

LESSON 4: FINDING YOUR WHY

You know how (problem) _____

What I do is (solution) _____

In fact, (proof) _____

EXAMPLE: WIT & DELIGHT

You know how every 20-something has that moment when they realize becoming an adult doesn't automatically mean you know who you are and what you want to do with your life?

What we do is create original content, essays, products, and experiences with actionable advice designed take readers from inspired to transformed.

In fact, we reach 3.2 million people through our social media channels, design lifestyle and decor products inspired by our content, and support and celebrate women-owned businesses along the way.