

# About g(IRL) + Co.

Life Coaching for Teen Girls & Women

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# About the Brand & the Mission

Founded by a Licensed Counselor, Certified Teacher, and Mom, Wife, Sister, and Friend who gets it! At g(irl) + Co., we believe teen girls and women deserve a safe place to connect, grow, and lead with confidence and clarity. Our mission is simple: foster real-life connection, meaningful self-discovery, authentic alignment, and empowered growth for Gen Z, Millennial, & Gen X Women.

**g(irl) + Co. offers a unique blend of self-paced, group, and private coaching and an uplifting online community.** We've created a space focused on building confidence and authentic relationships, never about pressure or comparison. Every interaction is rooted in respect, empathy, and genuine empowerment. Our approach is professional but deeply human and real—based in a passion for seeing each member thrive in her own unique way.



“

**Belonging isn't about fitting in. It's about being seen—for your story, your growth, your courage—just as you are.**

— Brené Brown

# Who is g(irl) + Co. for?

## TEENS

Teen Girls 13-18

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## TWENTIES

Young Women 18-29

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## WOMEN

Women 30+

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## WHO WANT

Private, Positive-on-Purpose Social Feeds

To Be Part of a Community of Girls & Women  
On Their Own Journey

Access to Professional Coaches and Personal  
Development Opportunities to Live Your Life  
ON PURPOSE, Aligned to YOUR Values

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## TO BE A PART OF

A National Sisterhood of Support &  
Empowerment, On Your Terms!

# How It Works

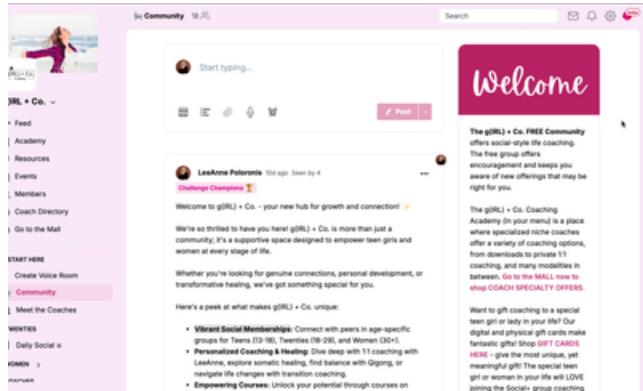
Your g(irl) + Co. experience is designed to fit into your real life—not the other way around. Our ONE-OF-A-KIND, private coaching ECOSYSTEM of general and niche coaching is designed to be relevant, engaging, safe, and flexible, so you can connect on your own terms. Join the Free or Paid Community, engage with the content there, and add coaching anytime, anyway that works for you.

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## GET STARTED

1. **JOIN.** Go to [www.social.girlandco.org](http://www.social.girlandco.org) - sign up for FREE or Social+
2. Download the Heartbeat APP or login on a computer
3. **CHOOSE COACHING.** Browse the "Marketplace" and purchase any memberships or coaching you wish"
4. Your purchases will load in "the Academy" inside your Heartbeat App
5. Choose and print coaching companions and other resources for your Binder
6. **GROW.** Engage in the g(irl) + Co. experience & grow your way!

# Inside the g(irl) + Co. Coaching Ecosystem



The screenshot shows the g(irl) + Co. website's community section. On the left, a sidebar lists navigation options: Feed, Resources, Events, Members, Coach Directory, Go to the Mall, START HERE (Create Voice Room, Community, Meet the Coaches), and WOMEN (Dally Social, Women). The main content area features a "Welcome" message from LeaAnne Polaroni, followed by a post from her. The post discusses the new hub for growth and connection, mentioning the supportive space designed to empower teen girls and women at every stage of life. It also highlights the "g(irl) + Co. FREE Community" and various coaching offerings like "Virtual Social Memberships", "Private 1:1 Coaching & Mentoring", "Leadership", "Engineering", and "Engineering Courses".

1

## HOMEBASE: SOCIAL COMMUNITY



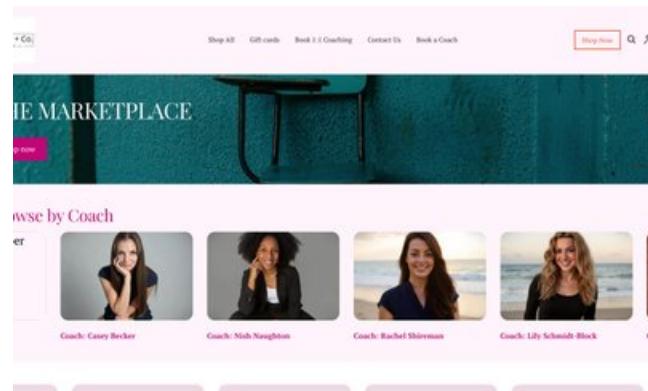
2

## HOMEBASE: COACHING



3

## HOMEBASE (IRL): BYO BINDER SYSTEM



The screenshot shows the g(irl) + Co. website's Marketplace section. At the top, there are links for Shop All, Gift cards, Book 1:1 Coaching, Contact Us, and Book a Coach, along with a "Shop Now" button. Below this is a banner for "THE MARKETPLACE". Underneath, there's a section titled "Profile by Coach" featuring four coaches: Casey Becker, Nidh Naughton, Rachel Shireman, and Lily Schmidt-Block, each with a small profile picture and a "Shop Now" button.

