

Partner With Journey Up!

Events · Products · Podcast · Content & Media · Programs · Ambassadors

Journey Up! is not a single offering — it is an ecosystem. Books that are read and re-read. A framework, Finally Yours, that shows up in keynotes, coaching rooms, and a living membership community. A podcast built on the same premise: that real transformation is language, structure, and repetition, not a single moment of inspiration. When a brand partners with Journey Up!, it is stepping into that ecosystem — reaching an audience that has already chosen to do the work, alongside a body of work built to last well past a single campaign.

WHAT JOURNEY UP! BRINGS TO A PARTNERSHIP

Every partnership draws on the same foundation: published books moving through an active release schedule into 2027, the proprietary Finally Yours framework and its supporting frameworks, the Journey Up! App and its membership community, an established speaking and podcast platform, and an audience of women actively investing time, money, and attention into their own growth. That audience does not arrive by accident — it is built through years of consistent, values-driven work, which is exactly what makes it worth partnering with rather than simply advertising to.

WHO WE PARTNER WITH

Journey Up! partners selectively. The strongest fits are brands and organizations whose work touches women's wellbeing, personal or professional growth, healing, or community — publishers, wellness and health brands, coaching and development platforms, athletic and officiating organizations, and mission-driven companies building products or programs for the same audience Journey Up! already serves. Alignment matters more than reach: a partnership is only worth pursuing if it deepens trust with the Journey Up! community rather than borrowing it.

ABOUT NAJE



Naje Badu Love is an author, former NCAA Women's Basketball Official, and the founder of Journey Up! — a personal development platform built around the Finally Yours framework. Her books, coaching, and speaking are drawn from lived reconstruction, not detached theory, which is what makes the work resonate with the audiences a partner brand is trying to reach.

01 Event Partnerships

Sponsor or co-host a Journey Up! live event, retreat, or Sister Circle community gathering. This includes brand presence in front of an engaged, in-person audience, co-branded event materials, and — where aligned — a speaking or product moment inside the program itself.

02 Product Collaborations

Co-create or co-brand a product that lives inside the Journey Up! catalog — a guided journal, an affirmation or oracle deck, a digital download, or a physical good produced through Journey Up!'s existing print and fulfillment partners. This is the deepest level of partnership, reserved for brands whose values and craftsmanship match the standard already set by Naje's own published work.

03 Podcast Partnerships

Sponsor a season or episode of the Journey Up! podcast, or join as a featured guest. Podcast partnerships put a brand directly inside a conversation the audience has already opted into, rather than interrupting one.

04 Content & Media Features

Cross-promotion through articles, newsletter features, and social content that introduces each brand's audience to the other. This is the lowest-commitment, fastest-to-launch way to partner, and often the starting point for a longer relationship.

05 Program & Curriculum Partnerships

Organizations that want to bring Finally Yours-based programming into their own community — an athletic department, a corporate wellness team, a professional association — can license or co-deliver curriculum built from the same framework used in Naje's keynotes and coaching. This track connects directly to Journey Up!'s organizational packages, including The Wellness Library and Journey Up! Performance.

06 Ambassador Partnerships

Individuals or brands who represent Journey Up! within their own networks over time, carrying the work forward through their own platform and relationships rather than a single campaign moment.

NEXT STEPS

Every partnership inquiry is reviewed personally by Naje. Share what you're proposing, what audience or community you bring, and where you see the strongest fit among the tracks above, and you'll hear back directly.

Info@journey-up.com · 888-408-JRNY (5769) · journey-up.com