



LADIES ROADMAP

to Living Ageless

A Weekly Podcast & Journal

About

We're your Roadmap to Intention and Reinvention
"5 Star Traveling Podcast"

Demonstrating the power of reinvention, JoJami Tyler (Image Consultant and Fashion Blogger) and Lana Helda (Interior Designer), have hit the road in a "rock star" tour bus carving out new adventures and space in the podcast arena.

As lifetime self-care, soul seeking junkies this dynamic duo, decided to gather a community of modern age women and experts to share their stories of wellness, lifestyle and experience on how to live a healthier, more vibrant life. Today's women are in a collective mood to cast aside the stereotype of defining their value and possibilities by their age.

Lana and JoJami's experience as entrepreneurs, wives, mothers and life time journalers, inspired the insight and wisdom for the podcast. In addition they have co-authored the Ladies Roadmap Lifestyle Journal to guide and support women as they nurture and create their own path forward.

This duo doesn't just talk, they are helping women discover a meaning full life through knowledge, experience and reinvention.



“ Entrepreneurs, JoJami and Lana's excitement and curiosity to learn and have fun is contagious. ”

—Cristina Ferrare, NY Times Best Selling Author

The Dynamic Duo



"Part Texan, Part Sage"

— Lana Helda

Lana has successfully grown her bi-coastal Interior Design business with an A-List clientele and creates beautiful, multimillion dollar projects over the country. This straight-talking girl isn't afraid to broach any subject. She does her homework and get right to it. With endless style, wisdom, and attention to detail mixed with a gracious personality, this girl knows what women want. As a mother, wife, entrepreneur, podcaster, and co-author of the Ladies Roadmap Journal, Lana is an inspiration and getting it done!

JoJami Tyler —

JoJami, previously a pioneer in the Fashion Blog world, a Brand Ambassador, Public Speaker, is currently a National Life and Image Coach helping women reach their fullest potential. She newly simplified her life by selling all of her possessions to live and work in a Motor Coach with her husband. This has brought incredible freedom, joy, and adventure and has inspired the LRM Podcast. Lucille Ball one minute and introspective thought provoking spirit the next. As a mother, wife, podcaster, and co-author of the Ladies Roadmap Journal, JoJami brings a spark of joy into everything she touches.



"You can take the girl out of Hollywood but you can't take the Hollywood out of the girl!"

The Problem

The unserved market of women over 40 typically experience:



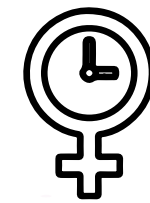
An Empty Nest



Feelings of
Invisibility



Feelings of Guilt,
Helplessness or
Worthlessness



Menopause



Lack of Plan
and Purpose



Isolation and
Boredom



The Solution

JoJami & Lana are successfully helping women find *relevance* and *purpose* in their lives— providing women with a likeminded *community* that values health and *fulfillment* through lifestyle topics including beauty and travel. Ladies Road Map tackles the issues of over 40 women by providing:

- Interviews with experts sharing knowledge and advice on topics women care about
- Women's stories of reinvention as well as their successes and failures
- Like-minded community and accountability partner
- Igniting women's zest for life through the power of journaling
- A guide to creating change and greater happiness through healthier habits.
- Bringing focus and clarity to issues women struggle with in midlife
- A renewed confidence that life is still exciting after 50 (*and maybe even better*).



Audience Reach

- Affluent, Educated Women over 40
- 50% Married, 50% Single, 20% Divorced
- 99% US, 45% Orange County, CA
- LRM is Part of Fashion Flash Influencers— one of the largest 40+ communities with 500k monthly site views, 135k Facebook followers and 35k Twitter followers

6K

Weekly Newsletter &
Blog Subscribers

4K

Monthly
Downloads

“ *Just love them and this! This is the best podcast for all women, not just 'over 40s'! I love hearing all the stories, and Lana and JoJami ask all the questions that us, women want to know! Feels so great to know that we are not alone in our struggles, and we can all celebrate successes, together, as well!* ”

—CharGads, Apple Podcast Reviews

The Podcast Boom

Podcasts are one of the *fastest growing* addressable markets, with an incredibly engaged audience that has shown an overly high propensity to respond to an advertiser's call to action. — *Forbes, Aug. 2018*

American Podcast Stats

50%

of homes contain podcast listeners▯

40%

of the population have listened to a podcast▯

49%

of "business influencer" listeners are in a position to make business purchasing decisions▲

