



An inspired lifestyle, wellness
and fitness destination



BRAND & TARGET OVERVIEW

A New Business Venture
Created by

leslie
writes



This vibrant, woman-centric community was created to

inspire.



**SOL IS THE SPANISH WORD FOR SUN.
AND LET’S ADMIT IT, WE’RE ALL
CHASING THE SUN.**

Whether you have a goal of being happily single or happily married with children, or dream of becoming a pace leader on the marathon course, a calming force in the yoga studio or a powerhouse in the boardroom—we are all chasing the sun, metaphorically speaking. But how many of us have the proper focus, encouragement and tools to “reach” the sun?” And once we get there, how do we surround ourselves with positive energy that propels us forward?

**GET YOUR SOL ENCOURAGES YOU TO GET YOUR
HEART, GET YOUR SPIRIT, GET YOUR SOL!**

TARGET DEMO

Psychographics: Achievers, Nurturers and Strivers

They are creating their own rules, taking care of those they love, and striving to become the best possible versions of themselves by working hard, thinking hard and picking themselves up and starting again when they fall short.

Target Insight

They don't view shortcomings as failures. Instead, they look for sources of inspiration and encouragement from girlfriends, personal and professional networks, advertising, magazine editorial, social networks and online sources to help them reinvent themselves. They look at life as a great challenge that they believe they can conquer if they can maintain the proper discipline. They will succeed or die trying.

SEGMENT DEMOGRAPHICS

Primary — Women, Ages 30 - 69

Secondary — Women, Ages 18 - 29



encourage

TARGET DEMO

How does this target engage?

The success-oriented women (ages 30-69; 18-29) that we will target is a “thinker” and “doer” who craves convenience, ‘on-the- go’ experiences and quick tips so mobile is a key platform. They also appreciate long-form content and are heavy users of TV, radio, digital and print. Segments of the primary target are early adopters of new technology. The secondary target over-indexes on consumption of emerging media.

Key interests include:

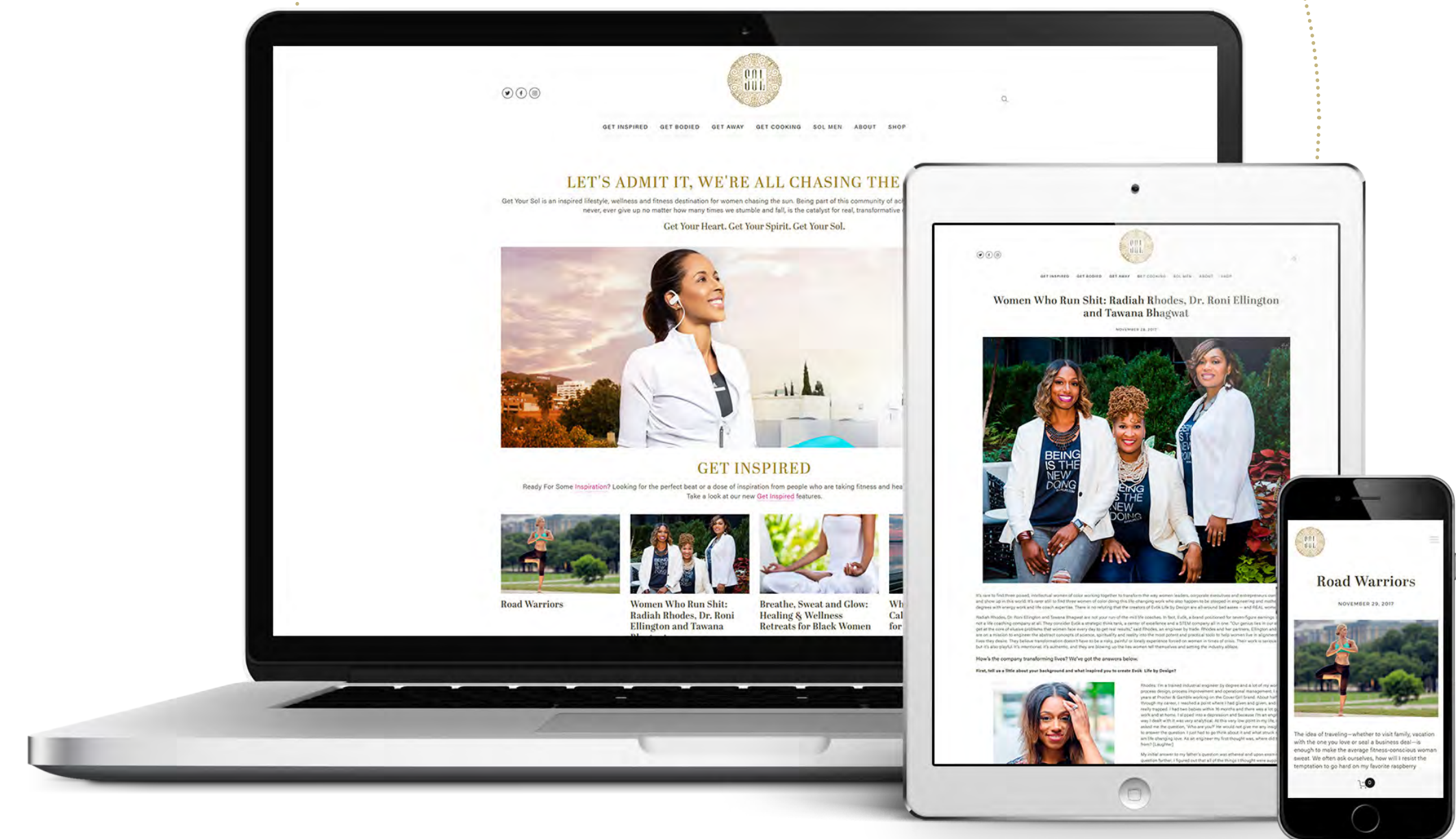
- ▶ Health: Losing weight while maintaining their curves; Aging gracefully
- ▶ Getting together with girlfriends
- ▶ Girlfriend Getaways, Spa vacations
- ▶ Television programming that show women in a positive light
- ▶ Social media; social sharing
- ▶ Fashion-forward & entrepreneurial
- ▶ Experiencing life to the fullest
- ▶ Secondary Target: Emerging media: social TV, video, on-air integration; Mobile-connected: “TV Everywhere enthusiasts”



