



HABIT NEST

2022

# Product Catalog

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Master Habits in All Areas of Life.

HabitNest.com

# Habit Nest is an innovative startup that creates interactive self-help books aimed at helping people build specific healthy habits.

Every detail in the books are designed around countless scientific behavioral studies. Over the past **6 years and 500,000 sold copies** later, we've updated our books numerous times to reflect 1000's of customer data points.

We've been featured on The View, Forbes, Inc., Huffington Post, and we've even have a Habit Nest sticker on our mother's rear bumper... huge accomplishment!

What we're most proud of at Habit Nest is the team behind the company.

## Our Core Team!



**Lindsay**  
Chief Happiness  
Officer

Connecting with and helping people is my passion and I love being able to do this for my job! I'm your go-to contact and if I don't know the answer, I know the dudes who do!



**Jamie**  
Head of Design

Constantly pushing creative boundaries to grow our community into a global learning hub, that motivates people to be the best version of themselves.



**Aston**  
Copywriter

I love writing for Habit Nest! Pouring my love of learning into my passion for writing... there's simply nothing better.



*Scan  
Me*

Scan above to read more about our stories or visit:  
**[habitnest.com/pages/about-us](https://habitnest.com/pages/about-us)**



## Where it Started

### Mikey

Co-Founder

Putting ALL of my energy into habits and staying consistent with them changed my life. I'm 100% sure it will change yours.

*(Founded 2016)*

### Ari

Co-Founder

My passion has become my own perpetual growth, and sharing what I learn through my own experience to others.

### Amir

Co-Founder

An incredible ride so far, but we're nowhere near done. We have a vision to become a company that changes the world and we're well on our way.



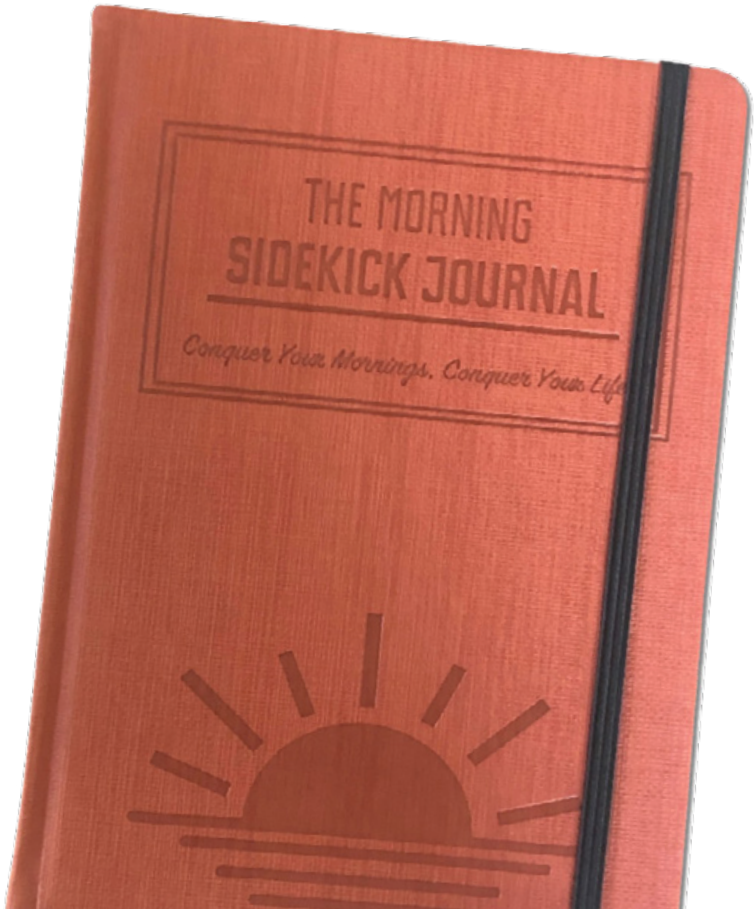
FEATURED ON

**Inc.** **Forbes**

**HUFFPOST**



# Morning Sidekick Journal



Online RRP:  
**\$28.90**

Retail MSRP:  
**\$23.90**



Rewire your mornings to acquire the life-changing habit of a morning routine. Conquer your mornings, conquer your day.

