



# *Mother's Day Spring 2019*

## *About our Founder*

Hi! My name is Justine Haemmerli, and I'm the founder of Girls Gone Happy. After working as an educator, consultant, and coach for 11 years, I noticed a couple of things that kept my clients from self-actualization. They felt that they couldn't solve their own problems without outsourcing them to some "expert," and they struggled to create deep friendships in adulthood. Meanwhile, my own life milestones—including losing my parents by age 23 and becoming a mother to my daughter, Rosie—inspired me to create products to navigate these thorny issues and to normalize difficult experiences.

I launched Girls Gone Happy to nurture women's independence and confidence. I want to help them connect with each other in meaningful, authentic ways. Above all, I want to help women realize that they have the answers to their own questions.



# WHO WE ARE

## *About Girls Gone Happy*

Girls Gone Happy offers thoughtful tools that help women\* answer big life questions with creativity and clarity. Our products are unique because they don't offer affirmations or advice—they ask powerful, life-changing questions. The beautifully designed card decks and digital guides are infused with love and thoughtfulness. They empower women to solve their own problems, connect with their inner wisdom and with each other, and live more intentionally. We offer products exploring Motherhood, Clarity, Money, and Loss, to meet women where they are in life.

*\*If you identify as a woman, you're one in our books—welcome, lady!*



# MOTHER'S DAY 2019 PRODUCTS

*This Mother's Day, we created a suite of tools to support women during pregnancy, the new-mom stage, and the busyness of daily motherhood. We're also proud to offer products to help those of us who struggle with Mother's Day, whether because of loss, estrangement, or other circumstances. Wherever you are in your relationship with motherhood, we'll meet you there.*



*Motherhood Card Deck*



*Love Notes for a Complicated Mother's Day*



*Pregnancy Reflection*



*Mama's Monthly Focus*

# MOTHERHOOD CARD DECK

\$24.95

## *Motherhood—all the things, all at once!*

Motherhood is so complicated. It can be beautiful, lonely, fun, and weird. It can bring up intense feelings of bliss and grief, pride and insecurity.

Perhaps you experience this range of emotions and feel guilty for not being 100% thrilled all the time. Maybe you're a new mom just trying to figure out what the hell just happened! You might wonder if the questions and struggles you have are normal. If any of this sounds like you, you are not alone.

The Motherhood Card Deck will enable you to prioritize, ground yourself, and clarify your strengths and needs as a mom. Pull a Topic Card and a Question Card and see where the combination leads you. Or, use the cards with other mamas to spark deep connections and needed discussions.

Each Motherhood Card Deck features original writing, gorgeous designs, and one-of-a-kind artwork.



## *Your Motherhood Card Deck Contains:*

- 30 Question Cards
- 23 Topic Cards
- Guidebook
- Custom Tuck Box

## Mama's Monthly Focus | \$19.95

Moms often find ourselves taking care of everyone and everything. We can get so caught up in the daily flutter of activity that we live in reactive mode, putting out fires and unable to zoom out and see the big picture. If this sounds like you, our Mama's Monthly Focus is here to help! This guide features a month's work of reflection activities that are simple enough for busy moms, yet powerful enough to help you establish new habits. More than just a goal planner, Mama's Monthly Focus will help you learn about yourself, gain clarity, and connect with your priorities.

Mama's Monthly Focus accompanies our [Motherhood Card Deck](#), and includes:

- 40-page digital journal, which you can use month after month



## Pregnancy Reflection | \$19.95

Pregnancy is an exciting, complicated time. And while it's great to get weekly updates on which farmers market veggie your bundle of joy's weight most closely matches, we're here to help you more deeply process this monumental transition. Our Pregnancy Reflection guide gives you reflection activities for each week—and longer ones at the start of each trimester. It will help you capture the thoughts and feelings you have throughout pregnancy and identify how to get support and meet your needs during this unique journey.

Pregnancy Reflection accompanies our [Motherhood Card Deck](#), and includes:

- 40 weekly emails that each contain a reflection question, a Card Draw activity, and a writing prompt
- Downloadable Pregnancy Reflection Journal for each trimester, where you can record your thoughts, feelings, and answers to your weekly journal prompt

# Love Notes for a Complicated Mother's Day | \$19.95

Many of us have complex feelings around Mother's Day. Whether your mom is no longer here, your relationship is complicated, or you have other challenging associations around motherhood for a variety of reasons, this day can range from bittersweet to straight up rough. This Mother's Day we're proud to share this innovative product to help make the month of May a little gentler, sweeter, and more meaningful.

Love Notes accompanies our **Loss Card Deck**, and includes:

- Weekly reflection to help you focus, process, and heal throughout the month of May
- Eight beautiful prints that complement the weekly reflection topic, downloadable at poster size (40x60 cm), 8.5x11 in, or 5x7 in.
- Guided activities to do with your Loss Deck to help you dig deeper into the week's topic



# Explore Our Products

Girls Gone Happy offers beautifully designed products to help women explore questions around Motherhood, Clarity, Money, and Loss. We also provide tools and opportunities for women to run Girls Gone Happy groups in their communities, create new income streams, and grow as facilitators and leaders.



Visit our website to learn more about our full line, and how we support women in getting unstuck wherever they are in life's journey.

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