Cultural Relevance

Contextual Relevance

Resonance



GET YOUR SOL

Get Your Sol will encourage women to get up off of the couch and begin again—even if it's for the 100th time. It will encourage women to love ourselves with reckless abandon. It will teach us that being part of this community of achievers, strivers and nurturers who never, ever give up no matter how many times we stumble and fall, is the catalyst for real, transformative change in our lives.

Get Your Sol will make you laugh your butt off. It will make you cry that ugly cry. You know, that ugly cry—the one that overcomes you when you're on the verge of discovering something profound about the light that lives inside your heart. It will make you think. It will make you dig deeper than you ever have before.

shine





PURPOSE AND PASSION

Get Your Sol inspires women to refine and in some cases, redefine our lifestyles no matter where we are on the healthy living spectrum.

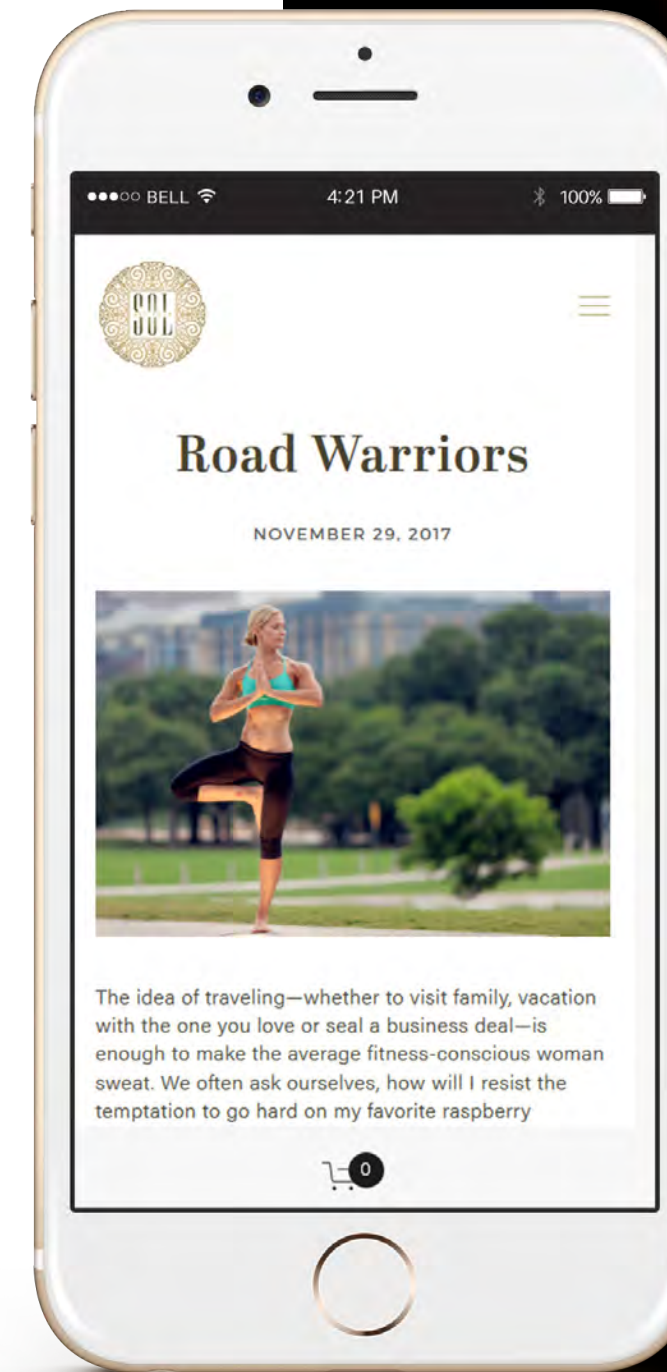
This online destination will teach women that we all struggle to be the best version of ourselves. Through our perfectly imperfect journey to live better and love ourselves harder, we will learn together that it is entirely possible to embrace fitness and a healthy lifestyle as a way to feel alive, prevent illness and disease, and keep ourselves in a positive headspace that sets the foundation for success in all areas of our lives.