*"Become more mindful and productive by starting each day with purpose."*

**~ Huffington Post**



# Gratitude Sidekick Journal



Online RRP:

**\$28.90**

**Retail MSRP:**

**\$23.90**

Make an attitude of appreciation a core part of who you are. This book sheds light on the science behind gratitude and how to practically integrate it into your life.

*"Encourages you to become your own biggest supporter."*

~ The Gadget Flow

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# Nutrition Sidekick Journal



Online RRP:

**\$28.90**

**Retail MSRP:**

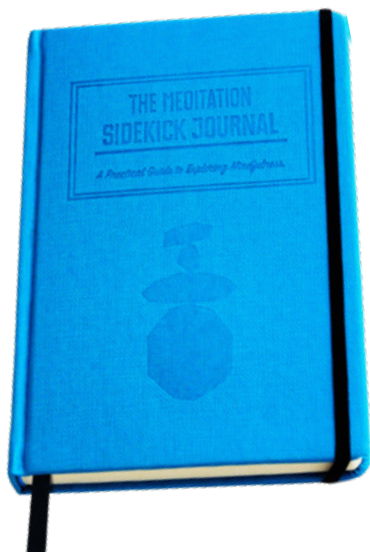
**\$23.90**

Challenges every day to ultimately get you HAPPY with your body and to stick with your plan. Your research-based book and coach all in one.

*"Form healthy habits that will actually stick with you throughout the new year."*

~ Mashable

# Meditation Sidekick Journal



Online RRP:

**\$28.90**

**Retail MSRP:**

**\$23.90**

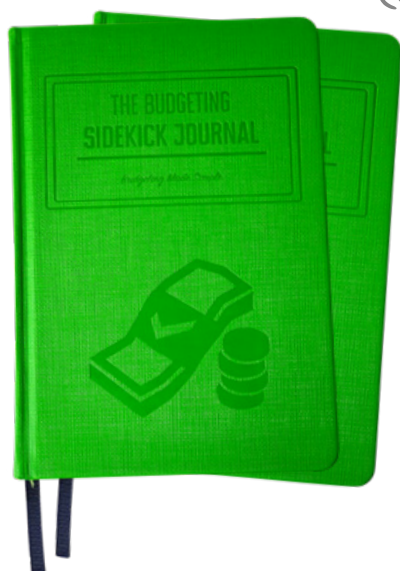
Provides a fundamental understanding of how meditation changes our brains, why it seems difficult at first, and more on how it can improve your life.

*"Uses scientific research to help you navigate your mindfulness journey."*

~ Huffington Post

# Budgeting Sidekick Journal

*(Bundle Option)*



Online RRP:

**\$28.90**

**Retail MSRP:**

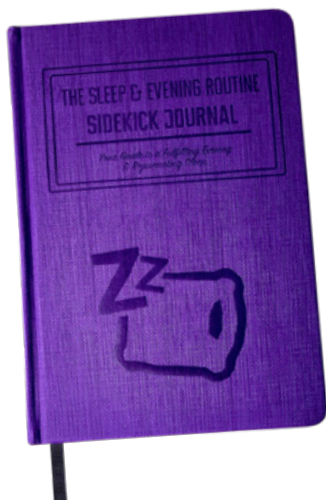
**\$23.90**

Provides you with everything you need to better understand your relationship with money, and how to improve it through a daily budgeting process.

*"It is easy to use, doesn't have a lot of gimmicks and is very functional to fill out."*

~ Amazon Customer

# Sleep and Evening Routine Sidekick Journal



Online RRP:

**\$28.90**

Retail MSRP:

**\$23.90**

Provides you with all the resources you need to consistently perform an evening routine that fits YOUR life, along with helping you get great sleep on a regular basis.

*"SUPER helpful and its has many practical tips for improving sleep that translated to MANY benefits to my wellbeing."*

~ Amazon Customer

# Weightlifting Gym Buddy Journal



Online RRP:

**\$28.90**

Retail MSRP:

**\$23.90**

Designed to accompany you to the gym, to help you track your weight/ reps for each workout, and to help you compete against yourself every workout.

