

Q1 - 2021



Best Self[®]

Wholesale Catalog



BestSelf's mission is to connect and inspire humanity to think bigger and achieve more, while enjoying today.

BestSelf Co. started as a project by Cathryn Lavery, who was on a journey to creating a life she loved through building a businesses and being able to quit her day job.

Despite working long hours on various projects, it felt like she was on a treadmill, working everyday but not getting anywhere: feeling busy but not productive.

Too often she'd experience the sinking feeling of finishing a day and feeling unclear about her accomplishments and if she had really moved the needle forward on anything.

From these challenges, Cathryn searched to find an all-in-one system to help her focus and achieve her goals. Seeing that there wasn't something like that available, she poured over countless books and research and developed the Self Journal.

In 2015, Cathryn launched the Self Journal on KickStarter. After meeting the KickStarter goal within 27 hours, BestSelf Co. was born.

Now BestSelf has expanded it's product line, all with the goal of creating everyday tools that help people lead a life that they can be proud of.

We know that everyone has different things that they would like to improve on, and our goal is to meet them where they are and give them the tools to grow and be their best self. With this Wholesale Catalog, we hope to partner with you to find something that can help your customers, and in turn help your business.

If you have any questions, please email wholesale@bestself.co. You can also submit a request at bestself.co/wholesale.

Thanks!

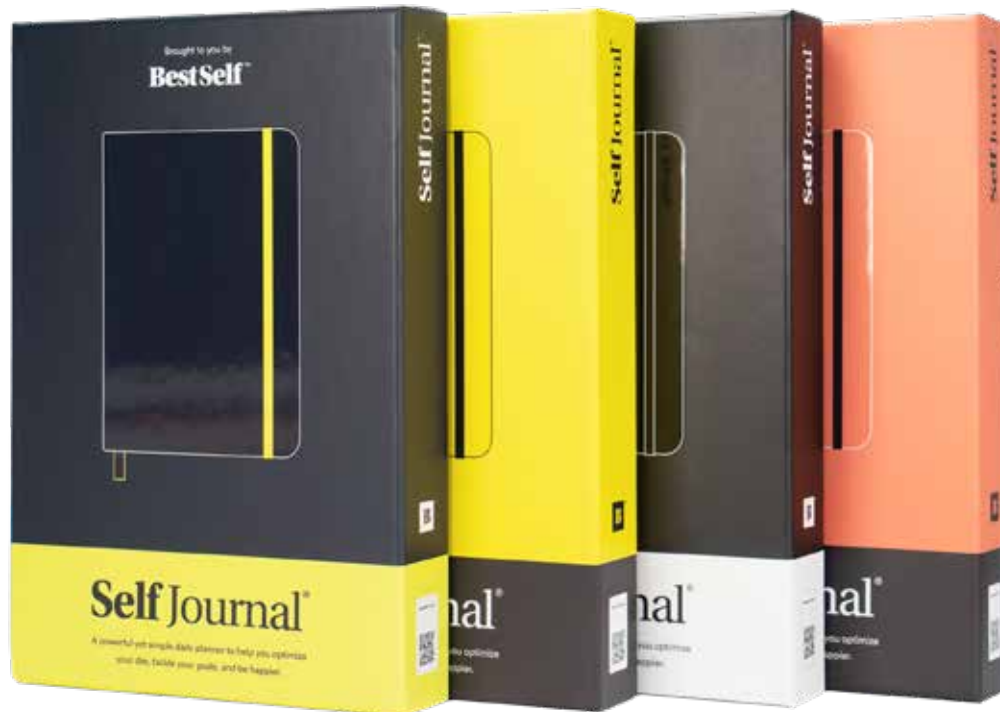
The BestSelf Co. Team

Self Journal

The **ORIGINAL** Productivity Journal
For Accomplishing Your Goals

Retail Price: \$31.99

*email wholesale@bestself.co for wholesale pricing



With over 500,000 units sold, The Self Journal is the product that launched BestSelf.

Backed by science and success psychology, the Self Journal is a proven framework for inevitable success. Packed with tried-and-tested templates and tools, this undated powerful **13-week goals** planner guides you through setting, planning, and tracking progress towards your three biggest goals.

With a Self Journal to keep you planned, productive, and accountable, your ambitious goals are as good as done. Get yours today and join thousands of high-achievers becoming their best self.