redefine

EXAMPLES OF CONTENT

This destination includes web and mobile sites and a strategic social media presence that encourages daily social sharing. Get Your Sol will provide both short and long-form content. Examples include:

- ▶ Starting and maintaining a realistic fitness routine
- ▶ The top ten reasons to improve your meal plans NOW
- ▶ Interviews with physicians and psychologists to address new physical and mental health studies
- ▶ How setting fitness goals can help manage depression
- ▶ Tips for—and words of wisdom from—fitness enthusiasts
- ▶ A healthy cooking web series featuring extraordinary chefs and culinary enthusiasts that make clean meals that will blow your mind
- ▶ Interviews with fitness experts and world-class runners who will teach you how to overcome challenges and help you kick it into high gear



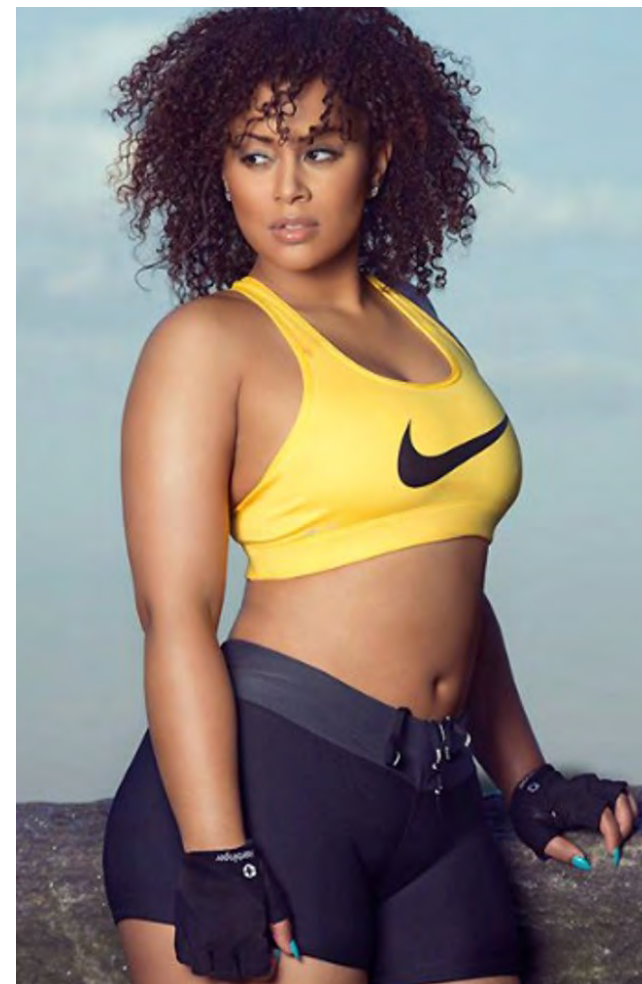
strengthen

SECTIONS



GET INSPIRED

Daily Inspiration & Encouragement



GET BODIED

Fitness successes, how-to's, targeted workouts, celebrities who bring the heat in the gym



GET AWAY

Fitness, nutrition and Spa Destinations



GET COOKING

Nutrition tips & delicious healthy meals



SOL MEN

Loving our men to better health



#TEAMSOL

T-shirts and other merchandise that reflect your inspired life

ABOUT THE CREATOR



Leslie Gordon is an author and storyteller at heart who believes in uplifting, inspiring and advocating for all women. She is an entrepreneur, and communications and content marketing strategist who loves herself from the inside out but often wishes her thighs were thinner. She's flawed but innately fabulous because her momma told her so.

Leslie is an avid fitness enthusiast who works hard every day to stay fit and focused. She falls flat on her face sometimes in the fight to be healthy, but she always gets up swinging. She has completed eleven full marathons and twelve half-marathons. She fell in love with track and field in the fifth grade and ran competitively in high school on the Big Island of Hawaii. In 2007, she was featured on the Oprah Winfrey show for practicing Bikram yoga and running a marathon in Paris, France.

Leslie is the mom of three children and the wife of a broadcast journalist who keeps her laughing.



CONTACT



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