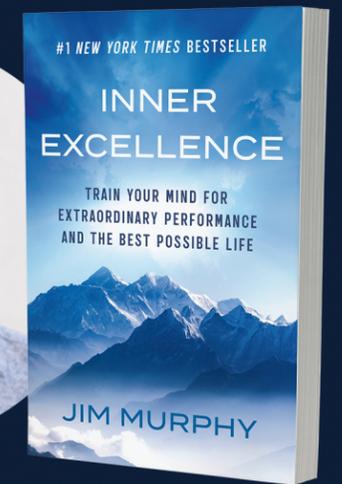


THE #1 NEW YORK TIMES BESTSELLING VIRAL PHENOMENON

Ongoing publicity & marketing targeting three core audience segments



SELF-HELP & LEADERSHIP READERS

— PUBLICITY —

- The Courageous Life Podcast – confirmed (6.TK)
 - Marie Forleo Podcast – confirmed (7.8)
- 10% Happier w. Dan Harris Podcast- confirmed (7.8)
- The Mel Robbins Podcast, On Purpose with Jay Shetty, How I Built This, Tim Ferris – top targets

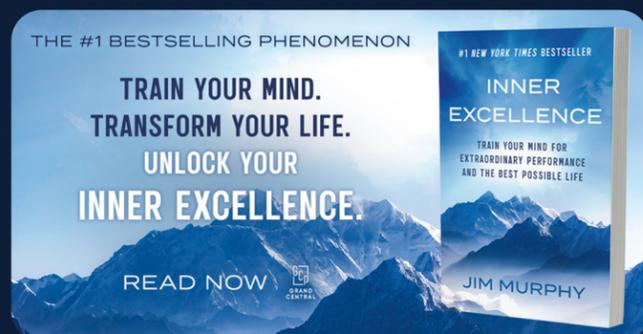
— ADVERTISING —

Reaching fans of James Clear, Mel Robbins, Stephen R. Covey, etc.

- Podcast advertising through late May
- Google banner and Meta (FB/IG) ads through end of June
- Ongoing search advertising

— INFLUENCER ACTIVATIONS —

- IX Read-Along Challenge with 75+ self-help aligned influencers – June
- Ongoing outreach to aligned book influencers
- Rolling VIP mailings to top names in the space (Sahil Bloom, Gretchen Rubin, etc.)



ATHLETES & SPORTS FANS

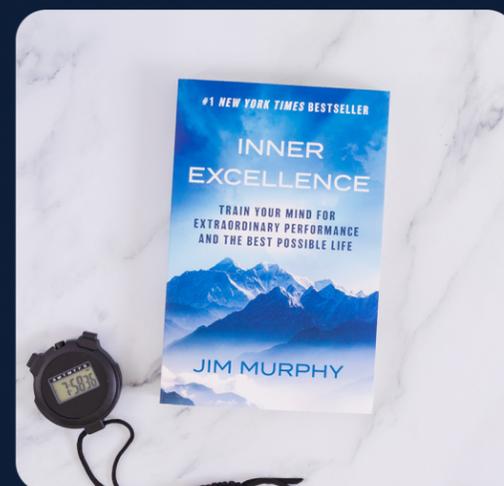
— PUBLICITY —

- Rich Eisen Show – confirmed (7.1)
- Rich Roll Podcast – confirmed (7.3)
- School of Greatness with Lewis Howes, The Art of Manliness, The Ringer shows – top targets

— ADVERTISING —

Reaching NFL/Eagles fans, coaches, those engaging sports performance titles

- Google banner and Meta (FB/IG) ads through end of June
- Philadelphia Eagles Yearbook print ad – available in-stadium Sept '25-Feb '26
 - Ongoing search advertising
- VIP influencer mailings to top athletes like Jalen Hurts, Odell Beckham Jr., Bronny James, 25 WNBA + NCAA women's basketball players, and more.



FAITH & INSPIRATIONAL READERS

— PUBLICITY —

- Spirituality & Health, Christian Science Monitor – top targets

— ADVERTISING —

Reaching those engaging with faith-centric brands/media

- Google banner and Meta (FB/IG) ads through end of June
- Outreach to top influencers in the faith space this summer

— ONGOING PROMOTION —

Tied to SEASONAL moments

- Father's Day roundup interest from Oprah Daily and People Magazine, and campaign placement across social + email
- Ongoing amplification of consumer review highlights timed to graduation season