112M

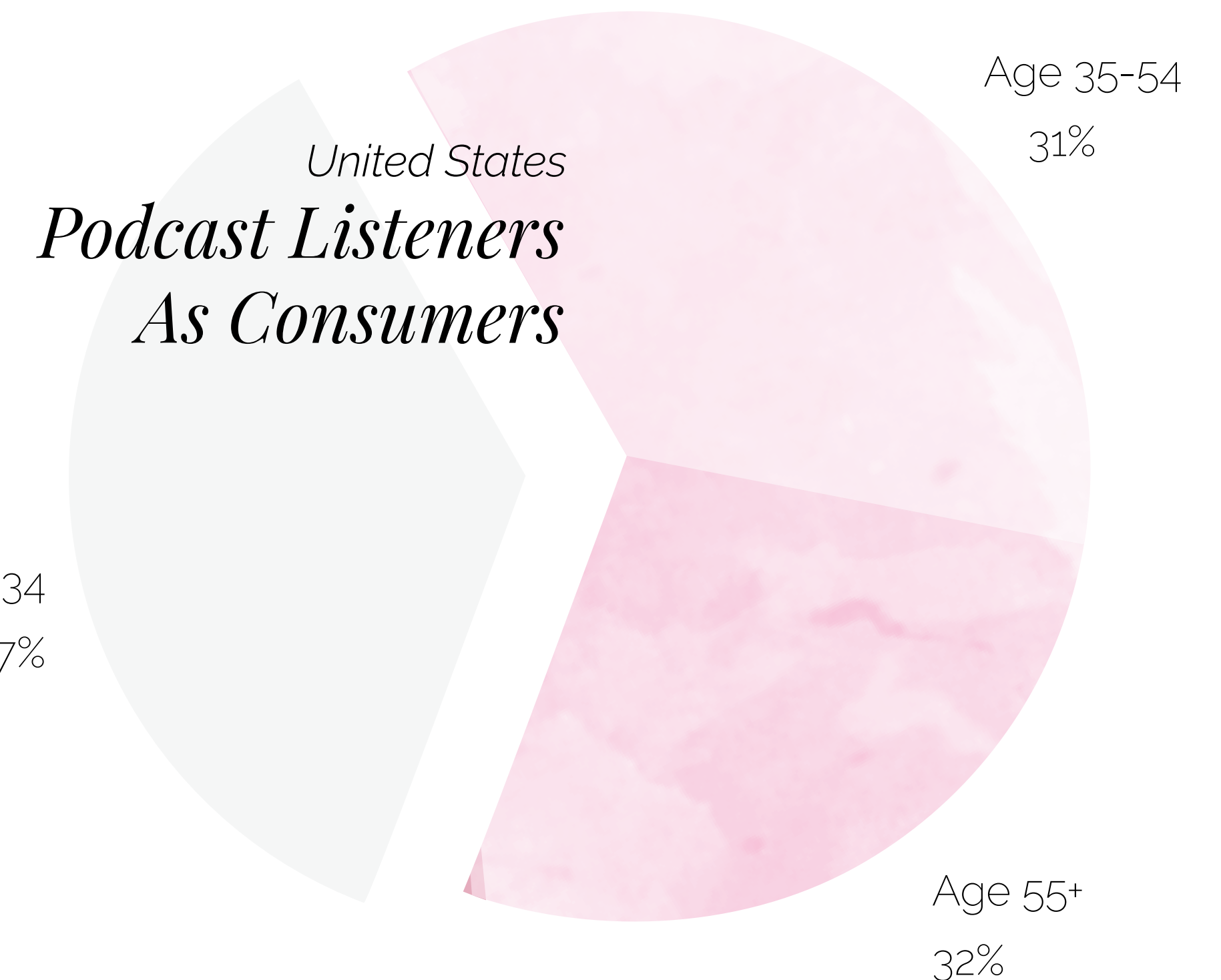
People have listened to a podcast▯

80%

of listeners have