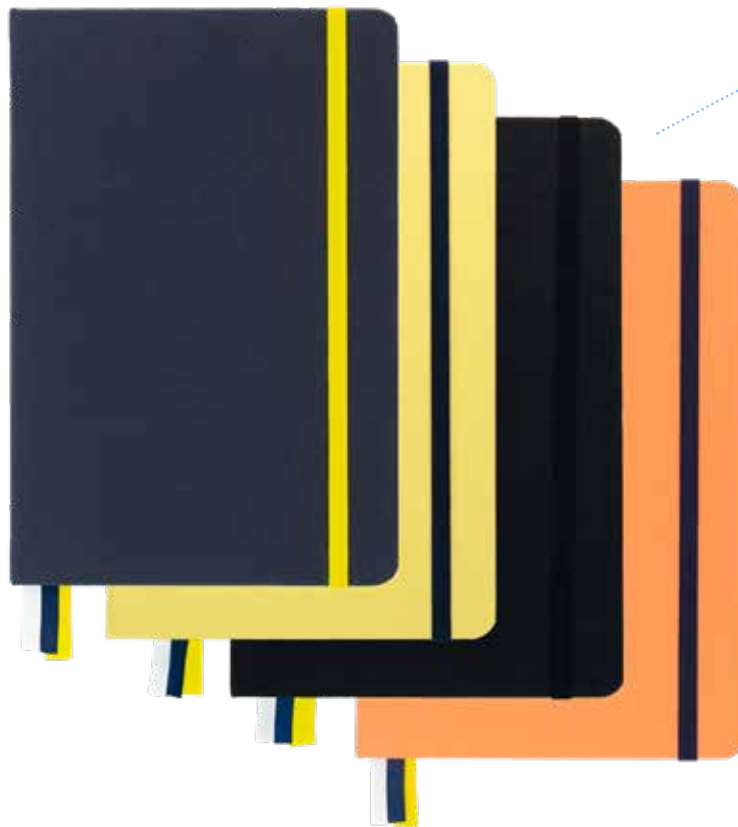
Filled with fountain pen friendly 100g white ivory paper. Hard cover 5.75" x 8.5" in size. Made with 100% recycled materials.

Self Journal

The **ORIGINAL** Productivity Journal
For Accomplishing Your Goals

Retail Price: \$31.99

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Four color options.
Navy, Canary,
Black & Coral



What's in the box?

Self Journal

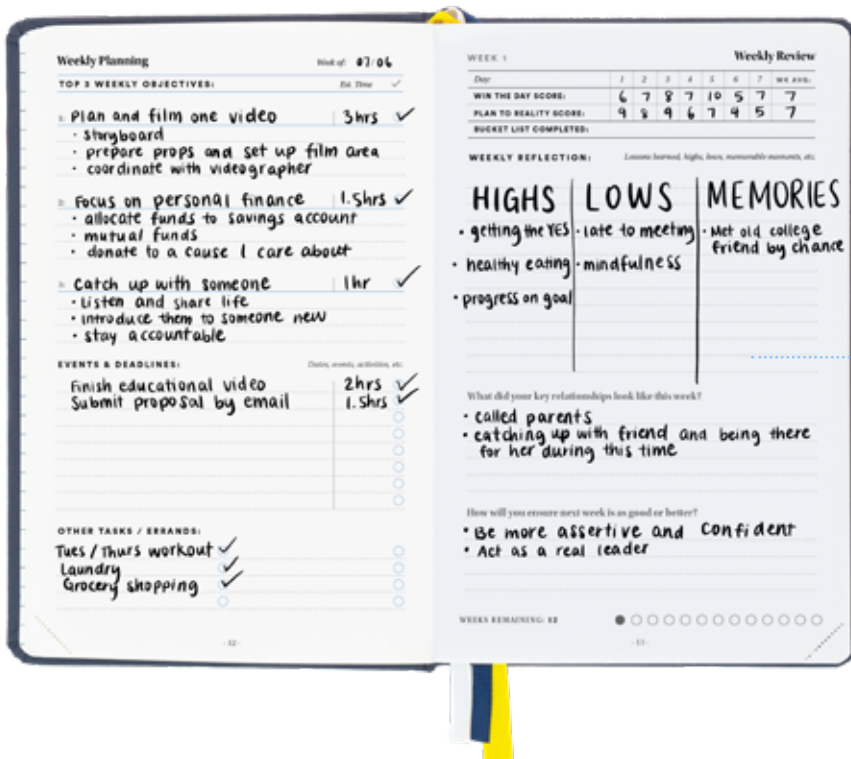
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Daily page example.