4

## MARKETPLACE: SHOP COACHING



# HOMEBASE: App-Based Community + Coaching

*"Always find your way home...to yourself, to your people, and to the places you love most."*

# Homebase: Community and Coaching

## HOSTED IN HEARTBEAT

Create an account at [social.girlandco.org](http://social.girlandco.org)

Download Heartbeat from your app store  
and/or login on your desktop or laptop

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## Part 1: Social+ COMMUNITY

FREE Community Space & Optional Add-On  
Coaching Companion Community Spaces

Paid, Age-based, Positive-on-Purpose  
Community

- TEENS 13-18
  - TWENTIES 18-29
  - WOMEN 30+
- 

## Part 2: COACHING with General & Niche Specialized Coaches

Coaches offer niche specialty coaching,  
including private 1:1 coaching. This is a  
preview of just a few titles:

- Signature Membership: Age-Based, Social Style Group Coaching
- Signature Series: From the Balcony: Looking Back, Looking Around, & Looking Ahead
- 6-Week Emotional Balance Journey Through Qi Gong
- Socially Savvy: Confidence, Connection, & Community



# HOMEBASE (IRL): Bring Your Own Binder

# Homebase (IRL): Binder System

## BRING YOUR OWN BINDER, OF ANY KIND

Meet your new everyday essential! Members build a personalized g(IRL) + Co. binder using freebie printables and curated resources—so your reflections, goals, insights, and coaching takeaways live in one intentional, easy-to-return-to place.

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## CHOOSE WHAT GOES THERE

Access coaching companions, guides, trackers, journals, and worksheets you can print, revisit, and reuse—allowing you to engage with the work in a tactile, real-life way that fits your pace and season.

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## GRAB YOUR FAV PENS, HIGHLIGHTER, TAB DIVIDERS, AND STICKY NOTES

This isn't a workbook you finish and forget. Your binder evolves as you do—helping you track patterns, build confidence, and create systems that support long-term self-discovery, regulation, and self-leadership.

“

Clarity comes from showing up for yourself, one small step at a time.



# The g(irl) + Co. Marketplace

## Shop Coaching, Events, & Merch

Here you can find all coaching offerings, events, dowloads, groups, workshops. Search by category, coach, or age-group.

Your purchases will be accessed in The g(irl) + Co. Homebase, either as coaching, social communities, and/or in your binder.

[Shop All](#)   [Gift cards](#)   [Book 1:1 Coaching](#)   [Contact Us](#)   [Book a Coach](#)

[Shop Now](#)

22 results   [Sort →](#)

The grid displays the following products:

- Session with Casey Becker**   \$97.00: A woman with long brown hair resting her chin on her hand.
- SIGNATURE OFFER Social+ Group Coaching**   \$47.00: A large red box with the text "Social+" in white.
- 6-Week Emotional Balance Journey through Qi Gong**   \$97.00: A woman in a grey hoodie and blue top, showing her midsection.
- Instruments, Not Ornaments**: A colorful illustration of a group of diverse women cheering and playing instruments.
- Socially Savvy**   \$57.00: A cartoon illustration of three women smiling.
- Signature Series: FROM THE BALCONY**: A book cover with a green balcony door and the text "Signature Series: FROM THE BALCONY".
- Download: Self-Love Meditation & Journal**   \$7.00: A close-up of a person's hands in a meditative pose.
- g(irl) + Co. Coaching**: A woman in a grey hoodie and blue top, showing her midsection.

# Coming Soon: In Person Events

g(irl) + Co. is growing beyond the digital space. In the near future, we'll be introducing **in-person events, workshops, and retreats** designed to deepen connection, build confidence, and bring the work into real life—together. These experiences will be optional extensions of the community, created for meaningful connection, reflection, and embodied growth. Stay tuned, you don't want to miss these offers.



# What Makes Us Different

g(irl) + Co. is **not therapy**, nor is it a performative space. We offer **non-clinical** coaching grounded in clear boundaries, real-life integration, and practical systems that spark sustainable growth. Our approach values honest vulnerability, but never demands it.

Unlike spaces that prioritize perfection or certain methods, g(irl) + Co. is about everyday progress at your pace, in the way you grow best. You'll find systems, not overwhelm—validation without pressure.

What sets us apart the most? We're committed to community care and self-leadership—not just for show, but as a way of life. Each coach brings unique niche specialties and a variety of delivery options to meet each member right where they are!

We don't tell you the steps to follow, or make promises to change your life drastically. We are here for steady support, encouragement, connection, and guidance when you need it most. (PS - We got you for the life changing things, too! □

“

**Your story is worthy,  
your journey is valid,  
you are enough, and  
real connection can  
change everything.**

— g(IRL) + Co.

# Let's Grow—Together

With g(irl) + Co., you'll find more than just resources—you'll discover a space of warmth, confidence, and real-life support. Belonging isn't just a word here: it's woven into everything we do. We invite you to join us in leading, growing, and connecting—at your pace, in your way, and with community at every turn.

Thank you for allowing yourself the space to grow. We hope you'll stay connected, reach out, and continue your journey here with us. Let's move forward—together



SOCIAL APP. FOUNDED BY A LICENSED COUNSELOR.

CLARITY, CONFIDENCE, & CONNECTION IN A ONE-OF-A-KIND SOCIAL APP. FOUNDED BY A LICENSED COUNSELOR.

CLARITY, CONFIDENCE, &

ANXIETY IS TRENDING. PERFECTION IS  
EXHAUSTING. IT DOESN'T HAVE TO BE.

LEARN HOW IT WORKS

