

— PARTNERSHIP GUIDE · 2026

Journey Up!

Impact & Partnership Guide

A movement for healing, belonging & authentic living.

PRESENTED BY — NAJE BADU LOVE





— WHY JOURNEY UP EXISTS

Heal your story. Break the cycle.

Rise into your highest self.

Journey Up! was founded by Naje Badu Love as a healing practice turned movement — helping women rewrite their stories, heal generational cycles, and step into their purpose.

GROW · HEAL · TRANSFORM

It heals.

The work begins within — real, lasting personal healing.

It ripples.

Into families, communities, and the future.

Together, we rise.

Together, we transform.

HEALING BEGINS WHEN PEOPLE FEEL SEEN, HEARD, ACCEPTED & EMPOWERED



— JOURNEY UP AT A GLANCE

One Movement, Many Doorways

One ecosystem that meets people
wherever healing begins.



The Movement

Every doorway leads here.

01 Books	02 Publishing	03 Journals
04 Courses	05 The App	06 Coaching
07 Speaking	08 Journey Up Live	09 Community
10 Podcast	11 Finally Yours	12 Testimonials



— MEET THE FOUNDER

Naje Badu Love

Author · Coach · Speaker · Community Builder · Former NCAA Official · Entrepreneur



— Learn more at author.journey-up.com

- ◆ 20+ years in personal development & wellness
- ◆ Based in Dallas · Atlanta · Los Angeles
- ◆ A rare blend of structured systems thinking and deep emotional intelligence — over a decade leading IT Project Management before bringing the same precision to personal transformation work
- ◆ Pioneering work in relationship coaching for cycle breakers — helping women build healthier relationships across every dimension of life: emotional, spiritual, financial, mental, and physical
- ◆ An authentic, relatable approach that resonates with audiences worldwide
- ◆ Multidisciplinary expertise across workshop facilitation, panels, podcasting, public speaking, and published writing
- ◆ Coaching across spiritual, personal, leadership, professional, and performance development — meeting clients wherever their growth edge lives



— THE FOUNDER'S JOURNEY

A Different Way of Seeing

Autism · Introversion · Healing · Self-Discovery · Authentic Leadership

- ◆ Autistic — and it is central to how she leads.
- ◆ Her autism shapes a pattern-level empathy — sensing what others feel but cannot yet name.
- ◆ Her own healing and self-discovery became the blueprint for the work she now guides others through.
- ◆ Introverted by nature, fluent in deep, one-to-one connection.
- ◆ Her introversion creates calm, unhurried rooms where people feel safe enough to be honest.
- ◆ Breaking generational cycles taught her how inherited patterns hide — and how they release. None of it was something to overcome; it is the lens that lets her lead with rare understanding.



“I create the spaces I once needed.”



— MEET THE LEADERSHIP

Nicole VanZandt

Chief Marketing Officer · Partnerships · Community · Brand Growth



- ◆ The strategic force translating the mission into movement & reach
- ◆ Builds the strategic partnerships that carry Journey Up into new communities
- ◆ Where vision meets reach — growing the movement, community first
- ◆ Leads brand growth and storytelling — shaping how the world first meets the movement
- ◆ Designs the live experiences and events where community gathers and belonging takes root
- ◆ Champions community engagement — turning audiences into a connected, belonging-first community
- ◆ A trusted partner to founder Naje Badu Love — pairing visionary mission with the strategy to scale it with heart



— THE JOURNEY UP STORY

From personal healing to *collective transformation.*

It began as one woman's decision to stop performing and start healing — private work that became a shared language — and then a movement that thousands now call home.

Every breakthrough becomes someone else's beginning.

01

The wound.

The patterns we inherit — and the moment we choose to face them.

02

The work.

Honest healing that reshapes how we live, love, and lead.

03

The movement.

Healing that ripples into families, communities & generations.