Weekly page example.

Self Journal Custom Branding

+\$5.00 per unit



You can customize the Self Journal with a logo or text. This customization is laser etched and has an added cost of \$5 per unit processed. PDF, .ai, .eps or .svg of logo is required.

Self Scholar

The academic planner that
empowers you to do more.

Retail Price: \$19.99

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The Self Scholar is an adaptation of the SELF Journal, especially designed to help students establish good habits that will last a lifetime.

Weekly Action Pad

A one-page weekly planning tool designed to optimize your week and maximize your output.

Retail Price: \$19.99

*email wholesale@bestself.co for wholesale pricing



A proven tool that will help you win the week.

This one-page success tool helps you win the week by prioritizing, organizing, and strategizing your workload into a format that's easy to implement. With the Weekly Action Pad in your productivity toolbox, you can make more time for you. Use this tool to plan your week in advance to get out of the weeds, stop squandering time, and stay on top of your to-dos and commitments.

Lasts an entire year. 52 week. 52 7"x11.75" sheets. Printed on acid-free, 100 gsm, fountain pen friendly, white ivory paper. Made with 100% recycled materials.

Project Action Pad

A powerful project management tool that helps you strategize complex goals and enjoy project success.

Retail Price: \$19.99

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A proven tool to mastermind big projects.

Use this powerful 'external brain' to break down your project into its component parts. With a task list and due dates captured, it's easier to create a clear plan of action. 7" x 11.75" in size. 52 templates printed on fountain pen friendly paper. Each page is as a tear sheet making each template simple to remove and use on the go.

With your plan on paper, you can swap repetitive thoughts and low-level decisions for productivity. Parking tasks for later unlocks more bandwidth for creative problem solving and innovation too. It's how you can turn project to-dos into DONES and crush the complex goals that will transform your life. Made with 100% recycled materials.

Intimacy Deck

Strengthen your intimate relationships with conversations that build trust, openness, and vulnerability.

Retail Price: \$24.99

*email wholesale@bestself.co for wholesale pricing



Over 70,000 sold in the first 12 months.

It can be difficult to keep your closest relationships alive. With all of life's distractions and pressures, it's easy to lose focus and get into a complacent routine. Before you know it, you forget the joys of what brought you together and you stop talking in the ways that you used to love.

Packed with 150 conversation starters, the Intimacy Deck helps you spark the deep and meaningful conversations that bring you closer together. Get ready to ignite more passion and fall in love again!

Pick a card, ask your partner the question, and see where your conversation leads. You might be surprised by the twists and turns your discussions take.

Made with 100% recycled materials.

LittleTalk Deck

A pack of 150 prompt cards for sparking bigger conversations with children and young people.

Retail Price: \$24.99

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It's not easy raising kids - especially when routines and to-dos demand a chunk of time. When life gets hectic, it's easy to default to boring conversations and low-level small talk. And parent-child relationships suffer as a result.

Little Talk family conversation cards are carefully crafted to spark thought-provoking discussions with children. Whether you're on a road trip, around the kitchen table, or getting ready for bed, this deck of prompts inspires you to think and talk together on a deeper, more meaningful level.

With 150 questions to discuss, children can explore a whole world of ideas and issues - nurturing strong communication skills and strengthening family time.