full-time jobs ▲

30%

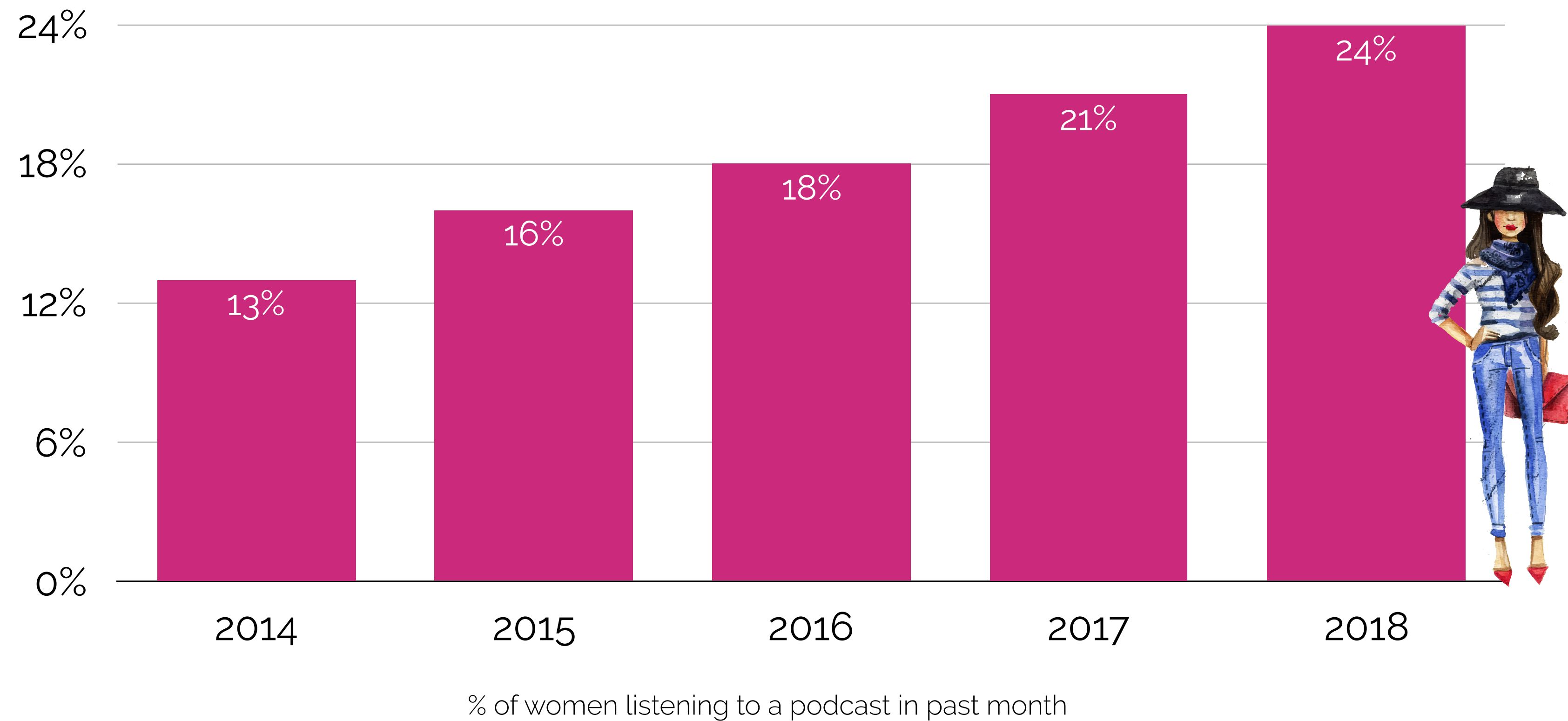
of Listeners are executives or managers▲