*"Contains everything you need to tackle your workout goals."*

~ Mashable

# Badass Body Goals Journal



Online RRP:

**\$34.90**

**Retail MSRP:**

**\$27.90**

Designed to target your body and core at different angles for complete muscle development, while emphasizing fat loss for an optimal all-round workout. Additional color option of orange.

*"Comes with a booty band and access to videos of the workouts, for maximum ease of use when building that booty."*

~ Forbes

# Daily Planner



Online RRP:

**\$28.90**

**Retail MSRP:**

**\$22.90**

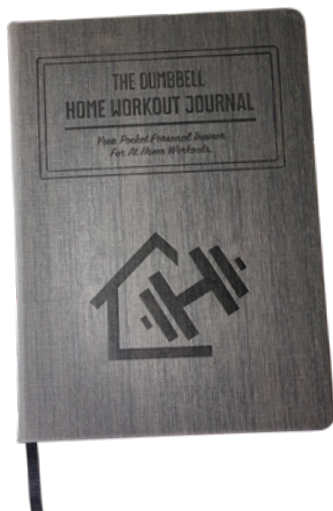
An undated, 6 month-long daily planner that offers a fresh design and layout not only for scheduling your day, but also for starting your day with intention, making the most of each day, and ending each day with positivity and reflection.

*"This journal is perfect! It helps me organize while limiting to top priorities."*

~ Amazon Customer



# Dumbbell Home Workout Journal



Online RRP:

**\$28.90**

**Retail MSRP:**

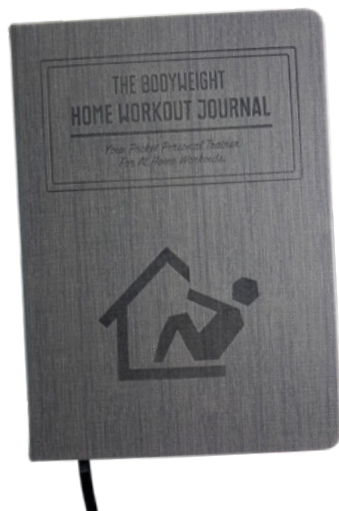
**\$23.90**

Designed to be used with dumbbells as the only equipment needed, this can be used at the gym or as an excellent at-home workout. Track your progress and compete against yourself.

*"These have helped with workouts not coming up with a workout plan. Everything is planned for you. Love it."*

~ Amazon Customer

# Bodyweight Home Workout Journal



Online RRP:

**\$28.90**

**Retail MSRP:**

**\$23.90**

Your body is the only "equipment" you need! Perfect for at-home workouts. Track your progress and compete against yourself.

*"I really like this workout book, it is set up nicely inside so that you can input workout information easily."*

~ Amazon Customer

# George Giraffe

## Children's Book



Online RRP:

**\$19.90**

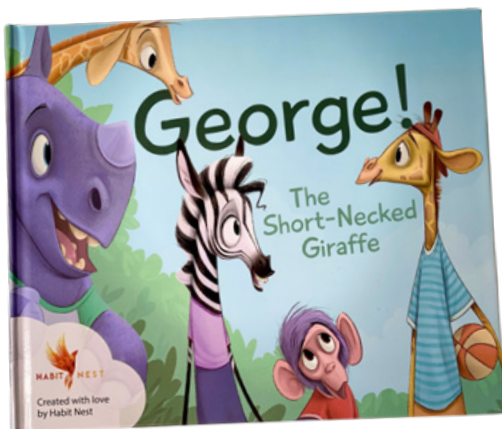
Retail MSRP:

**\$14.90**

George, a Giraffe with an unusually short-neck who desperately attempts to find out where he fits in at school only to realize that what he needed all along was to be himself.

*"My son loved this book. Great story with cute pictures. Highly recommend!"*

~ Amazon Customer



# Weightlifting

## Gym Series

### Volume 1 - 4

Online RRP:

**\$119.90**

Retail MSRP:

**\$79.90**

The full Weightlifting collection covering 1-year of workouts, packaged in a beautiful box set.



