

K A R I E L . R E Y N O L D S  
Copywriting & Messaging Portfolio

## PROGRAM LAUNCH: PRESS RELEASE

The LUMO logo is a solid purple square with the word "LUMO" in white, uppercase, sans-serif font centered within it.

LUMO

### LUMO Offers Companies Radical New Way to Retain Women & Reap the Rewards

**CHARLOTTE, NC** (October 19, 2021) -- Companies say they value gender equity and the role of working mothers, but a look at the numbers makes it clear that reaching gender parity will not happen without a new approach. With 64% of women deciding to leave their jobs before they have their babies<sup>[1]</sup> and only 6% of mothers reporting "feeling empowered and that becoming a mother has helped them in their careers"<sup>[2]</sup>, LUMO has the solutions companies need to support and develop the mothers in their ranks and reap the benefits of gender parity.

"Keeping women in the workforce is a challenge that has landed squarely in companies' laps. Employers know this, and they don't have the tools and bandwidth to provide adequate support. They need help," explains Sarah Olin, PCC, founder and CEO of LUMO, a collective of highly trained leadership coaches and mothers.

Recognizing that the best place to support working mothers is at the precipice of parenthood, LUMO has launched its imitable Expecting Moms Online Program. Built for working mothers by working mothers, LUMO's course supports women over 18 months to help them successfully integrate work and motherhood. While there are many courses and resources to help women prepare for the needs of a baby, what makes LUMO's program unique is that it focuses on the woman herself, preparing her for the transition into her new role as a mother.

Part personal development program, part professional leadership training, LUMO's virtual, self-paced course leads women through thought-provoking questionnaires, exercises, and checklists divided into three modules: Set Up for Success, Welcome to Your New Life, and Reentry. Available for women to purchase directly and companies to license for their employees, participants have access to LUMO's online program for 18 months to ensure they have the support they need through the transformational experience of motherhood. Working mothers who tested LUMO's program had this to say about their experience:

"I started working with LUMO after a period of significant changes in both my personal and professional life. I was feeling completely stuck - none of the magic tricks I'd used successfully before seemed to be working, and I was at a loss as to how to move through the changes and create a new way forward. LUMO's holistic approach was incredibly refreshing - rather than separately navigate life events, LUMO helped me to refocus on myself." - L.W., Charlotte

