

About g(IRL) + Co.

One-of-a-Kind Life Coaching for Teen Girls & Women

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About the Brand & the Mission

Founded by a Licensed Counselor, 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 on

“
**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

TWENTIES

Young Women 18-29

WOMEN

Women 30+

WHO WANT

Private, Positive-on-Purpose Social Feeds

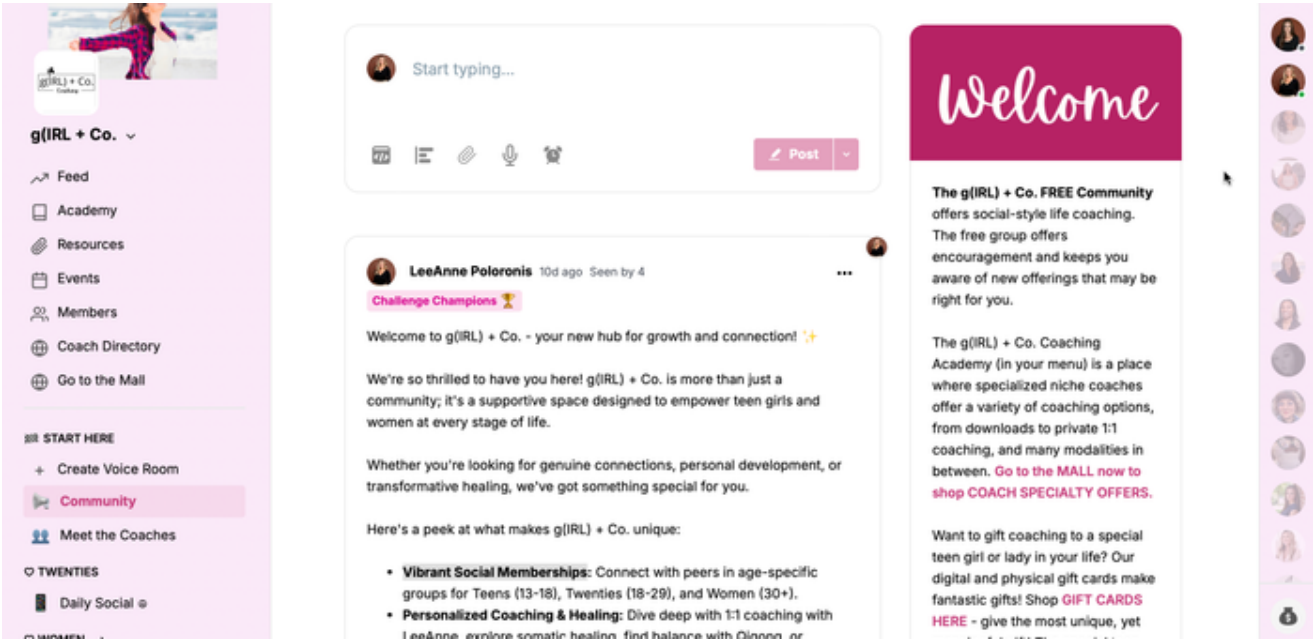
How It Works

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.

GET STARTED

1. **JOIN.** Go to 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



1

HOMEbase: SOCIAL COMMUNITY

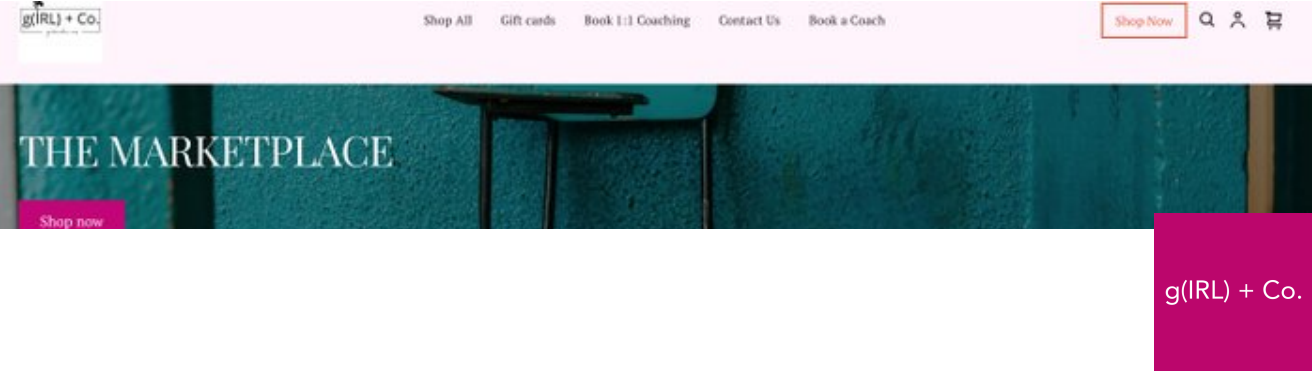


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HOMEbase: COACHING



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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

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

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 CO.



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.

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.

GRAB YOUR FAV

This isn't a workbook you finish and forget. Your binder

“

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, downloads, groups, workshops. Search by category, coach, or age-group.

... ..



1:1 Private Session with Casey Becker \$97.00



SIGNATURE OFFER Social+ Group Coaching \$47.00



6-Week Emotional Balance Journey through Qi Gong \$97.00



Instruments, Not Ornaments \$57.00



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,



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! □

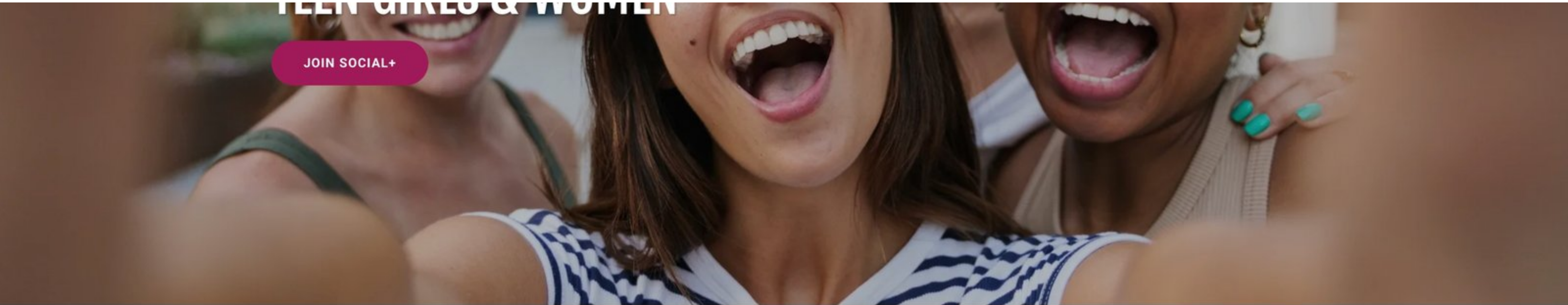
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**Your story is worthy, your
journey is valid, you are
enough, and real
connection can change
everything.**

— 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



ONE-OF-A-KIND 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, & CONNECTION