

# The Runaway *Reset*

Wellness. Reinvention. Freedom after fifty.

@therunawayreset

## ABOUT THE BRAND

### Where real women *start over out loud*

The Runaway Reset is a lifestyle brand and content platform built around one unapologetic truth: it is never too late to reset your life. Created by Brandi — a wife, mom, world traveler, and burnout survivor — the brand documents the messy, honest, and ultimately beautiful process of choosing yourself after years of giving everything else priority.

Through YouTube, social media, digital products, and travel advisory services, The Runaway Reset meets women where they are and walks beside them toward where they want to go. The content is raw, relatable, and rooted in lived experience — not filtered highlight reels.

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*"I did not start over because everything fell apart. I started over because I finally decided I deserved better — and I want every woman watching to believe that too."*

# Four *Arcs*, One Story

## Arc 01

### The Funding Arc

Transparent, real-time documentation of gig work and side hustle income — delivery driving, building multiple streams, and the honest math behind funding a freedom lifestyle.

## Arc 02

### The Travel Arc

Intentional travel as transformation — from a 33-day cruise to expat research in Portugal, capturing the planning, the moments, and the shift that travel creates in a person.

## Arc 03

### The Planning Arc

Teaching while doing — booking strategies, budget breakdowns, and behind-the-scenes planning content that empowers the audience to take their own first step.

## Arc 04

### The Personal Reset Arc

The emotional core: turning 50, identity shifts, perimenopause, burnout recovery, and the daily practice of choosing an intentional life over an inherited one.

## PLATFORMS

# Where You'll *Find Us*

The Runaway Reset distributes content across multiple channels, with YouTube as the primary long-form home and Instagram, TikTok, and Facebook supporting the community.

● YouTube

● Instagram

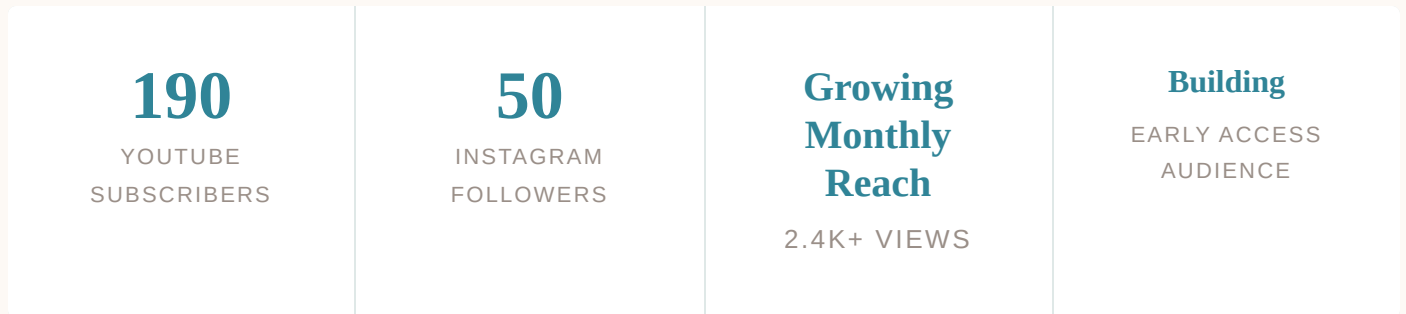
● TikTok

● Facebook

● [therunawayreset.com](https://therunawayreset.com)

# A Growing, *Engaged* Community

Currently in an active 100-day YouTube content challenge. Early algorithmic traction is strong with consistent community engagement across all platforms. Update figures below to reflect your current analytics.



AUDIENCE PROFILE

## Who Is *Watching*

### Demographics

- Women primarily 35 to 60 years old
- Majority African-American and women of color
- Middle-class, career-oriented, or in career transition
- U.S.-based with growing international interest
- Many navigating perimenopause and midlife shifts

### Psychographics

- Actively seeking reinvention and purpose beyond burnout
- Interested in wellness, travel, and self-prioritization
- Building side income or planning an exit from 9-to-5
- Values authenticity and real-talk over polished content
- Aspiring travelers and potential expats researching relocation

# Let's Work *Together*



## Travel & Hospitality

Cruise lines, hotel brands, travel gear, luggage, and destination tourism boards looking to reach intentional, mid-life women travelers.



## Wellness & Lifestyle

Supplements, skincare, perimenopause support, journaling tools, planners, and brands aligned with self-care and intentional living.



## Digital Products & Tools

Apps, online platforms, courses, and tools that help women build income, manage their business, or design a freedom lifestyle.



## Sponsored Content

Dedicated YouTube integrations, Instagram Reels, and long-form storytelling partnerships that feel native to the brand voice.



## Affiliate Partnerships

Ongoing referral relationships with brands and tools Brandi genuinely uses and recommends to her audience.



## Coaching & Retreats

Co-created travel experiences, women's retreats, and collaborative digital events aligned with the Reset community.

GET IN TOUCH

# Ready to *Connect?*

## The Runaway Reset

Travel advisory, content creation, and digital products  
for women who are done waiting.

INSTAGRAM

@therunawayreset

WEBSITE

therunawayreset.com

YOUTUBE

@brandibeonit