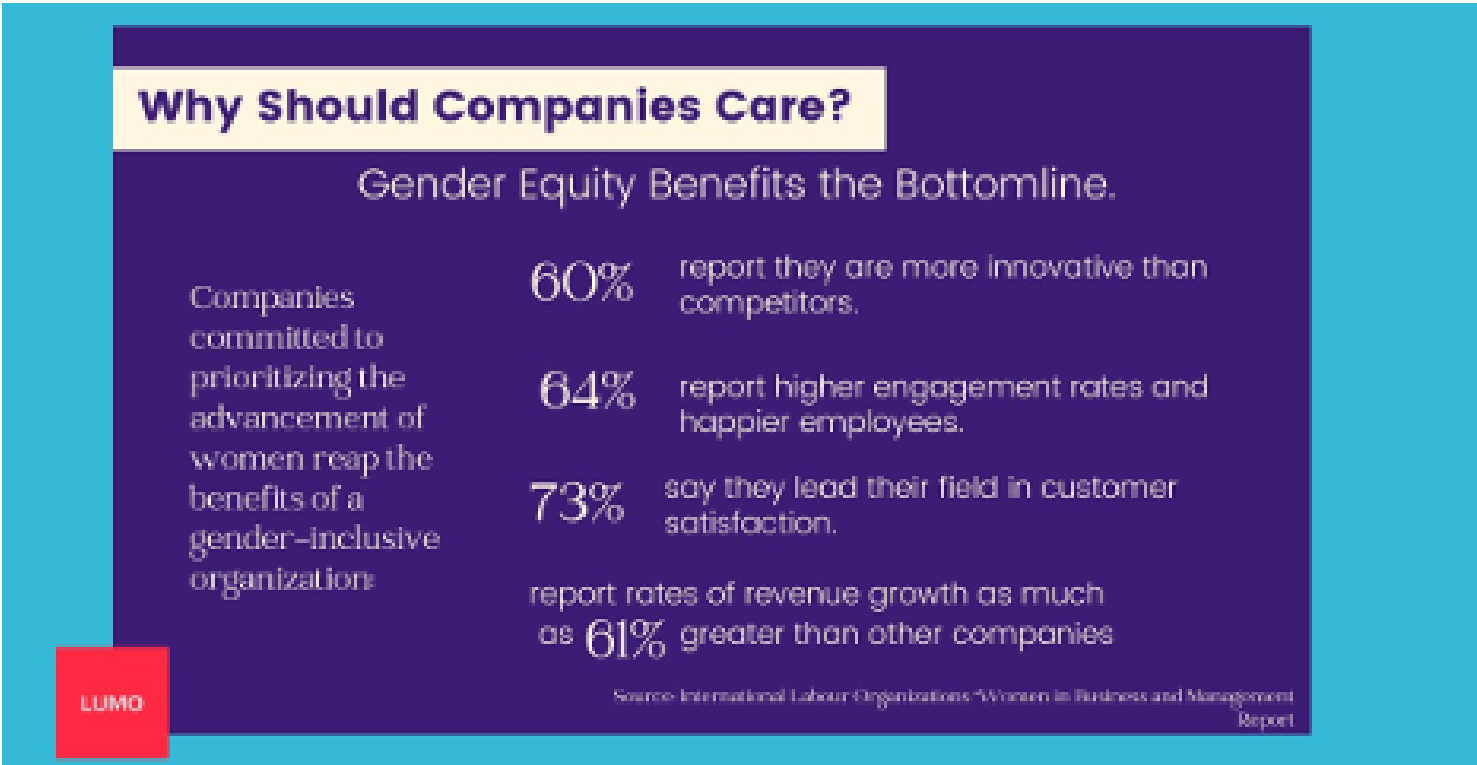
"Engaging with LUMO is one of the best decisions of my life. I literally feel like I am walking around with a lighter load. The positive changes I have been able to accomplish, for both my personal life and my business, with LUMO on my team has been life changing." - A.T., Charlotte

LUMO's program gives companies a new way to support women before they consider off-ramping their careers. "Motherhood is a significant transition and a tremendous opportunity for personal growth," explains Elena Arecco Bridgmon, LUMO's Chief Administrative Officer, "Mothers are naturally creative and resourceful, and with the right support, they are generous, powerful leaders and advocates with a proven ability to contribute to their families, employers, and communities."

ABOUT LUMO

A business by mothers for mothers, LUMO uses the tools, principles, and philosophies of leadership coaching to empower women around motherhood, their careers, their relationships, and any other areas of their lives where they are feeling unmoored, disempowered, or not living up to their full potential. LUMO's suite of corporate programs are built to meet the needs of companies and their parental talent, to support parents in being successful and a company's success in attracting, retaining, and developing parental talent.

ACCOMPANYING INFOGRAPHICS (Provided Research & Design):



### HOME PAGE

[HOME](#)[OUR MISSION](#)[SERVICES](#)[ABOUT MARY CHAMBERS](#)[CONTACT US](#)

**Because lasting change  
begins with meaningful  
conversations**

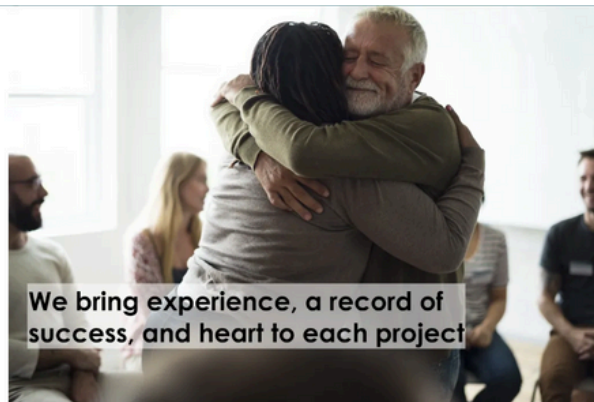
Our Skillfully Led Meetings Drive Action, Results & Change

For more than 25 years, The Chambers Consulting Group has facilitated conversations and developed measurable action plans to support inspiring leaders working to make their communities and the world a better place.

