



MANAGING EVERYDAY UPS AND DOWNS Choose Yourself. Accept Yourself. Inspire Yourself.

Sarah Fortin and Virginie Goudreault

Enjoying quiet happiness in the midst of a (sometimes) chaotic life.

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Life today is overloaded and full of the unexpected: work-family balance, professional challenges, personal life, everything goes fast! Too fast sometimes, according to Sarah and Virginie, the founders of *Infuse*, a wellness magazine for women who are looking for calm and caring solutions in a world of hustle and bustle.

Being happy with yourself and the people around you, in spite of the uncertainties of daily life and its constant ups and downs, is quite a challenge. How do we manage the guilt stemming from our obsession with comparison? How do we find happiness at work, but also at home? The authors will guide readers through their questioning and theories, and lead them to various specialists who will share their respective tools.

What if we accepted that our ups and downs are part of life, and that imbalances and movement are what drive us forward?

Some statistics about *Infuse* (2022):

- Website: 30,000 individual visitors per month
- Facebook: 35,313 followers
- Instagram: 13,800 followers
- Newsletter: 13,000 followers

STRONG POINTS

- The authors have their online magazine, *Infuse*, and are skilled at transmitting their message effectively.
- Sound advice, easy for everyone to follow, in a minimalist style.
- Several experts (psychologists, nutritionists, physiotherapists, etc.) support the book's message.
- Credible authors, mothers of young children, who know something about ups and downs, whether with regard to parenthood or in other areas of life.

Subjects: lifestyle, live better, self-help, work/life balance

Sarah Fortin, co-founder of the magazine *Infuse*, holds a BA and a certificate in management. She has accumulated more than 10 years' experience in management, communication, and marketing. She has also been the director general of the *Correspondances D'Eastman*, a literary festival. Since 2014, she has worked with Virginie Goudreault to grow and develop *Infuse*, which includes an online magazine, a podcast channel, and wellness workshops.

Virginie Goudreault, the co-founder of *Infuse*, holds a BA in communications, writing, and multimedia. She has over 10 years of experience in web communication and marketing.