



CURATION TALKING POINTS

With so many planners on the market, we understand customers may feel overwhelmed when buying a new planner. So we've compiled this guide for you and your staff to help you sell Curation in your store.

ICE BREAKER

Let a potential customer know that Curation is an **all-in-one** lifestyle planner that seamlessly blends everyday tasks with **self-care, mindfulness, habits, gratitude and goals**.

POINT OF DIFFERENCE

Curation planners are known for their seamless integration of self-care and wellness, encouraging users to create a balanced lifestyle.

Highlight some features, such as the customisable **Self-Care Menu, weekly gratitude practices and the space for a daily self-care ritual**.

GOOD TO KNOW

Curation is popular with customers with ADHD as the journal provides a nurturing environment. It's customisable without it feeling overwhelming.

UNIQUE FEATURES

All Curation planners have weekly layouts with ample space and feature all the popular features you'd expect in a quality planner.

Here are a few other exciting features to mention:

- **Mission Statement and Intentions:** Two dedicated areas to set and track short-term and long-term goals, helping users stay focused and motivated.
- **Habit Curator and Tracker:** A guided system that allows users to create and reward healthy habits and integrate them into their week.
- **Reflection and gratitude prompts:** A weekly gratitude practice and yearly reflection for personal growth.
- **Weekly cues:** Known as "Your Cue", this feature gives prompts and tips to help users live more mindfully and practice self-care.

SUPPORT

One unique feature that sets Saint Belford apart is the level of support they provide their customers. Each planner has a QR code that will point customers to user guides with video tutorials showing how to make the most of each section.