

Podcast

HAPPIER WITH GRETCHEN RUBIN

Celebrating its 400th episode this year and consistently in the **top 25** in Apple's Health and Fitness category, *Happier with Gretchen Rubin* has had more than **220M downloads** to date. Since its launch in February 2015, *Happier* has been a winner or nominee for awards from Apple, Webby, Academy of Podcasters, and iHeartRadio.

Best-Of Lists

Oprah Daily

[16 Best Happiness Podcasts That'll Uplift You](#)

Entrepreneur

[10 Must Listen to Productivity Podcasts](#)

Mashable

[The 18 best motivational podcasts that could change your life](#)

Reader's Digest

[21 Best Motivational Podcasts to Inspire You Right Now](#)

BuzzFeed

[10 Life-Changing Things to Try in June](#)



220M

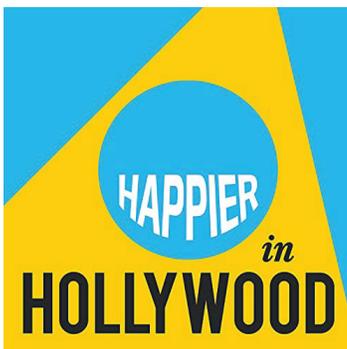
downloads to date

Happier reaches listeners in three ways:

- *Happier with Gretchen Rubin* (weekly)
- *Little Happier* (weekly)
- *More Happier* (new in 2022!) (bi-weekly)

THE ONWARD PROJECT

The Onward Project is Gretchen's pioneering slate of podcasts dedicated to helping people live happier, healthier, more productive, and more creative lives. Shows help cross-promote important episodes and content. Current shows in the Onward Project portfolio:



Books

Gretchen is the author of many books, which have sold more than **3.5 million copies**, and include five *New York Times* bestsellers:

The Happiness Project

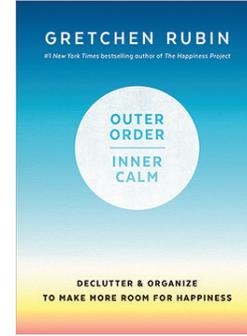
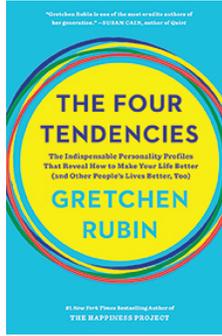
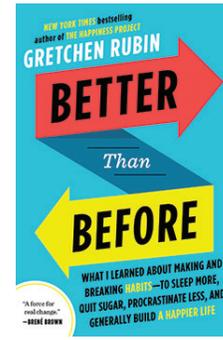
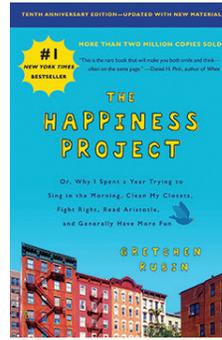
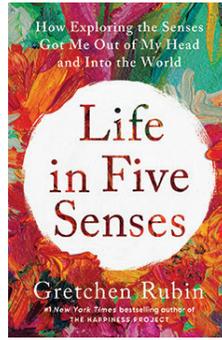
- *New York Times* #1 bestseller and stayed on the bestseller list for years.
- Translated into more than 30 languages.
- Tenth Anniversary edition was released in 2018.

Better than Before

The Four Tendencies

Happier at Home

Outer Order, Inner Calm



Coming April 18, 2023: *Life in Five Senses*

App

Harnessing her work on happiness and habit-formation, Gretchen Rubin launched the *Happier™* app in 2021. The app uses the Four Tendencies framework to match users to the habit-formation tools most likely to work for them. Along with tools such as Accountability Partners, Don't Break the Chain, One-Sentence Journal, and the Photo Log, it also includes know-yourself better prompts, habit tips and hacks, and everyone's favorite feature, Spin the Wheel.

- Winner of a Webby Award for Design (Function)
- iOS and Android
- thehappierapp.com



More than
20K
downloads during early access period

2022 Webby Award
Winner
Best Visual Design (Function)

2022 Webby Award
Nominee
Best User Interface

Notable Partners

The Atlantic

SEPHORA

DELL Technologies

M.M. LAFLEUR

ORACLE

Qapital

Northwestern Mutual

STITCH FIX

H&R BLOCK



GRETCHENRUBIN.COM

THE-HAPPINESS-PROJECT.COM

THEHAPPIERAPP.COM

Bios

SHORT BIO

Gretchen Rubin is one of today's most influential and thought-provoking observers of happiness and human nature. She's an unusual combination: a literary writer who explores how we can put transcendent ideas into practice.

She's the author of five *New York Times* bestselling books, including the blockbuster #1 *New York Times* and international bestseller *The Happiness Project*, as well as the *The Four Tendencies* and *Better Than Before*. On her top-ranking weekly podcast *Happier with Gretchen Rubin*, she discusses good habits and happiness with her sister Elizabeth Craft. She is also the founder of The Happiness Project, an ecosystem of products and tools to help people become happier, healthier, more productive, and more creative—including the award-winning *Happier™* app, which helps people customize and use habit-tracking tools. She makes frequent appearances in TV, radio, and print, and is in much demand as a speaker. Rubin started her career in law and was clerking for Supreme Court Justice Sandra Day O'Connor when she realized she wanted to be a writer. Raised in Kansas City, she lives in New York City with her family.

LONG BIO

Gretchen Rubin is one of today's most influential and thought-provoking observers of happiness and human nature. She's an unusual combination: a literary writer who explores how we can put transcendent ideas into practice. She's known for her ability to distill and convey complex ideas with humor and clarity, and for her skillful use of many forms of communication to connect with a wide audience about her ideas.

She's been interviewed by Oprah, eaten dinner with Daniel Kahneman, walked arm-in-arm with the Dalai Lama, had her work written up in a medical journal, been written up in the *New Yorker*, and been an answer on the game show *Jeopardy!* She makes frequent appearances on television, radio, and print, and is in much demand as a speaker.

She's the founder of The Happiness Project—an ecosystem of products and tools to help people become happier, healthier, more productive, and more creative. "There's no one-size-fits-all solution," she explained, "so there's no 'right' way or 'best' way. We have to know ourselves and choose the tools that work for us."

Gretchen Rubin is a notable example of a traditional author harnessing new tools. With millions of copies of her *New York Times* bestselling books sold, with more than 220 million downloads of her podcast, with her award-winning habit-tracking *Happier* app, with her products, and with an active following on her newsletters and social media, she reaches her audience wherever they want to be.

Products

In the fall of 2021, Gretchen expanded her happiness toolkit, launching an e-commerce shop with a collection of engaging products, including bestsellers *The Know Yourself Better Journal* and *The Memento Keepsake Journal*.

Additional products include:

- *The One-Sentence Journal*
- *The Don't Break the Chain Habit Tracker*
- *The Tackle Box*

Gretchen added two new journals to the collection in the fall of 2022:

- *Know Yourself Better: Embracing Change*
- *Know Yourself Better: Building Connections*

Gretchen will be adding a new journals to the collection in the summer of 2023:

- *Five-Senses Journal*