HEALING · IDENTITY · AUTHENTICITY · BELONGING · PURPOSE · COMMUNITY



— THE JOURNEY UP! APP

Your Personalized Growth Journey

13 self-guided
learning paths

01
Self-Love

02
Awareness

03
Gratitude

04
Vision

05
Purpose

06
Freedom

07
Joy & Bliss

08
Power &
Potential

09
Health &
Wellness

10
Mindset

11
Creativity

12
Manifestation

FINAL STEP

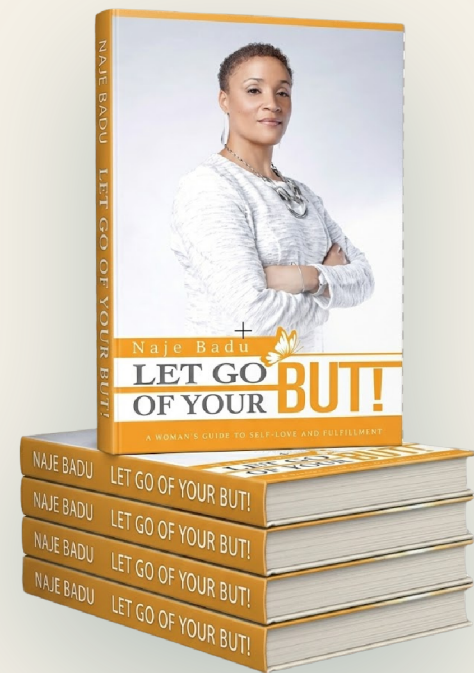
Finally Yours!



— THE LIBRARY —

Signature Books

Written by Naje Badu Love · Published by Journey Up! Publishing



The Path and The Power

A Soulful Exploration of Self-Love



Let Go of Your But!

A Woman's Guide to Self-Love & Fulfillment



Expanding Self

Consciousness & personal evolution

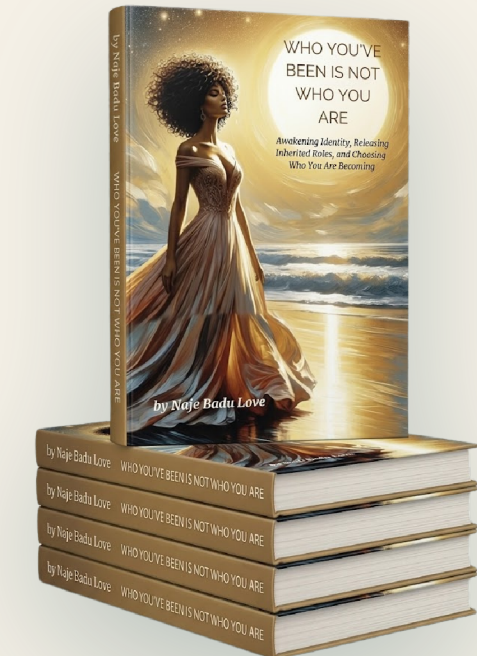
Let Go of Your But!

A Woman's Guide to Self-Love & Fulfillment



Level Up!

A 12-Step Journey to Thriving in the Flow



Who You've Been Is Not Who You Are

Awakening identity & releasing inherited roles



— THE JOURNEY UP! JOURNAL COLLECTION

Self-Guided Journey Journals

12 beautifully designed journals aligned with the 12 Journey Up! Paths — covering self-love, awareness, gratitude, vision, purpose & more.

The perfect companions for anyone ready to elevate their life's journey.

The Path Each journal maps directly to one of the 12 core Journey Up! paths.

The Book Every journal is intentionally paired with a specific companion book.

The Course Each book powers a dedicated, interactive course on the Journey Up! App.





— THE JOURNEY UP! APP

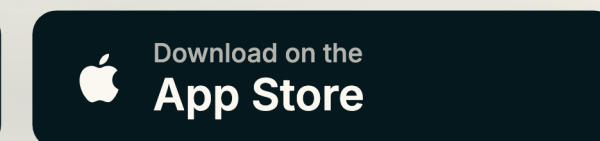
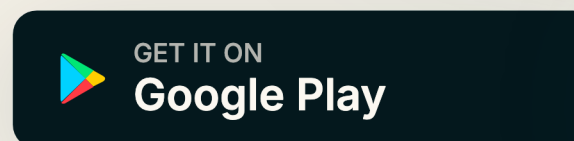
The Digital Sanctuary

*Our ecosystem of evolution,
anywhere — growth, healing &
transformation in the palm of your
hand.*

- ◆ **The 12 Pillars of Growth** — journeys & courses.
- ◆ **Coaching Concierge** — a plan within 48 hours.
- ◆ **Vibrational Tools** — meditations & sound healing.
- ◆ **Love & Light Sister Circle** — community.
- ◆ **Milestone Tracking** — badges & wins.