Source: Edison Research and Triton Digital, 2017

Women Monthly Podcast Listeners

34 Million U.S. Women are Monthly Podcast Listeners



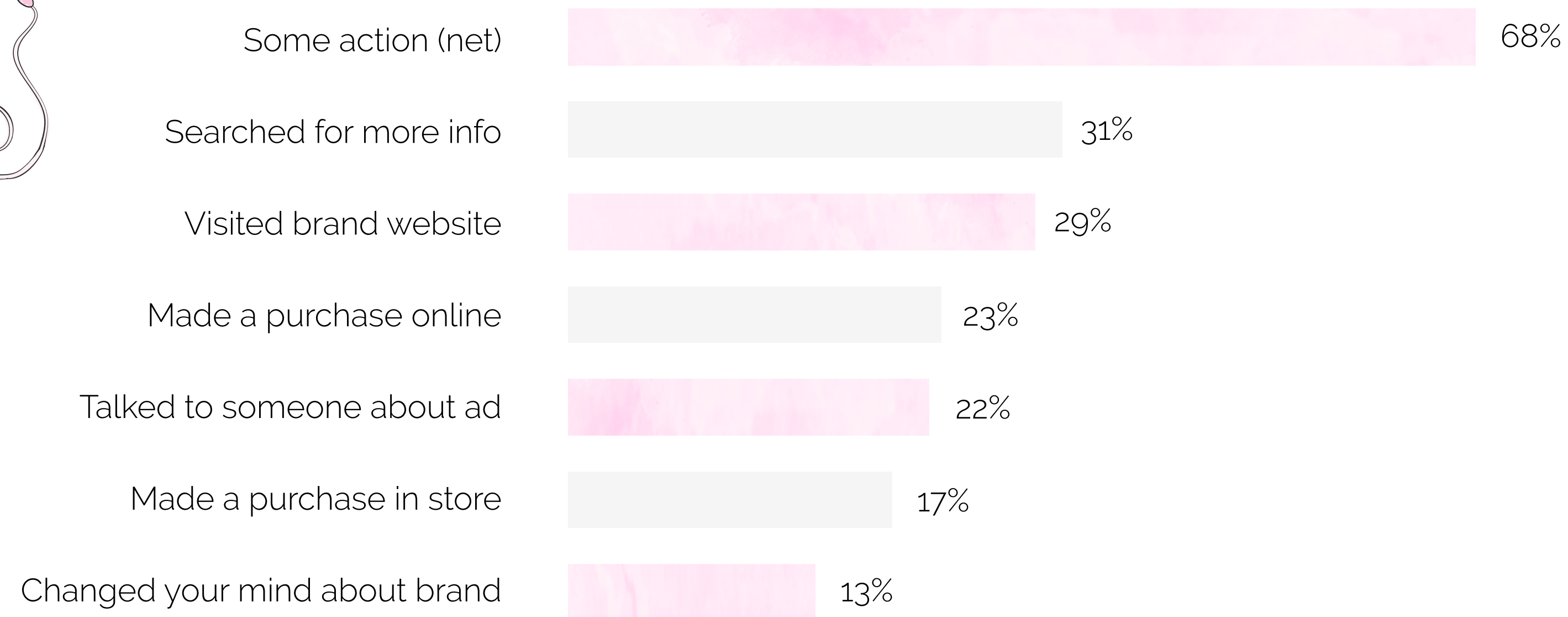
Value Proposition

Podcast listeners *lean-in!* Podcast listening experiences leads to a strong responsiveness by listeners, who are more likely than the general public to have a college degree and high household income.

Source: The Podcast Consumer 2017, Edison Research and Triton Digital



Two Thirds of Podcast Listeners took Action as a Result of Podcast Ads



Source: ComScore/Wondery, 2016 — Q9_5: "Which actions have you taken as a result of ads on podcasts?"



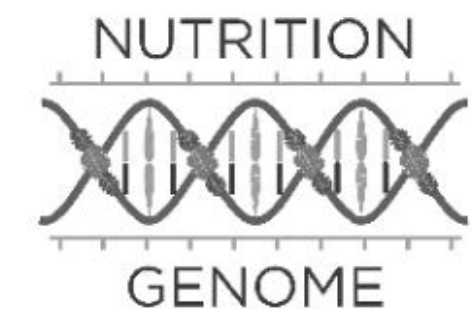
E-Commerce

Ladies Roadmap Journal — \$29.95

JoJami & Lana have partnered to co-author a successful journal targeted at middle aged women looking to wake up their future and reinvent themselves in order to maximize their true talents.

Purposeful journaling is a proven method to achieve goals, passion, success and joy in life.

Affiliate Partnerships





6/24/18— Maria Shriver's Sunday Paper

I've Been Thinking ... Why Starting a Podcast Changed the Course of Our Lives by Lana Helda



1/15/19— Turning Lemons into Lemonade Podcast with Amy Mewborn

The REAL Talk For Women In Your 40's and Beyond with Ladies Road Map



12/29/18— ReNEW/ 2019 New Year, New You

Keynote Speaker – JoJami Tyler from Ladies Roadmap “A Roadmap for 2019”



12/5/18— The Jimmy Star Show

Orange is the New Black actress Rebecca Knox and Ladies Road Map with JoJami and Lana on this episode of The Jimmy Star Show with Ron Russell



9/26/18— Date Like a French Woman

Look like your best with image and style consultant JoJami Tyler

Press & Appearances





Cristina Ferrare
*NY Times Best Selling
 Author, Chef*



Frances Gadbois
*Mother-Daughter
 Jewelry Designer Duo*



Coly Den Haan
*Female Winemaker,
 Entrepreneur*



Amy Stanton
Author & PR CEO



Tasha Powell
*Stylist & Food & Travel
 Writer*



Jill Paider
*Award Winning
 Photographer &
 Creative Director*



Geeta Novotny
*Award Winning Artist,
 Actress, Entrepreneur*



Recent Podcast Episodes

How an Award Winning Songwriter Reinvents Her Life
 with Magic Pants-Franne Golde

Food for Thought — Cooking with Cristina Ferrare

Ignite the Power of Your Femininity with Amy Stanton

Women in Wine with Coly Den Haan

Dreams of Provence and Pastry with Tasha Powell

Maximizing Opportunities Through Golf with Robin Richter

Waking the Dream of Re-Invention with Amy Mewborn

How to Wrap Up Your Year — A Roadmap to Journaling

Adore Your Wardrobe — with Kelly Snyder



Guests & Featured Episodes

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