

# The Runaway Reset.

Peace. Adventure. Healing. Freedom.

@therunawayreset

## ABOUT THE BRAND

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

The Runaway Reset is a lifestyle brand and content platform built on 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 honest process of choosing yourself after years of giving everything else priority.

Through YouTube, social media, digital guides, and travel advisory services, The Runaway Reset meets women where they are and walks beside them toward where they want to go.

*"I didn't 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."*

## PLATFORMS

[YouTube](#)[Instagram](#)[Threads](#)[TikTok](#)[Facebook](#)[therunawayreset.com](#)

## BRAND PILLARS

### Four pillars. *One reset.*

#### Pillar 01

##### Peace

Choosing stillness over noise — nervous-system reset, slow mornings, and the quiet practices that rebuild a woman after years of running on empty.

#### Pillar 02

##### Adventure

Travel as transformation. Solo trips, cruises, and group experiences that move women out of the lives they outgrew.

#### Pillar 03

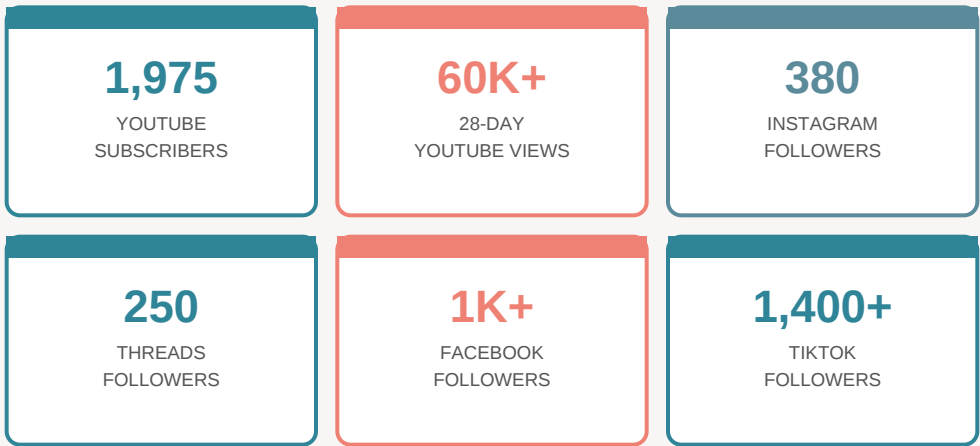
##### Healing

The unglamorous middle of starting over — perimenopause, burnout recovery, and midlife identity work, told honestly and without the filter.

#### Pillar 04

##### Freedom

Side income, location independence, and the math behind funding a life that finally feels like yours to choose.



Significant growth across platforms in June & July 2026 driven by the 6-Week Solo Adventure series

AUDIENCE PROFILE

Who is watching.

Demographics

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

Psychographics

- Seeking reinvention beyond burnout
- Into wellness, travel, and self-prioritization
- Building side income or planning a 9-to-5 exit
- Values authenticity over polished content
- Aspiring travelers and potential expats

PARTNERSHIP OPPORTUNITIES

Let's work together.

Cruise & Hospitality

Cruise lines, resorts, and destination boards reaching women planning the next chapter of their lives.

Retreats & Events

Co-hosted retreats, group sailings, and intimate women's experiences built around the four pillars.

Wellness & Lifestyle

Perimenopause support, skincare, supplements, and self-care brands made for midlife women.

Sponsored Content

YouTube integrations, Reels, and long-form storytelling native to The Runaway Reset voice.

Digital Products

Apps, courses, planners, and tools for women building a freedom lifestyle from the ground up.

Affiliate Partnerships

Brands, gear, and platforms Brandi genuinely uses on the road and recommends to her audience.