[FIND OUT HOW](#)

Transforming Ideas into Positive Social Change

Your success is our mission! The Chambers Consulting Group helps visionary philanthropic, nonprofit, and civic leaders transform their ideas into positive social change.



**We bring experience, a record of  
success, and heart to each project**

We help our clients trust the turbulence that often precedes progress by designing and leading focused, productive meetings where skillfully led conversations drive action, results, and change.



**Because conflict is part  
of life in community**

### OUR MISSION PAGE

## Our Mission

Over 25 years ago, Mary Chambers walked out of yet another long and raucous community meeting, looked skyward, shook her fists over her head and shouted to the universe, *"With God as my witness, I am never attending another poorly led, unfocused, no-results, and no follow-up meeting again!"*

On that day, she knew three things for sure:

1. Solving the complex, intractable challenges and divisions faced by our community depends on our ability to come together in shared purpose and engage in courageous, meaningful conversations;
2. We are more effective, powerful, and creative collectively than we are individually, and;
3. To matter, meetings must be well planned, thoughtfully focused, and skillfully led.

And, there yelling on the sidewalk, she vowed to make helping visionary leaders transform their ideas into positive social change through brave and meaningful conversation her life's work.

**WHY:** Mary's "Why" is shared through a story on her Mission page and inspired the header language on the home page.

**WHAT:** (Services) Community Meetings, Board Retreats, Strategic Planning, Funder Collaboratives, Data Gathering

**HOW:** Meticulously planned, interactive and engaging meetings with beautiful details, and clear action plans for moving forward.

*"Karie made me feel brave! I put off creating a website for over twenty years before I met Karie. She listened – truly listened, as I shared why I started my consulting firm and what it means to me. Then, she crafted a beautiful narrative that perfectly and passionately captured why I do what I do. People who visit my site always comment about how the story of my business connects deeply with them."*

**Mary Chambers,  
Chambers Consulting Group**

## CONNECTING PURPOSE TO BRAND MESSAGING: BRAND LAUNCH

### MISSION STATEMENT:

**We believe the stories and people behind products are just as important as the products themselves... and that people want to hear them. We believe that sustainability means using eco-friendly materials whenever possible and developing products that are built to last. We believe in showcasing American manufacturing, quality craftsmanship, and good old-fashioned ingenuity. We believe building long-term, win-win partnerships is a better way to do business. We believe it's time to give people a better option for discovering unique solutions online.. and to give small businesses a better option for reaching them.**



### COMPANY STORY

In 2008, our founder Janelle Fitzpatrick needed a way to keep her dogs and baby off her curved banisters and extra-wide stairs. As she searched for a stair gate that was both safe and stylish, she quickly realized she'd need a better option. As is the case with many products on the market today, necessity was the mother of invention. She designed a solution that could be safely secured to her banisters and looked good when she walked through the front door. After years of using and testing her prototypes in her home with her own children and dogs, she took the leap of faith in 2015 and launched Better Options LLC and its first brand, The Stair Barrier.

When Janelle first set out to manufacture her stair gates, she was told repeatedly that she would need to produce overseas, fill containers and commit to large quantities. Having grown up in Michigan in a proud "Ford" family, she had no interest in building a business where she couldn't be a part of the day to day or see the product being built. After almost a year of hard work and persistence, she found a way to do just that with a manufacturing partner in North Georgia and supply partners she sourced from all over the US.

Over the last five years Janelle has built a trusted network of supply partners and service providers, all of whom she calls friends today. While these relationships are the foundation of her business, she has learned lessons along the way in both her successes and failures. She has literally worn every "hat" required to manufacture and sell a product including shipping and customer service. As her expertise in product development and direct to consumer sales grew, so did the number of inventors and entrepreneurs she met needing a better way to bring their products to market.

In the Spring of 2019, Janelle met Chris Carroll the owner of Paradigm International and the exclusive distributor of Keenz Wagon Strollers. The two quickly recognized the power of a partnership that combined Janelle's experience of building a brand, manufacturing, and direct to consumer sales with Carroll's decades of experience distributing products across the globe. Together they created The Better Options Company.