# Morning Sidekick Series Volume 1 - 4

Online RRP:

**\$119.90**

Retail MSRP:

**\$79.90**

The full Morning Sidekick Journal collection, covering 1-year of morning routines, packaged in a beautiful box set.



## MSRP & Wholesale Pricing

Any order quantity:

**60% off RRP**



# FAQs

## What is the minimum order quantity?

One unit. Seriously. We want you to give this a go and we know you'll love it. Repeat MOQ is still one unit.

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## Do we work with any distributors (e.g. Ingram)?

Not yet! Working on it.

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## Publisher/are we self-published?

We are self-published!

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## Do you market your company anywhere?

We spend over 6-figures per month advertising on numerous platforms (especially Instagram, Facebook, Google, etc.).

We also have an incredible reputation thanks to word-of-mouth. Chances are, your customers have already heard of us! People are always asking where they can pick up our journals in person. Be that place!

## What is your lead time?

We ship within 1-3 business days of purchase.

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## Do you offer marketing materials for us to use in our stores?

YES! We have digital marketing tools ready to go. In addition, if there's something that you'd like us to create for your store, just let us know. Our in-house graphic designer makes beautiful, eye-catching signage and supporting material.

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## What if I have more questions?

Email [lins@habitnest.com](mailto:lins@habitnest.com) and Lindsay will take care of you promptly, with a dose of humor and typically too many emojis.

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## What if I don't use the marketplaces that you sell on?

We have lots of wholesale purchasing options to make our stockists' lives easier! Contact [lins@habitnest.com](mailto:lins@habitnest.com) for other purchase options.





# Selling Points

## *How to describe our products:*

### **These are...**

- ...highly interactive self-help and fitness books for learning and solidifying habits.
- ...mini-coaches in book form.
- ...backed by copious scientific research with a hand on the pulse of what customers really want to conquer in their lives.
- ...zero risk for retailers. Habit Nest's return policy is incredible and we are true to our word. Give it a go. If it doesn't work, we'll take our journals back!
- ...created with love by a completely bootstrapped startup based in Los Angeles, California.
- ...well-loved journals. With over 500,000 copies sold worldwide, we're only just getting started.
- ...ever-evolving. We love feedback from our customers and retail clients and aren't afraid to make changes when they're needed.



# How to Order

Easy as 1, 2, 3:

**Purchases can be made via:**

1

- [habitnest.faire.com](https://habitnest.faire.com)
- [link.tundra.com/AhPh](https://link.tundra.com/AhPh)
- [helloabound.com/invite/habitnest](https://helloabound.com/invite/habitnest)

2

Lindsay and our awesome shipping team will get this sent out in **1-2 business days**.

3

**That's it!** We'll be here to make sure you're successful in selling these beautiful journals.



# Customer FAQs

## What are these, anyway?

These are hybrid self-help and guided journaling to help folks establish and solidify some great habits.

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## How long do these take a day?

The sidekick journals take about 5 mins a day to complete. The Badass Body Goals Journal is about 30 minutes and the other weightlifting and at home journals are 45-60 minutes a day.

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## I always pick these things up and never use them.

You'll likely find success with these. They use Cognitive Behavioral Therapy techniques which allows you to get into an accountability loop with yourself. If you go even just 3 days in a row, you'll see and feel the benefit and will want to keep going.

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## What's the difference between the pink and orange Badass Body Goals Journal?

No difference! Just the color.

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## Is there latex in the band that comes with the Badass Body Goals Journal?

Yes. If you have a latex allergy, you won't want to use this.

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## What if I need help after I buy this?

Habit Nest is all about the support! Email [support@habitnest.com](mailto:support@habitnest.com) with any questions. You will also find a community of folks at [facebook.com/groups/habitnest](https://www.facebook.com/groups/habitnest) that can help, too!

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## Where were these made?

These were created and shipped from Habit Nest which is based in Los Angeles, California. The journals were printed at a facility in China before coming here.

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## What are these made from?

Habit Nest journals are built with a beautifully crafted synthetic leather (100% vegan) cover that's textured to the touch in a hearty, canvas-like material. The inside pages are a buttery smooth 100 GSM that are the perfect mix of thick enough to support fountain pens while still keeping the journal light and portable.



Contact:  
**lins@habitnest.com**

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