## www.itsabbysworldafterall.com



BY: ABBY BILINSKI



## ABOUT ME

I am a millennial (and yeah, I know "millennials" have a bad rap \*sometimes,\* but calling myself that is an easier pill to swallow than saying I just turned thirty-one this year) and I'm living life as a new mom! If you've ever found yourself having to justify your travel spending to your friends while juggling motherhood- we will be the best of friends!

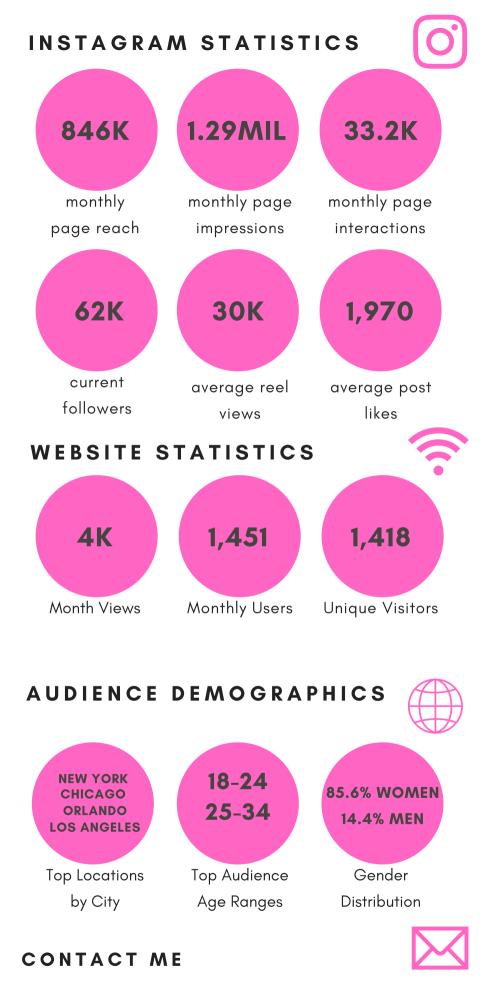
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## STORY OF MY BRAND

It's Abby's World After All is the place to be for people who feel like me. People who are sick and tired of seeing the same cookie cutter pages online and are ready to find someone that they can relate to. I don't know about you guys, but it gets exhausting being "aesthetically pleasing." My brand is all about keeping it real, but still keeping it cute. My audience is comprised of millennials (ages 22– 37) and adults ages 38–54. Age ain't nothin' but a number for my audience! Though I live in the Chicagoland area, I love to share my tips and tricks for making travel to Disney and other locations possible (especially for us millennials who are paying off mountains of student loan debt!).







abby@itsabbysworldafterall.com www.itsabbysworldafterall.com