ACCESS YOUR NEXT LEVEL TODAY





Helping People *Feel Seen*

Healing begins the moment a person feels seen, heard, accepted & empowered. Everything we build starts here.



— THE SIGNATURE EXPERIENCE

Journey Up Live: Coffee, Conversations & Community

- ◆ Intimate gatherings over coffee where real conversation begins
- ◆ A judgment-free space where every person feels seen
- ◆ Live reflection, journaling & guided conversation
- ◆ Honest dialogue on healing, belonging & authentic living
- ◆ Founder-led storytelling that turns strangers into community
- ◆ Connection that continues long after the room clears

WHERE WE GATHER

Atlanta

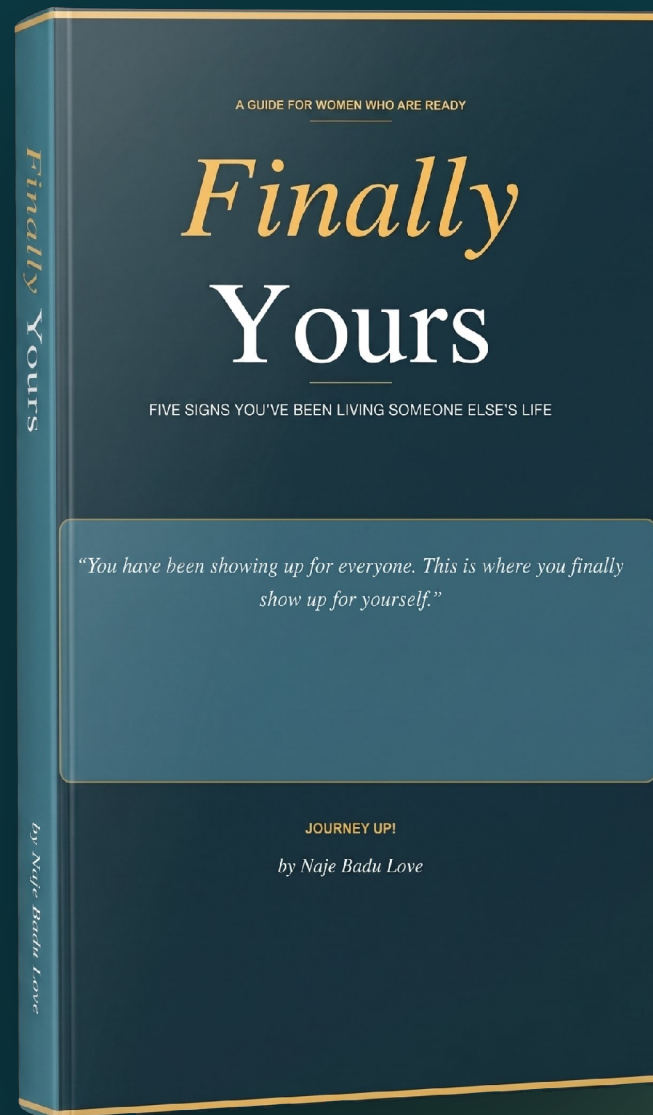
Dallas

Houston

Washington DC

Chicago

Los Angeles



— FEATURED INITIATIVE

Finally Yours *(The eBook)*

For Women Who Are Ready

A speaking initiative and intensive program for cycle breakers — women who have been shaped to be everything for everyone, and are now ready to reclaim their own lives.