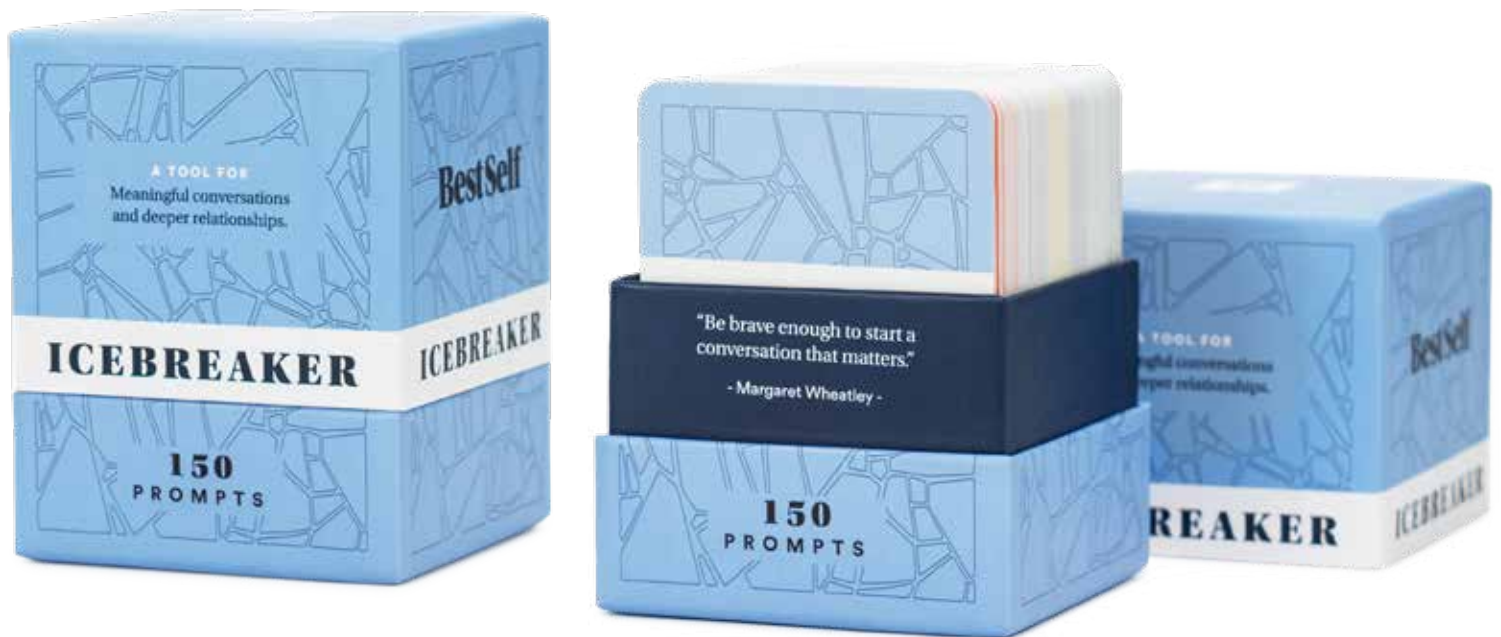
Made with 100% recycled materials.

Icebreaker Deck - Starter Pack

A tool for meaningful conversations
and deeper relationships

Retail Price: \$24.99

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When we don't know what to ask, small talk is often the default. Superficial chit-chat may fill time, but it doesn't help you know someone on a deep and meaningful level.

It's why you'll love the Icebreaker Deck. Packed with thought-provoking conversation starters, this tool makes boring, surface-level chatter a thing of the past.

Whether you're talking to your partner, attending a networking event, or catching up with friends, this tool helps make every conversation the main event.

Use it to break down barriers, cultivate connections, and cultivate openness and vulnerability.

Made with 100% recycled materials.

Icebreaker Deck - DeeperTalk

A tool for creating lasting and more impactful connections

Retail Price: \$24.99

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Inspired from the Icebreaker Deck - Starter Pack. 1000s of people told us how much they loved the DEEP category because of the quality of conversations the prompts ignited. So we responded by creating an entire deck of them with the DeeperTalk Deck!

This deck is perfect for when you want to have more vulnerable conversations and create next-level connections with another person.

From building stronger teams to sparking discussions with your friends and family, this incredible tool is ready to make conversation one of the most rewarding aspects of your life.

Made with 100% recycled materials.

Courage Over Comfort Deck

A tool for getting out of your
comfort zone.

Retail Price: \$24.99

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Personal growth and goal success happen at the edge of your comfort zone. If you stretch your comfort zone, you'll be able to think bigger and achieve more. It's what the Courage Over Comfort Deck is designed to help you do.

Packed with 150 'uncomfortable' challenges, the Courage over Comfort Deck inspires you to face your fears by doing new things.

Simply pick a card, push yourself to step up, and enjoy the feel good boost that comes from doing things you didn't think were possible.

Use the Courage Over Comfort Deck to inspire you to unlock your potential and become the person you know you can be. If you can do the challenges in these cards, what else is possible for you?

Made with 100% recycled materials.