Based in Alpharetta, Georgia, The Better Options Company officially formed in August 2019 to give consumers a better way to discover unique solutions for home and family and to help small businesses grow. Our thoughtfully curated selection of baby, home and pet products includes brands with unique stories and specific reasons for being brands we stand behind.

## MESSAGING FOR THE MOMENT: CLIENT BLOG POST

### CAPITALIZING ON MEGAN MARKLE'S 40x40 INITIATIVE

Have you seen the 40x40 initiative? We know what kind of magic happens when women come together to support each other, and this is next level. Launched by [the Archewell Foundation](#) in honor of Megan Markle's 40th birthday, the 40x40 initiative asks mentors of all kinds to pledge 40 minutes of mentorship time to women re-entering the workforce after the pandemic. Considering the COVID-19 childcare crisis forced nearly 2 million U.S. women out of the workforce over the past year and a half, we'd say that Megan has impeccable timing (and taste...but that's a story for another time.) The 40x40 initiative has already attracted the likes of Hillary Clinton, Stacey Abrams, and Katie Couric, and it's just getting started.

Before we get to how the Luscious Mother team will be using our unique gifts to mentor mothers returning to the workforce, we want first to remind you and mothers everywhere -- and the people with the power to employ them -- that mothers have not spent the past 18 months languishing but leveling up.

Moms were already creative and resourceful Chief Everything Officers before the COVID-19 pandemic, and their management and organizational skills only got stronger during their time away from an office environment. Here are just a handful of the skills moms were cultivating while they led their families through the pandemic:

Improvisation, innovation, creativity, emotional intelligence, resilience, intergenerational communications, tech literacy, super-human levels of multitasking, trauma processing, fundraising... even choreography! (TikTok, right?)

There is NOTHING mothers didn't do during COVID-19. They breastfed on Zoom, turning pages in a picture book for their toddler and keeping an eye on their phone timer to ensure they didn't burn dinner.

Mama, you need to recognize the new skills you developed over the past 18 months and put them on your resume with confidence and pride. And then ask your best friend to read it. We all know moms aren't always the best at naming their most impactful skills and contributions in writing. Get supported in taking a 360 look at your skill sets, including those you developed at home juggling childcare and homeschool, budget tightening, multitasking, and remote EVERYTHING. And consider paying it forward and doing the same for another mother.

You have MAD skills, and you may need help seeing them. That's where our team of highly trained life and leadership coaches comes in.

There's A LOT a Luscious Mother coach can help you accomplish in 40 minutes:

- Ask clarifying questions to help you understand what you want and what's in the way.
- Help you determine your conditions for satisfaction (what are your non-negotiables, and where are you willing to be flexible?)
- Illuminate your superpowers so you see everything you have to offer!


Humbleness is so pre-pandemic. It's time to own your luscious power.


In honor of Megan Markle's lusciousness, we're giving away 40 40-minute coaching sessions to women who need support returning to the workplace.

If you'd like the chance to be mentored by a Luscious Mother coach, please comment on this post on our Instagram feed. We'll choose 40 women from these comments.


CAPITALIZING ON MEGAN MARKLE'S 40x40 INITIATIVE

FOR  
WOMEN WHO  
GIVE EVERYTHING,  
WE GIVE OUR TIME.  
ARE YOU IN?  
#40x40


 lusciousmother • Follow ...

 **lusciousmother** In honor of Meghan Markle's Lusciousness, we're joining the #40x40 initiative and giving away forty 40-minute coaching sessions to women who need support preparing themselves to return to the workforce.


If you need support, comment below for the chance to be mentored by a Luscious Mother coach. Know someone else who could use support? Be sure to tag her too!  
[#CompassionInAction](#)  
Edited · 154w

 allisonmarie0329 Yes please. I've lost my way. I have been a mom for a decade now and I really have no idea what I'm doing. Next year the three of them will be in full time school, but I don't have the investment of time and money necessary (nor would that guarantee the salary I need to make it worthwhile) to pick up my old career.  
154w 1 like Reply

— View replies (1)

 amadumi I need all the help I can get. I want to make my time count.  
154w Reply

♡ 💬 🚩

 Liked by [annaonathancoaching](#) and 39 others  
August 6, 2021

## MESSAGING FOR THE MOMENT: EMAIL MARKETING

As the Director of PR and Partnerships for [Belabumbum](#), I worked with the CEO to determine the content strategy and develop and deploy it across communications channels (blog, email, social media.) Below are examples of emails sent shortly after Shelter in Place orders went into effect in many cities.