THE 5 SIGNS YOU'VE BEEN LIVING SOMEONE ELSE'S LIFE

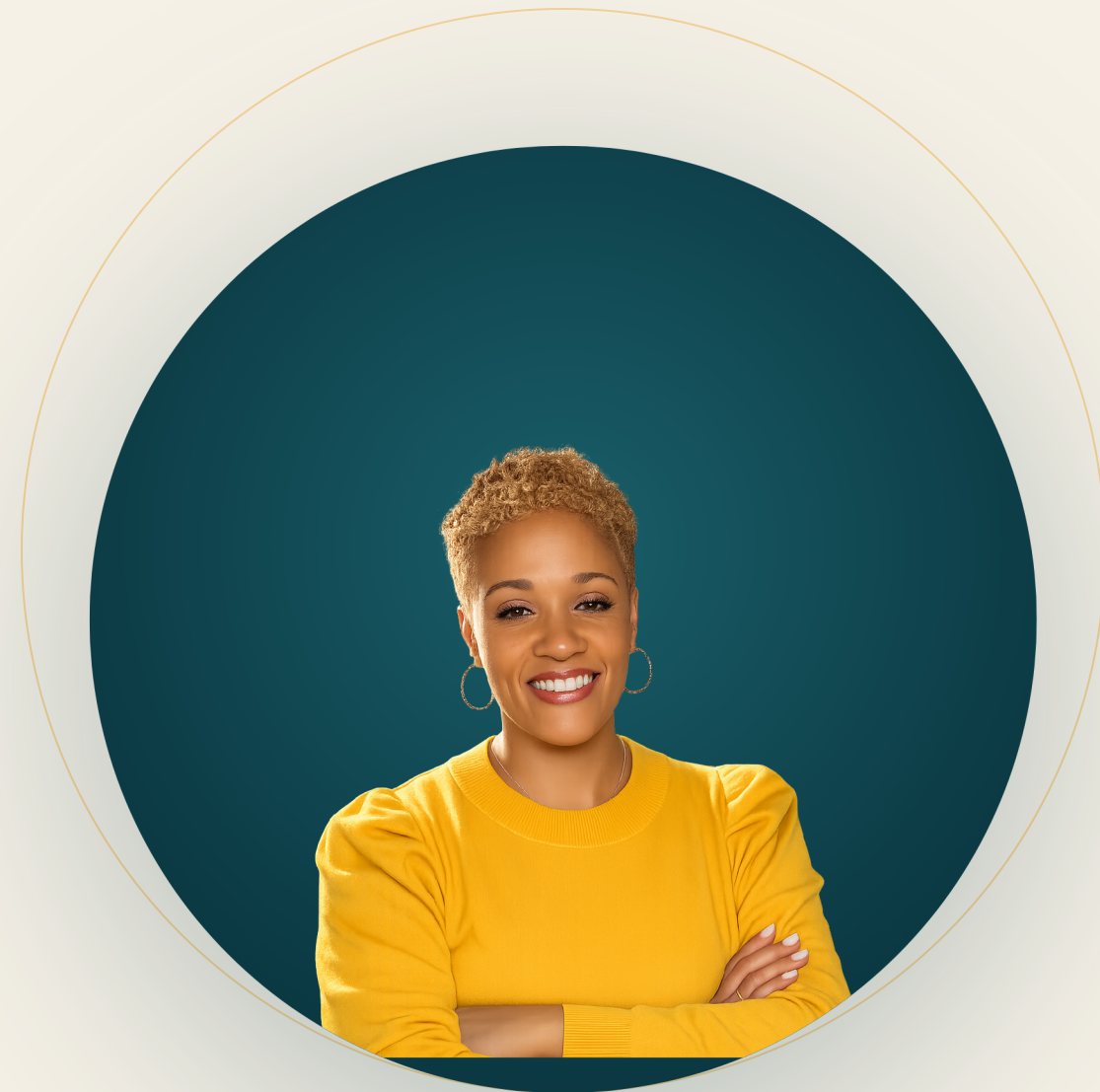
- 01** You know what everyone needs — but not what you want
- 02** Saying no feels like doing something wrong
- 03** You've checked all the boxes and still feel empty
- 04** You change who you are depending on who's in the room
- 05** You're exhausted in a way sleep doesn't fix

Request Your Copy info@journey-up.com



— SPEAKING & PODCASTS

Invite Naje to Inspire Your Audience



- ◆ Journaling into Greatness
- ◆ Who You've Been Is Not Who You ARE
- ◆ Releasing Old Identities that No Longer Serve
- ◆ **Finally Yours — A Talk for Cycle Breakers (NEW)**
- ◆ Breaking Free from Self-Doubt & Betrayal
- ◆ Success Keys: Living in Authenticity and Alignment
- ◆ Emotional Intelligence & Healthy Relationships
- ◆ Elevating Lives and Leaving Legacies

The 12-Level Path: Self-Love, Awareness, Gratitude, Vision, Freedom, Purpose, Joy & Bliss, Power & Potential, Health & Wellness, Mindset, Creativity, and Manifestation.