Wordsmith Deck

A deck of 150 writing prompts designed to inspire journaling, cure writer's block, and put you back in control of your creativity.

Retail Price: \$24.99

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Less writer's block, more writing.

Most of the challenges you'll face in life are connected to your mindset. If you think you can't, then you won't! That's why self-awareness is a leader's superpower. The more you know about yourself, the more you can do, the bigger you can think, and the higher you can aim. It's why top-performers swear by their daily journaling practice and now you can join them with the help of your WordSmith Deck.

Packed with 150 writing prompts cards divided between six categories (life, self, education, world, relationships and random), this card deck inspires you to write your own journey of self-discovery.

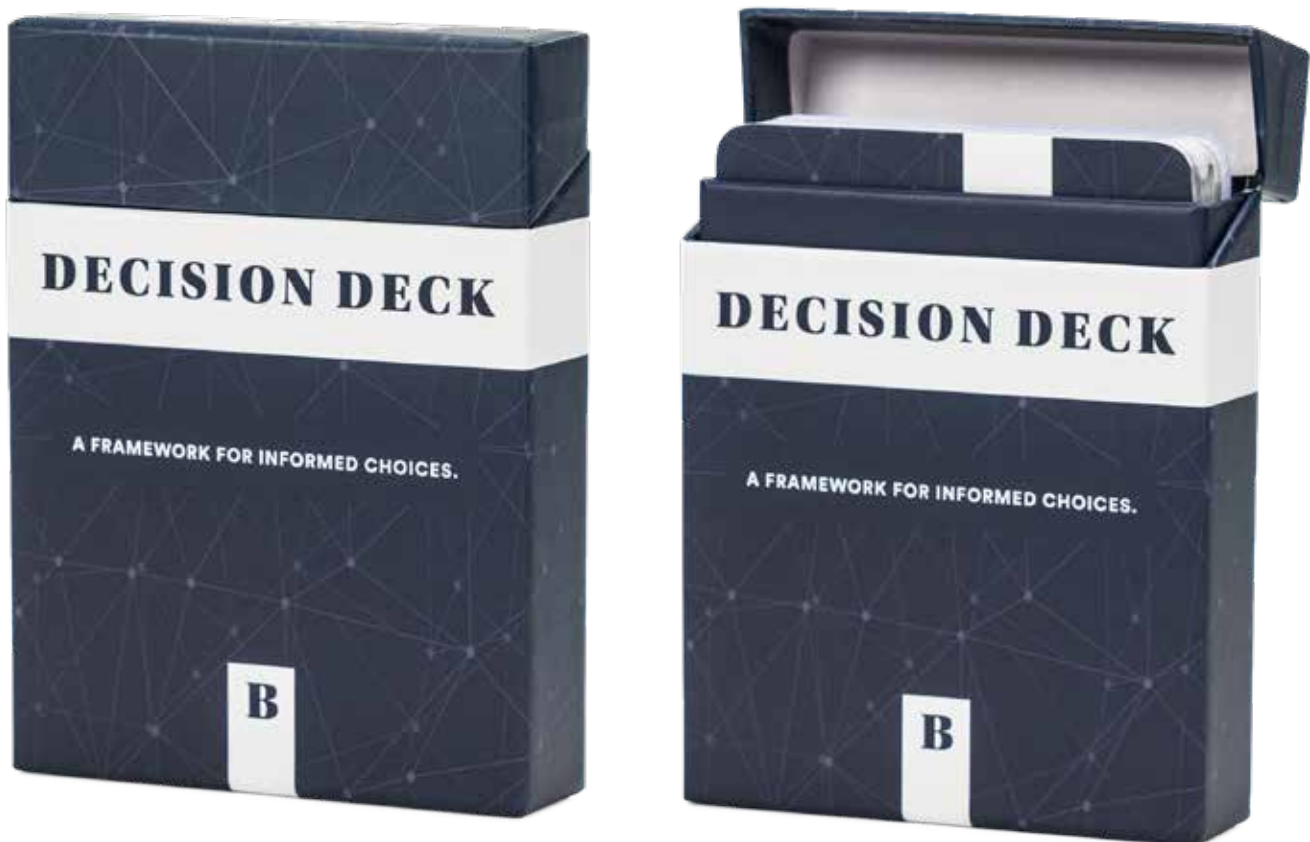
Perfect for developing emotional intelligence, self-belief, and reflective insights, these prompt cards will sharpen your writing skills while nurturing your success. Use this tool to beat writer's block, focus your thinking, and fill your blank notebook with insights that might just change your life. Made with 100% recycled materials.