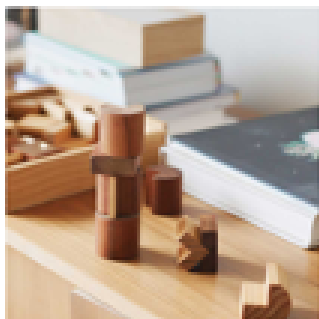
SHOP BELABUMBUM

BUY 2 SAVE 20% | BUY 3+ SAVE 30% [SHOP NOW](#)

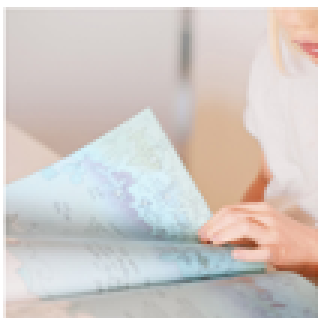
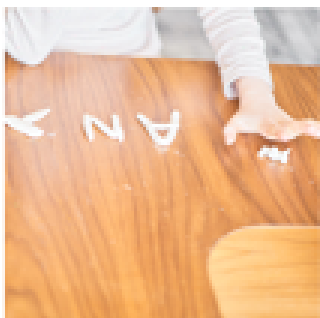
### Other Goose Homeschooling to the Rescue!

Right now, many of you are (a) stuck indoors with small children, (b) trying to keep your kids busy while schools are canceled, or (c) attempting to work from home with littles underfoot.

To help get parents through this uncertain time, [Other Goose homeschooling program](#) is offering three weeks of free curriculum during the quarantine. The program provides a curriculum for children aged 2-7 years old.



"Resist the temptation to re-create a classroom at home. Your house is not a schoolhouse; it's a home! Math might look more like mixing pancake batter and less like fraction worksheets."



We had the chance to talk to Erin about how [Other Goose](#) came to life as she became a homeschool mother herself.

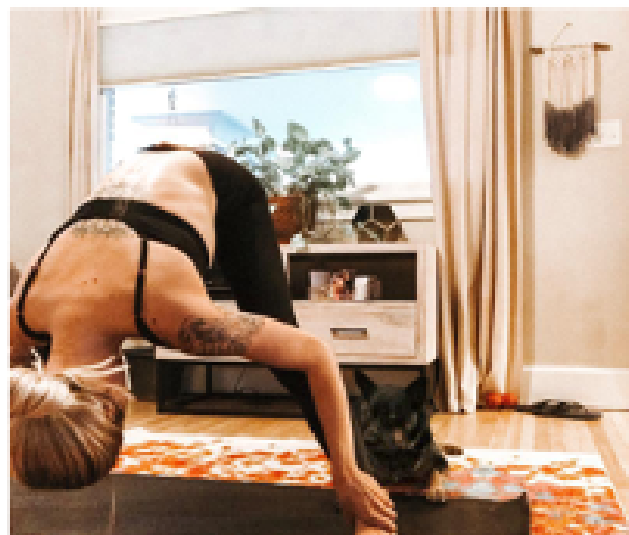
[Read More](#)



Belabumbum

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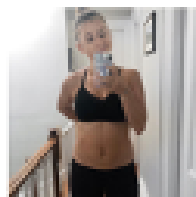
### Keep Moving, Mama!

Many experts are saying that exercise is more important than ever. Find a workout you love and fit it into your day. We've shared a few resources to help you get your glow on and stay sane!

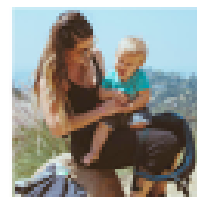
[Read More](#)

### Moms We Love:

Check out our fitness-minded friends who are sharing great exercise and well-being information.



[@saskifit](#)



[@thefitnessmama](#)



[@kristinmgoose](#)

[Shop Activewear](#)