?

For most people, it is. Kerry identifies the first lever, explains why it is the right one for you, and gives you a thorough written plan. Most clients do not need another full session. They need the occasional 15-minute check-in when something needs adjusting.

What if it is something medical?

Kerry will flag anything that looks like it warrants a GP conversation. But most chronic sleep problems are a system problem, not a medical one. That is the starting point.

What about the cost?

What is the cost of another year of 2am wakefulness? Career impact. Relationship strain. The slow erosion of feeling like yourself. The comparison is not other sleep coaches. The comparison is the cost of staying stuck.

Sleep will always, always find you.

You just need to understand your system well enough to get out of its way.

That is what this session is for.

Kerry x