Decision Deck

A step-by-step framework for making
any decision with confidence.

Retail Price: \$24.99

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Is your life on hold because you can't decide which way to turn?

Decision paralysis wastes time, closes down opportunities, and creates frustration. It's why strong decision-making skills are essential for living your best life.

The Decision Deck is there for those times when you don't want to rely on instinct or a hunch. Built around a comprehensive framework, these proven tools guide you to thoroughly think through any dilemmas - so you can decide your next steps confidently.

With prompts to consider your rationale, any bias, your assumptions and more, use this tool to create certainty when the outcome feels unclear.

Easy to use. Simply work through the process card by card to get the clarity and confidence you need to make the right choice. Made with 100% recycled materials.

Date Deck

Take the pressure off date night with 50 conversation starters created to help you get to know each other better.

Retail Price: \$15.00

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Play the Date Deck game.

Choose a category, answer questions, and collect points!

Explore five question categories for exciting, engaging conversations, and get beyond small talk with ease.

Pocket-sized for taking out and about.

A fun way to strengthen your relationship and talk about what matters so you can grow together

Made with 100% recycled materials.

Impact Deck

A tool for showing up and stepping up.

Retail Price: \$15.00

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Created for the GQ x Kevin Love Winter 2020 Best Stuff Box.

Make your mark, get out of your own way, and unlock your best self with this deck of 50 cards (a mix of reflection, action, and affirmation prompts) that will help you:

- Take action to step out of your comfort zone
- Cultivate self-awareness through reflection and discovery
- Nurture positive beliefs and a growth mindset
- Turn personal growth into a consistent habit
- Make an impact on the world around you

Made with 100% recycled materials.

Partner Appreciation Notes

A two-pack of pocket-sized journals (one for you and one for your partner) to help you capture moments you appreciate about each other every day.

Retail Price: \$15.00

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With the help of this tool you can:

- Train your brain to focus on the positive things about your relationship
- Reduce negativity, criticism, judgment, and blame
- Make practicing appreciation a part of your weekly routine
- Create a gift of appreciation to share with your partner after 20 weeks

Includes two 3.5" x 5" pocket-sized notebooks with gratitude prompts - one for you and one for your partner.

Made with 100% recycled materials.

30-Day Gratitude Journal

A 30-day, guided gratitude journal designed to turn gratitude into your default mindset and a daily practice.

Retail Price: \$19.99

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A 5.5" x 8.5" journal for creating a habit of gratitude.

- Contains daily prompts to inspire and deepen your gratitude practice
- Easily build a habit that's scientifically proven to make you feel better about yourself and your life
- A powerful addition to your morning and evening routines
- Cultivate a positive mindset and promote optimism and positive thinking
- Feel happier, increase your self-esteem, and find joy in the small stuff

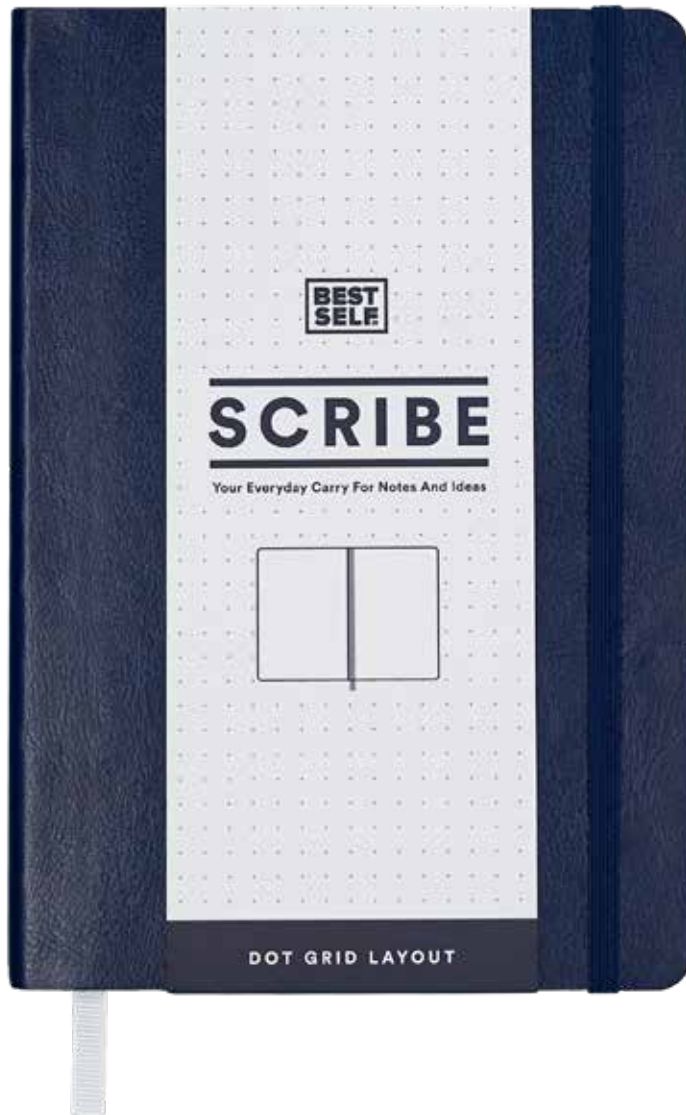
Made with 100% recycled materials.

