

TikTok star and licensed therapist **KC DAVIS** presents a revolutionary method of cleaning to end the stress-mess cycle once and for all.

WILDLY POPULAR

@DOMESTICBLISTERS PLATFORM:

Author KC's videos are resonating with women 25-44 across social media.

- *Over 1.2M Tiktok followers (with over 95% identifying as female)*
- *On both Facebook and Instagram, 98% of KC's followers identify as female and overindex in the key 25-44 demographic*
- *From August–October 2021, her Tiktok videos accumulated 25M+ views with over 60 videos getting 100K+ views*
- *KC is the person behind the #strugglecare mental health platform, which has over 99.8M video views on TikTok*
- *The @DomesticBlisters community consists of working and new parents, therapists, and people with anxiety, ADHD, depression, and/or autism*

NATIONAL MEDIA APPEAL:

KC Davis has been featured in national media outlets like *The Washington Post*, *The Huffington Post*, *Buzzfeed*, *Apartment Therapy*, and more. PR is pursuing an all-encompassing media campaign, including features/interviews with national broadcast, print, and online outlets.

ENORMOUS AND GROWING INTEREST IN HOME ORGANIZATION AND DECLUTTERING:

With people spending more time at home during the past 18 months, interest in decluttering and housekeeping has skyrocketed. **Books can average sales of titles in the home organizing category grew by 141% in 2020 and show no sign of slowing down.** There are over 60,000 monthly searches for "decluttering" on Google alone.

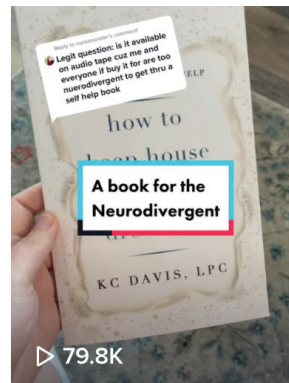
COMPASSIONATE HOMECARE THAT MEETS THE NEEDS OF ADULTS EVERYWHERE:

This new edition of KC's self-published book builds on her simple, compassionate organization tips with a beautiful two-color layout and expanded content that her fans have been clamoring for, featuring more examples of her methods in action, like:

- *A simple method for setting priorities when you don't know where to start*
- *A near-effortless system for keeping laundry moving*
- *A schedule for staggering projects throughout the week and month*
- *Her approach to splitting domestic labor with a partner*

PROVEN SALES TRACK RECORD ON AMAZON:

KC Davis's self-published edition has sold over 50,000 copies and rises into the top 50 when she features the book in a Tiktok video.



HOW TO KEEP HOUSE WHILE DROWNING
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\$22.00 (\$30.00 CAN) / ON SALE 5/3/22