

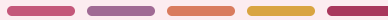
Pretty Sisters

THE COMPLETE CONTENT PACKAGE

Think Pretty Content Map

*Fifteen documents, one system, and how every piece connects to the
five beliefs.*

Twelve member-facing resources plus three internal build documents
— 130 designed pages in total, delivered as print-ready PDFs and
editable, mobile-responsive HTML.



EVERYTHING, IN ONE TABLE — PART 1

The content map

Twelve resources for the women, three build documents for the team. The belief column shows the primary anchor — most touch several.

	RESOURCE	PP.	BELIEF	PURPOSE & PLACEMENT
01	Pretty Sisters Welcome Guide	9	1	Free lead magnet & front door Free download · email capture
02	Five Beliefs Pocket Cards	4	1	Daily reminder & giveaway Free download · event handout
03	The 21-Day Dream Reset Workbook	28	4	Flagship practice Free or membership · January community start
04	TEA Time Worksheet	7	1	The core daily practice Free download · used inside every other resource
05	Dream Journal Starter Pack	11	4	Depth after the Reset Membership · Dare to Dream companion
06	Sister Circle Host Kit	8	2	Community growth engine Free download · drives circles and book sales
07	The Mother-Daughter Think Pretty Guide	8	1	The 14+ audience, reached through her mother Free download · May campaign
08	Book Club Discussion Guide	7	2	Book sales & four-packs Free with every book order

EVERYTHING, IN ONE TABLE — PART 2

The content map

	RESOURCE	PP.	BELIEF	PURPOSE & PLACEMENT
09	Podcast Companion Worksheet	5	2	Podcast retention Free download · linked in every episode
10	The Weekly Pretty Letter Template	5	5	Internal — the newsletter engine Internal tool · not published
11	The Comparison Reset Guide	5	2	The highest-search-intent topic Free download · March campaign
12	The Joy Proof File	6	4	The easiest habit to start Free download · June campaign
13	AI Pretty Sister Companion Scripts	9	2	Internal — product specification Internal · build document
14	Recommended Website Page Copy	11	1	Internal — site build Internal · build document
15	12-Month Membership Content Calendar	7	5	Internal — operations Internal · planning document

WHAT IS INSIDE EACH ONE — PART 1 OF 3

Resource detail

01 Pretty Sisters Welcome Guide

9 pages

Who it is for: The new woman who just found thinkpretty.ai and does not know where to start.

What it contains: Explains the movement, the origin story, the five beliefs, TEA Time, the practices, and one small place to begin. Includes Callie's welcome letter.

02 Five Beliefs Pocket Cards

4 pages

Who it is for: Anyone who has met the five beliefs and wants them in her bag, her car, or her daughter's lunchbox.

What it contains: Six printable cards — five beliefs plus one Pretty Sister card designed to be given away.

03 The 21-Day Dream Reset Workbook

28 pages

Who it is for: A woman who feels stuck and wants a gentle structure, not a bootcamp.

What it contains: Twenty-one daily pages, three week openers, a tracker, and a closing page. One belief, one teaching, one question, one brave action, one line to carry.

04 TEA Time Worksheet

7 pages

Who it is for: Everyone. This is the smallest habit with the largest return in the whole system.

What it contains: One-page quick version, expanded guided version, and seven worked examples: comparison, loneliness, anxiety, shame, confidence, joy, and starting over.

05 Dream Journal Starter Pack

11 pages

Who it is for: The woman who finished the Dream Reset and wants to keep going, one life area at a time.

What it contains: Forty prompts across self, friendship, family, faith, work, health, joy, and home — each ending in one concrete next step.

WHAT IS INSIDE EACH ONE — PART 2 OF 3

Resource detail

o6 Sister Circle Host Kit

8 pages

Who it is for: The woman who wants to gather other women and is worried she is not qualified.

What it contains: Planning checklist, six privacy and kindness agreements, a word-for-word opening script, discussion questions by belief, a closing ritual, and copy-and-send invitation text.

o7 The Mother-Daughter Think Pretty Guide

8 pages

Who it is for: Mothers, aunts, grandmothers, and the women who raise girls.

What it contains: Ground rules for the grown-up, gentle prompts, age-tiered questions for 10–13, 14–17, and 18+, confidence and comparison starters, and a family TEA Time.

o8 Book Club Discussion Guide

7 pages

Who it is for: Anyone reading Think Pretty with other women.

What it contains: A five-month arc or a single evening, a meeting format, questions by belief, three group reflection exercises, and a monthly action challenge.

o9 Podcast Companion Worksheet

5 pages

Who it is for: Listeners who want the episode to survive the drive home.

What it contains: A reusable one-page worksheet, a filled-in example, and a season listening log.

o10 The Weekly Pretty Letter Template

5 pages

Who it is for: Callie and whoever writes the letter after her.

What it contains: The five-part structure, voice notes, a blank template, a fully written sample, a subject line bank, and a pre-send checklist.

WHAT IS INSIDE EACH ONE — PART 3 OF 3

Resource detail

I1 The Comparison Reset Guide

5 pages

Who it is for: The woman who just closed an app feeling worse and does not know why.

What it contains: What comparison actually is, a four-step reset, four worked TEA Time examples, a feed audit, and a seven-day plan.

I2 The Joy Proof File

6 pages

Who it is for: Anyone in a flat season who cannot face a workbook.

What it contains: A thirty-day three-joys tracker, weekly reflection pages, a “what joy taught me this week” page, and thirty prompts for blank nights.