Scribe

The everyday notebook for people with big goals, an inquiring mind, and an endless stream of ideas.

Retail Price: \$16.99

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Success is plotted during those quiet moments between you and the blank page. Notes, ideas, brainstorms all hold infinite potential on your journey to your best self. And what better place to capture your genius than the Scribe notebook.

Use your Scribe to write, draw, keep a diary, start a bullet journal, list your to-dos, jot down numerical codes - anything goes with this flexible dot grid framework.

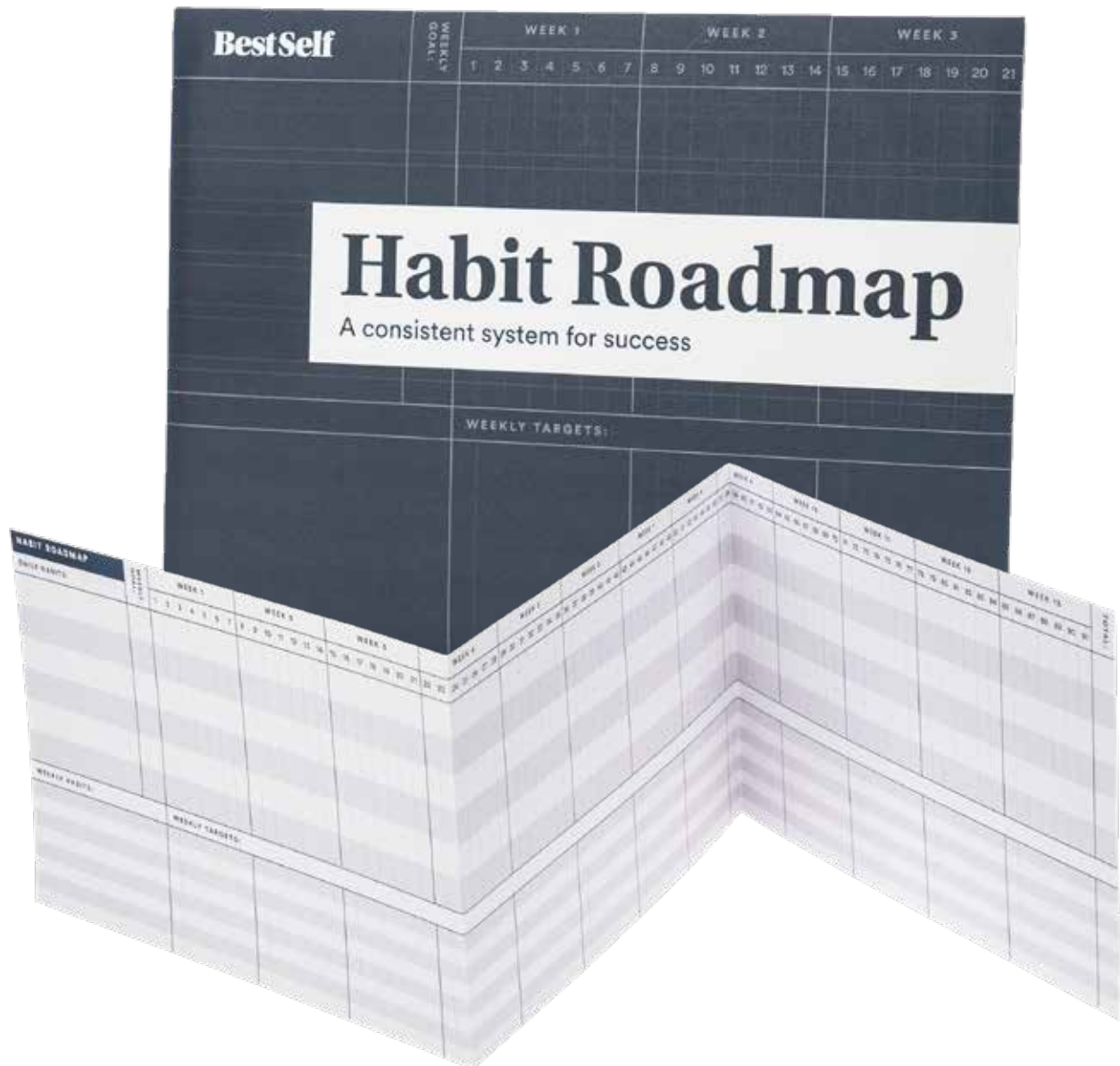
Measuring 5.5" x 8.0" your Scribe notebook is perfectly sized to use at your desk and on the move. Keep pages safe with the snug elastic strap. Paper is made with 100% recycled materials.