A GROWING COMMUNITY

Reach & Resonance

Substack Newsletter

100+ daily views · 900+ monthly views

OK+
FACEBOOK

OK+
YOUTUBE

O+
COMMUNITY

O+
INSTAGRAM

“

Naje walked into our women's leadership event and said the thing every woman in that room had been feeling but could not find words for. She did not just inspire us — she named something real. Our team is still talking about it weeks later.

Kelly Erin

Executive Leader · Assurant Inc.

“

As someone who works with high-performing women in athletics every day, I know how much we normalize exhaustion and call it dedication. Naje's message cut right through that. She gave our women permission to stop performing and start leading from who they actually are.

Alicia Walker

NCAA Official Supervisor · SWAC,
MEAC, SEC, ACC

“

I had spent years achieving everything I was supposed to want and still felt like something was missing. Working with Naje was the first time someone helped me understand why — and actually showed me the way back to myself.

Dr. April Cyrus

Client · Success Coaching



— LET'S BUILD TOGETHER

Ways to Partner

01

Guest Expert

Featured on the Journey
Up! platform

02

Co-Branded Products

Journals, workshops &
digital tools

03

Podcast Features

Guest appearances or
host swaps

04

Event Partnerships

Retreats, masterminds &
live trainings

WHY PARTNER | **\$1 Trillion+** wellness market · Trending topics · Proven tools



— REFERRAL ECOSYSTEM

Our Referral Synergy Network

A NETWORK OF RESOURCES

We don't refer transactions — we move our whole community forward, together.

Nurturing the Collective

WHAT WE LOOK FOR

- ◆ **Therapists, Counselors & Mental Health Practitioners:** Clients who have processed acute trauma but are ready for proactive, forward-looking coaching, daily ritual integration, and accountability structures to build momentum.
- ◆ **Divorce Attorneys & Family Law Firms:** Women stepping into a new chapter of independence who need a safe space, community, and structured self-discovery to rebuild their confidence and redefine their personal narratives.
- ◆ **Corporate ERGs & Women's Leadership Councils:** Organizations looking to provide holistic wellness, emotional intelligence, and sustainable growth resources to professional women looking to avoid burnout.
- ◆ **Independent Bookstore Owners & Literary Influencers:** Partners who want to feature transformational books, interactive journals, or host intimate book signing and dialogue events.

Expanding the Circle

HOW WE FUEL YOUR BUSINESS

- ◆ **Financial Advisors & Wealth Planners:** As our members step into their power, clear blocks around wealth, and transition from survival to expansion, they frequently seek professional advice on wealth management, investment strategies, and estate planning.
- ◆ **Premium Event & Lifestyle Services:** Our community prioritizes self-care, professional advancement, and elevating their lifestyle. We actively refer members to elite local services—premium luxury vehicle rentals for executive travel, high-end wellness retreats, and upscale professional styling boutiques.
- ◆ **Creative Agencies & Web Developers:** Many of our members are entrepreneurs, authors, and aspiring speakers launching new ventures who require high-level branding, digital styling, and custom web architecture.
- ◆ **Holistic Health & Alternative Wellness Practitioners:** We consistently encourage somatic healing alongside emotional work, routing members toward trusted acupuncture specialists, sound therapy practitioners, yoga studios, and clean wellness brands.



— WHO THIS IS FOR

The Right Rooms for This Message

- ◆ Divine Nine Sorority Chapters & Regional Conferences
- ◆ Women's College Campuses, including HBCUs
- ◆ Fortune 100 & 500 Corporate Women's Leadership & ERG Programs
- ◆ Women's Personal Development & Healing Podcasts
- ◆ Women's Conferences & Summits
- ◆ NCAA Athletic Programs & Women in Sports Organizations

PRIORITY TOUR MARKETS

Atlanta

Dallas

Houston

Washington DC

Chicago

Los Angeles

— AN INVITATION TO JOIN

Start the Conversation

*“You have been showing up for everyone.
This is where you finally show up for
yourself.”*

Partnerships — Nicole VanZandt, Chief Marketing
Officer · partners@journey-up.com

EMAIL

info@journey-up.com

WEB

journey-up.com

SOCIAL

[@JourneyUpInspiration](https://www.instagram.com/JourneyUpInspiration)

PHONE

999.408.5769

[Book Naje to Speak →](#)



Together, *We Rise.*

Every person deserves to be seen. Every story deserves to be heard. Every journey deserves hope. Together, we Journey Up.