I3 AI Pretty Sister Companion Scripts

9 pages

Who it is for: Whoever builds and tunes the companion.

What it contains: Persona and voice rules, safety boundaries and escalation language, eleven complete conversation scripts, and a phrase library.

I4 Recommended Website Page Copy

11 pages

Who it is for: The designer and developer building thinkpretty.ai.

What it contains: Home, about, book, resource library, membership, circles, podcast, and companion pages, plus meta descriptions and a copy style guide.

I5 12-Month Membership Content Calendar

7 pages

Who it is for: Whoever runs the membership.

What it contains: Twelve themes, twelve resource drops, forty-eight letter topics, live sessions, circle prompts, podcast focuses, and production rhythm.

THE SYSTEM

How the pieces fit together

Everything sits on the Pretty Sister Pathway: **Dream, Believe, Create**. A woman can enter anywhere, and most enter sideways.

DREAM

- 21-Day Dream Reset
- Dream Journal Starter Pack
- Dare to Dream workbook
- Joy Proof File

BELIEVE

- Welcome Guide
- Five Beliefs Pocket Cards
- TEA Time Worksheet
- Comparison Reset Guide
- The book

CREATE

- Sister Circle Host Kit
- Book Club Discussion Guide
- Mother-Daughter Guide
- Podcast Companion
- Membership

The path a woman actually takes

STAGE	WHAT SHE DOES	WHAT SHE GETS
Finds you	Podcast episode, a friend's copy of the book, a search for "how to stop comparing myself"	Comparison Reset or Podcast Companion
Says yes once	Downloads one free thing and gives an email	Welcome Guide
Practices	Does TEA Time for a week, then tries a longer practice	TEA Time · Joy Proof File
Commits	Starts the 21-Day Dream Reset, tells one person	Dream Reset · Dream Journal
Gathers	Hosts a circle or starts a book club — this is where retention actually comes from	Host Kit · Book Club Guide · four-packs
Belongs	Joins the membership for rhythm and a room	Monthly drops, live sessions, the companion

THE ONE THING TO PROTECT

Every free resource has to be good enough that a woman who never pays a dollar still gets something real. That is not a growth tactic — it is the actual promise, and it is the reason women hand these to their friends.

FOR THE DESIGNER AND DEVELOPER

Suggested download file names

Lowercase, hyphenated, and numbered so the library sorts itself. Every resource ships as a print-ready PDF and a self-contained HTML page with the same stem.

01-pretty-sisters-welcome-guide.pdf	01-pretty-sisters-welcome-guide.html
02-five-beliefs-pocket-cards.pdf	02-five-beliefs-pocket-cards.html
03-21-day-dream-reset-workbook.pdf	03-21-day-dream-reset-workbook.html
04-tea-time-worksheet.pdf	04-tea-time-worksheet.html
05-dream-journal-starter-pack.pdf	05-dream-journal-starter-pack.html
06-sister-circle-host-kit.pdf	06-sister-circle-host-kit.html
07-mother-daughter-guide.pdf	07-mother-daughter-guide.html
08-book-club-discussion-guide.pdf	08-book-club-discussion-guide.html
09-podcast-companion-worksheet.pdf	09-podcast-companion-worksheet.html
10-weekly-pretty-letter-template.pdf	10-weekly-pretty-letter-template.html
11-comparison-reset-guide.pdf	11-comparison-reset-guide.html
12-joy-proof-file.pdf	12-joy-proof-file.html
13-ai-companion-scripts.pdf	13-ai-companion-scripts.html
14-website-page-copy.pdf	14-website-page-copy.html
15-membership-content-calendar.pdf	15-membership-content-calendar.html

NAMING RULES, IF THE LIBRARY GROWS

- Number every file. Two digits, so the folder never resorts itself badly.
- No dates in file names — a dated PDF looks stale the moment it is a month old.
- No version numbers in the public file. Version internally, publish clean.
- Same stem for the PDF, the HTML, and the URL slug on the site.

HANDOVER

Production notes

WHAT YOU HAVE BEEN GIVEN

- **Print-ready PDFs** — US Letter, 8.5 × 11", backgrounds to the edge, no crop marks
- **Self-contained HTML** — fonts embedded as data URIs, zero external requests, mobile-responsive
- One shared stylesheet drives all fifteen documents, so a palette change propagates everywhere

THE DESIGN SYSTEM

- Display: Cormorant Garamond · Body: Nunito Sans · Accent: Caveat
- Rose #C4577A · deep rose #8E3352 · blush #FAE7EC · plum #43293A
- Belief colors 1–5: #C4577A, #A06A94, #D97B5E, #D9A441, #A8375C
- Page margins: 0.7" top, 0.8" sides and bottom

BEFORE ANYTHING IS PUBLISHED

- **Callie reviews every first-person passage.** The welcome letter, the sample newsletter, and the companion scripts are drafts written in her voice, not by her. They need her pen before they carry her name.
- **Have the safety language reviewed** by whoever advises on liability, and confirm the crisis resources are current for every country you publish in.
- **Swap in real photography and the official logo lockup.** These pages are typographic on purpose so imagery drops in without a redesign.
- **Replace any pricing or program details with current facts** before anything goes live.

Every free resource has to be good enough that a woman who never pays a dollar still gets something real.

Gentle note: Think Pretty resources offer encouragement and reflection, not therapy, medical advice, or crisis care. If you are in crisis or immediate danger, contact your local emergency number or a licensed professional. In the U.S., call or text 988.