Habit Roadmap

A visual tool to establish good habits that make success inevitable.

Retail Price: \$7.50

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On average, it can take over two months before new habits become part of your identity. It's easy to start out with good intentions, but how do you resist your old ways calling you back?

The Habit Roadmap creates a visual reminder of your habit success. Choose the habits you want to track, then check off each day to create a winning streak. Before long, your chain of wins becomes so long that it's more painful to break the chain than doing the habit.

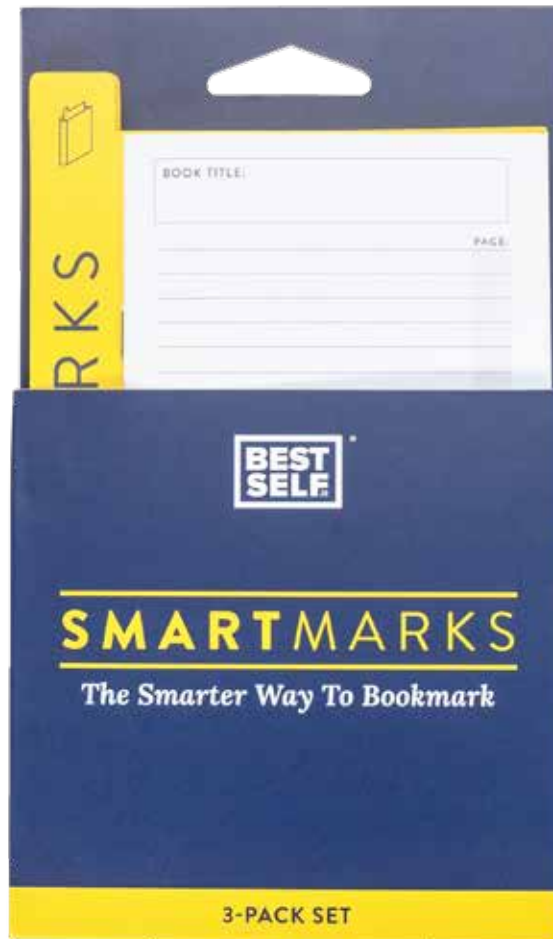
With this simple tool embedding good habits, it's easier to become your best self. Made with 100% recycled materials.

SmartMarks

Combines the functionality of a bookmark with the thinking space of a notebook, so you can save your place and maximize your reading.

Retail Price: \$9.99

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Three per pack. Each SmartMarks has 12 pages and measures 19cm x 11.4cm. Contains lined pages with space to reference page numbers.

If you want maximum value from a book, you must take notes. It's a proven way to distill key points, formulate ideas, and pin down next steps. It's why you need SmartMarks - to take your notes to the next level.



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Minimum order quantity for wholesale pricing is 100 units. If you wish to order less than 100 units, please reach out to get pricing.

You can also submit a request at bestself.co/wholesale.

For orders, pricing or questions, please email wholesale@bestself.co.